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### FD2B Talk Radio Insight of the Night

As part of a new partnership between *Landscape Management* and FD2B Talk Radio, we post an "Insight of the Night" every Thursday from the previous night's radio show. FD2B Talk Radio is a Green Industry radio show that broadcasts live every Wednesday at 7 p.m. Eastern. Its host and founder is *LM* columnist Jody Shilan, who's also the editor and founder of FromDesign2Build.com. Here are a few gems from the show.

» One way to retain employees is by providing them education and training. Some owners and managers fear that helping their employees better themselves and develop valuable skills is expensive—and there's no guarantee that employees won't leave. That's true, but consider the alternative: Not educating or training employees and having them stay.

—*Jack Ferrell*, Green Industry recruiter, Florasearch, Sanford, Fla.

» Instead of doing a landscape design presentation in person as most contractors do, consider scheduling an appointment with the homeowners using GoToMeeting and conducting an online presentation to review the drawings. Not only does this save travel time, but you can "meet" with both the husband and wife even if they're at two different locations. Another big benefit is scheduling meetings during regular business hours and not at night or on the weekends.

—*Brad Groff*, co-owner of River Valley Landscape and Pools, Wrightsville, Pa.

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