

# CONTENTS »

JUNE 2014  
VOL 53, ISSUE 6

**S1** SPECIAL SUPPLEMENT  
STARTING AFTER PAGE 20

# LM 150

## LESSONS LEARNED

FROM THE INDUSTRY'S  
LARGEST COMPANIES

## FEATURES

### 14 Brickman/ValleyCrest: Culture clash?

A look at their cultures, what defines a national company mentality and TruGreen LandCare comparisons.

BY SARAH PFLEDDERER

### 60 Project Portfolio: Mid-century paradise

Botanical Decorators updates a sloping, overgrown landscape.

# 14



## COLUMNS

### 5 Editor's Note

BY MARISA PALMIERI

### 8 Best Practices

BY BRUCE WILSON

### 10 The Benchmark

BY JEFF HARKNESS

## IN EVERY ISSUE

69 Classifieds, Resources

### ON THE COVER

Design by Tracie Martinez;  
blackboard photo ©iStock.com/taonga

## DEPARTMENTS

### 6 News & Views

Recruiting employees via panhandling

### 12 Postemergent Control Tips

North; south

### 19 Market Watch

**DESIGN/BUILD** Results from the third Houzz & Home Survey

**IRRIGATION** Using graywater from laundry-to-landscape systems

**MAINTENANCE** A Texas company targets municipal contracts

**LAWN CARE** See what pesticide products are in the pipeline

### 62 Add-on Biz

A Michigan firm dabbles in "dark property management."

BY CASEY PAYTON

### 66 LM Reports

Software/apps; landscape lighting; UTVs & accessories

### 70 1-Minute Mentor

Chuck Carr, Pierre Landscape

BY MARISA PALMIERI



**Landscape Management**

OUR MISSION: *Landscape Management* shares new ideas to inspire and empower readers to run more efficient, profitable businesses. We're the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals.