

# Network News

Produced by:



A monthly newsletter informing  
and educating the LandOpt Nationwide Network



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## The Value of Our Brand

When you think of marketing your business, it's likely your thoughts will turn to some combination of salesmanship, advertising and product quality. Not to be forgotten, however, is brand recognition. When you strive to form a relationship with your customers, your "brand" is what builds that bond. Branding creates and fosters loyalty. Think about your own experience. What supermarket do you favor? To which car manufacturer are you most loyal? Name your favorite beer. You return to these brands because you have enjoyed a consistently good experience and you see value there. This is exactly what you want from your customers.

For Powered by LandOpt Contractors, brand recognition extends beyond your company name. Of equal importance is the "Powered by LandOpt" designation and the LandOpt brand, which serves to distinguish your company as an elite service provider and the most professional landscape contractor within your market. Certainly your customers get to know you as their preferred provider, in part due to the fact that you do things differently than your competitors. You are more professional in every aspect of your customer interaction, from the sales process to the project kick-off to the CARE calls and your overall service delivery. You are different because you are "Powered by LandOpt."



So how, exactly, can you make sure your customers know and understand the prestige of the LandOpt brand? Quite simply, utilize the logo to the extent that they understand it to be an integral part of your identity. The LandOpt logo can currently be found in the [Licensee Center](#) with the kick-off documents. (This location will change with the next generation of the Product Library.) It is available for download in various formats that should meet just about every need you might have. At a minimum, every contractor in the LandOpt Network should have the Powered by LandOpt logo on their business cards, vehicles, uniforms and websites.

We've also created a special "Discover how our customers are Powered by LandOpt" graphic (pictured above, [learn more here](#)) for your website. This button and the corresponding link will take visitors directly to the "Powered Landscape Customers" page on the LandOpt site, which will open in a new window, so as not to direct anyone away from your own website. This page fully and properly explains your LandOpt Network affiliation and what it means to your customers. This is a differentiator that none of your competitors can claim. Take advantage of that and help your audience understand that doing business with a Powered by LandOpt Contractor is a unique experience.

(cont'd on page 4)

## LandOpt Professional Development

The following are upcoming best-in-class LandOpt training events for the fourth quarter of 2011.

### Training:

- Oct. 24-27 — Transformation Training
- Oct. 31-Nov. 4 — Financial Planning
- Nov. 14-16 — Project Manager Boot Camp

### Webcasts (subject to change):

- Sept. 22 — Using Chatter to Spread the Message!
- Oct. 6 — In Preparation for Planning '12: Part II
- Oct. 20 — Quadrant Selling
- Nov. 3 — Financial Planning Progress: Part I

## Network Success!

- Sales are still surging as we close out the third quarter– the Network crested \$11M in new sales in August!
- Congratulations to **Bryan Begley** from **Mountain View** for a record-setting month; he served up more than \$74K in sales in August!
- Not to be outdone, **Kevin Prall** from **Eichenlaub** was equally impressive, delivering more than \$66K in LT maintenance for the month!
- **John Cascio** from **Trace Lawn & Landscape** spent some time prospecting recently at the Crawford County Fair, where he represented his company in the vendor exhibit area. (We're pretty sure he grabbed some cotton candy while he was there, too!)
- They're "movin' on up" at **Burkholder Brothers**: congratulations to **Aaron Hall** and **Mitch Lewis**, who were both recently promoted to Account Manager.
- They had snow and ice on their minds at the recent Con Ed, where David Gallagher shared his wisdom on Snow & Ice Management with more than 20 operations-minded pros. The event was held at PROCARE to coincide with Operations Field Day.
- Are you a fan of LandOpt on Facebook? Those who "Like" our page may be in for some surprises!



## Show Your Team Spirit

A Message from Tim Smith, President/CEO



Fall is in the air, and that means football is back! Part of the excitement of football season lies with the fan base, and those fans are easily identifiable by the logo-embazoned "gear" they use to display their team loyalty. You'll see license plates, sweatshirts, ball caps, jewelry, phone covers, tattoos....there really is no limit to the items available. While I'm not known for being an avid sports fan, as a Penn State alum, I can appreciate the fervor with which these fans support their teams. It's a perfect example of brand loyalty.

Make no mistake, this is about more than simply wearing a logo or team colors. These fans have an emotional connection to their team and a tremendous sense of pride in their affiliation. In part, this is because it represents pride in a choice they have made. They also embrace the opportunity to be part of a community – something that is bigger than each of them as individuals. Think of the camaraderie you see at a home sporting event when everyone is unified in support of their team. The enthusiasm and excitement is infectious and people simply want to identify and be part of that group because it just feels good to do so.

We are building that same kind of energy and enthusiasm for the LandOpt brand. That starts with each and every one of you fully embracing the brand and utilizing the LandOpt logo to the full extent on your vehicles, uniforms, websites, marketing materials and more. Take pride in the choice that you have made to join the LandOpt Network of landscape service providers and realize that absolutely no one else in your market can make that same claim. Take pride in the fact that your company operates according to a standard that is much higher than any of your competitors and that, time and again, your team is delivering the ultimate professional experience for your customers. Your team is the Powered by LandOpt Network, and trust me, your peers are looking on with envy. We hear from them at trade shows, via web inquiries and direct phone calls. They have seen your trucks on the road, have lost business to you, have witnessed the professionalism of your team and have seen your success. They contact us because they want to know how they, too, can join the team.

As a Powered by LandOpt Contractor, you are part of the most exclusive and elite group in the "league." Be proud of that designation and instill that pride in every member of your team. (Tattoos and face paint are optional!) Your customers will see and feel that difference. I know that, personally, I wear the LandOpt logo with pride and enjoy sharing the meaning and power behind this brand with those who may not be aware.

Are you LandOpt proud?

## Becky Broderick Joins LandOpt as Executive Office Manager



In August, Becky Broderick joined the ever-growing LandOpt team as Executive Office Manager. In this role, she will organize day-to-day activities, coordinate processes and streamline procedures to ensure that the LandOpt office runs efficiently. Along with providing internal administrative support, Becky will also have regular phone and email interaction with members of the LandOpt Network and will assist with all facets of the business, including marketing and new Licensee sales.

A Pittsburgh native and graduate of Indiana University of Pennsylvania, Becky spent several years in New York City before returning to her hometown. She brings extensive administrative experience and strong creative skills to LandOpt. In addition to her office management background, Becky's career has also featured roles in areas such as writing, marketing, public relations and advertising.

Please welcome Becky to the team! She can be reached via email at [becky.broderick@landopt.com](mailto:becky.broderick@landopt.com) or by phone at 412.567.4345.

## Licensee Center: The Next Generation!

The LandOpt [Licensee Center](#) houses all of the forms, documents and procedures that are vital to each and every member of our Network. As our tools and product offering have grown over the years, so too has the Licensee Center, and that growth has created a “web” of documents that are, admittedly, not always easy to locate. This challenge has been one that many of you have shared with us, and we have taken your words to heart. As part of our commitment to empower you, we are working on the next generation of the Licensee Center, which will streamline the Product Library and refine navigation. Shannon Miller, an independent consultant, has been working diligently on renaming, reclassifying and adding complete descriptions to each of the documents that lives within the Product Library. The ultimate goal is to make the material searchable and provide unique views based on your role within your LandOpt business.

Certainly this project is no small task, but we are nearing the mid-point of Phase I. Our next step is to engage a Beta test group that will use the newly organized library in a simulated environment. The test group will provide feedback to us on ease of navigation as well as additional suggestions for change. Jeremy Miller, of Miller Landscape, has been instrumental in helping to kick off this program and will be part of the Beta test group, along with a handful of others. Upon learning about the project, Jeremy noted, “This is great news. The LandOpt team really listened to our frustrations as users. This new version can only serve to make us more efficient within our businesses, since the tools we need will be much easier for everyone to access. I’m looking forward to contributing as part of the Beta test group.”

Work on this new version will continue through the end of the year. Our goal is to debut the new and improved Licensee Center in the first quarter of 2012. Watch for continued updates on our progress!

## Operations Field Day Recap



*The group was all smiles at the end of the first day!*

LandOpt’s inaugural Operations Field Day was a success! Held at PROCARE’s facility in Byron Center, Mich., more than 20 LandOpt and Network Operations team members were on hand to enjoy the event. Chilly temperatures did not hamper the first-ever Equipment Olympics, a heated competition that tested the precision equipment operating skills of those who participated. Before dinner, awards were handed out to the most skilled in the group (Bill Byl from PROCARE took top honors!) and the evening concluded with social time around a makeshift bonfire necessitated by the early fall chill in the air. The next morning, the group convened to hear a presentation about online safety training by Matt Crinklaw representing event sponsor LS Training, before heading outside to view and test demo equipment and speak with local equipment providers. Thanks again to PROCARE Landscape Management for graciously hosting the event! Our first Operations Field Day was enjoyed by all, and we look forward to continuing the tradition with the 2<sup>nd</sup> Annual Operations Field day next fall!

**(More event photos on page 4)**

### Chatter Webcast

On September 22 from 4:00 - 5:00 p.m. ET, LandOpt will continue our 2011 series of webcasts with **Using Chatter to Spread the Message!**

This newly-created webcast examines how to effectively use Chatter to communicate with your team and the LandOpt Network. New users can learn to create and customize their profiles, while current users can learn to form discussion groups, share files and links, and use the Chatter mobile app.

To register, please speak to your Success Coordinator. This webcast will be a great resource for active users, team members who haven’t started using Chatter yet, and everyone in between— so don’t miss it!

### As Heard on Chatter...

The Chatter feature in Salesforce is usually alive and well with some interesting discussions. (Perhaps you can make it even more interesting after attending the Chatter webcast!) Tidbits of recent conversation include the following:

- *Wrapped up great AVA retreat today!! Mike Gaydos did a great job as usual and I think we all have a better understanding of what makes us click!!*
- *Big round of applause to the entire network for cresting 11million in new sales YTD!*
- *Cant wait to role play the Blended Index today!*
- *Awesome day of coaching at Southern Scape, LLC...*
- *2K away from hitting 3rd quarter new sales goal company-wide.*

If you’re not already part of the Chatter community, your Success Coach can help you get started.

## Operations Field Day (cont'd from page 3)



**Top row (L-R):** Marty Miller from Miller Landscape emerges from the skid steer with his game face on; a small "adjustment" to the controls had Gary Saylor and Dirk Bakhuyzen, Jr. spinning in circles as they raced to complete the course. **Bottom row (L-R):** Mike Dettloff from Miller Landscape guides Buckhead's Don Foglesong through the ball drop event; PROCARE's Dirk Jr. and Trace Lawn and Landscaping's Tony Boca discuss strategy; Jeff Powell and Luke Henry from ProScape Lawn & Landscape Services enjoy a break in the action.



## The Value of Our Brand (cont'd from page 1)

In addition, we also recommend that you include the LandOpt logo in your email signature and/or letterhead, and create a voice mail and/or on-hold greeting that touts your Powered by LandOpt status. Guidelines for both can also be found in the Licensee Center.

As a landscape contractor that is part of the LandOpt Network, there is a great deal about which you should be proud. You *are* best in class, you *are* professional and you *do* conduct your business in a manner that separates you from any other contractor in your market. By consistently incorporating the LandOpt brand into all aspects of your business, your customers will quickly come to understand its importance and value to them.

### Business Transformation

LandOpt helps to transform your business by focusing on our four pillars of success:



#### Human Resource Management

LandOpt empowers a select group of highly qualified, regionally-based landscape contractors with a powerful portfolio of business systems to dramatically improve their growth, profitability and productivity.



#### Business Management



#### Operations Management



#### Sales and Marketing

The LandOpt team facilitates the transformation of landscape contractors by providing the best in class technology, along with proven business processes and systems.

LandOpt enables Network Licensees to efficiently utilize these systems to increase growth, profitability, and productivity in their businesses.

Intensive coaching, followed with a continuing education curriculum, ensures the success of the Licensees. Training sessions pass along proven business practices in business management, financial planning, marketing & sales, operations and more. Coaching establishes a partnership between LandOpt and the Licensee, which builds a growing, successful business relationship.

The LandOpt Network of Licensees is a powerful resource in developing new relationships with peers in the green industry. The expanding network cultivates a growth of business experience and knowledge.

LandOpt continually measures and monitors the results gathered from each Licensee location to evaluate the effectiveness of the LandOpt systems and ensure success.

Be proud to be a member of the Powered by LandOpt Network.



650 Smithfield Street ♦ Suite 750 ♦ Pittsburgh, PA 15222

Phone: 412-567-4345 ♦ Fax: 866-508-2472 ♦ URL: [www.landopt.com](http://www.landopt.com) ♦ E-mail: [info@landopt.com](mailto:info@landopt.com)