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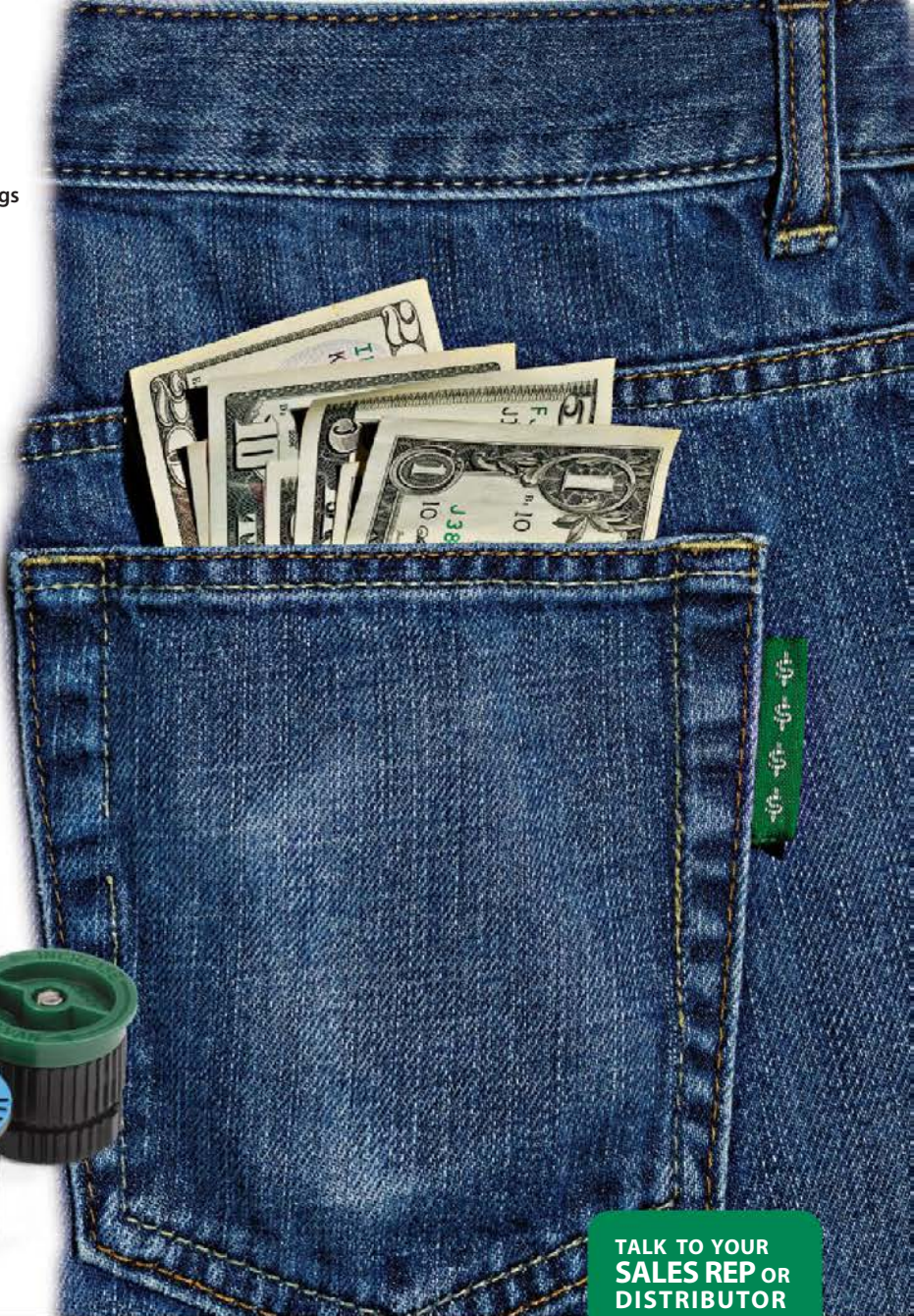


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Landscape Management

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Best issue in five years

On behalf of the members of the New Jersey Landscape Contractors Association, I would just like to take this opportunity to congratulate you on the October 2010 issue of *Landscape Management*. In my opinion, this is the best issue of any landscape industry publication that I have seen in the past five years! Great job to all who contributed to this informative, exciting and intriguing issue. Keep up the great work.

— **Gail E. Woolcott**, *Director of Operations, New Jersey Landscape Contractors Association, Elmwood Park, NJ*

Service to serious business owners

I just read through the October issue of *Landscape Management* and I want you to

know I think it is the best yet! The stories and experiences are all positive examples of what I see every day ... businesses using creative and often new approaches to doing business in this economy. I think this issue is a real service to anyone who is serious about business. Nice job!

— **Bill Hoopes**, *Owner, Grass Roots Training, Columbus, OH*

Sustainability trend continues evolving

I just read your September 2010 issue of *Landscape Management*, and saw a number of articles about the budget and labor crisis.

The bubble has burst and everyone is bidding margins to eliminate any profits, but everyone continues doing the same thing. This reminds me of Albert Einstein's definition of insanity: "Doing the same thing again and again and expecting a different result."

"The Ideas Issue" covers



MAILBOX

a lot of ground, but few will move on new ideas. They will keep doing the same thing and expecting the market to come back and life to return as it was.

But there are a few companies breaking away from the pack, and moving ahead with sustainable landscapes. Sustainable landscapes grew through landscape architects and has been based on new designs and new construction, which is not out there now. Interestingly, sustainability is a value that can be offered to all of the landscapes already established in the ground.

We are currently involved in a number of projects focused on sustainable medical centers, sustainable parks and sustainable resorts. This trend is evolving.

With respect, and the best to you and your publication.

— **Michael Chaplinsky**, *President, Turf Feeding Systems, Houston, TX*



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BY DAN JACOBS MANAGING EDITOR

Mower manufacturers provide landscape contractors with more options than they've ever had. **Efficiency and productivity are key** if contractors want to continue to operate profitably.

