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SPECIAL SUPPLEMENT

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Photo by iStock International Inc.



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B – Business, **D/B** – Design/Build, **I** – Irrigation, **LC** – Lawn Care, **M** – Maintenance

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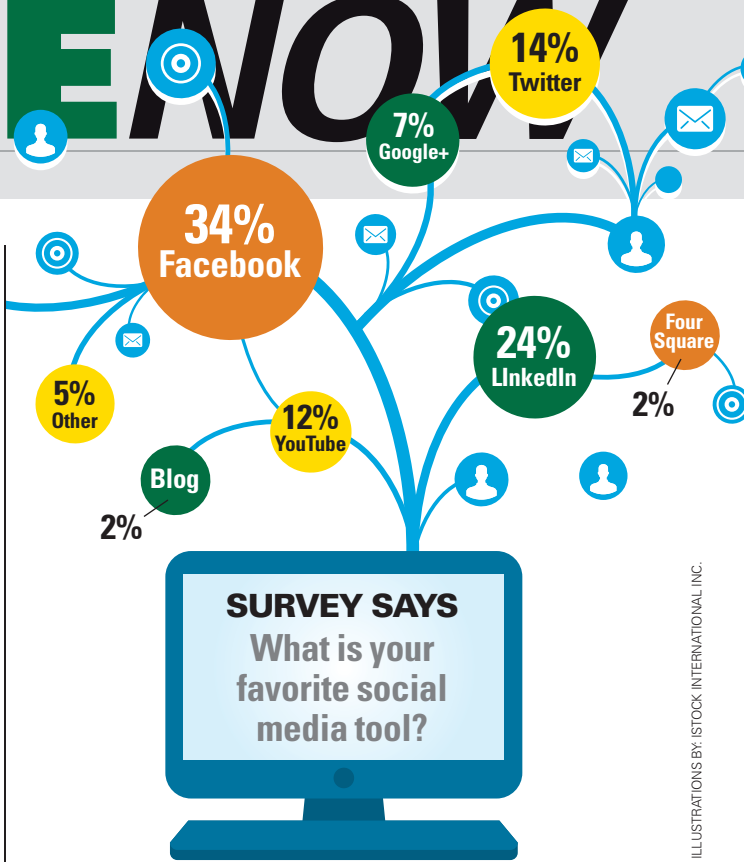
THE LM DAILY

DID YOU CATCH THE LATEST FROM THE BLOG?

» "A few days ago we said goodbye to our H-2B team ... (M)ost of them have been an integral part of our team / our family for the past 8 years, and we always miss them when they are gone. This year especially, when we have no idea – Thanks to our interference from our Government – if we will ever see them again."

» "(T)rees generate \$270,153 in community services, including aesthetic benefits, energy conservation, stormwater control and carbon and air pollution reduction (to the city of Wooster, OH)."

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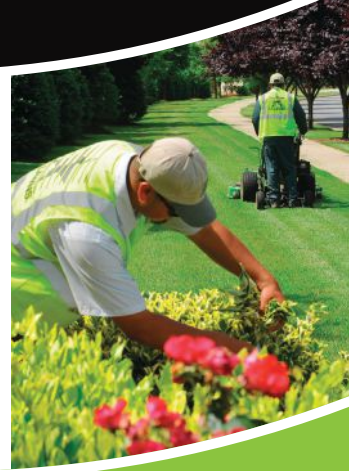
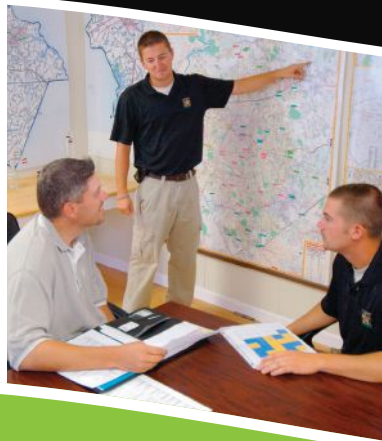
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Into each life a little *tsuris* must fall

An old man nearing the end of his days reflects on his very difficult life. He thinks of all the *tsuris* (Yiddish for misery) he's experienced — business failures, illness, family and financial problems — and the list goes on.

The man, visited by his rabbi, asks, "I've been devoted to God, followed his laws and yet I've experienced nothing but misery and woe. Why is this happening to me?"

Without saying a word, the learned rabbi takes a handkerchief from his pocket and passes it over the ailing man's eyes. The man drifts away, and when he wakes, the man finds himself walking along a path toward a large hill in the distance.

The man walks along the path, unsure of where he is, when he hears a noise growing in the distance. He turns to see three huge, black semi-trailers rumbling toward him. The man flags one of the trucks down and asks what's going on.

"These trucks are filled with your sins. We're taking them to the top of the hill where your life will be judged."

Aghast, but ever practical, the man asks for a ride.

"Sorry, there's not a spare inch of extra room."

And the trucks move on.

A few moments later a tiny, white Mini Cooper sidles past. Again the man flags down the driver.

"Where are you headed?" he asks.

"I'm carrying all your good deeds to the top of the hill, where they'll be weighed against your sins."

"I don't want to walk the whole way. Do you

have any spare room?"

"Sure, plenty. Hop in."

They finally arrive at the top of the hill. The man looks about and sees all the grandeur of the heavenly court. And right in the center is a large scale. The man's sins are loaded on one side of the scale, which comes crashing down with a heavy thud. His good deeds are placed on the other side of the scale, and it doesn't move an inch.

The man hangs his head, clearly worried about his fate, when three gray trucks arrive.

"What do these carry?" he wonders.

"These trucks," the angels explain, "contain all the trouble and strife you've experienced in your life."

The trucks' contents are unloaded. All those many years of misery are added to the scale along with the man's few good deeds. Amazingly, the scale reaches perfect equilibrium.

Immediately, the man turns around to face God. "What? You couldn't give me just a little more *tsuris*?"

Tsuris, trouble, comes in all sizes and shapes, from the pain, suffering and loss of loved ones to getting stuck behind some slow-driving shmuck who pulls out in front of you, forcing you to slam on your brakes, and then drives five miles per hour below the speed limit, which gets you stuck at the next red light (while he rolls cluelessly through the intersection).

The challenges we face in life and business, big and small, are tests. They test our faith, patience, dedication and will.

Who knows, maybe if I'd made that light I would have been sideswiped by a semi-trailer (carrying my sins, no doubt) at the next intersection. Maybe instead of cursing the car in front of me, I should have been offering thanks.

For many, 2011 was a challenging year. But we got through it and hopefully the *tsuris* we dealt with will make us all stronger. And maybe, just maybe, it will tip the scales in our favor.

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A lesson in volunteerism

Project EverGreen partners with Nature's Select Turf Services and Syngenta to donate landscaping to historic Penn-Griffin Arts School.

GREENSBORO, NC — Project EverGreen, a national, non-profit Green Industry educational foundation, recently coordinated with Nature's Select Premium Turf Services staff in Winston-Salem and Greensboro-based Syngenta employees, joining faculty and student volunteers donating their time and services to enhance and improve the grounds at the Penn-Griffin Arts Magnet School in High Point, NC.

William Penn-Alfred J. Griffin

School for the Arts is a 120-year-old, public arts magnet school situated in a historic locality, now a designated part of a new National Historic District.

"The grounds around the school have been sadly neglected over the years, which has had an effect on our campus," says Linda Willard, administrative assistant at Penn-Griffin. Willard reached out to Steve Dorer, local territory manager at Syngenta, for help to upgrade landscaping on the campus and replace old, outdated plants with newer, native plants that would be more drought-resistant, to reduce water usage.

"The generosity of Nature's Select and Project EverGreen to fund the project, along with our faculty and student volunteers and Syngenta employees involved in this landscape installation, helps us to beautify our outdoor environment and make it a more pleasant and inviting place to learn and to visit," Willard says.

"Coordinating with Nature's Select and Syngenta Lawn & Garden exemplifies how we organize local company donors to help meet

community needs," states Michael Joyce, Project EverGreen NC project manager. Other Project EverGreen initiatives in North Carolina include GreenCare for Troops, The Art of GreenSpaces in Schools arts contest and GreenCare for Communities green space rehabs such as the Penn-Griffin landscaping donation.

Gene Queen, owner of Nature's Select Premium Turf Services in Winston-Salem, volunteered his professional staff's time and labor to plan and supervise the installation, and donated extensive nursery stock and mulch needed for the landscape restoration.

"Our company's mission is to preserve and enhance our community green spaces, and facilitating the Penn-Griffin School landscape renovation is one way we're glad to help sustain a healthy, green environment for current and future students at Penn-Griffin," Queen says.

"We are a corporate partner and sponsor of Project EverGreen and actively support this community green space effort," says Margaret Bell, Syngenta senior marketing communications manager, and executive committee member of Project EverGreen. "Our corporate responsibility commitments include making a positive contribution to the communities where we work and live, so we're especially pleased to assist Nature's Select in this effort to improve the grounds of Penn-Griffin school, a historic, educational treasure right here in the Triad."

Members of Project EverGreen, Nature's Select and Syngenta donate time and services to improve the grounds of Penn-Griffin Arts Magnet School, High Point, NC. Volunteers planted trees, mulch and native plants.





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Jim Campanella, president of Lawn Dawg

Lawn Dawg acquires Capital Green Lawn Care

NASHUA, NH — Lawn Dawg Inc. announced the acquisition of Capital Green Lawn Care, based in Rochester, NY.

Capital Green Lawn Care is owned and operated by Mark Zingaro of Rochester, NY. The existing operations came under the name of Lawn Dawg last month.

“I’m so excited to be part of the Lawn Dawg team,” states Zingaro. “This acquisition gives me the most support that I ever had working for another company in the past or for myself. With all the support and knowledge I’m getting from the Lawn Dawg team, combined with my experience, the sky is the limit. I met with Jim Campanella and Tom Bucci for the first time, and I told myself this is the team I want to be working for.”

Capital Green offers a classic five-step lawn care fertilization program and supplemental lawn care services as well as a tree and shrub program.

Lawn Dawg President Jim Campanella shares his enthusiasm, “We are very excited about entering the Rochester market as we continue our growth plan to expand throughout the Northeast. What makes this even more exciting is that we are bringing on an industry veteran in Mark Zingaro. Mark is a great addition to Lawn Dawg’s management team due to his commitment to outstanding customer service, which is evident in his superior retention rates. Mark has the talent and skills to build a great team and grow our business while maintaining the high level of service that we demand.”

ANLA and OFA

(WASHINGTON, D.C.) OFA — The Association of Horticulture Professionals and the American Nursery and Landscape Association announce the formation of a joint venture, initially focusing on business education and government relations activities.

ANLA President Bob Lyons, Sunleaf Nursery (OH), states, “The industry is facing significant oppor-

PLANET names

HERNDON, VA — The Professional Landcare Network (PLANET) has announced that Virginia-based Stihl Inc., and Tennessee-based TruGreen have each committed an additional \$25,000 to the PLANET Academic Excellence Foundation (PLANET

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