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FROM THE LM BLOG

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Jeffrey Scott's five steps for successful strategic planning in 2013:

1. Assess your financials.
2. Set goals that motivate.
3. Create a budget.
4. Make roles clear.
5. Refine incentives.



WEB EXTRAS

» Don't miss NastyClient.com's free, one-year membership offer for LM readers (see page 6 for more details about the customer review site for businesses).

» Get an in-depth background about the tree-damaging Asian longhorned beetle and its introduction to North America (see story on page 23).



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SEEN ON TWITTER

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@Mike_Caprio Just got around to reading the Oct. issue of @LandscapeMgmt Enjoyed your article @LMCreativeLLC ... Great topic and very informative!

@LandscapeMgmt AEF president Jim McCutcheon: declining enrollment in horticulture programs a chronic problem. 181 lost since 1997, a 41 percent decline.

@Inbound_Agency Study: Green roofs, walls will soon be a \$7.7 billion market - buff.ly/SsUkth via @LandscapeMgmt

@PLANET2005 RT @LandscapeMgmt: PLANET launches peer groups with Wilson-Oyler and establishes an outdoor initiative with JP Horizons. #GIC2012

@Ambius See how we transformed a dying 200-lb. green wall into a lush and vibrant wall @ ow.ly/ep4G8 via @LandscapeMgmt



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