A man wearing a dark blue cap and a brown leather vest over a light blue denim shirt stands in a golf course. He is holding a cardboard box with the Rain Bird logo. In his vest pocket, several US dollar bills are visible. In the background, a large sprinkler system is watering the grass, with water spraying in multiple directions. The sky is overcast.

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# Landscape Management

**OUR MISSION:** *Landscape Management* — the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.

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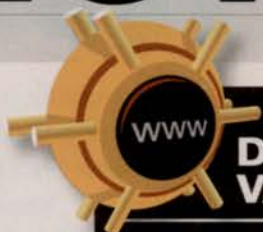
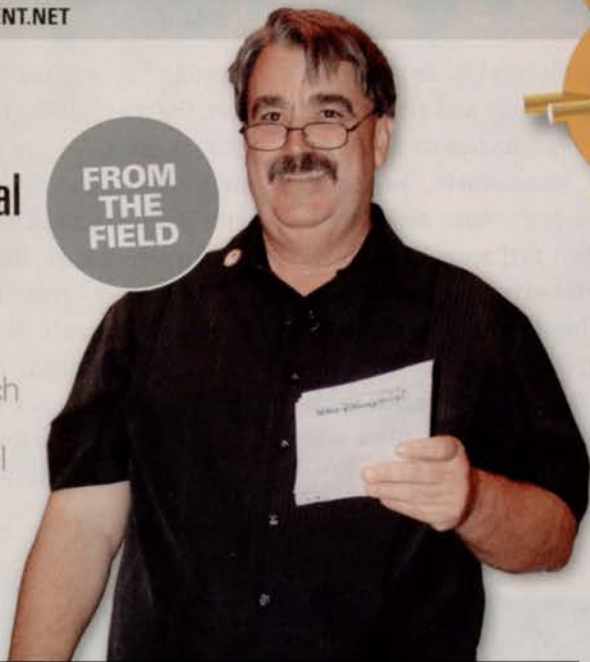
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## Harvest your potential

Bill Arman, cofounder of The Harvest Group consultancy, teaches Green Industry executives strategies to reach their full potentials during the Professional Landcare Network's Executive Forum last month in Orlando.

FROM  
THE  
FIELD



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### LMdirect!

Landscape professionals might want to consider adding fruit and vegetable gardening to their service offerings in light of the public's reaction to the continuing stream of frightening economic news.

### Athletic Turf News

Banning phosphorus applications to turfgrass has become the "in thing" for government officials across the country.

### LD/B Solutions

Add on services can help boost profits, but could spread your business too thin.

### Get Growing

The Chinese pistache is a broad crowned tree that can grow up to 50 ft., with an umbrella-shaped spread that's 2/3rds of its height.

## READERS RESPOND

When do you foresee the U.S. economy emerging from this recession?

36% Maybe in 2010 if we're lucky

43%

It's going to be a while.

-21% The second half of 2009

0% We're already flying high.

» **Next month's question:** What is the single-biggest factor that would improve your workers' productivity?

Want to weigh in? Visit [www.landscapemanagement.net/survey](http://www.landscapemanagement.net/survey) to voice your opinion.

## WEB EXCLUSIVE

### Garden Shows: A chance for landscape companies to shine

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## EDITORIAL STAFF

**Editor-in-Chief** Marty Whitford 216/706-3766 | [mwhitford@questex.com](mailto:mwhitford@questex.com)  
**Editor-at-Large** Ron Hall 216/706-3739 | [rhall@questex.com](mailto:rhall@questex.com)  
**Managing Editor** Daniel G. Jacobs 216/706-3754 | [djacobs@questex.com](mailto:djacobs@questex.com)  
**Executive Editor** Larry Aylward 216/706-3737 | [lailward@questex.com](mailto:lailward@questex.com)  
**Art Director** Carrie Parkhill 216/706-3780 | [cparkhill@questex.com](mailto:cparkhill@questex.com)

## COLUMNISTS

**Kevin Kehoe** 949/715-3804 | [kkehoe@earthlink.net](mailto:kkehoe@earthlink.net)  
**Jim Paluch** 877/574-5267 | [jim@jphorizons.com](mailto:jim@jphorizons.com)  
**Tyler Whitaker** 801/592-2810 | [tyler@tylerwhitaker.com](mailto:tyler@tylerwhitaker.com)  
**Bruce Wilson** 866/517-2272 | [bwilson@wilson-oyley.com](mailto:bwilson@wilson-oyley.com)

## READER ADVISORY PANEL

**Fred Haskett** U.S. Lawns/West St. Louis | [haskettus@peoplepc.com](mailto:haskettus@peoplepc.com)  
**Lorne Haveruk** DH Water Management | [www.dhwatertmgmt.com](http://www.dhwatertmgmt.com)  
**Gary LaScalea** GroGreen | [www.grogreen.com](http://www.grogreen.com)  
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**Richard Wilbert** Robert Howard Associates | [www.rhaincinfo.com](http://www.rhaincinfo.com)

## BUSINESS STAFF

**Group Publisher** Kevin Stoltman 216/706-3740 | [kstoltman@questex.com](mailto:kstoltman@questex.com)  
**Administrative Coordinator** Petra Turko 216/706-3768 | [pturko@questex.com](mailto:pturko@questex.com)  
**Production Manager** Amber Terch 218/279-8835 | [aterch@questex.com](mailto:aterch@questex.com)  
**Production Director** Rhonda Sande 218/279-8821 | [rsande@questex.com](mailto:rsande@questex.com)  
**Audience Development Manager** Antoinette Sanchez-Perkins  
216/706-3750 | [asanchez-perkins@questex.com](mailto:asanchez-perkins@questex.com)  
**Assistant Audience Development Manager** Carol Hatcher  
216/706-3785 | [chatcher@questex.com](mailto:chatcher@questex.com)

## ADVERTISING STAFF

**Associate Publisher** Patrick Roberts  
216/706-3736 Fax: 216/706-3712 | [proberts@questex.com](mailto:proberts@questex.com)  
**National Sales Manager** Dave Huisman  
732/493-4951 Fax: 732/493-4951 | [dhuisman@questex.com](mailto:dhuisman@questex.com)  
**Sales Representative** Cate Olszewski  
216/706-3746 Fax: 216/706-3712 | [colszewski@questex.com](mailto:colszewski@questex.com)  
**Account Executive Classifieds** Kelli Velasquez  
216/706-3767 Fax: 216/706-3712 | [kvelasquez@questex.com](mailto:kvelasquez@questex.com)

## MARKETING/MAGAZINE SERVICES

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## THE HALLMARK

RON HALL EDITOR-AT-LARGE

Contact Ron via e-mail at [rhall@questex.com](mailto:rhall@questex.com).

# Stay positive, vigilant and connected

**T**here will be a light at the end of this recessionary tunnel. It won't be bright, and because of differences among regional economies, it will flicker brighter in some markets than in others. It will be easy to miss, so be on the lookout. Since my crystal ball is no clearer than yours I won't hazard a guess as to when the economy will begin to creep upward again. At this point, there isn't much suggesting a quick turnaround.

Monitor key economic indicators in your markets and their subtle changes. Make it a point to know what's going on around you so you can prepare for the recovery. Many business will still be hunkered in defensive postures and waiting for the media to announce better times. You want to be first out of the gate with the right products and services for the right customers in the right neighborhoods when conditions improve.

There will be clues. Positive indicators may start appearing several months after President Obama's massive stimulus package begins working its way through the economy.

Don't wait for the media to tell you when the recession is over. By the time its message turns from depressingly negative to reporting on job creation and other positive factors signaling a

recovery, the rebound will be well under way. If you haven't prepared for it, you will not be at the front of the pack.

### Housing markets tell the tale

There's pent-up demand (and it's growing) among consumers for homes after more than two years of contraction in the housing market. Are you tracking foreclosures where you do business? Seeing them level off or, hopefully, decrease is a good sign. Are sales of existing homes rising? Movement there, especially from month to month, would be great news. New home construction won't begin again until the inventory of existing homes is absorbed. Even so, do you have sources to keep you informed of the traffic in model homes?

What about land purchases in and around your market? Who are the big local real estate players and speculators in your market, and what are they up to? Are you starting to see bare earth? Find out what's going to be built there.

None of this information is difficult to track, but it's only part of what you'll need to get off to a fast start when conditions improve.

Network with other knowledgeable business owners and professionals. Join and participate in local service organizations and trade associations. Contacts and friendships made within builder and property management groups will prove especially beneficial from a business, as well as social standpoint. They will add to your knowledge of what they and other customers will want in terms of services post-recovery. It's likely to be different than what they wanted when this mess started.

Don't let the drumbeat of negative news and this season's uncertain prospects discourage you. While a fast recovery, like we had after the 2001 - 2002 slump, is unlikely, things will improve.

Track key indicators, circulate and trade ideas with other sharp people in your markets, and you'll be prepared to act positively when others are still waiting for things to change.

---

You want to be **first out of the gate with the right products and services** for the right customers in the right neighborhoods **when this economy turns.**

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GREEN INDUSTRY EVENTS, TRENDS AND TIPS

FROM THE FIELD

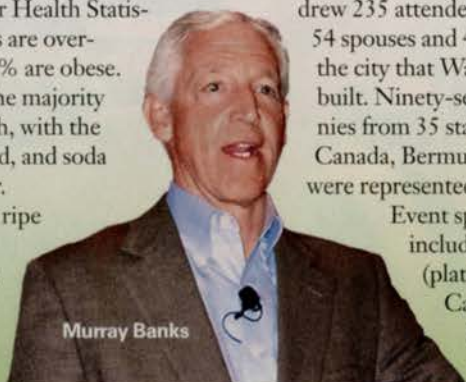
## Time to shape up

Landscapers are 'all ears' at PLANET's Executive Forum as the magical balance of life, work and wellness is unveiled.

BY MARTY WHITFORD EDITOR-IN-CHIEF

**T**oo many Americans are in shape — near-circular shape, that is. According to new data from the National Center for Health Statistics, 33% of Americans are overweight and another 34% are obese. That's two-thirds, so the majority rules — from the couch, with the TV remote in one hand, and soda and snacks in the other.

Today is a new day ripe with opportunity for renewed commitment to a magical balance of life, work and



Murray Banks

wellness. That's the take-home message from the Professional Landcare Network's (PLANET's) Executive Forum held Feb. 19-22 at Disney's Beach Club Resort in Orlando, FL.

PLANET's 2009 Executive Forum drew 235 attendees, including 54 spouses and 48 children, to the city that Walt and Mickey built. Ninety-seven companies from 35 states, as well as Canada, Bermuda and India, were represented.

Event sponsors included John Deere (platinum level), Caterpillar (gold level) and Ver-

meer Manufacturing (silver level). CNA sponsored the golf tournament, Cub Cadet the Feb. 20 networking reception, Syngenta the Feb. 21 breakfast, Husqvarna the portfolios, and LandOpt, Agrium and Christmas Décor each sponsored the hospitality suite one night.

### Food for thought

Murray Banks of Peak Presentations and Scott Smith of Motivation to Move are 60 and 49, respectively, but don't let their ages fool you. The wellness/fitness gurus *continued on page 12*

## WORD ON THE STREET

How important is family-work balance and what helps you maintain it — especially in this challenging business climate?



our family picture. Other days it's putting the project on the side and getting to the sports game or home to work on homework. Knowing when to leave the office and understanding our work will always be there is key. When things are balanced, work is more productive, pleasant and fun. Work provides the basic needs for our family and our co-workers' families, so it's important — but it's not everything. It's one piece of the God-Family-Work pyramid."

— Lisa Kuperus, vice president of Wantage, NJ-based Farmside Landscape & Design



is needed at the time it is needed, and supplementing that with support from family and friends. Shared responsibility, flexibility, love, faith and humor are core components of our balancing act. My wife Andrea and I have developed a pretty steady rhythm to maintain our two successful careers and the many activities of our children, while also encouraging family time at home. We recognize we set the tone for the family and are sure to make time for each other so our love and affection spreads to our children. Our philosophy is that well-nourished soil enriches the growth process."

— Steven Jomides, president of Westwood, NJ-based Lawns By Yorkshire