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## WEB EXTRAS

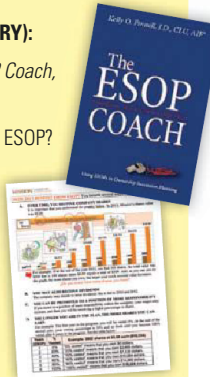
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### MORE ON ESOPS (FROM COVER STORY):

- » Dig into the first chapter of *The ESOP Coach*, authored by Kelly Finnell.
- » Is your company financially apt for an ESOP? See an example feasibility analysis from CCG Advisors.
- » Peruse some of Mission Landscape's ESOP newsletters.
- » View a roster of experts to assemble to create an ESOP.

### PLUS:

- » Norman Goldenberg opines on why big firms get a bad rap and the No. 1 hurdle in lawn care (from page 48).
- » Get role and salary benchmarks from LandOpt for a \$1 million company (from page 25).



## SEEN ON TWITTER

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@ASOMTitusville: RT DYK? A single grass plant can have more than 300 miles of roots? #LawnCareMonth pic.twitter.com/dWby6nqEe0

@777Collins: "@LandscapeMgmt: When do you disclose design fees? @jshilan weighs in. buff.ly/1myixjF" upfront. #always

@GravellyMowers: RT "In its sales workshop, @Ariens warns students: 'If you don't like to hear no, sales is not for you. Shrug it off, keep chugging.'" #PLANETSCD



## Facebook Feature QUESTION OF THE WEEK

*What new piece of equipment, product or service are you implementing this year?*

- » **Adam Linnemann:** Five new propane-powered John Deere mowers. First in Southern Illinois to make the switch.
- » **Eddie Susshine:** Incorporating food production into traditional flowerbeds.
- » **Jeff Grizzle:** We replaced one of our John Deere 2653s with a Toro Reelmaster 3100. We are very satisfied with that choice.

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## Your Fortune Awaits!



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