

THE GREEN INDUSTRY AT A GLANCE

COME DOWN
s down sharply

### HOUSEHOLD INCOME DOWN

Household income is down sharply since the recession ended three years ago, the *Washington Post* reports.

From June 2009 to June 2012, inflation-adjusted median household income fell 4.8 percent, to \$50,964, according to a report by Sentier Research.

Incomes have dropped more since the beginning of the recovery than they did during the recession itself, when they declined 2.6 percent, according to the report, which analyzed data from the Census Bureau's Current Population Survey. The recession, the most severe since the Great Depression, lasted from December 2007 to June 2009.

Overall, median income is 7.2 percent below its December 2007 level and 8.1 percent below where it stood in January 2000, when it was \$55,470.





Cleveland area lawn care company Weed-Pro demystifies the core aerating and overseeding process for customers. goo.gl/fAz2T



View proper pruning techniques from Sterling, Va.-based Sunrise Landscape + Design's President Joe Markell. goo.gl/XZktS



Green Industry consultant Jeff Korhan shares seven steps to get the most out of your LinkedIn profile.

goo.gl/zGhSo

#### STAFF UP AT SMALL BUSINESSES

Small businesses with fewer than 20 employees created 30,000 new jobs in August but overall saw revenue declines, according to Intuit. The data are based on approximately 83,500 small business customers of Intuit Online Payroll and anonymous aggregated data from QuickBooks Online.



Small business revenues are gradually recovering from recessionary depths but are just now reaching levels seen before the recession began in 2007, according to the Intuit Small Business Revenue Index.



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# USE PROPER APPLICATION EQUIPMENT

### By Mike Kellum | FMC

Pesticides are powerful substances that must be transferred carefully in order to ensure overall safety.

Pesticides should be kept in a locked

storage container during transport. Absorbent materials such as sand should be kept on hand in case of a spill, along with a shovel, broom and bag. In



the event of a spill, avoid contact with the pesticide and keep unprotected persons away from the affected area. Then, follow the instructions provided on the pesticide product label.

Mike Kellum is the Market Specialist for FMC Professional Solutions in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee.





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