

Landscape MANAGEMENT

June 2002

This card is void after August 15, 2002

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:
 Yes no

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS* _____
 CITY _____ STATE _____ ZIP _____
 *Is this your home address? Yes No
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____
 Signature: _____ Date: _____

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call 888-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advanstar's lists, or indicate so below.

- 1. My primary business at this location is: (fill in ONE only)**
CONTRACTORS/SERVICE COMPANIES
 02 255 Landscape Contractors (Installation & Maintenance)
 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
 04 285 Irrigation Contractors & Consultants
 Other Contractors/Service Companies (please specify) _____

- LANDSCAPING/GROUNDS CARE FACILITIES**
 05 290 Sports Complexes
 06 295 Parks
 07 305 Schools, Colleges & Universities
 Other Grounds Care Facilities (specify) _____

- SUPPLIERS AND CONSULTANTS**
 08 355 Extension Agents/Consultants for Horticulture
 09 360 Sod Growers, Turf Seed Growers & Nurseries
 10 365 Dealers, Distributors, Formulators & Brokers
 11 370 Manufacturers
 Other (please specify) _____

- 2. Which of the following best describes your title? (fill in ONE only)**
 12 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
 13 20 Manager/Superintendent - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
 14 30 Government Official - Government Commissioner, Agent, Other Government Official
 15 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
 16 50 Other Titled and Non-Titled Personnel (please specify) _____

- 3. SERVICES PERFORMED (fill in ALL that apply)**
- | | | |
|--|--|---|
| 17 <input type="radio"/> A Mowing | 23 <input type="radio"/> G Turf Disease Control | 28 <input type="radio"/> L Pond/Lake Care |
| 18 <input type="radio"/> B Turf Insect Control | 24 <input type="radio"/> H Ornamental Care | 29 <input type="radio"/> M Landscape Installation |
| 19 <input type="radio"/> C Tree Care | 25 <input type="radio"/> I Landscape Design | 30 <input type="radio"/> N Snow Removal |
| 20 <input type="radio"/> D Turf Aeration | 26 <input type="radio"/> J Turf Weed Control | 31 <input type="radio"/> O Other (please specify) |
| 21 <input type="radio"/> E Irrigation Services | 27 <input type="radio"/> K Paving, Deck & Patio Installation | |
| 22 <input type="radio"/> F Turf Fertilization | | |

- 4a. Do you specify, purchase or influence the selection of landscape products?**
 56 Yes 59 No

- 4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)**
- | | | |
|--|---|---|
| 32 <input type="radio"/> A Aerators | 39 <input type="radio"/> H Herbicides | 46 <input type="radio"/> O Sweepers |
| 33 <input type="radio"/> B Blowers | 40 <input type="radio"/> I Insecticides | 47 <input type="radio"/> P Tractors |
| 34 <input type="radio"/> C Chain Saws | 41 <input type="radio"/> J Line Trimmers | 48 <input type="radio"/> Q Truck Trailers/Attachments |
| 35 <input type="radio"/> D Chipper-Shredders | 42 <input type="radio"/> K Mowers | 49 <input type="radio"/> R Trucks |
| 36 <input type="radio"/> E De-icers | 43 <input type="radio"/> L Snow Removal Equipment | 50 <input type="radio"/> S Turfseed |
| 37 <input type="radio"/> F Fertilizers | 44 <input type="radio"/> M Sprayers | 51 <input type="radio"/> T Utility Vehicles |
| 38 <input type="radio"/> G Fungicides | 45 <input type="radio"/> N Spreaders | |

- 5. Do you have Internet access?** 52 A Yes 53 B No

- 5a. If so, how often do you use it?**
 54 A Daily 55 B Weekly 56 C Monthly 57 D Occasionally

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

Save TIME and fax it:
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Landscape MANAGEMENT

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 PITTSFIELD MA 01203-9697





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- 31 O Other (please specify) _____

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Walker Manufacturing Company, producers of compact riding mowers, introduces the industry's first 74" Side Discharge Deck - the largest cutting deck for a mid-size tractor.

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because one worker, a sledgehammer, and a few minutes is all it takes to install



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Applicants must be able to demonstrate interest in sales to lawn & garden retailers. The job is a telephone sales position based in Nashua, NH, in tax free southern New Hampshire.

Please contact:

John B Heroux, Marketing Manager
Seaboard International Forest Products
Box 6059, Nashua, NH 03063
Fax: 603-598-2280
Email: john.heroux@fctg.com

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SALES REPRESENTATIVE- We are looking for motivated individuals to join our sales staff in expanding our sales, telemarketing and new territory development. Candidates should be well-versed in plant material identification, computer literate, organized and self-motivated. A horticulture degree and/or five or more years of related experience required.

PROPAGATION MANAGER- We are looking for a Division Manager for our expanding container operation in Chesapeake City, MD. The Propagation Manager will be responsible for all aspects of operation in our propagation facilities. Applicants must be results-oriented with strong management and communication skills. A degree in Ornamental Horticulture and/or two or more years of related experience required.

CONTAINER PRODUCTION ASSISTANT- We are looking for results-oriented individuals for our expanding container operation in Chesapeake City, MD. Opportunities exist in our inventory control, shipping, plant maintenance and production-related areas. A horticulture degree or related experience required.

ASSISTANT FIELD SUPERVISOR- We are looking for a highly motivated, career oriented individual to assist our Field Supervisor at our Chesapeake City, MD facility. This person will help manage expansion, production and shipping for our 1000 acre operation. Candidate must have two or more years deciduous tree growing experience, strong leadership, communication and organizational skills and a take-charge attitude.

If you possess these skills and want to be a part of a dynamic growing team where you will be expected to make a difference, forward your resume with references and salary requirements to:

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Attn: Anna Martin

PO Box 672, Chesapeake City, MD 21915
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To advertise in Landscape Management, contact Leslie Zola at lzola@advanstar.com

Help Wanted (Cont'd)

POSITIONS AVAILABLE:

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We are looking for personnel who are experienced with the Rain Bird® Maxicom™ hardware and software.

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FAX RESUMES TO 713-272-7779

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LANDSCAPE FOREMAN– New Jersey– Large, well-established landscape construction company and large caliper tree growers in business for 35+ years, we have a reputation for quality and perfection. Looking for a "Get it Done" type of guy who is self-motivated, has good organizational skills, with experience in large-scale commercial projects. Great pay and benefits. **Fax resume to: Trees Now Inc. at 201-327-8190 or call Brian: 201-327-5270.** 7/02

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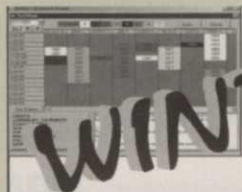


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best practices

GUIDELINES TO HELP AN INDUSTRY GROW

branding

Devote 2% of your sales to get results

BY RON HALL /
EDITOR-IN-CHIEF

Most landscape and lawn care business owners like getting their hands dirty. They'd rather be outside than developing a plan to establish their operation as a brand in their marketplace.

Not just for cereals

Branding? It's okay for breakfast cereals, but what does it have to do with Green Industry businesses? Plenty.

Check out TruGreen ChemLawn. Who doesn't recognize its trucks? Its uniformed employees? Its logo?

Maybe you're too busy working on projects and hustling for sales to build a "brand." Shame on you.

Take a long look at your competitors. Is there one that the public immediately recognizes? Why shouldn't that company be yours?

Advertising and marketing — in all of their many forms — aren't branding. They are tools to help you build a brand, so don't think that just because your numbers compare favorably with ALCA's "2001 Operating Cost Study," below, that you're a branding whiz.

The survey says...

The Study, sponsored jointly by ALCA and ANLA, contains averages of financial data gathered from 233 member companies. It reveals that most



Ed LaFlamme says to build your brand.

landscape contractors spend less than one percent of their revenues on advertising and promotion.

That, of course, is not taking into account the cost of all of the other things that go into making a brand, down to the company stationary.

What's the number?

For many years, Ed LaFlamme operated a successful landscape firm in Connecticut. Today, he consults to help other contractors build their operations. He says a company that delivers quality customer service should expect to spend 2% on marketing and advertising, almost double the ALCA study average.

"At two percent, you're bringing in results," LaFlamme said in a recent "Owners' Network" teleconference (www.owners1.com). "You're getting results if you're marketing your company correctly. You'll have a lot of work to choose from."

Sound off

I think your estimates on what an owner should pay himself/herself from the article, "Payday for the Owner," (April LM, page 108) are on the low side, \$60,000 for a \$1 million company. I find that if you price your jobs correctly, avoid lowballing at all costs and watch your budget carefully, you should be able to pay yourself more than what you indicated.

— Marco Gonçalves
Clean Cut Lawns
Ossining, NY

Speak your mind

What do you think about our take on branding? E-mail your thoughts to jstahl@advanstar.com.

If we print your comments, we'll mail you a copy of "Spanish Phrases for Landscape Professionals" by Jason Holben and Dominic Arbini. To learn more about this book, call 303/863-1685 or send an e-mail to StockPotSpanish@hotmail.com.

ADVERTISING & PROMOTION (% of net sales)

Typical contractor	0.9
Exterior design/build	1.3
Exterior installation	0.7
Exterior maintenance	1.1

SOURCE: "2001 OPERATING COST STUDY." FOR MORE INFORMATION CONTACT ALCA AT WWW.ALCA.ORG OR ANLA AT WWW.ANLA.ORG.

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