

# CONTENTS»

JANUARY 2013  
VOL. 52, ISSUE 1

## DEPARTMENTS

- 6 News & Views**  
Face to face: Lawn Care Forum
- 10 Giving Back** **NEW!**  
A focus on PLANET Community Stewardship Award-winner Utopian Landscapes.  
BY CASEY PAYTON
- 12 LM Success Story**  
Buying a franchise was a fresh start for Brad and Rachel Bell.
- 18 Weed Watch**  
Common dandelion; red clover

## 31 Market Watch

- IRRIGATION** How to prevent backflow device theft
- MAINTENANCE** Flexible equipment financing options
- LAWN/TREE CARE** Learning from Florida's fertilizer restrictions
- DESIGN/BUILD** Landscape lighting design considerations

## 42 Add-on Biz

A bocce ball court division drives revenue for Brewer Landscape Construction.  
BY MIKE INGLES

## 44 LM Reports

Sprayers and accessories; engines

## 48 1-Minute Mentor

**NEW!**

Insights from Dina Dwyer-Owens, chairwoman and CEO of The Dwyer Group.  
BY MARISA PALMIERI



## COLUMNS

- 4 Editor's Note**  
BY MARISA PALMIERI
- 14 Best Practices**  
BY BRUCE WILSON
- 16 The Benchmark**  
BY FRANK ROSS
- 40 Profiting from Design**  
BY JODY SHILAN

## IN EVERY ISSUE

- 47** Classifieds, Resources

## FEATURES

### 21 Peer power

Looking for a supportive inner circle? Some execs have found just that.

- 22** A group effort BY HEATHER TAYLOR
- 25** Peer group confidential BY MARISA PALMIERI
- 28** Raising the bar BY BETH GERACI

### 38 Listen up!

Potential hearing loss is a concern for you and your workers. Protect your team with a new, free training course.  
BY MARISA PALMIERI



## ON THE COVER

Illustration by iStock International Inc.

