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Honda Proudly Announces Some Dramatic Reductions.

No, this isn't a closeout sale. It's the Honda UMK Series, 4-stroke trimmer/brushcutters.

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4-stroke engines are well known for producing fewer emissions than comparably sized 2-stroke engines, making them very environmentally friendly. In fact, Honda's trimmers meet all EPA and CARB emission standards. **Maintenance Reduction**

Honda's trimmers use straight gasoline, eliminating the hassle of mixing gas and oil. And they can run two times longer than comparable 2-stroke engines on the same amount of fuel! **Effort Reduction**

The engines also suppress spark plug carbon buildup and carburetor clogging, maintaining like-new starting ease. **Price Reduction**

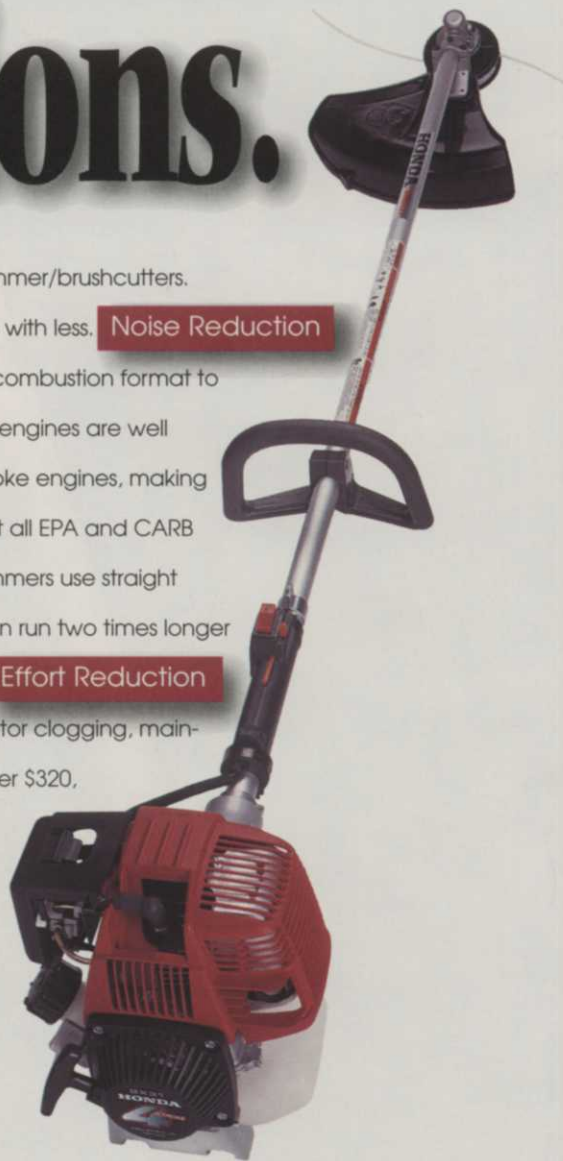
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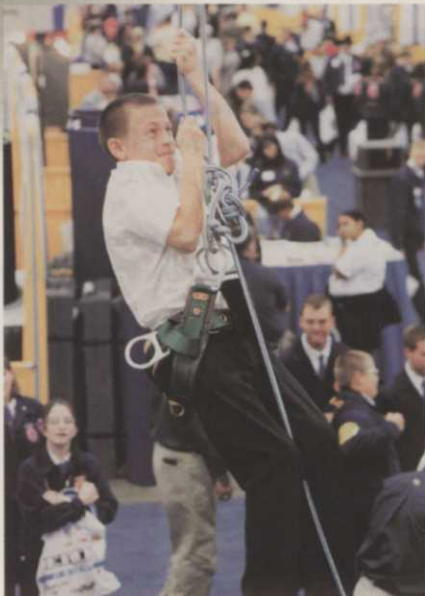
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BY SUE GIBSON / EXECUTIVE EDITOR

Be a player in the labor game

“I

his millenium, I'm planning ahead, and I mean it!" I vowed, along with millions of others. How about you? Will this be the year when you make plans instead of promises, or develop written business goals and a program to achieve them? I believe that you can achieve those things if you work for them.

So how will you work at hiring employees this year? I'm sorry to say if you don't have a plan in place right now, you're already out of this year's game. You might get lucky, but the best people will go elsewhere.

"What? I haven't even written our clever new want ads yet!" you shriek. "I'm still developing our internet search strategy. It's not too late — it's only February!"

Sorry, you're wrong. It's too late to start planning because right now, you should be planning for February 2001, 2002 and 2003. In fact, you should be planning all aspects of your business for the next five years, and not just your hiring plan. The "people" is critical to building your organization of the future.

That's one thing I've learned from the experts who contributed to our series on labor, which starts this month. I've also learned it from observing the most successful managers in our industry. They don't recruit, hire or retain people as an afterthought. They plan like hell for it.

Why? Because the numbers are stacked against you. The "available" workforce will shrink even more in upcoming years and you'll have to look for "non-traditional" workers and use new systems to keep them. It's going to be a lot harder in the future.

So here's my recipe for playing today's and tomorrow's labor game successfully:

► 1. *Think and act long-term.* Be purposeful and plan years ahead to have the organization, relationships and systems that feed people with potential to

you, and keep them there for the long term.

► 2. *Network like crazy.* Reach out to "nontraditional" employees and build creative alliances for hiring and training.

► 3. *Be a leader.* Everyone can't be a leader, but you can be the best at something. You can have an organization that grows its people along with its business — and you'll have to.

Too many of you tell me that the key factor keeping you from growing more is lack of good people. If this problem is so critical, you need to work hard — short-term and long-term — to solve it.


Our coverage this month starts on page 48. We'd love to hear your sources for people, your ideas for training and your methods of slowing turnover for future articles. If you have the time, please give me a call at 800/225-4569 x2729, or email me: sgibson@advanstar.com.

Welcome Jason Stahl

It's our pleasure to welcome Jason Stahl as managing editor of *Landscape Management* and our sister publication, *Athletic Turf*. Jason joins us with several years of experience in publications and is already learning plenty about the ins and outs of professional landscape work. He will cover many industry events and has already started developing several features on our industry, like his piece in *Industry Almanac*, page 32. You can reach him at 440/891-2623 or jstahl@advanstar.com.



"It's too late to start planning...you should be planning for February 2001 and 2002..." — SG



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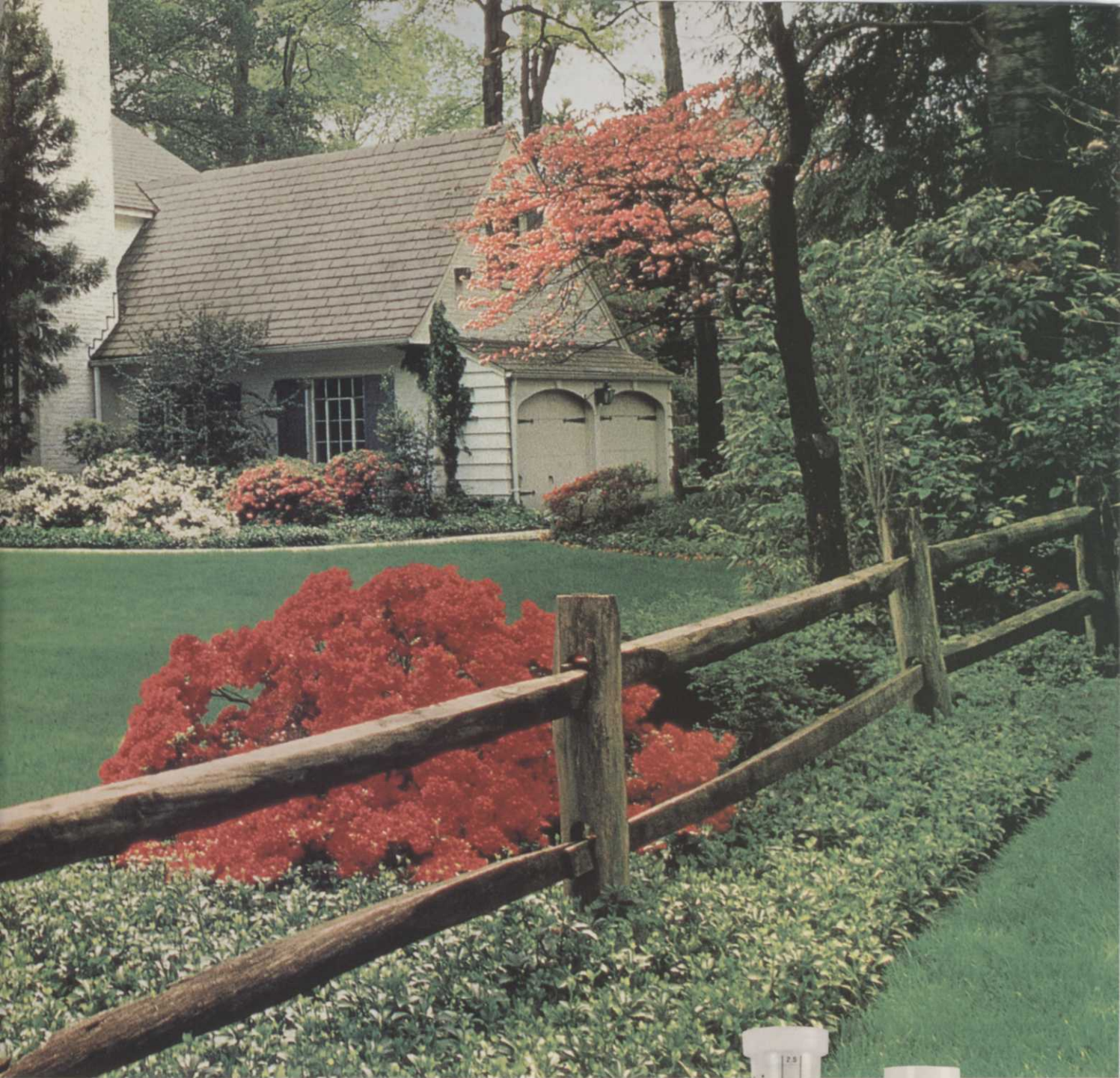
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events

WHAT, WHEN & WHERE

February

15-17 Illinois Landscape Contractors Association's Winter Seminar / Lisle, IL; 630/472-2851

16-17 Landscape Industry Show / Long Beach, CA; Sponsored by California Landscape Contractors Association; 916/448-2522

21-23 Michigan Forestry and Park Association Winter Conference / Lansing, MI; 517/482-5530

21-25 Virginia Tech Turfgrass Ecology and Management Short Course / Blacksburg, VA; 540/231-5182

21-25 Cornell Turfgrass Management Short Course / Fishkill, NY; 607/255-1792

22 Train the Trainer Equipment Operation and Safety Program / Orlando, FL; Sponsored by the Associated Landscape Contractors of America; 800/395-2522

22-24 Ohio State University Professional Grounds Maintenance Short Course / Columbus, OH; 614/292-7457

28 New York State Turfgrass Association Southeast Regional Conference / Suffern, NY; 800/873-8873

29 Pesticide Safety / New Brunswick, NJ; Cook College Office of Continuing Professional Education; 732/932/9271

29-March 1 Spring

Training Conference / Golden, CO; Sponsored by the Colorado Association of Lawn Care Professionals; 303/850-7587

29-March 1 Southern Illinois Grounds Maintenance School / Collinsville, IL; 618/236-8600

March

1 The Nassau Suffolk Landscape Gardeners Association Annual Professional Turf & Plant Conference / Huntington, NY; 516/665-2250

1 Concrete Pavers: Creative Applications and Efficient Installation Methods / New Brunswick, NJ; Cook College Office of Continuing Professional Education; 732/932 9271

6-7 MFPA Annual Winter Conference / Lansing, MI; Sponsored by the Michigan Forestry and Park Association; 517/482-5530

6-9 New England Regional Turf Conference & Show / Providence; Sponsored by New England Turf Association; 401/848-0004

9-12 Associated Landscape Contractors of America Student Career Days / Starkville, MS; 800/395-2522; www.alca.org

13 Pruning Landscape Ornamentals For Beneficial Effects / New Brunswick, NJ; Cook College Office of Continuing Professional Education; 732/932-9271

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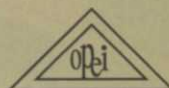
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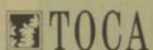
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