

SPONSOR'S WORD

LOOKING TO A BRIGHTER FUTURE

As we move into the new lawn and garden season it seems every media outlet is serving us a steady diet of doom and gloom. Certainly the nature of the current U.S. economy makes our job as business owners more challenging. But despite the negative news about the economy, many landscape contracting businesses are not only surviving, but also thriving, in this volatile market. The first thing they will tell you about replicating their success is that you need to “Get Your Priorities Straight.”

One advantage of a tighter economy is that it forces focus — whether we like it or not. It is times like this when every business owner needs to have a few metrics that give them an instant read on the health of their business. In manufacturing we call them Key Performance Indicators (KPIs). The *Landscape Management* editorial staff has done the legwork in gathering which KPIs the biggest and the best contractors look at on a daily, weekly, monthly and quarterly basis to help them maintain a vibrant operation.

As a result, they are able to offer valuable insight into how the top landscape companies are making this economy work for them. They explore how they monitor the health of their businesses, become more efficient and manage their money.

I've always believed you can find opportunity in any kind of economy. My great-grandfather started our family business in 1933 in the midst of the Great Depression. He had to set his priorities, stay focused, and challenge the doom and gloom mindset that surrounded him at the time. But with a small loan borrowed against his life insurance policy he slowly and steadily grew a business that would go on to sustain three more generations of employees.

With a similar tenacity and a sharp focus on priorities, let's use these shared strategies to power through the challenges that hold others back.

Best regards,

DAN ARIENS

President
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The manufacturer of Gravely® commercial equipment

