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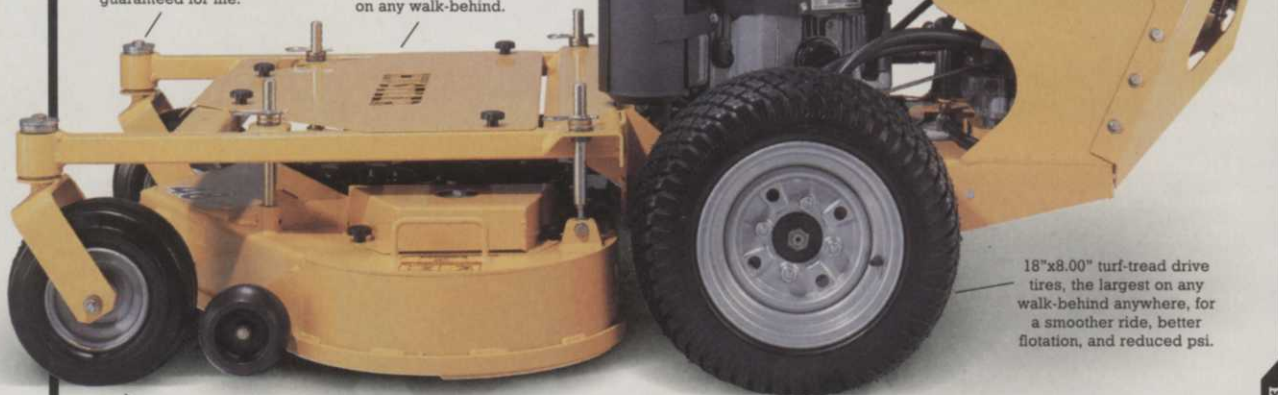
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BY SUE GIBSON / EXECUTIVE EDITOR

Where's your hill of 'beenz?'

Is it me or do many advertisements promote "Something.com?" Suddenly, everyone's a day trader or buying their cars on the Net, not down at "Honest John's" lot.

Let's face it, the Web is shaking things up like nothing has since the evolution of television, and probably more so. It's forcing us to rethink how we buy and sell goods and services, even in the landscape industry.

For instance, have you heard of "beenz?" Beenz.com is a new form of e-money that works like frequent flier miles. You visit a site, receive a "hill of beenz" for your purchase and use your 'beenz' for goods and services at participating Web sites. Soon, you will be able to use your 'beenz' at traditional retail stores. Is this something you might be able to use to benefit your landscape operation? I bet you can.

Remember how valuable stock brokers were just a few years ago? They were indispensable for making our stock trades — but now? We've bypassed the need for a middleman to execute the trades and are fast outgrowing the need for their firms' research. Most e-trading sites offer us the same resources those firms use.

Think about how the Internet is reshaping the way we buy cars. We don't have to haggle with the dealer anymore. We can order online, then breeze into the dealership to sign the final papers. We're ordering direct from the manufacturer.

Whole lotta shakin' going on

So how will the Internet affect our industry? While many dramatic changes have taken place in retailing or manufacturing, the service side is still foggy. Obviously, landscapes will always require the physical

presence of people to do the work, and as the economy continues to roll, that bodes well for you.

But what can you offer on the Web besides customer education, streamlined ordering or service announcements? What will your suppliers offer that will benefit you?

If you want to be competitive when the real millennium rolls around, start thinking now about how to redefine your model of customer service using the Web. It's already changing your role as an equipment buyer — you can now order equipment direct from some manufacturers (see Industry Almanac). Expect to see more of that as the distribution chain evolves.

Will you use it to educate not just your customers, but your suppliers and employees? Will they use it to educate you, order service to fit their schedules or build new partnerships?

Some of you are already expanding markets with the Internet, using it for public service, lobbying and creative networking.

Some of you already use the Web to get new business, make consultations, save time and money, and keep your employees loyal. And you'll discover how instant online monitoring will benefit your customers.

Amazingly, there are already \$2.5 million worth of 'beenz' in our Internet economy, according to the

Wall Street Journal.

Watch for new models like this to sprout up in our industry. They may not change things right away, but I bet they'll change things radically, and soon. — SG

"Watch for new models like this to sprout up in our industry. They may not change things right away, but I bet they'll change things radically..." — SG



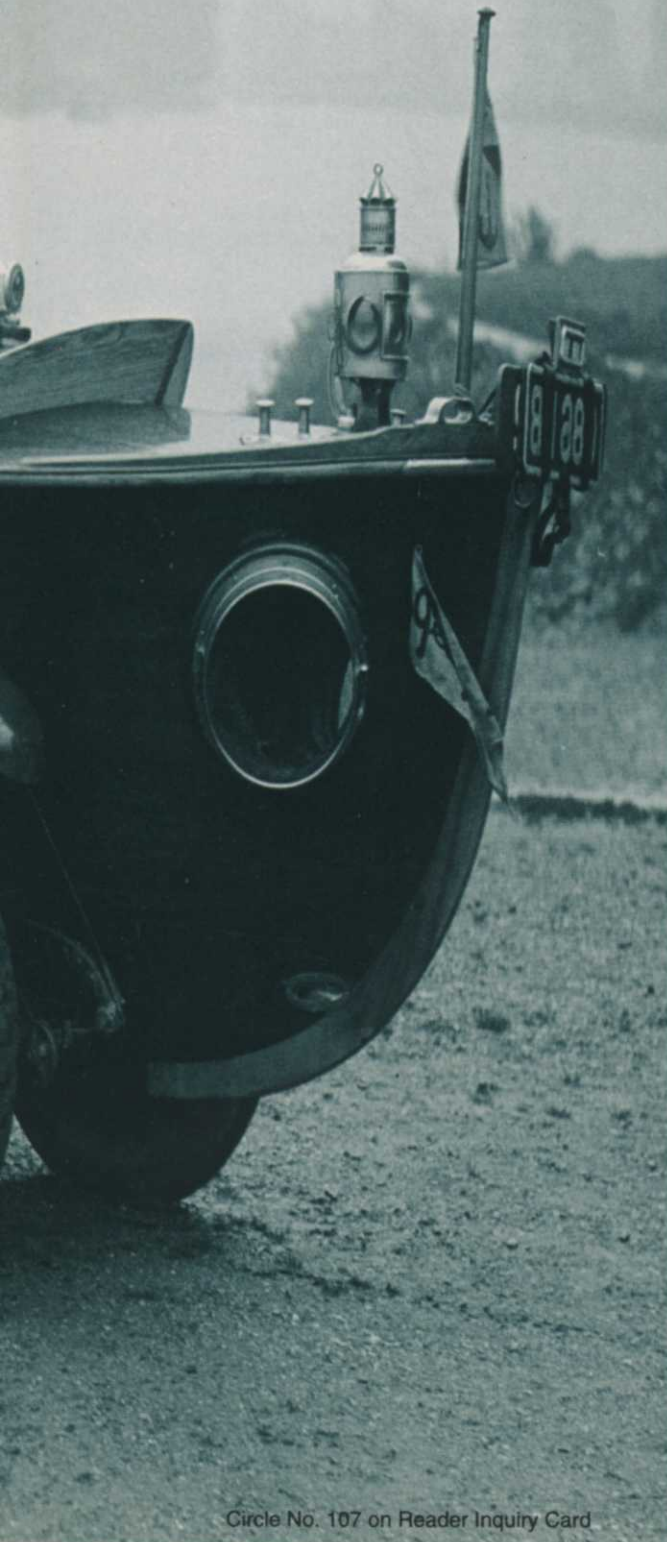
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events

WHAT, WHEN & WHERE

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17-20 Michigan Turfgrass Conference / Lansing, MI; 517/321-1660; michiganturfgrass.org

18-20 Midwest Turf Expo Indianapolis; Sponsored by Midwest Regional Turf Foundation; 765/494-8039

18-20 Mid-America Green Industry Convention / Kansas City, MO; 816/561-5323

19/26 Professional Parks Maintenance / New Brunswick, NJ; Cook College Office of Continuing Professional Education; 732/932/9271

19-21 Mid-Am Horticultural Trade Show / Chicago; 847/526-2010; www.midam.org

19-23 Interior Landscape Conference / Ft. Lauderdale, FL; Sponsored by the Associated Landscape Contractors of America; 800/395-2522; www.alca.org

20 American Nursery & Landscape Association's 125th Anniversary Gala Dinner / Chicago; 202/789-2900; www.anla.org

20-22 WinterGreen 2000 / Atlanta; Sponsored by the Georgia Green Industry Association; 706/632-0100.

24-26 Central Environmental Nursery Trade Show (CENTS) 2000 / Columbus, OH; Sponsored by Ohio Nursery & Landscape Association; 614/899-1195

24-28 Professional Horti-

culture Conference of Virginia / Virginia Beach, VA; 757/523-4734; www.phcv.org

25-27 Virginia Turf & Landscape Conference & Trade Show / Richmond, Va; Sponsored by Virginia Turfgrass Council; 540/942-8873

27 Northeastern PA Turf School & Trade Show / Wilkes-Barre, PA; 814/863-3475; www.paturf.org

28 New England Grows / Boston; Sponsored by Associated Landscape Contractors of Massachusetts, Massachusetts Arborist Association, Massachusetts Nursery and Landscape Association and New England Nursery Association; 202/789-5980, ext. 3006.

29 Gulf States Hort Expo / Mobile, AL; 202/789-5980, ext. 3006

February

2-4 Illinois Landscape Contractors Association / Effective Selling Seminar / Willowbrook, IL; 630/472-2851

3-5 PLCAA Management Conference / Tampa, FL; 800/458-3466

3-6 ANLA 2000 Management Clinic: Spring Training for Your Mind! / Louisville, KY; 202/789-2900; www.anla.org

6-9 ALCA Executive Forum / Las Vegas, NV; 800/395-2522; www.alca.org

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202/789-2900



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248/476-5457



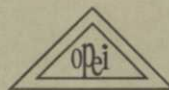
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8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



National Arborist Association
The Meeting Place Mall,
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Amherst, NH 03031-1094
603/673-3311
www.natlarb.com



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Zanesville, OH 43702-3388
888/683-3445



The Outdoor Power Equipment Institute
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Old Town Alexandria, Va. 22314
703/549-7600
opei.mow.org



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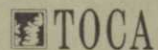
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