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Photos: iStock International Inc.

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.net

LM blog has a new address

Landscape Management's blog has made an exciting new move—to *LM's* newly redesigned website (LandscapeManagement.net). In its snazzy new home, the blog still offers the same great posts it always has, including FD2B Talk Radio Insight of the Night by Jody Shilan, Randy's Way by Randy Newhard, the latest from Jeffrey Scott, thoughts from *LM's* editors and more.

In June, the blog's abuzz with Editor Marisa Palmieri's write-up on an Emerald Ash Borer Awareness Week, Scott's take on increasing sales and more.

SEEN ON TWITTER

Follow us » [@landscapemgmt](https://twitter.com/landscapemgmt)

@DanielDFisher: You didn't really believe that California healthcare rates were going down because of Obamacare, did you? <http://onforbes.com/1418OrB>

@OhioTurfgrass: Great article from @LandscapeMgmt - EPA: Lawn fertilization is good for water quality - <http://tinyurl.com/klzu3lf>

@BugDoc: April showers bring May flowers which usher in June "bugs"! <http://fb.me/33sSjXD0E>

@GardenGroveLand: Big week this week. Finishing projects we started 10 weeks ago. Welcome June! Welcome new beginnings! Keep the #landscapevision going!

WEB EXTRAS

Visit LandscapeManagement.net » [Click on Web Extras](#)

» Gary Mallory, CEO of Heads Up Landscape Contractors, Albuquerque, N.M., provides insight on how to better balance your business life and your personal life (from page S20).

» Internet marketing talent Shaun Canary shares five killer pay-per-click ad tips and an ad copywriting worksheet to help get you started (from page 52).

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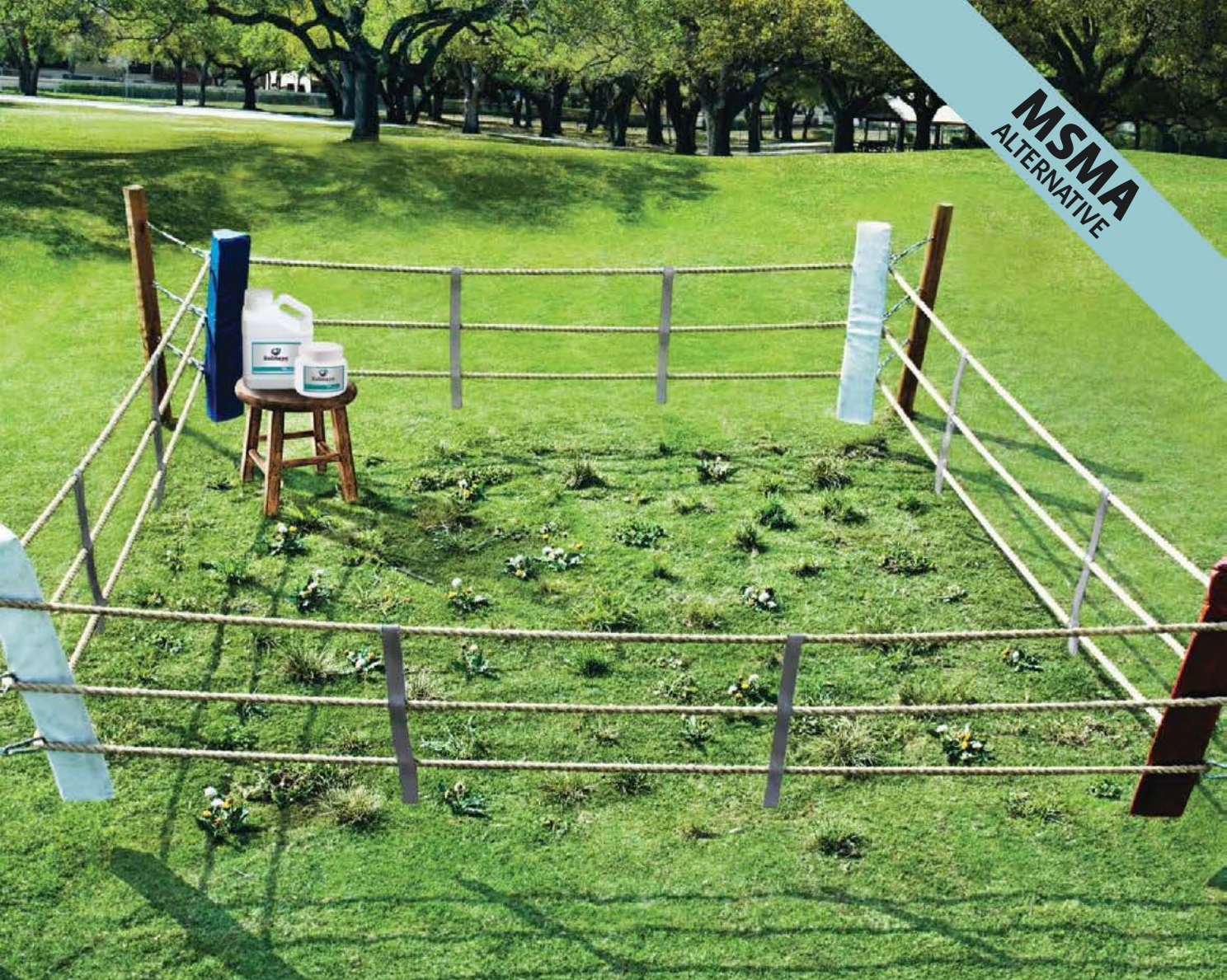
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EDITOR'S NOTE

MARISA PALMIERI EDITOR

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Yours for the taking

There's an intriguing quote attributed to artist Pablo Picasso, "Good artists copy. Great artists steal."

That's what the best of the best in any profession do. Excellent writers curate concepts and borrow themes from other writers all the time. Top landscape designers pull ideas from not only nature but public gardens and parks created by other designers. Successful businesspeople do the same—they make some of their best decisions based on what's worked in other industries or by modeling other organizations that have found success.

Just ask Jim McCutcheon, LIC. He's CEO of HighGrove Partners and the subject of this issue's 1-Minute Mentor department (see page 82).

When I spoke with him about his involvement in national trade associations, he said one of the greatest benefits of membership has been meeting other contractors and traveling around the country to visit them and do R&D—"rob and duplicate."

He chuckled when he said it, and so did I, but the programs and systems he's nabbed from others and put to work in his business are no laughing matter. HighGrove ranks 88th on the new *LM150* list—and it's on track for 8 percent growth in 2013.

Our *LM150* supplement, starting after page 16, features 13 ideas ripe for McCutcheon-esque R&D.

Some of my favorite ideas to consider taking?

▶ American Landscape Systems' move to in-source all of its work. (page S8) "It's such a bad marketing tactic to have another landscape company on one of your projects," says Vice President Joseph Angelone.

▶ Earthworks' effort to host educational sessions for its clients (page S10). "Look at the biggest education shortfalls in your area," says President Chris Lee. "Then go there."

▶ Mission Landscape Cos.' strategy to improve face-to-face client communications by visiting clients in person more often for things as simple as letting them know when tree work will take place (page S12). "Today emails get buried," CEO David DuBois says. "That little touch is pretty basic but effective."

▶ The Stockner Group's realization that it needed to simplify its message to clients by rebranding (page S15). "A rebrand is not about you, it's about servicing your clients better," says President Gary Stockner.

Please, read through these items and "borrow" from them shamelessly, remembering that nothing's truly original. There's no need to reinvent the wheel. And you don't have to feel guilty about all of the great ideas you're going to steal as long as you give credit where it's due. That's the difference between borrowing an idea and completely ripping something off: Sharing where it came from.

As Austin Kleon, author of "Steal like an Artist" points out, the justification is right there in the Bible: "There's nothing new under the sun."

Landscape Management

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NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

Landscape Management shines at TOCA awards

The magazine earns eight excellence awards in the Turf & Ornamental Communicators Association's annual competition.



Once again, the Turf & Ornamental Communicators Association (TOCA) showered *Landscape Management* with accolades for outstanding editorial excellence and design at the awards ceremony held at the group's annual meeting May 7-9 in Portland, Ore.

LM earned eight awards for writing, design and photography, continuing the magazine's six-year run of winning more awards than any of its competitors.

"We were thrilled to win eight awards in TOCA's annual communications contest," said *Landscape Management* Editor Marisa Palmieri. "It's an honor to earn awards in a competition where you're judged among your Green Industry peers. We're very happy with our staff writing awards, but we're especially proud of the first place award for overall magazine design for our October 2012 Business Planner issue."

Landscape Management's 2012 TOCA awards include:

Best Photograph, Print Magazine Cover—"Game Changer"

Printed Magazine: Overall Magazine Design—Business Planner 2013: How To Edition

Writing, Commercial Publications, Editorial/Opinion Piece—"The giving trees of the 9/11 Memorial"

Writing, Commercial Publications, Column—"Profiting by Design"

Writing, Commercial Publications, Operations Profile—"Game Changer"

Writing, Commercial Publications, Business Management—"Rebranded"

Writing, Commercial Publications, Environmental Stewardship Article—"A Greener Land"

Writing, Commercial Publications, Series—"Add-On Biz"

LM's sister publication *Golfdom* also went home happy from TOCA this year, reaping nine nods for new media, writing, photography and design. North Coast Media led all publishing companies that competed for TOCA awards in the golf and landscape markets with 17 awards.

"We had a very strong showing at TOCA once again this year bringing home the highest number of honors among landscape market magazines," said Kevin Stoltman, president and CEO of North Coast Media. "This recognition validates the hard work of our editorial team, led by Marisa Palmieri, who is so dedicated to its products—or more accurately stated, to our readers."

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John Deere upgrades loyalty program

BY MARISA PALMIERI

John Deere is rolling out its new GreenFleet Loyalty Rewards Program, designed to function as a loyalty, rewards and

discount program all in one.

“This program is our way of thanking [customers] for their loyalty,” said Steve Wilhelmi, tactical marketing

manager for John Deere Commercial Mowing, calling it “much more than just a perks program.” GreenFleet’s four main member benefits include equipment discounts, parts/workshop discounts, financing specials and exclusive email offers.

Program benefits kick in for John Deere customers after they purchase at least two qualified John Deere products. They’re then automatically enrolled in the program and receive program benefits for two years. To stay enrolled, customers must purchase at least two machines every two years.

It’s different from what the company has offered in the past because the discount levels are transparent to the customer, which allows them to better plan for their equipment needs, Wilhelmi said. The qualified products and savings amounts are published on John Deere’s GreenFleet web page (tinyurl.com/p46rpjm).

The program is separate from John Deere Landscapes Partner Program, but when customers purchase equipment through GreenFleet, they’re eligible for Partner Program points. GreenFleet customers also will have access to special offers through John Deere Landscapes, Wilhelmi said.



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John Deere GreenFleet program members receive personalized loyalty cards.

PHOTO: JOHN DEERE

CLCA Executive Director Sharon McGuire retires

Sharon McGuire, the longtime executive director of the California Landscape Contractors Association (CLCA), retired on June 9. McGuire was an active member of the CLCA since 1980 and held the executive director post since 1986.

The association praised McGuire in a press release, saying, "As executive director, Ms. McGuire has overseen the expansion of the association from four staff members to nine in-house staff members. Her sound financial management, excellent analytical skills and long-term vision have allowed the association to survive and thrive throughout her tenure, despite

some tough times through droughts and recessions."

And McGuire's impact endures. Through her leadership, McGuire helped increase the CLCA's governmental affairs presence, expanded member benefits and communications, played an important role in starting the Landscape Educational Advancement Foundation and advocated for the reduction of outdoor water use.

"It will be tough to fill Sharon's position," said CLCA President Frank Niccoli in the release. "Her dedica-



Sharon McGuire

tion and commitment to the association and the industry are legendary. She is the heart of our association."

McGuire chaired the Professional Landcare Network's (PLANET) Association Executives Committee from 2008-2010. In 2010 she was recognized as Executive Director of the Year by PLANET and inducted into the Green Industry Hall of Fame.

With McGuire's departure, the association's Larry Rohlfs has been promoted to interim executive director.

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Looking up

Last month at this time, I was hiking trails along the Mediterranean Sea in Cinque Terre, Italy. With me were 10 strangers from Canada, the U.S., Ireland, Italy and Australia. We made for a diverse group. Among us were a marine biologist, a nurse, a multimillionaire couple and two 70-something sisters.

Despite our diversity, we all were united in an unspoken desire to live in the moment. And it was easy to do, even as we kept our eyes to the ground to navigate the trail's large stones.

Below us, the Mediterranean collided with rocky cliffs in a spray of white. Above us, falcons spread their broad

wings and glided silently through a cloudless blue sky. Beside us, wildflowers bloomed brightly amid the grass. And at every overlook, we stopped to take it all in. Then we moved on.

Overlooks are great, but there is more to Cinque Terre—and to life—than overlooks. If I'm going to Italy, I want to savor it every step of the way. I want to remember it not only from pictures, but also from memory.

While the group forged ahead, I hung back to admire the view. I heard a rustling above me. It was the millionaire man carefully making his way down a steep incline. "I have to remember to look up," he said to me. And there it was.

Because as gratifying as it can be to reach the trail's end, there's little joy in it if you don't even know what all you passed along the way—if you watched the sun

glint off the sea in a sweeping vista but were blind to the lemon trees at your back; if you ascended Cinque Terre's challenging steps in lightning speed but didn't look down from the top; if you admired the fragrant scent of jasmine along the trail but didn't hold it to your nose.

This summer, as you're immersed in your busiest season, remember to look up. Look up to see the progress your team is making, to relish the strong year you're having, to assess what needs to improve. Just look up.

And then, at summer's end, be sure to look behind you. Take a breath, see how far your business has come, then move forward again.

Reach Geraci at bgeraci@northcoastmedia.net.



Hear Me Out

BETH GERACI
Senior Editor

PHOTO: BETH GERACI



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