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This unique program is built on a common-sense approach – it's easier and faster to grab parts stored at your place of business and get right back to work than it is to drive to the parts store. With Parts OnSite, your dealer* regularly visits your place of business to help you maintain your own inventory of high-wear and maintenance parts.

- Special financing options are available so you can stock up now and pay later. Ask us about our Buy Now/Pay Later** financing options today.
- We also offer an attractive, spacious Parts OnSite cabinet to store your parts inventory. That way, you stay organized *and* productive.

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* Subject to dealer participation.

** Subject to John Deere Financial approval and dealer participation. Minimum finance amount may be required. See your dealer for details. Programs subject to change, without notice, at any time.

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***Offer applies to purchase of any set of John Deere OEM mower blades purchased from March 1, 2012 through May 26, 2012. Get 20% off the total purchase price before applicable taxes and shipping charges. Offer is subject to change without notice at any time. See your John Deere dealer for more details. Limit one coupon per person per product. No facsimiles will be accepted. Redeemable only at participating John Deere dealerships in Canada and on JDParts.com. Dollar amounts referenced are in currency of country of residence.

Note to dealer: Offer valid when customer purchases any set of John Deere OEM mower blades. Offer expires May 26, 2012. To receive reimbursement and for program rules, visit <http://couponredemption.deere.com>. Select the "20% off Blades - Magazine Ad (51773)" offer. You will need coupon code, customer name and transaction information to claim redemption. May 31, 2012 is the last day to claim redemption. Limit one coupon per recipient.



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Illustration: Jeff Bennett

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THE LM DAILY

DID YOU CATCH THE LATEST FROM THE BLOG?

In his latest blog post, titled "Big clients can kill you," LM blogger and Green Industry consultant Jeffrey Scott shared these insights:

- » The clients you say "no" to can be your best clients!
- » Big clients upset your sales cycle. You run out of time to develop new business because you are so busy with the "big" job.
- » Big clients are fun to brag about, but they can kill your morale and your wallet.

HERE'S HOW READERS RESPONDED:

BLOG COMMENTS

Good stuff, Jeffrey. I'm glad you learned the lesson for all of us :-). "Don't look for a silver bullet. Look for a better system and a better approach to your business." Love that quote. Nice work!

Chris Heiler
LandscapeLeadership.com

So true! Especially about the 10 percent part ... happens often with money manager types.

Jan Johnsen
Johnsen Landscapes & Pools
Mount Kisco, N.Y.

Great article...

Rick Gottschalk Jr.
Garrick-Santo Landscape Co.
Wilmington, Mass.

TWITTER

RT @Grasshopper Mowr: Big contracts can come with big headaches, and big losses. Thoughts from Jeffrey Scott on the @LandscapeMgmt blog @GoiLawn



Big contracts can come with big headaches, and big losses. Thoughts from Jeffrey Scott on the @LandscapeMgmt blog: bit.ly/LXgvol @GrasshopperMowr

Don't look for a silver bullet. Look for a better system and a better approach to your busi-



Landscape Management.net is getting a new look! Please let us know what

new features you'd like to see on our redesigned website. Send your thoughts to Editor Marisa Palmieri at mpalmieri@northcoastmedia.net.

ness - buff.ly/LXgvol via @LandscapeMgmt @Inbound_Agency

Good article and timely @budsnblades

FACEBOOK

Deciding to terminate a contract with a client is always a tough choice.

See why you should look hard at your big clients.

Shared by South Carolina Landscape and Turfgrass Association

Great article. I couldn't agree more.

Justin Stelter
Justin Stelter Landscape Gardening
Franklin, Tenn.

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EDITOR'S NOTE

MARISA PALMIERI EDITOR

Contact Marisa at 216/706-3764 or via email at mpalmieri@northcoastmedia.net.

Accepting recognition

Sixteen: The number of years Green Industry volunteers have come together to beautify Arlington National Cemetery during the annual Renewal & Remembrance (R&R) event, held by the Professional Landcare Network (PLANET).

400: The number of volunteers at this year's event on July 9.

\$2 million-plus: The estimated value of the labor and materials donated by the Green Industry since R&R's inception.

155 and 36: The number of acres limed and aerated, respectively, this year.

240 pounds: The amount of lime I applied with a walk-behind spreader as a member of the Section 7 liming crew. (That's 240 pounds more than I've ever spread in my life, let alone going uphill!)

As an American and a member of the Green Industry, I encourage you to attend R&R at least once. But know this: It's inspiring, energizing and it never gets old, so you will probably go back year after year.

Before this year's dedication ceremony, I spoke with volunteer Miles Kuperus, owner of Farmside Landscape in Wantage, N.J., and another number occurred to me: the number of participants in R&R—or any community service project—who share what good works they're doing with their clients and the public. I'm not sure exactly what the figure is, but knowing how humble members of the

Green Industry are, I know it's not enough. I understand companies resist promoting their service projects because they don't want to appear as if they're trying to cash in on their altruism; at the same time, I encourage them to accept recognition.

That's why I was impressed to hear Kuperus, who has participated in R&R for the past 10 years with his wife and five kids, sends a letter to clients sharing details about the event. I don't know how many other companies do this, or how many take advantage of the press release template PLANET provides, but I bet it's the minority. That should change.

It's not a bad thing to promote your company's service work, even if you do it out of the goodness of your heart and not for a pat on the back. Think of it this way: The goodwill you generate in the community will raise the profile of your company, boosting business, and could afford you the opportunity to give back on a larger scale. And there is no shame in that.

Proud to partner

In the name of recognizing those who serve others, I'm proud to say *Landscape Management* is the media sponsor of PLANET's new Community Stewardship Award, a program to honor exceptional Green Industry volunteerism efforts.

If you're a PLANET member, please visit landcarenetwork.org/awards/communityaward to enter the program in one of six categories (small service provider, medium service provider, large service provider, supplier, student chapter and state association) by Nov. 15. Each winner will be featured in *LM* in 2013 and will be recognized next July at PLANET's R&R event.

If you're not a member of PLANET, we'd still like to hear about your service projects. Please email me (mpalmieri@northcoastmedia.net) a 250-word description of your company's volunteer efforts with photos, if possible. We'll be happy to feature some worthwhile projects next year, like we did this month for the great work Heaviland Enterprises provided a school in need of some shade trees (page 32).

It's not a bad thing to promote your company's service work, even if you do it out of the goodness of your heart and not for a pat on the back.



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PROGRESS



Time to rock and roll

It's a sunny summer morning in downtown Cleveland. Phil Cavotta, clad in a hard hat, construction vest and jeans, is overseeing a landscaping project at the Cleveland Clinic.

The \$500,000 job involves planting 150 maple and pear trees and laying nearly 12,000 yards of special-blend topsoil. "The lawn area will be the size of a football field," says Cavotta, senior advisor at Cleveland-based Cavotta Landscapers.

Cavotta Landscapers has done many landscaping projects for the Cleveland Clinic over the last 30 years. It had a project in the works there even when *Landscape Management* first wrote about the company in 1995. But it also had another high-profile contract then—the Rock and Roll Hall of Fame and Museum. At the time, the Rock Hall was one month away from its grand opening.

"We saw people coming and going all the time," Cavotta recalls. "I met Yoko Ono, I met the Bee Gees, [Rock Hall architect] I.M. Pei, so many people."

In 1995, Cavotta recounted to *LM* meeting Wolfman Jack there three weeks before his passing. "I remember the Wolfman like I'm talking to you now," Cavotta recalls. "I imitated him, the way he spoke. He didn't mind. He just laughed."

Pei wanted the landscape surrounding the museum to be simple so it wouldn't overshadow the building's design. So the Rock Hall project was a "small job but a big honor," Cavotta says. "I was proud to work on that job, No. 1, because rock 'n' roll was coined here in Cleveland, Ohio.

A contractor recounts working on the Rock and Roll Hall of Fame grounds and tells what life holds now.



(Above) Cavotta's employees on the job in August at the Cleveland Clinic, where they're planting 150 trees. (Left) The Rock and Roll Hall of Fame and Museum at sunset.

"They had people from all over the world visiting," he continues. "It's one of those things, it was really cool to see them bringing in the Beatles' guitars, or memorabilia from Joan Baez. It was all part of Americana, and it's here in Cleveland."

Like any project, the Rock Hall job had its challenges. The heat reflecting off the museum's glass toasted taxus plants the Cavotta crew had installed. Workers had to replant them and redesign the sprinkler system to keep the plants moist.

"This is called the crunch," Cavotta told *LM* in August '95. "It will be done on time. But these last weeks are going fast

and everybody's push, push, pushing."

At the Clinic in August 2012, Cavotta's crew still is pushing—pushing to meet the project's Aug. 31 deadline. "You gotta get it done no matter what," Cavotta says.

He's worked in the family business long enough to know that; he started in it as a 14-year-old, mowing lawns.

Cavotta's grandfather Felix launched the company as a garden center in 1917. He grew it by gardening the homes of Cleveland's richest families, including the Rockefeller.

"My grandfather said, 'You hook up with these people and do an honest day's work, they'll give you an honest day's pay,'" Cavotta recalls.

The business survived the Great Depression and continued to grow. Phil and his sister, Marilyn Cavotta Pride, inherited the business from their father, Michael, in the mid-1990s. Today, Marilyn is company president, Phil serves as senior advisor and Anthony Gabriel—the company's heir apparent—is vice president.

Over the years, Cavotta Landscapers has grown to a \$1 million company offering commercial and residential landscaping services. Even so, for landscape contractors nationwide, in 2008 "the bottom fell out," says Cavotta. "I love what I do. But it's a tough field."

Despite the challenges, Cavotta, 59, plans to work for as long as there's work to do. "You keep on plugging," he says. "I stick with it. It's in my blood."