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Landscape MANAGEMENT

May 2003

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Signature: _____ Date: _____

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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. Which of the following services does your company provide? (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?

58 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 Yes 53 No

5a. If so, how often do you use it?

54 A Daily 55 B Weekly 56 C Monthly 57 D Occasionally

LMINET

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

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UNITED STATES

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**Landscape
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC
PO BOX 5152
BUFFALO NY 14205-9836



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- 23 G Turf Disease Control
- 24 H Ornamental Care
- 25 I Landscape Design
- 26 J Turf Weed Control
- 27 K Paving, Deck & Patio Installation
- 28 L Pond/Lake Care
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- 31 O Other (please specify) _____

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- 36 E De-icers
- 37 F Fertilizers
- 38 G Fungicides
- 39 H Herbicides
- 40 I Insecticides
- 41 J Line Trimmers
- 42 K Mowers
- 43 L Snow Removal Equipment
- 44 M Sprayers
- 45 N Spreaders
- 46 O Sweepers
- 47 P Tractors
- 48 Q Truck Trailers/Attachments
- 49 R Trucks
- 50 S Turfseed
- 51 T Utility Vehicles

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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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Circle No. 133



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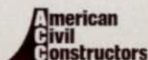
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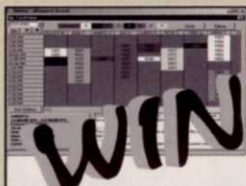
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best practices

GUIDELINES TO HELP AN INDUSTRY GROW

Pick 'big picture' things

BY BRUCE WILSON

Most Green Industry companies struggle with developing and implementing training programs. It's always a topic at industry conferences. Like most companies, we've done things that have worked and things that haven't worked. What we've learned can certainly be useful as you try to improve your company training.

Identify weak spots

Start by identifying where a lack of training shows up in your operations. Focus on the things that affect the customer experience, result in accidents, show up in lost profits and cause stress in the organization. In doing this, pick "big picture" things, not isolated aggravating incidents. After all, mistakes will happen even after training people. Also, create a list of improvements you want to make through your training programs.

Before you start to develop your own internal training, look at what's already available through your trade associations, suppliers and local universities. There's a lot out there.

Here are a few things that work:

Pictures overcome the language barrier. If you're trying to improve quality, take pictures of the job done right and the job done wrong. Use the pictures to focus on correcting mistakes you see on your jobs. For example, if your mowing crews aren't creating good mowing patterns, take pictures showing what the finished product should look like if it's done right. Also, take some pictures of the unacceptable mowing job to show the wrong way.

Pick your best crews to train and orient new hires. Starting out new employees with the right



Bruce Wilson

habits is the best way to go.

For group training, train in short doses. Short training meetings on simple topics tend to work better than long training sessions. Re-

member to target your trouble spots.

Tie pay increases to learning new skills. You want the employees to want to learn new things.

Set up a training area with a TV and a VCR. Make it available for employees to view tapes.

Many tapes are available through ALCA and through equipment suppliers.

Keep in mind that training is an investment. Untrained employees cost you in many ways: lost profits, lost customers and accidents that kill your insurance rates. Make sure your investment is a wise one by establishing the outcome of your training before starting. And place some accountability on those being trained.

Sound off

The amount of training material available to landscape companies, lawn service firms and grounds departments is incredible. Professional organizations such as ALCA, PLCAA, PGMS and ANLA produce quality training manuals and tapes over a range of topics.

Many suppliers produce valuable training material as well, usually targeted to the proper use of equipment and materials. Often it's available in both English and Spanish.

Check with your distributor.

To comment on this month's "Best Practices" column by Bruce Wilson, contact him at bwilson@wilson-oyler.com. Wilson spent 30 years with Environmental Care, Inc., before partnering with Thomas L. Oyler to form the Wilson-Oyler Group, which offers consulting services. Visit www.wilson-oyler.com.



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