

CONTENTS»

JUNE 2012
VOL. 51, ISSUE 6

DEPARTMENTS

6 News & Views

TOCA Awards; The Brickman Group's new CEO; PERC's perk; PLANET programs; Case & Toro projects; Hardest Working Hands in America

12 Progress

David Van Zelst recalls the discovery of a lifetime.

BY BETH GERACI

23 Industry Snapshot

The Green Industry at a glance

60 Lawn Care Pro

Adam Linnemann, Columbia, IL

BY DAN JACOBS

70 Weed Watch

Black medic; wild carrot

73 LM Reports

Software; mowers; lighting elements; construction equipment



82 Add-on Biz

Edible landscaping might just be the next big thing in add-on business opportunities.

BY CASEY PAYTON

84 A Cut Above

Gachina Landscape Management, Menlo Park, CA

BY TOM CRAIN

88 My Biggest Mistake

Clintar Landscape Management's Robert Wilton miscalculated when he mistook his banker for his friend.

BY CASEY PAYTON

\$1

SPECIAL SUPPLEMENT

150 Revealed

The economy is on the mend. The Green Industry's largest contractors are taking full advantage of the opportunities.

BY DAN JACOBS, BETH GERACI AND HEATHER GOOCH

B **D/B** **I** **LC** **M**

COLUMNS

10 Jacobs' Journal

BY DAN JACOBS

57 Whit's World

BY MARTY WHITFORD

58 The Benchmark

BY KEVIN KEHOE

62 Profiting From Design

BY JODY SHILAN

72 Best Practices

BY BRUCE WILSON

IN EVERY ISSUE

86 Classifieds 87 Resources

ON THE COVER

Photos by iStock International Inc.; photo illustration by Carrie Parkhill Wallace

FEATURES

16 An untapped resource

B **LC** **M**

There's a labor pool that few landscape contractors have discovered yet: the disabled.

BY JANET AIRD

B **I** **M**

24 Taking green to the next level

Green Industry companies explore and explain the value in providing sustainable services. BY BRUCE WILSON



63 First-class cab

B **M**

Operator comfort takes center stage for Bobcat Co.'s engineers. BY DOUG ZOERB



68 Project Portfolio

B **D/B**

Landscape Renovations creates a series of linked site enhancements, respecting the home's modernist architecture.

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.