



Platinum Sponsor



Gold Sponsors



*Lawn & Landscape and the Harvest Group are teaming up to help three landscapers get out of the weeds.*

**DEADLINE FOR SUBMISSIONS IS SEPT. 3**

Lawn & Landscape has again partnered with the Harvest Group, Verizon Connect, Corona and Exmark to hold another Turnaround Tour. We are seeking three landscapers or lawn care operators we can team up with Bill Arman, Ed Laflamme and their team of consultants to help them solve their most challenging problems in 2020.

Lawn & Landscape will report on each company throughout the year-long process, in our print magazine, online, through videos and social media. Bill and Ed and a videographer will spend 2 days with each of the three winners, learning about their business challenges and opportunities. They interview employees, visit job sites and build a Harvest Playbook to help the company implement the changes suggested. After a year of consultation, Bill and Ed will revisit each company's location to report on the improvements they've made.

This program of consulting with the Harvest Group is worth \$25,000, and three lucky winners will get it at no cost. It will involve time, dedication and real work on their part, but at the end they will have a better, more profitable and stronger company.

**Deadline for submissions is September 3, 2019.** A panel made up of Lawn & Landscape editors, the Harvesters and other industry experts will choose winners in November. On-site visits will begin this winter and consultations will run through 2020.

## **Eligibility criteria**

To be eligible to win, you must:

- Not **currently** be working with other green industry consultants
- Not **currently** be a member of a peer group or working with the NALP Trailblazer program
- Be willing to join NALP and attend its LANDSCAPES conference in Louisville, Kentucky, in October 2018 at your own expense
- Be willing to change and implement new ideas and be held accountable
- Be willing to be featured by Lawn & Landscape in print, video and online stories discussing your company's challenges and problems

## Basic business information

Your name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Company name: \_\_\_\_\_

To get a better idea of your current operation, please answer the following questions.

- Who owns the business? Are there partners involved? How many and what are their roles?
- How long have you been in business?
- How did you get started in the business and why?
- What is the address of your headquarters?
- How many locations do you have?
- How many employees do you employ (seasonal, full-time and part-time)?
- What is your annual revenue?
- What is the breakdown of your overall revenue by market type (residential, commercial, HOA, etc.)
- What services do you offer (maintenance, design/build, lawn care, irrigation, snow, etc.), and what percentage of your total revenue does each represent?
- Are you currently involved with any lawsuits? Please explain.
- Have you ever filed for bankruptcy?
- What is your worker's compensation mod rate?
- How much A/R do you have more than 60 days old?

## Goals and perspective

To get a better idea of your goals and your operation, please answer the following questions.

- What are your top three goals for this year?
  - 1.
  - 2.
  - 3.
- What are your biggest obstacles or problems to overcome to accomplish your goals?
- What are your top three goals in 3 to 5 years? How are you measuring success or failure in achieving them?
  - 1.
  - 2.
  - 3.
- What have been some of your biggest victories? What accomplishments you are most proud of?
- What has been your biggest mistake?
- Have you used consultants before? Who? What was outcome?
- What are the top three areas that you and your company can use the most help in?
  - 1.
  - 2.
  - 3.
- What one thing would help you the most with your business from this program? How would you measure success in these areas?

Please also submit with your answers:

- A P&L statement for 2018 and YTD for 2019
- 500 words on why you think you deserve a free consulting program of this scale

Email your application to Brian Horn at [bhorn@qje.net](mailto:bhorn@qje.net). Include "Turnaround Tour 2020" in your subject line.