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Clockwise, from left to right: 2013 Ram 3500 Heavy Duty, 2013 Ram 1500 Tradesman, 2013 Ram 4500 Chassis Cab, 2014 Ram ProMaster (late availability), 2013 Ram C/V, 2013 Ram 5500 Chassis Cab, 2013 Ram 3500 Chassis Cab. 1) On select 2012 models. See dealer for official program rules. Must take delivery by July 1, 2013. 2) Standard pickup class. EPA est. 17 city/25 hwy mpg based on V6 4x2. 3) When properly equipped. 4) Class 3-5 pickup-based conventional chassis cab. 5) Driving range based on 20-gallon tank and EPA estimated 26 highway mpg. Actual results may vary. 6) See your dealer for a copy of the powertrain limited warranty. Ram and Tradesman are registered trademarks of Chrysler Group LLC.





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FROM THE **LM BLOG** » [LandscapeManagement.blogspot.com](http://LandscapeManagement.blogspot.com)

## Senske Lawn & Tree Care makes 'Tonight Show' headlines'



Senske Lawn & Tree Care was featured on "The Tonight Show with Jay Leno" on April 22 as part of the "headlines" sketch where viewers submit newspaper headlines, signs and printed materials with spelling errors or other mistakes or sentence structures that make them funny.

The punch line in the Senske bit came from a pruning flier that says, "Did you know... trees are tall plants made of wood?"

Despite Leno calling the company "Senske Lawn & Garden" (which is not its name), Patrica "Patt" Mosley, director of marketing and communications for the \$21.6 million firm based in Kennewick, Wash., was pleased with the exposure.

"When one of my colleagues sent us the link to the clip, I was actually worried at first, since I didn't know what to expect," she says. "But when I saw it, even though Mr. Jay Leno referred to us incorrectly, it made my day. I actually had to watch a few more times and each time, it cracked me up. While I realize their intent was to poke fun at our expense, it was still worth the exposure and I can probably assume that more

people today will remember that trees are tall plants made out of wood!"

View the "headlines" clip featuring Senske at <http://goo.gl/8hQ1Y>.

## SEEN ON TWITTER

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**@Inbound\_Agency:** Lawn Care Market Survey Shows Optimism Among Lawn Care Providers - ow.ly/kwyqa via [@GoiLawn](https://twitter.com/GoiLawn) [@LandscapeMgmt](https://twitter.com/LandscapeMgmt)

**@HoekstraTruck:** RT [@LandscapeMgmt](https://twitter.com/LandscapeMgmt): 6 techniques for increasing sales this spring on the LM blog ow.ly/k9QHd

**@KingsSprayers:** RT [@LandscapeMgmt](https://twitter.com/LandscapeMgmt): Just getting your landscape business off the ground? Expert advice from LM columnist Bruce Wilson ow.ly/kvG0r

## WEB EXTRAS

Visit [LandscapeManagement.net](http://LandscapeManagement.net) » **Click on Web Extras**

» Get tips for making small improvements to your business from B Corporation certifier B Lab (from the cover story).

» Download a case study and the sample irrigation audit letter Turftenders sends to its clients (from page 38).

» View Lawn Management Company's customer philosophy (from page 64).

PHOTOS: SENSKE LAWN & TREE CARE; NBC.COM; ILLUSTRATION: ISTOCK INTERNATIONAL INC.

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## EDITOR'S NOTE

MARISA PALMIERI EDITOR

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# Designation style

**T**he way a publication writes and applies grammar and punctuation is called its "style."

*Landscape Management* uses the Associated Press Stylebook and we have our own house style, too, which is nothing more than a Word document that lists the idiosyncrasies of the way we write about the industry. For example, we capitalize Green Industry. We say "handheld equipment"—not "hand-held equipment." We use the term "preemergent herbicide" rather than "preemergence herbicide." The point of sticking to a style is consistency—to present clarity for readers.

Until now we've specifically left professional certifications out of our copy. Why? We've treated them like academic degrees, which the AP Stylebook says to include only to establish someone's credentials. To us, your experiences owning or operating a landscape business are enough to quote you in a news article or to share your best practices in a feature story. A few letters after a name doesn't guarantee someone's credibility.

But that's not the only reason we'd left certifications out of the magazine. There were other, logistical reasons, including the difficulty we'd have verifying certification claims, the many types of certified professionals there are in the Green Industry and the sheer amount of space it would take to explain them each time. After all, until 2010 when the Professional Landcare Network (PLANET) rebranded the certification programs to Landscape Industry Certi-

fied, there were more than a handful of different designations (CLP, CLT, CTP and the list goes on).

That said, many other business-to-business publications print their industry's professional designations. When a certified golf course superintendent's name appears in our sister publication, *Golfdom*, the initials CGCS follow without question.

Why shouldn't we do the same? For one, PLANET now lists all certified professionals on its website, eliminating the difficulty of fact checking certification claims. And, when you consider lack of professionalism is a perennial problem in the landscape industry and there's a seemingly rampant increase in occupational licensure laws in the business community, we feel a duty to acknowledge the *voluntary, proactive* efforts some professionals make to improve their skills and businesses through certification and biennial recertification.

So, beginning with this issue, you'll see the designation LIC, which stands for Landscape Industry Certified, following certified managers' and technicians' names in the pages of *LM*. This issue, you'll see it in the article about Michael Bellantoni Inc.'s 50th anniversary on page 12 and also on page 34, where outgoing PLANET President Norman Goldenberg, LIC, is quoted. We'll also begin denoting the Irrigation Association's certified professionals, like Chris Le Conte, CIC, CLIA, whose company is profiled in this month's cover story, starting on page 24.

Now, if you'll please excuse me, I have to update *LM's* style guide.

# Landscape Management

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## Where consumers spend

PLANET/Harris Interactive's research reveals consumers' spending habits on professional lawn and landscape services.

vs. 30 percent of men). About a third say they hire professionals because they don't have enough time and 31 percent say it's because they want a professional look. Fifteen percent say they don't have the patience. (See chart below).

### What they'll spend on

A third of U.S. adults who have a lawn or landscape say they'll hire a professional in the next year for at least one service. Fifty-eight percent state they will not hire a professional in the next year for lawn/landscaping services. Nine percent are not sure.

The top five spending areas are expected to be landscape maintenance/care, such as mowing, edging, leaf cleanup;

lawn care (e.g., application of fertilizer and weed control products); tree care; landscape services, which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.; and building patios, decks, walkways or outdoor kitchens. (See chart on page 10).

### How much they'll spend

U.S. adults with a lawn or landscape who expect to spend on landscape maintenance/care in the next year plan to spend an average of \$700 on this service in the next year, a \$100 increase compared to what they reported spending last year.

Those who hired or expect to hire a professional for lawn care services

*continued on page 10*

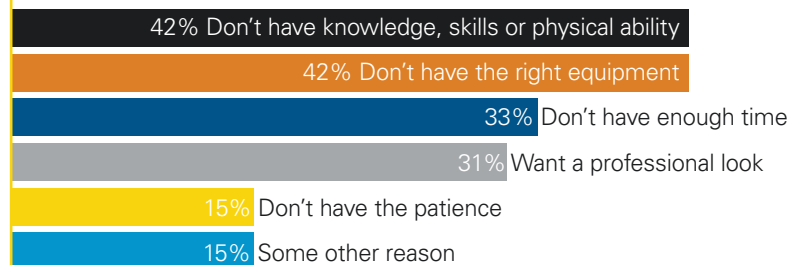
**T**he Professional Landcare Network (PLANET) commissioned Harris Interactive to field research, asking consumers about spending on professional lawn and landscape services. The online, five-question survey was conducted in February among 2,219 U.S. adults aged 18 years and older, of whom 1,830 (83 percent) have a lawn or landscape. The study is the second in a two-part series PLANET conducts with Harris. For complete reports on both parts, visit [loveyourlandscape.com/research/](http://loveyourlandscape.com/research/).

### Why they spend

Survey results show that those who purchased lawn/landscaping services in the past year or will purchase services in the next year do so primarily because they don't have the knowledge, skills or physical ability or they don't have the right equipment (both at 42 percent). Women are more likely to indicate the former response (56 percent of women

### Main reasons for hiring a professional for lawn/landscape services

*(Respondents could select more than one)*



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continued from page 8

will spend an average of \$400 in the next year, which is flat from what they reported spending last year. Tree care customers also expect to spend \$400 in the next year on those services, which is on par with last year.

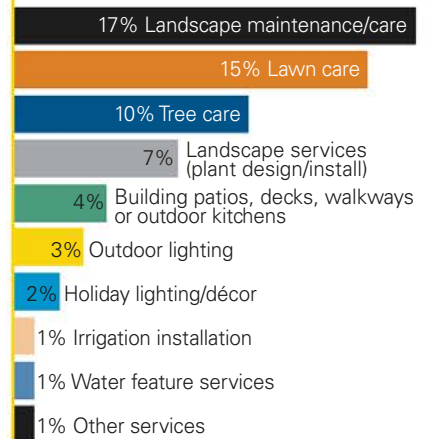
Those who spend on landscape services plan to spend \$1,200 in the next

year, which is a \$200 increase from what they reported spending last year.

Finally, those who hire professionals for building patios, decks, walkways or outdoor kitchens expect to spend \$2,900 in the next year, which is about double the \$1,500 they reported spending last year. —MARISA PALMIERI

## Services consumers expect to hire a professional for in the next year

(Respondents could select more than one)



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## LM ADDS STAFF

Landscape Management (LM), added two media professionals to its staff last month. Bill Roddy, a Green Industry marketing professional, has joined North Coast Media as publisher of *LM* and associate publisher of sister magazine *Golfdom*. Carla Kastanis has joined NCM as national account manager for *LM* and *Golfdom*.

Roddy has spent the past 13 years managing some of Melamed Riley Advertising's largest accounts, including Syngenta and FMC. He was responsible for developing and executing marketing strategies and tactics, launching and developing brands and products across myriad platforms, including events, print, digital and social media. Kastanis fills a newly created position at *LM* and *Golfdom*. She brings with her 17 years of B2B media sales and account management experience from roles at Advanstar Communications and Penton Media.



Bill Roddy



Carla Kastanis