

# CONTENTS »

SEPTEMBER 2012  
VOL 51, ISSUE 9



**COVER  
STORY / 13**

## LM's 50<sup>th</sup> Anniversary

Since *LM* launched in 1962 as *Weeds and Turf* the industry has experienced great growth.

### 14 The big 5-0h!

Our list of 50 people, issues, organizations and technologies that have influenced the Green Industry over the last five decades.

BY MARISA PALMIERI & BETH GERACI

### 30 Aging gracefully

A look at how *LM*'s design and focus have evolved over 50 years. BY MARISA PALMIERI

### 32 Fifty and counting

Two Green Industry firms and one association also celebrate a half century in business. BY TOM CRAIN

### 36 A history of innovation

The technology and products Green Industry suppliers have brought to market have helped the industry advance over the years.

## DEPARTMENTS

### 9 Industry Snapshot

The Green Industry at a glance

### 10 News & Views

Syngenta acquires DuPont insecticide business; Ruppert acquires N.C. firm; Frank, Lied's partner

### 39 Lawn Care Pro

Bill Hildebolt  
Winston-Salem, N.C.  
BY CASEY PAYTON

### 40 Weed Watch

Virginia buttonweed;  
Virginia pepperweed



### 58 LM Reports

Lawn care products;  
application equipment

### 66 Add-on Biz

A Maryland company installs artificial turf.  
BY CASEY PAYTON

### 68 A Cut Above

Chris Hricik, Bergenfield, N.J.  
BY CASEY PAYTON

### 72 My Biggest Mistake

Brian Golembiewski learned the hard way when his computer crashed.  
BY CASEY PAYTON

64



## COLUMNS

### 6 Editor's Note

BY MARISA PALMIERI

### 38 The Benchmark

BY KEVIN KEHOE

### 55 Profiting From Design

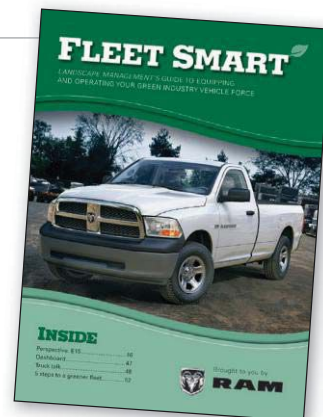
BY JODY SHILAN

### 56 Best Practices

BY BRUCE WILSON

## IN EVERY ISSUE

70 Classifieds 71 Resources



## SPECIAL SECTION

### 43 FLEET SMART Landscape

*Management's* guide to equipping and operating your vehicle force. We cover E15's potential dangers (page 46), fleet managers' outlooks (page 48) and ways to go green (page 52).

#### ON THE COVER

Illustration: Carrie Parkhill Wallace

**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.