



PLANET News

Professional Landcare Network

February 2009

COVER STORY

Plants aplenty

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an indoor paradise*

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Three great reasons to enter PLANET's awards program

Hoffman Landscapes, Inc., in Wilton, Connecticut, entered its first Environmental Improvement Awards Program seven years ago. Since then, the company has won five residential design/build awards and two for residential landscape management. Company president, Mike Hoffman, CLP, is committed to the program for three main reasons. Winning an award:

1. Validates his company's work.
2. Boosts team member morale.
3. Creates a public relations opportunity.

"We know we do good work, but sometimes just knowing it isn't enough," Hoffman explains. "It is important and



Mike Hoffman, CLP
Hoffman Landscapes, Inc.

gratifying to discover how your peers feel about your work and to compare your efforts to other projects around the country. Entering PLANET's awards program gives you that opportunity."

He continues, "If you're fortunate enough to win, the award tells you and your customers

that your work is among the best in the land. The honor is also a morale booster for everyone involved and puts a real charge into the workplace."

Hoffman takes advantage of the awards to create, in his words, "a bit of low-cost public relations." He sends out a

press release to the local newspapers and even distributes an internal release, informing company personnel about the award-winning project and its participants."

Customer appreciation

Whether one of his properties wins or loses, Hoffman assembles a gift basket for the property owner, which includes a leather-bound book of photos. "The gesture shows our appreciation for allowing us to enter the project in the awards program," he explains. "We know the drill and understand that it takes an extra effort to showcase a project. For example, we take photos before, during, and after construction, including ones that point out special challenges our staff encountered."

Hoffman Landscapes also sends out a letter to all customers, notifying them of a winning project and directing them to the company Web site for viewing photos.

Bruce Allentuck, president of Allentuck Landscaping Co. in Clarksburg, Maryland, and chair of PLANET's Awards Subcommittee, says that Hoffman's participation mirrors that of other successful entrants. "The awards program is an outstanding way to get public recognition for your work, both from the industry and your customers," he emphasizes. "Entering and winning instills pride in your staff and team for the work they have done on an award-winning project."

For more information about the awards program, including eligibility and entry requirements, categories, a photo release form, and application, visit the PLANET Web site at LandcareNetwork.org. The site also lists 2008 winners and provides tips for winning an award. ~

NEW! Green Industry Employee Handbook

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