# Landscape Management

HEADOUARTERS

1360 EAST 9TH ST. SUITE 1070. CLEVELAND, 0H 44114

## **EDITORIAL STAFF**

Editor Marisa Palmieri 216/706-3764 mpalmieri@northcoastmedia.net

Senior Editor Beth Geraci 216/706-3756 bgeraci@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 hgooch@northcoastmedia.net, jgooch@northcoastmedia.net

Art Director Carrie Parkhill Wallace 216/706-3780 cwallace@northcoastmedia.net

#### ADVERTISING STAFF

Publisher Jason DeSarle 216/706-3758 Fax: 216/706-3712 | jdesarle@northcoastmedia.net

North American Sales Manager Craig MacGregor 216/706-3787 Fax: 216/706-3712 | cmacgregor@northcoastmedia.net

Account Executive Classifieds Kelli Velasquez 216/706-3767 Fax: 216/706-3712 | kvelasquez@northcoastmedia.net

#### **BUSINESS STAFF**

Vice President, Sales Patrick Roberts 216/706-3736 Fax: 216/706-3712 | proberts@northcoastmedia.net

Administrative Coordinator Petra Turko 216/706-3768 pturko@northcoastmedia.net

Marketing Manager Ryan Bockmuller 216/706-3772 Fax: 216/706-3712 | rbockmuller@northcoastmedia.net

Marketing Specialist Michelle Mitchell 216/706-7922 Fax: 216/706-3712 | mmitchell@northcoastmedia.net

Manager, Production Services Debbie Parker 216/978-9622 | dparker@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

## MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick lademarko 877/652-5295 niademarko@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942 For current single copy, back issues, or CD-ROM



### CORPORATE OFFICERS

President & CEO Kevin Stoltman 216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin 216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer 216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford 216/706-3766 | mwhitford@northcoastmedia.net

## NOVEMBER 2012 VOL 51, ISSUE 11 **ENTS**



## **FEATURES**

## **16** Fired up

Through creative incentives that motivate employees, contractors are giving their businesses an added spark. BY BETH GERACI

## **29** Focus on your supply chain

The payoff will be reduced waste and improved productivity. BY BRYAN MOURS

## **COLUMNS**

4 Editor's Note BY MARISA PALMIERI

10 Best Practices

12 The Benchmark

BY BRUCE WILSON

## BY JEFF HARKNESS

## **IN EVERY ISSUE**

39 Classifieds, Resources

## DEPARTMENTS

## 6 News & Views

GIE+Expo hot topic: E15; NastyClient.com offers platform for contractors and more

## 14 Weed Watch

Orchardorass: yellow foxtail

## 23 Market Watch

New!

LAWN/TREE CARE Managing Asian longhorned beetles

**MAINTENANCE** Cutting Edge picks clients carefully

**IRRIGATION** Tips for marketing Smart Irrigation Month

**DESIGN/BUILD** A landscape design studio on wheels

## 33 LM Reports

Trucks, trailers and accessories; construction equipment; plant varieties and supplies

## 38 Add-on Biz

Turf painting could be a solution for customers who want a guick fix. BY CASEY PAYTON

## 40 My Biggest Mistake

Balancing old and new is challenging for a Montana landscape firm. BY CASEY PAYTON

### ON THE COVER

Design by Carrie Parkhill Wallace using illustrations by iStock International Inc.

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.