



Our mission is to preserve and enhance green spaces in our communities where we live, work and play.

BECAUSE GREEN MATTERS.

A national non-profit service organization, Project EverGreen works to help spread the good word to consumers about well-maintained lawns and landscapes, sports fields, parks—anywhere that green exists. The more people believe in the environmental, economic and lifestyle benefits of green spaces, the better off we'll all be.



WORKING TOWARD A SUSTAINABLE FUTURE.

Together with key industry partners, Project EverGreen has established the following programs to help make a greater impact, sooner:

GreenCare for Troops SnowCare for Troops

- Project EverGreen connects military families with lawn and landscape companies, as well as snow removal companies to receive free services while their loved one is serving overseas.
- More than 3,500 contractor volunteers and 12,000 military families have signed up for GCFT, while 1,100 contractor volunteers and 1,500 military families signed up for SCFT.
- These popular programs have garnered attention on TV and in newspapers across the nation including Mike Rowe's *Dirty Jobs* and NBC's *Nightly News*.



Community Based Revitalization Projects

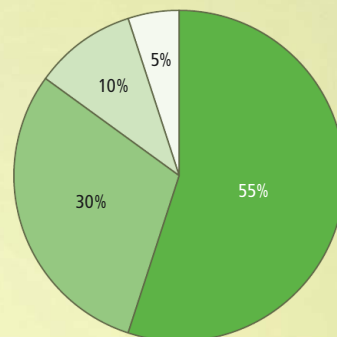
- Focused community revitalization and renovation projects across the United States encourage industry professionals, consumers and anyone who's passionate about healthy green spaces to work together to improve their city and surrounding areas.
- Over the last seven years, our message has made a positive impact in: Akron, Ohio; Milwaukee, Wisconsin; Greensboro, Raleigh and Charlotte, North Carolina; Ft. Myers, Florida; Toronto, Canada; and San Antonio, Texas.
- Maintained green spaces generated community engagement, involvement and communication among residents, city leaders and visitors.

GreenCare for Youth

- By reaching out to children of all ages, we can create a greener tomorrow.
- The Art of Green Spaces Competition, sponsored by Birds and Blooms, encourages students to use all forms of art to share how they feel about the green spaces in their lives.
- Golf bag tags, featuring messages on the benefits of green spaces, are given to participants of the GCBAA Sticks for Kids program.
- Youth sports field renovations make playing surfaces better and safer.

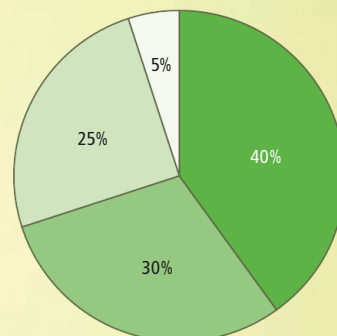
YOUR SUPPORT HELPS US SPREAD THE GOOD WORD.

- Company contributions (55%)
- Service contractor contributions (30%)
- Associations/Media/Agencies (10%)
- Individual contributions (5%)



HOW YOUR CONTRIBUTIONS ARE UTILIZED.

- Programs (40%)
- National marketing/communications (30%)
- Administration (25%)
- Fundraising (5%)



For more information about Project EverGreen, call us toll-free at 1-877-758-4835 or check us out on Facebook at www.facebook.com/ProjectEverGreen.

www.ProjectEverGreen.com



THE BENCHMARK

JEFF HARKNESS

The author is owner-manager of 3PG Consulting. Reach him at jeff@3PGconsulting.com.

The leadership/growth connection

One of my clients has a leadership approach that's limited his company's ability to grow and attract quality talent. He is fair, but often manages with stern, in-your-face comments, is never wrong, is certainly impatient and is just negative at times. Sound familiar?

To his credit, he's changing after I pointed out his weaknesses, but the scenario leads to the question, "Are leaders born or made?" The answer is both, but data shows more leaders are made than born into greatness. The path isn't easy, but rewards and growth in business lie ahead if you're an owner or manager that's willing to look in the mirror and make some changes.

Leadership is defined as "a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task." Studies about leadership have produced theories stating leaders must have traits such as vision, charisma, intelligence and core values. So how do you stack up? If you want to succeed in this industry you need people to follow you. It's difficult enough to find help and to compete, but if you don't invest in making yourself a better leader you're missing the boat. Focus on these points to begin your transformation.

Know your strengths and weaknesses. Effective leaders invest in their strengths and then surround themselves with the right people to maximize their teams in areas where they are weak. The question is how? Start by taking a personality profile test. Myers-Briggs, DISC or Wonderlic assessments all are effective. These reports reveal strengths, weaknesses, motivations, work habits and insights for your improvement. Don't surround yourself with people just like you. I know it's easy to like them (of course, they remind you of yourself), but it's a mistake plain and simple. Check your big ego and bring in some people who are different but complement you. Watch what happens to your culture.

Manage pessimistic thinking. Focus your time and energy in areas that affect your business. Sales,

hour management, people management and productive scheduling are a must. Every hour of your day needs to be efficient. Good leaders can compartmentalize things. Work a weekly plan with clear focus. You won't have time to get emotional about issues if you're focused on daily tasks. Remember, successful leaders create a positive and inspiring workplace culture. You can't do this if you're negative and stressed all the time.

Engage your people and provide feedback.

Consistent meetings with a prepared agenda have to be a priority. Too many owners think talking on the phone three to four times a day to a manager is enough. It's not. Schedule time with your leaders and make it a priority. You are not too busy. Mix in coffee or lunch. Show people you care. Your people need direction and feedback. It's a cardinal sin to say, "I'm paying them a lot of money. They should know how to do that." What they need is your leadership.

Clearly define metrics and reward success. Leaders must communicate their specific goals and expectations. Management must be held accountable and actual results compared to budget should be reviewed regularly. When the team meets or exceeds expectations, recognize the win. Too many companies don't keep score or don't manage the right metrics.

Invest in relationships. Leaders expand their companies by investing time, money and emotions in mutually beneficial relationships. Associating with the right customers, employees and centers of influence involves planning, passion, trust and a genuine belief that time will bare results. This is a 24/7 passion, not a 9-to-5 gig a few days a month.

Remember, leadership is a learned behavior that becomes unconscious and automatic over time. Pressure and stress come with the territory, but ultimately great leaders serve as enablers of talent, culture and results. The best companies in the industry have leaders who invest in making themselves better. Get out of your old routine and go do something that helps you be a better leader. That sounds like a good New Year's resolution.

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PURPLE CUDWEED

Gnaphalium purpureum

IDENTIFICATION TIPS

▶ Purple cudweed is a low-growing winter or summer annual—or sometimes biennial, as some plants will survive into the second year to achieve maturity.

▶ It overwinters as a basal rosette, but it usually grows from an upright stem in the spring.

▶ Seed leaves and first true leaves have white to light gray woolly hairs.

▶ Mature plants are sparsely branched and grow 8 in. to 20 in. tall.

▶ Flower heads are crowded, spiked and densely

arranged on the stems or at the base of leaf stalks.

CONTROL TIPS

▶ Cudweed is a relatively easy weed to control. First, maintain a dense, actively growing turf through proper mowing, fertilization and irrigation.

▶ It's best to control purple cudweed in the spring or fall when actively growing. Two-, three- and four-way herbicides containing clopyralid provide good postemergent control. Apply to the plant before seed stalk formation.



CATCHWEED

Galium aparine

IDENTIFICATION TIPS

▶ Also known as rough bedstraw, this annual is commonly found in moist, shady areas.

▶ Seed leaves are oblong to egg-shaped with slightly notched tips. Mature leaves are whorled with six to eight leaves per whorl. Small, downward-curved prickles cover the stems and leaves.

▶ Small, four-parted white or greenish-white flowers grow on short branches originating in the leaf axils on the upper parts of the plant.

CONTROL TIPS

▶ Long-term cultural control requires removing existing plants before they flower and produce viable seed. Hand-weeding, followed by a layer of mulch, works well in landscape settings.

▶ To control in turfgrass or bare-ground areas, apply a postemergent herbicide containing florasulam when catchweed is actively growing. Florasulam can be applied at the same time the first fertilizer and liquid preemergent applications of the season are made.

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Applied knowledge



LM tracked down six mobile app-using landscape professionals. Find out how they save time and money with these tools.

1

The app: **Planimeter**

Price: \$7.99 (iOS)

The user: **Adam Linnemann**

President

Linnemann Lawn Care & Landscaping
Columbia, Ill.

When Adam Linnemann provides an estimate, he doesn't bother with burning fuel to measure property lines at a prospective client's house. A mere phone call can suffice when he has his distance-mapping app, Planimeter, available on his iPad.



Comparable to Google Maps, the app provides satellite views of properties by address and measures selectable distances or areas by dropping pins.

"IT'S A USEFUL
SUBSTITUTE TO GO
LOOK AT A LAWN."

—ADAM LINNEMANN ■■■■



"This isn't necessarily a replacement to go look at a property," he says. "But it's a useful substitute to go look at a lawn."

Linnemann, his sales manager and a landscape manager downloaded the app a year ago after Linnemann came across it in the app store. They now use it multiple times a week to measure square footages, following up over-the-phone estimates with a trip to clients' properties when they receive positive feedback on provided quotes.

"It's pretty spot on," he says. "We've noticed a little variances, up to 5 percent off, give or take."

The mobility of the app, he says, is the most advantageous to his \$825,000 full-service company.

"The biggest thing is it saves us time and it saves us money."

His suggested improvement: The satellite views should show boundary lines and identify property owners.

—Sarah Pfledderer

"IT'S EXTREMELY
EFFICIENT AND
TELLS IF THE
CLIENT HAS PAID
OR NOT."

—AARON POPE ■■■■



2

The app: **Invoice2go**

Price: Free or \$9.99 (iOS and Android)

The user: **Aaron Pope**

Owner

Aaron's Lawn Care
Virginia Beach, Va.

For landscape business owners who find themselves out of the office more often than in it, bookkeeping can turn into a paper-pushing debacle, especially if slipups unveil when the owner is in the field.



Aaron Pope says he nixed that unease about a year ago when he downloaded Invoice2go, allowing him to manage billing for his full-service firm from his iPhone and iPad—devices are synchronized through a cloud—as well as provide estimates, bill, collect and report payments.

"I don't have to wait and go back to the office," he says. "I can just fix clerical errors and go about business."

Although he downloaded the app for his convenience, Pope says he's seen relatively positive feedback from customers, too, in regard to giving an estimate on the spot, then emailing or printing that estimate off in their home via a Wi-Fi printer.

Because he uses the app almost daily, Pope upgraded to the \$9.99 version to have nil limits on the number of items and documents to create. His single criticism is numerical values aren't automatically figured, so he must do his own calculations.

That flaw isn't a deal breaker, though, he says, adding Invoice2go brings a shade of professionalism to small businesses like his looking to gain their footing in the Green Industry.

"It's extremely efficient and tells if the client has paid or not paid," Pope says. "It takes out bookkeeping time, (making) it worth every penny." —SP

3

The app: **Dirr's Tree and Shrub Finder**

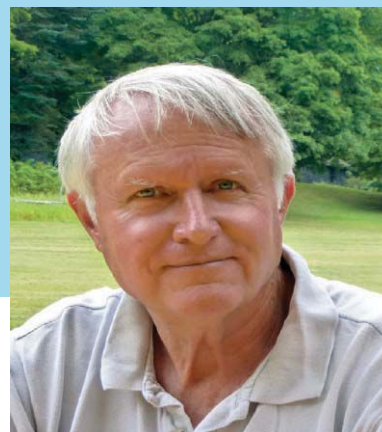
Price: \$14.99 (iOS)

The user: **Stephen Wing**

Owner

Stephen Wing, Landscape Architect

Milford, Conn.



"IT'S SO EASY AND SO PORTABLE."

—STEPHEN WING ■■■■

For years landscape architect Stephen Wing has had a "wonderful, 8-lb." book on his shelf: *Manual of Woody Landscape Plants* by Michael Dirr. "It's considered *the* reference for landscape architects and horticulturalists regarding plants," he says. "I don't even have the new book with the colored pictures. Mine is black



and white—text with line drawings." Therein lies the problem: He can't lug that tome to all client visits if they need help visualizing the plants on their landscape drawings. Even if he did, his clients wouldn't get to see full-color photos. Wing's methods of sharing plant photos—photocopying images from miscellaneous sources or telling clients to Google botanical plant names on their own—also aren't ideal because they're not at his fingertips.

But Dirr's Tree and Shrub Finder app allows them to be.

"Now, with my iPhone, if (clients) say, 'I have no idea what winter hazel is, I can go to Dirr and up comes the plant with pictures of the whole plant, details and what fall foliage looks like. It's so easy and so portable.'"

Wing uses the Dirr app for more than just sharing photos. Recently, for example, he was on a property with a client who asked him to identify a tree. He remembered the botanical name but not the common name. It just took a quick search in the app to discover the latter.

At first glance the app seems pricey at \$14.99, but Wing says that's nothing compared to the print version that costs more than a hundred dollars. Besides, his app was free—it was gifted to him by one of his children.

Wing's only gripe isn't about the app; it's about his screen size. "It would be more effective if it was on an iPad so the images would be larger, but I don't have one of those yet." —*Marisa Palmieri*

Wing's only gripe isn't about the app; it's about his screen size. "It would be more effective if it was on an iPad so the images would be larger, but I don't have one of those yet." —*Marisa Palmieri*

» WEB EXTRA

Visit the Web Extras section of LandscapeManagement.net for the results of our exclusive research on mobile device and social media use in the Green Industry.



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4

The app: **Smart Service iFleet**

Price: Requires software license for iPad

The user: **Greg Winchel**

Owner

Winchel Irrigation

Grandville, Mich.



Four years ago Greg Winchel began shopping for new office management software. He had the foresight to select a program, Smart Service, with a mobile application, even though the company wasn't ready to ante up for devices at the time. Earlier

this year, Winchel made the investment and installed iPads with the Smart Service iFleet app in four service vehicles.

With the iPad app the company's service technicians can complete and review service notes, view customer history and check what irrigation equipment is on a customer's site. Because the app syncs with the office's server every 10 minutes via the cellular network, the office staff and the field technicians have nearly all the same information available to them, such as photos the techs upload from the field or documents the office staff scans.

"The only thing that's a little cumbersome is adding the inventory parts," Winchel says. "That's not as easy to use as I'd like, but in my mind that is kind of minor."

The initial software investment was about \$2,000.

Winchel estimates it costs about \$1,000 per vehicle to outfit it with a 16-gigabyte iPad and add another software license. Other companies could reduce the cost by choosing iPad minis, which Winchel says may be preferable because they fit better in a tech's hands.

Though implementing this technology was no small expense, Winchel says the company is making up for it by saving the office staff at least eight hours per week in data-entry time because the techs are inputting their own information while they're on site. Before, they would return for the day and hand their paperwork to the office manager, who would manually enter it. "It's part of the billable job when the guys are doing it in the field," Winchel says.

The app also can track production times, capture electronic signatures and accept credit cards with the addition of a card reader like Square. —MP

**"DATA ENTRY
IS PART OF THE
BILLABLE JOB
WHEN THE GUYS
ARE DOING IT
IN THE FIELD."**

—GREG WINCHEL ■■■■

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MOBILE APPS

Weather apps are ubiquitous, but Graham Oldreive says his app of choice, Rain Alarm, doesn't just give you the forecast. It tracks your location to let you know when precipitation is within a radius you designate. He says this app is especially helpful to him as a one-man mowing and enhancements shop with no office staff to inform him about inclement weather.

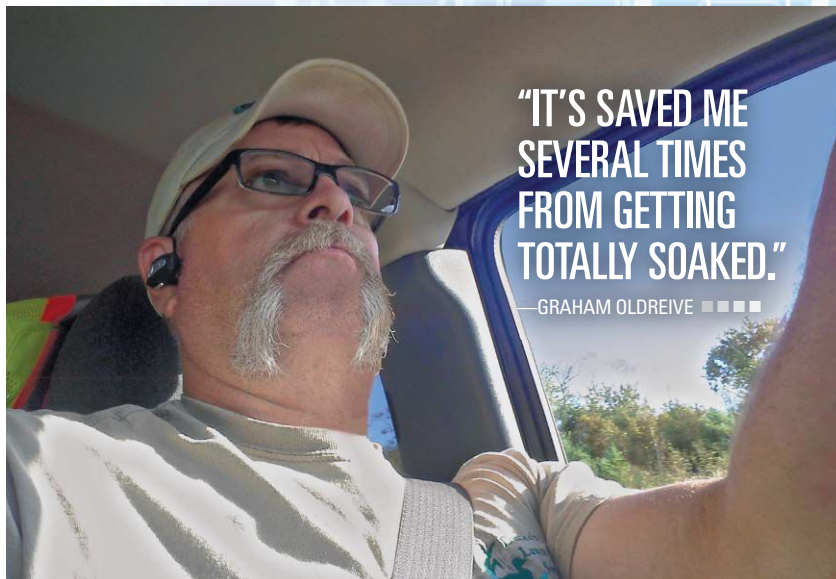


"It's saved me several times from getting totally soaked or having to leave a job halfway through," he says.

Here's how he uses it on his smartphone: He sets up the app's alarm to notify him when there's rain within a 30-mile radius of where he's working. In his region on the Atlantic coast, that gives him about a two-hour warning.

"Then I can make the determination with the app's radar whether I should speed up and get done or pack up before the rain hits," Oldreive says. "What I like about it is it's adaptable."

The app has paid for itself many times over, he says, noting he tried the free version for a while, but upgraded to



"IT'S SAVED ME SEVERAL TIMES FROM GETTING TOTALLY SOAKED."

—GRAHAM OLDREIVE ■■■■

The app: **Rain Alarm**

Price: Free (iOS, Android); Extended and Pro versions available for \$2.99 and \$3.90

The user: **Graham Oldreive**

Owner

Ducke's Lawn Care Services

Dartmouth, Nova Scotia, Canada

5

Pro for more "bells and whistles," like lightening alerts.

"Living here on the coast, rain can pop up just about any time," he says.

"This past June, we had 20-odd days of rain out of the month. It's nice to have an app like that where I can get a couple hours of work done." —MP



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