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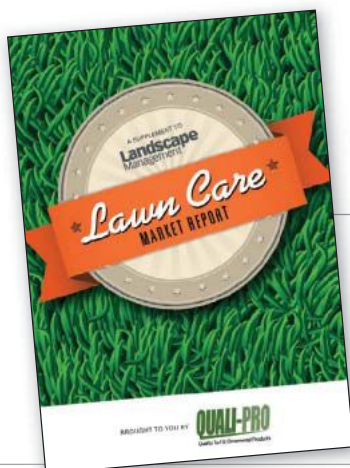
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Landscape Management

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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BLOG

» LANDSCAPEMANAGEMENT.NET

FROM THE LM BLOG

» LandscapeManagement.blogspot.com

FD2B Talk Radio Insight of the Night

As part of a new partnership between *Landscape Management* and FD2B Talk Radio, we post a tip from the show each week. To listen to the show, tune in to FD2B Talk Radio at FromDesign2Build.com. Here are a few recent insights from the show's guests.

» When adversity does hit you, in business or in life, you need to remember that there's always a way to overcome it, there's always someone who's had the same experience and pushed through it and there are always people willing to help you, if you just ask.

—*Rich Arlington, Rich Arlington and Associates, Erie, Pa.*

» If you're providing original content online that solves

problems and is entertaining, then search engines like Google are going to quickly find you and significantly raise your rankings.

—*Jeff Korhan, True Nature, Naperville, Ill.*

» The easiest and best way to develop relationships with community and industry influencers is by getting involved. Volunteering for a worthwhile project is a great way to do something posi-

tive and get your name and your company's name out there. Not only will you get noticed, you'll get noticed by the right people. The decision makers. Participating and getting involved in landscape associations does the same thing.

—*Joe Salemi, DynaSCAPE, Ontario*



SEEN ON TWITTER

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@FMcturf: What we're reading: converting social media marketing practices into everyday profits from @LandscapeMgmt. ow.ly/jqr8i

@LandscapeMgmt: Considering used equipment? Call the mfg'r before you buy. Check out this cautionary tale from @JasonCupp. <http://t.co/2xfmn3rj18>

@jasoncupp: @LandscapeMgmt thank you for the mention—this story horrifies me, so thanks for spreading the word

WEB EXTRAS

Visit LandscapeManagement.net

» Click on Web Extras

» Download the Green Industry chart of accounts, referenced in Bruce Wilson's Best Practices column (page 16).

» Read more from Jeff Korhan's new book, *Built-In Social: Essential Social Marketing Practices for Every Small Business*, due out this month.



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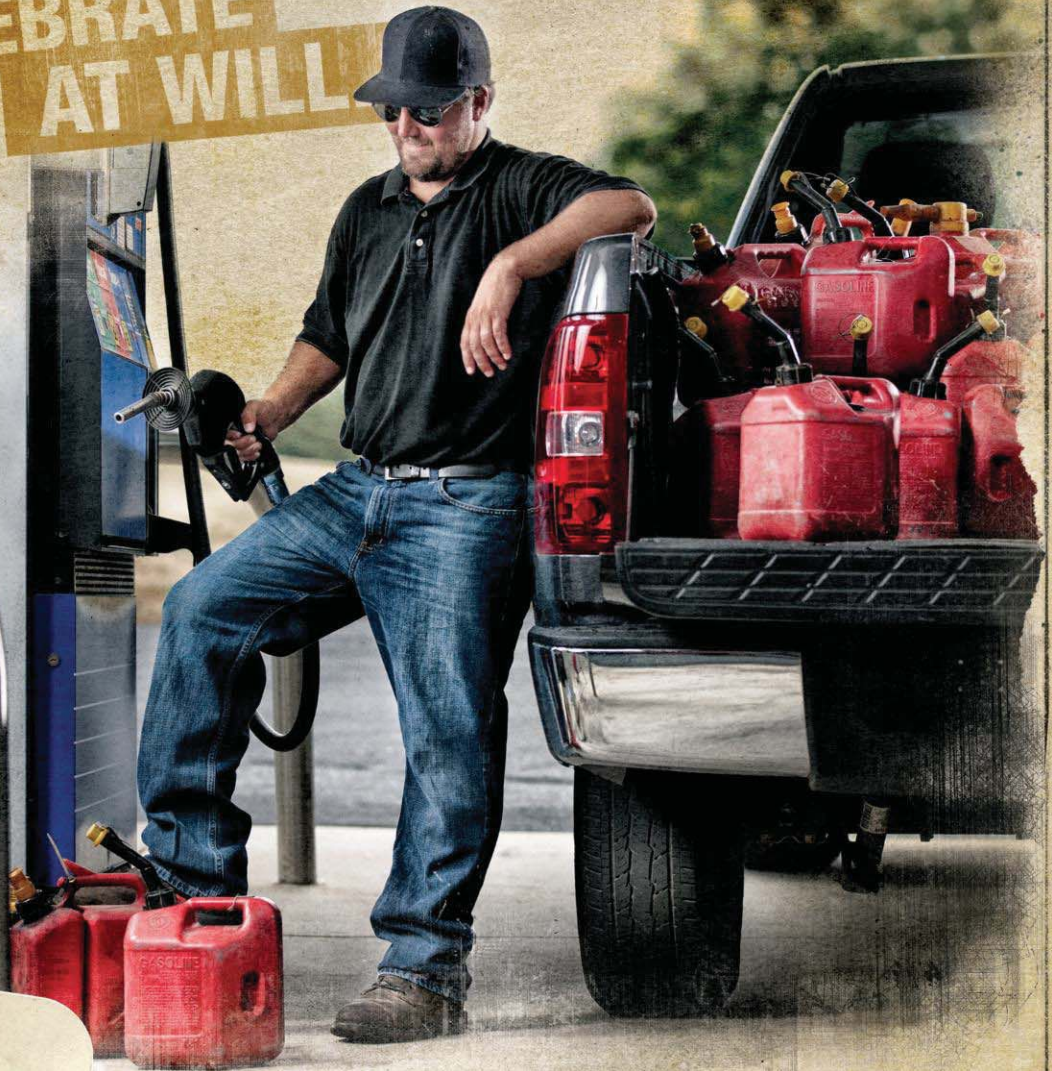
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EDITOR'S NOTE

MARISA PALMIERI EDITOR

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

Art of simplicity

With a husband who's an Army sergeant, I've grown accustomed to military slang and acronym-speak. In our house we eat chow (food). We spell things in the phonetic alphabet (Alpha, Bravo, Charlie...). We inquire about ETAs (estimated times of arrival), we rack out (go to sleep) and things don't get misplaced—they're MIA (missing in action).

Turns out, many military terms have infiltrated the business world. Have you been to a conference or meeting where subject-matter experts (SMEs) will be presenting? Or have you been asked about the SOP (standard operating procedure) for completing a task? Or maybe you've taken on a project that's met a few SNAFUs? (Sorry, we can't print that one in a family magazine). There are likely more than you realize.

As we were putting together the editorial content for this issue of *Landscape Management*, one military-turned-business acronym kept coming to mind: KISS. That's right: good old, "Keep it simple, stupid," compliments of the Navy's Project KISS, dating back to 1960.

"KISS" is what many of the sources throughout this issue of *LM* seem to be telling us. As Senior Editor Beth Geraci points out in her column (page 12), a KISS mindset is what led Craig Ruppert, CEO and founder of Ruppert Landscape, Laytonsville, Md., down the entrepre-

neurial path. "I had a lawn mower and figured if I worked hard I could succeed," he told her for the cover story, starting on page 50.

Kelly Banfield, president and CEO of Banfield's Lawn Care & Landscaping, is in the midst of establishing his *second* successful Green Industry company. He grew and sold his first one in Youngstown, Ohio, over a few decades before moving to Florida to try his hand in the panhandle. He told me, for the Lawn Care Market Report, "To me, it seems pretty easy. If you say you're going to do something and follow through, I've never had a problem being in business. If you have a good product and stand behind it, wherever you're at, you'll be successful." (See page S8.)

Both men make running successful businesses sound like a breeze, and of course that's not the case. Hard work and follow-through aren't *easy*. Neither is any of the (very good) advice laid out in Bruce Wilson's column this month (page 16). But all of these concepts are *simple*.

Think about it: In business and in life, is there any advice more practical than KISS? Maybe the Navy had it right. Or maybe they knew when you complicate things, you run the risk of the situation becoming FUBAR. (Sorry, you'll have to Google it. Or, watch *Saving Private Ryan*.)

~ NOTABLE ~
This issue we say congratulations and farewell to Carrie Parkhill Wallace, who's made Landscape Management look consistent yet fresh for more than a decade. She'll be missed, and she's going to be an amazing mom.

Landscape Management

HEADQUARTERS

1360 EAST 9TH ST., SUITE 1070, CLEVELAND, OH 44114

EDITORIAL STAFF

Editor Marisa Palmieri 216/706-3764 | mpalmieri@northcoastmedia.net

Senior Editor Beth Geraci 216/706-3756 | bgeraci@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 | hgooch@northcoastmedia.net, jgooch@northcoastmedia.net

Art Director Carrie Parkhill Wallace 216/706-3780 | cwallace@northcoastmedia.net

ADVERTISING STAFF

Vice President, Sales Patrick Roberts 216/706-3736
Fax: 216/706-3712 | proberts@northcoastmedia.net

North American Sales Manager Craig MacGregor 216/706-3787
Fax: 216/706-3712 | cmacgregor@northcoastmedia.net

Account Executive Classifieds Kelli Velasquez 216/706-3767
Fax: 216/706-3712 | kvelasquez@northcoastmedia.net

BUSINESS STAFF

Administrative Coordinator Petra Turko 216/706-3768 | pturko@northcoastmedia.net

Marketing Manager Ryan Bockmuller 216/706-3772
Fax: 216/706-3712 | rbockmuller@northcoastmedia.net

Marketing Specialist Michelle Mitchell 216/706-7922
Fax: 216/706-3712 | mmitchell@northcoastmedia.net

Manager, Production Services Debbie Parker
216/978-9622 | dparker@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins
216/706-3750 | asanchez-perkins@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick Iademarko 877/652-5295 | niademarko@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins
216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942
For current single copy, back issues, or CD-ROM



CORPORATE OFFICERS

President & CEO Kevin Stoltman
216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin
216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer
216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford
216/706-3766 | mwhitford@northcoastmedia.net

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What consumers want

Green Industry marketing experts translate the results of PLANET/Harris Interactive's consumer survey.

IN DECEMBER, Harris Interactive conducted an online survey on behalf of the Professional Landcare Network (PLANET) to discern homeowners' landscape priorities. The study was conducted among more than 2,800 U.S. adults. ■ To learn how some of the study's results can be used by landscape professionals to improve their messaging, we tapped three Green Industry marketing pros to give us their take. Here's how they broke it down.

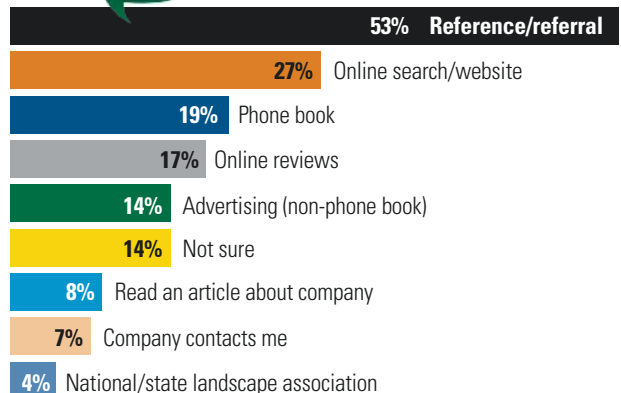
—MARISA PALMIERI

HOW THEY FIND YOU

Most common sources for finding a landscape company

(among U.S. adults who have a yard/landscape; respondents could select all that applied)

RESEARCH SAYS



continued on page 10

You might not hit your target on the first shot.



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CONTROLLING THE TOUGHEST WEEDS REQUIRES A POWERFUL PUNCH!

Particularly stubborn weeds – such as wild violet, ground ivy, black medic, clover and other species found in cool-season turfgrasses – call for tough weed control products. That is the constant challenge of herbicide producers, who are leveraging the latest field research and chemistry to develop formulations that pack a punch against these particularly hard-to-control weeds.

A formulation with active ingredients including sulfentrazone, a phenoxy and triclopyr creates a potent, fast-acting solution for tough weeds, says Jim Goodrich, product specialist for Kansas City, Mo.-based PBI-Gordon Corp. Sulfentrazone is a protox inhibitor, which works by preventing a key enzyme required for chlorophyll production, and it provides enhanced speed as well as yellow nutsedge suppression. Triclopyr provides an extra kick for controlling problem weeds such as wild violets.

One product that includes this formulation and provides a precision performance tool for turf managers is T-Zone™ Broadleaf Herbicide for Tough Weeds. Even hard-to-control weeds show visible injury within a few hours, and weed death can occur within 10-14 days.

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As shown in this before and after treatment photo, wild violet was eliminated from the treated area after 14 days.

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NEWS+VIEWS

continued from page 8



“ These survey results are consistent with others that suggest the two most trusted sources of information for making buying decisions are the web (online search and reviews equal 44 percent) and recommendations of friends (referrals at 53 percent).

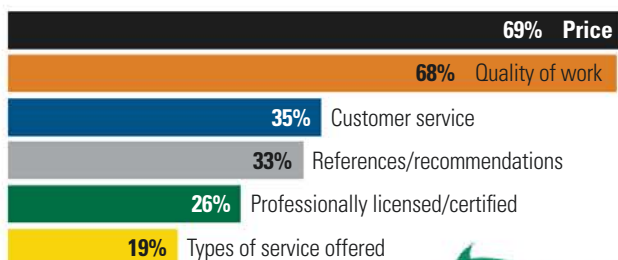
While the recommendations of trusted influencers will always be powerful, the truth is people make choices based upon a number of criteria. We have access to data and opinions like never before, and we use that information from signage, print media, traditional websites and now social media to make better decisions.

So, whether one first goes to a friend for a referral or starts by doing research online, the truth is people will use one to vali-

WHAT THEY THINK OF YOU

6 most important attributes for a landscape company

(among U.S. adults who have a yard/landscape; respondents could select up to three)



Top 7 frustrations with landscape company/professional

(among U.S. adults who have a yard/landscape and have dealt with a landscape company/professional; respondents could select up to three)

