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# \$1

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Landscape Renovations creates a series of linked site enhancements, respecting the home's modernist architecture.

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## THE LM DAILY

### DID YOU CATCH THE LATEST FROM THE BLOG?

» To be a good salesperson you need to become a great buyer

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Visit [landscapemanagement.blogspot.com](http://landscapemanagement.blogspot.com) to get the latest from the LM staff and a few top Green Industry contractors.



## WEB EXCLUSIVE

### A system isn't 'smart' if its fundamentals are not sound

It is incredible how far technology has advanced in the irrigation industry... However, none of these advancements mean anything if irrigation fundamentals are not practiced. I am talking about "Irrigation 101" type stuff.



## FROM THE

**TWITTERVERSE...** Not following *Landscape Management* on Twitter (@landscapemgmt)? Here is a tweet you might have missed:

 **Lawn Care** @LawnCareNet 23 May  
 "Knowing trees, I understand the meaning of patience. Knowing grass, I can appreciate persistence." Hal Borland #Lawncat  
 #Lawncare  
 Retweeted by Landscape Management  
 Expand



 **THE NOT-SO-SOCIAL SIDE OF THE GREEN INDUSTRY.**

 Landscape Management magazine shared a link. Tuesday

Has anyone ever heard of an impostor such as this guy? We have to say, "Manhunt Monday" does have a catchy ring to it.

 **Manhunt Monday: Man Poses as Landscaper | KTSM News Channel 9**  
[www.ktsm.com](http://www.ktsm.com)

El Paso-In this week's Manhunt Monday, a man claiming to be a landscaper, asks people for money and never finishes services he's promised.

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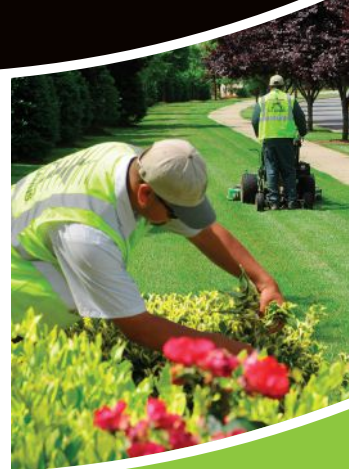
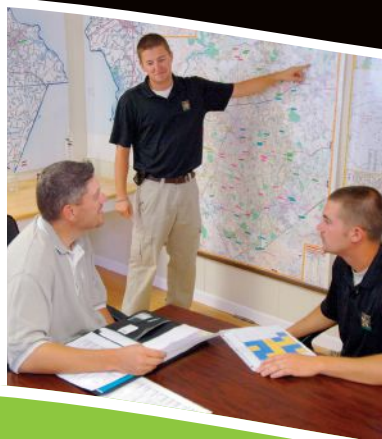


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## North Coast Media's *Landscape Management* & *Golfdom* garner 16 TOCA Awards

NCM's brands nab 2 Gardner Awards for photography and new media, and win 14 other Turf & Ornamental Communicators Association Awards.

**CLEVELAND — MAY 10, 2012** — North Coast Media LLC (NCM) continues to reap the rewards of its ongoing investments in *Landscape Management* (*LM*) and *Golfdom* — most recently winning 16 design and editorial excellence awards from the Turf & Ornamental Communicators Association (TOCA).

At TOCA's annual awards ceremony, held May 3 in Nashville, TN, *LM* reaped nine honors and *Golfdom* seven.

"Once again, we won more total landscape and golf industry TOCA Awards than any other company — strengthening our longstanding leadership position — including bringing home two Gardner Awards for photography and new media," says NCM President Kevin Stoltman.

*Golfdom's* seven 2012 TOCA Awards include:

▶ **"2011 Plant Health Series"** (April, May and June 2011), Editor-in-Chief Seth

Jones and Art Director Carrie Parkhill Wallace — Portrait/Personality: Photo of an individual or group;

▶ **"The Reinvention of Mark Woodward"** (April 2011 cover), Jones and Parkhill Wallace — Printed magazines: Cover photo;

▶ **"Turf on Trial"** (October 2011 cover), Parkhill Wallace — Printed Magazines: Cover page design;

▶ **"The *Golfdom* Daily"** ([www.golfdom.blogspot.com](http://www.golfdom.blogspot.com)), Jones — Best Blog;

▶ **"Home Course Advantage"** (May 2011 feature on Commercial Country Club), Jones — Writing for Commercial Publications: Operations profile;

▶ **"Dr. Wong gets the girl"** (*Golfdom's* "Chip Shots," June 3, 2011) — Writing for Electronic Newsletter: Original content; and

▶ **"The *Golfdom* Daily"** ([www.golfdom.blogspot.com](http://www.golfdom.blogspot.com)), Jones — 2012 Gardner Award: New Media.

"At North Coast Media, it's first things first," says Pat Roberts, *Golfdom's* VP of Sales. "We know from experience if we fully engage our readers, advertisers follow."

Celebrating its 50th anniversary, *LM* has won more TOCA Awards than any other publication. For eight consecutive years, *LM* has taken home more TOCA Awards than all other landscape publications combined. *LM's* nine 2012 TOCA Awards include:

▶ **"Close the Deal"** (May 2011 cover), Parkhill Wallace — Best Photograph: Printed magazine cover;



▶ **"Safety Superhero"** (September 2011 cover), Parkhill Wallace — Printed Magazines: Cover page design;

▶ **"Safety Superhero"** (September 2011 cover story), Parkhill Wallace — Two-Plus Page Design: Editorial;

▶ **"Business Planner 2012"** (October 2011), Parkhill Wallace — Printed Magazines: Overall magazine design;

▶ **"Go to the Source"** (*LM's* March 2011 "Livescapes" special section), Jamie J. Gooch, contributor — Writing for Commercial Publications: Ornamental feature article;

▶ **"The Turf Issue"** (April 2011 cover story), Nicole Wisniewski — Writing for Commercial Publications: Best turf feature article;

▶ **"Road to Recovery"** (October 2011 "The Industry Pulse" annual report), *LM* staff — Writing for Special Projects;

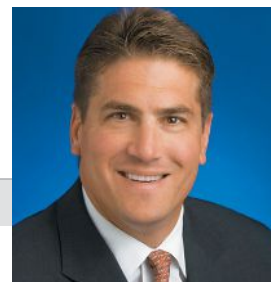
▶ **"Add-On Biz,"** Casey Payton, contributor — Writing for Commercial Publications: Series; and

▶ **"Close the Deal"** (May 2011 cover story), Parkhill Wallace — 2012 Gardner Award: Photography, Video & Multimedia: Publishing.

"*Landscape Management* has set the bar for Green Industry intel for half a century — and we're just getting started," says *LM* Publisher Jason DeSarle. "Stay tuned: *LM* has big plans for additional enhancements — print and digital media redesigns, circulation expansion and our new Lawn Care Forum."



Before joining The Brickman Group, Andrew Kerin served as group president at ARAMARK.



## Andrew Kerin elected CEO of The Brickman Group

Scott Brickman becomes board chairman, succeeding his father, Dick Brickman, who will serve as chairman emeritus.

**Gaithersburg, MD** — The Brickman Group announced last month that its board of directors has elected Andrew Kerin as chief executive officer and member of the board, effective immediately. Scott Brickman, who served as CEO for 14 years, will become board chairman, succeeding his father Dick Brickman, who will serve as chairman emeritus.

Most recently, Kerin served as group president, ARAMARK Global

Food, Hospitality and Facility Services, a \$12 billion business, where he led a team of more than 200,000 associates worldwide in delivering food and facility services to multiple industries. Over the course of his 16-year tenure at ARAMARK, Kerin held numerous

leadership positions. Prior to joining ARAMARK, Kerin served as a vice president with Ogden Facility Services.

“Brickman is preparing for the next phase of its evolution,” said Scott Brickman. “With over 25 years of experience and proven track record at every level in the services industry, we are excited to have someone of Andrew’s caliber assume the leadership role.”

“I am very excited about joining an organization that is a leader in its indus-

try with a brand known for its strong values and commitment to its people and customers,” stated Kerin. “Brickman has a rich history of exceptional performance with a strong foundation to build on and I am excited about the opportunity to lead this company into the next era of growth.”

Kerin earned a BA degree from Fordham University and is a graduate of the Harvard Business School Advanced Management Program. He serves on the board of directors of Arrow Electronics, a global provider of products, services and solutions for enterprise computing solutions. He also is on the board of trustees for City Year Inc., where he was honored in Philadelphia as a “2011 Idealist of the Year”, and serves on the Board of Trustees for Fordham University.

## PERC offers a perk

Contractors can receive \$1,000 toward the purchase of a new propane mower.

**T**he Propane Education & Research Council (PERC) is seeking a limited number of customers to participate in the End-User Propane Mower Incentive Program. This program is a research initiative that rewards customers with a \$1,000 incentive toward the incremental cost of a new, dedicated propane mower in exchange for their commitment to provide feedback about mower performance and usage during the mowing season. Any new, dedicated propane mower with a 60- to 72-inch cutting deck is eligible for the program. Participating customers can purchase up to 10

eligible mowers with program incentives through any mower dealer across the nation.

One of PERC’s primary missions is to research, develop and demonstrate the effectiveness of new propane-fueled

equipment. This program will support that mission by encouraging mower users who are able to demonstrate propane mower technology. PERC will use the mower performance and usage data provided by participating customers to continue to improve propane mower technology and advance the market for propane-fueled commercial mowers.

### Save green and mow clean

Ask your mower dealer how you can save \$1,000 on a new mower purchase.

Save money and go green this mowing season with a new, dedicated propane-fueled mower. Propane-fueled mowers offer many benefits, including:

- › Proven, easy refueling options
- › Estimated 30% reduction in fuel costs and lower overall maintenance costs
- › 50% or greater reduction in greenhouse gas and smog-forming emissions
- › Less downtime due to approved operation on ozone action days and on-site fuel delivery

### More information

To find out if you qualify to participate in the End-User Propane Mower Incentive Program, and for application guidelines, visit: <http://www.autogasusa.org/MIP/Home/>.





# Time again for R&R and Day on the Hill

Register by June 22 for the annual Green Industry service and lobbying events. BY **BETH GERACI** SENIOR EDITOR

If you're a landscaper who wants to make a difference, don't miss your chance to register for the Professional Landcare Network's (PLANET's) annual Renewal & Remembrance and Legislative Day on the Hill events. The events take place July 9 and 10, respectively.

As always, landscapers from across the nation will descend upon Arlington National Cemetery for this year's Renewal & Remembrance, one of the country's largest, and arguably most memorable, Green Industry service projects.

Hundreds of landscapers band together every year for Renewal & Remembrance, donating their time

and equipment to beautify 200 acres at the cemetery. The donation of labor and equipment typically is valued at \$250,000.

On July 10, meanwhile, lobby on behalf of landscapers in your state during Legislative Day on the Hill. Landscapers will meet with their U.S. representatives and senators, discussing legislative issues that impact the Green Industry. According to PLANET, Legislative Day on the Hill enables landscapers to exert greater influence on lawmakers by demonstrating strength in numbers.

For a full schedule and to register, visit [landcarenetwork.org/renewal](http://landcarenetwork.org/renewal).



An arborist performs cabling at Arlington National Cemetery during R&R 2011.

**CONTRACTOR HAS "HARDEST WORKING HANDS IN AMERICA"**  
**CINCINNATI (MAY 4, 2012)** – Severely dry hands can be both painful and debilitating. That's why O'Keeffe's Co., makers of Working Hands cream for dry skin, held a contest to find and celebrate the Hardest Working Hands in America. Allen Crippen, a certified welder from Kiowa, CO, who owns a tree service and steel building erection company, was chosen as the Grand Prize winner.

Crippen always has been a hard worker. As the recipient of the title of the Hardest Working Hands in America, Allen will receive \$5,000 and a lifetime supply of O'Keeffe's Working Hands moisturizing cream.

Crippen's and other winning entries can be viewed at [www.facebook.com/okeeffes](http://www.facebook.com/okeeffes).

## Case and Toro support separate community service projects

Following its sponsorship of a weeklong installation of neighborhood gardens throughout Milwaukee, WI, Case Construction Equipment congratulated Victory Garden Initiative for the success of its "Blitz" project that resulted in the planting of a record number of new vegetable gardens in the city.

During the May 19 through 26 Victory Garden Blitz, homeowners, community groups and volunteers installed 278 gardens.

In addition to CNH's financial sponsorship of Victory Garden Initiative, Case donated the use of a skid steer loader for the Blitz.

Throughout the project, raised-bed gardens were installed in yards, businesses, schools, churches and community spaces. Materials for each garden were available for a \$150 donation or sponsorship. A variety of volunteer and neighborhood groups helped build, fill and plant the gardens.

"With generous support from Case and our other partners, we were able to expand our 2012 capacity to plant 278 residential gardens. This will enable hundreds of Milwaukee county residents to be able to grow their own food," Mead added. "Their generous support allowed us to provide garden beds at a sliding scale fee or for free to families in need."

On May 31, the Toro Co. did its part for a different community, teaming with the Minnesota Vikings, the Minneapolis Public Schools and local non-profits to help Minneapolis children.

More than 200 volunteers helped build a new playground at Sheridan Arts Magnet School. The new playground's design is based on local kids' drawings. The playground project is meant to inspire kids to break away from the TV and play outside more. According to the event press release, only 20% of children live within walking distance of a park or playground, a reality, it stated, that "is having profound consequences for kids physically, socially and cognitively."

The new playground will provide space for more than 500 children.

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## Love and hope for MJ

**W**hen Michael John “MJ” O’Boyle was just 2-and-a-half years old, Grandma noticed his right foot slightly turned in as he walked. It was in December last year when she mentioned it to Michael, MJ’s father, who brushed away any concern. After all, what kid doesn’t walk a little pigeon-toed once in awhile? Maybe it was the new shoes or maybe he bumped his knee. But when he began to get ‘clumsy’ and started falling down more frequently, they immediately went to the doctor.

The pediatrician pointed them to an orthopedist, who recommended a pediatric neurologist. On Feb. 7, MJ was diagnosed with Krabbe Disease, a leukodystrophy, which is a degenerative condition of the central and peripheral nervous system.

A couple months ago, MJ underwent a breakthrough procedure involving chemotherapy, a bone marrow transplant and stem cell replacement therapy. The transplant was performed in mid-March and is followed by the “100 days,” a three-month period of uncertainty during which they will learn if the procedure was successful. It’s also during this time that MJ remains vulnerable to infection while his immune system regenerates.

MJ was diagnosed about two months after the date of his first symptoms. In that time he lost the use of his legs. Between diagnosis and engraftment, meanwhile, MJ had further degeneration of his hands and speech.

The bone marrow transplant/stem cell replacement treatment MJ received is relatively new and a risky procedure. Had MJ not received this treatment he would have certainly continued to digress rapidly. After losing the use of the feet, legs, hands and arms, a person affected with Krabbe loses the ability to speak, swallow and see before ultimately losing cognition. A patient then enters a vegetative state for several years before finally losing function

of vital organs resulting in death.

As advanced as the technology is, the best that medicine can do is stop further progression of the disease. MJ’s condition won’t improve. There’s no way to reverse the effects of the disease, only to prevent it from becoming more debilitating.

The tragedy is that a simple and inexpensive blood test at birth could have discovered the condition, and the condition could have been addressed before any of the symptoms appeared. If MJ had been born in a hospital in New York, he would have undergone this treatment before the symptoms appeared and possibly lived a completely normal life. No other states routinely test for the Krabbe disease, which occurs in 1 in 100,000 births. MJ’s parents urge everyone to contact his or her state legislators via Hunter’s Hope website ([www.huntershope.org](http://www.huntershope.org)) to encourage them to explore infant testing.

MJ is being treated in Pittsburgh and was recently allowed to move from the hospital to the Ronald McDonald House, where his mother and grandmother have been since his treatment began. Medical insurance has covered the bulk of the expenses, which Michael expects to exceed \$1 million by the time the treatment is done. But the family recently had to move to costly COBRA insurance since Robyn is now using the Family Medical Leave Act (and work is not supplementing the cost of the coverage).

To offset some of the medical costs, family and friends, including LM National Sales Rep Craig MacGregor, have organized a fundraiser at Our Lady of Angels’ Linus Hall in Cleveland, OH, July 28 from 6 to 11 pm. There will be live music; an Irish dance performance by Patrick Campbell and Kevin O’Malley of “Michael Flatley’s Lord of the Dance”; silent and live auctions; and a raffle. For more information, visit the Facebook page at: [www.facebook.com/BandTogetherforMJ](http://www.facebook.com/BandTogetherforMJ). The benefit is currently accepting donations to “Band Together for MJ” at any KeyBank branch or via PayPal at the website above.



MJ Boyle needs your help as he continues to battle the effects of Krabbe Disease.