

CONTENTS»

FEBRUARY 2012
VOL. 51, ISSUE 2

DEPARTMENTS

8 News & Views

PLANET; GreenCare for Troops; Ewing runs a marathon; Changes coming for ANLA Clinic; ValleyCrest; Austin Outdoor



10

14 Progress

With the focus now on productivity and efficiency, bare-bones mowers are a thing of the past.

BY BETH GERACI

28 Lawn Care Pro

Robert Maffei
Mashpee, MA
BY DAN JACOBS

30 Risk Management

Making the case for products liability insurance

BY CASEY PAYTON

32 Weed Watch

Lawn Burweed; horseweed

34 LM Reports

Sprayers and spreaders; engine options; lighting; utility vehicles



44



44 Add-on Biz

Appliance repair
BY CAROL BRZOZOZOWSKI

45 A Cut Above

Native Land Design
Cedar Park, TX
BY BETH GERACI

48 My Biggest Mistake

A business owner shares key lessons on handling collections.

BY CASEY PAYTON

COLUMNS

6 Jacobs' Journal

BY DAN JACOBS

16 Whit's World

BY MARTY WHITFORD

40 Best Practices

BY BRUCE WILSON

24 The Benchmark

BY JEFF HARNESS

IN EVERY ISSUE

46 Classifieds 47 Resources

ON THE COVER

Illustration by Joe Kovach; joekovach.com

18



B LC M

FEATURES

18 Tailor-made growth

Mergers and acquisitions provide business owners with a way to strengthen their operations by stitching together complementary companies. BY DAN JACOBS

25 Social media is all about timing ... or is it?

Dedication and focus are important, but don't forget to have some fun, too.
BY CHRIS HEILER

42 Grounds control

Update a country club's grounds to complement its refreshed facilities.

LM MARKET MATCH We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

B – Business, D/B – Design/Build, I – Irrigation, LC – Lawn Care, M – Maintenance

**Landscape
Management**

OUR MISSION: *Landscape Management*—the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals—empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.