
The Value of Trade Magazines

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No matter what business you're in, there are trade magazines to help you improve professionally. Trade magazines can help keep you current with your industry, improve your business and improve your profitability. There are a lot of trade magazines covering a lot of different horticulture industries - irrigation, tree care, pest control, landscape maintenance, the retail garden industry, interior-scaping, etc. There are many excellent articles in these trade magazines each month. Unfortunately, there is never enough time to read them all. Below is a list of some of the trade mags that I depend on to help me keep up with all the industries. The local, regional and state publications I read include *The Edge*, the LMA state newsletter, *MowerMan*, a publication out of Naples, Florida, *Lawn & Landscape Marketplace*, out of Clearwater, Florida, *Greenline*, an FNGA publication from Orlando, Florida, *Ornamental Outlook*, the *Newsletter of the Tampa Bay Chapter of the FNGA*, the *newsletter of the Tampa Bay Wholesale Growers*, *The CPCO Advantage*, the newsletter of the Certified Pest Control Operators Association, *Arborist News*, a publication of ISA, the International Society of Arborists, and *Hort Digest*, an online publication of Betrock. The national trade magazines I read include *Lawn & Landscape*, *Grounds Maintenance*, *Pro*, and *Greenhouse Grower*. The local, regional and state publications focus on specific local or regional problems, news and other information specific to our area.

Some of these publications, along with the information from the University of Florida and the Extension Service, should be regular reading for anyone looking to become more professional. They will add enormously to your understanding of horticulture, pest control, irrigation, business, marketing, and the industry as a whole. Some of the above publications are only available to members of an organization, but many, especially the national publications are not only available to anyone in the industry, but many are available FOR FREE! The one small fly in the soup is that some of the articles in the national magazines concern topics that are irrelevant to our area (for example snow-blowing!) or plants that don't grow in our area. That does not take away from the value of these publications. Don't neglect your education. It's great to be busy, but don't get so busy that you can't get smarter and better at what you do.

Online Trade Magazines and Other Resources

Grounds Maintenance Magazine - <http://www.grounds-mag.com/>

American Nursery and Landscape Association

Interiorscape Magazine- <http://www.interiorscape.com/>

International Society of Arborists - <http://www.floridaisa.org/>

American Landscape Contractors Assn - <http://www.alca.org/>

Professional Landscape Contractors Assn of America - <http://www.plcaa.org/>

Lawn & Landscape Magazine - <http://www.lawnandlandscape.com/>

Betrocks Hort Digest - <http://www.hortdigest.com/>

Fla Turfgrass Assn - <http://www.ftga.org/>

GrowerTalks - <http://www.growertalks.com/>

Garden Center Merchandising & Mgmt - <http://www.greenbeam.com/adlinks/gcmm.stm>

Greenhouse Mgmt Pro - <http://www.greenbeam.com/adlinks/gmpro.stm>

Pest Control Magazine - <http://www.pestcontrolmag.com/>

Nursery Mgmt Pro - <http://www.greenbeam.com/adlinks/nmpro.stm>

Golf Course Superintendents Assn of America - <http://www.gcsaa.org/>

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