

THE GAZEBO
© 1999 The Toro Company



USE TRENCHER TO BURY CONDUIT AND IRRIGATION LINES.



USE BACKHOE TO DIG OUT BROWN PINE PITS. YOU CAN EVEN USE IT FOR THE BIG TREES TOO.



DIG HOLES FOR THE DECK SUPPORT POSTS WITH THE 12" HUBER. GRAB THE 24" FOR THE LARGE SURVES. USE THE 30" FOR TREES.

FUTURE POOL
(16 X 32)

SITE PLANNING WITH THE

DINGO

BRICK PATIO

BRICK PATIO

FOUNTAIN

TYP. PATHLIGHT

EXIST. RETAINING WALL



USE CONCRETE MIXER TO MIX CONCRETE FOR LEG POSTS AND PATIO BASE LAYER.



PREPARE THE PATIO SUB-GRADE USING THE LEVELER. ALSO USE IT TO FINISH THE FINAL GRADE.

Wherever the site, whatever the job,
your crew can do more with a Toro® Dingo® compact utility loader.
Call 1-800-476-9673 or visit your Toro Dingo dealer for a demonstration.



IT'S ABOUT
PRODUCTIVITY

USE READER SERVICE #110

CHOICE CUTS

(USDC APPROVED)



GO AHEAD, FEEL FREE TO CHOOSE

Now more than ever you need to keep your options open as to what equipment you use and how much it costs you. Dixie Chopper can help by giving you the freedom of choice. Take your pick of a 42" or 50" cut with a 19 horsepower Kawasaki engine, the price is the same. All Dixie Chopper machines have a lifetime warranty on the frame and front caster bearings along with an available five year extended drive train warranty. You also get our promise of being the best mower available for the combination of Price, Performance, and Reliability, along with our 30 day money back guarantee. If within 30 days of purchasing your new Dixie Chopper you find another machine of equal cut and horsepower that will outperform your Dixie Chopper for production mowing, we'll gladly refund your money.

Kawasaki is a registered trademark of Kawasaki Motor Corp. Dixie Chopper is a registered trademark of Magic Circle Corporation and may not be used without permission. Pricing shown above is for models LX1901-42 and X1901-50 only. Model X1901-50 pictured. Extended drive train warranty available at additional cost. Prices subject to change without notice. Copyright 1999. All rights reserved.

USE READER SERVICE #89

DIXIE CHOPPER

The World's Fastest Lawn Mower

www.dixiechopper.com

800-233-7596

**SOMETIMES YOU'VE GOT TO
CHANGE YOUR NAME, IF YOU'RE
GOING TO PLAY THE GAME.**



FLORISTS' MUTUAL IS CHANGING ITS NAME TO FMI.

If your name doesn't describe what you do and how you approach your business, it's time to make a change. Today, the time has come for Florists' Mutual. When we founded our company more than a century ago, our name described us perfectly. But we've grown and changed since those early days. Today we still provide superior service to florists of all kinds, but we also serve landscape contractors, interior landscapers, growers, nurseries, garden centers—the entire horticultural industry.

STARTING TODAY, IT'S A BRAND NEW BALLGAME.

It's a new game, a bigger game, a better game. So we've changed our name. What hasn't changed, of course, is our commitment to meeting and exceeding the needs of each and every one of our customers. And we think you'll agree, that's a winning idea. Call 1-800-851-7740 or visit us on the web at www.fmi-insurance.com.



INSURANCE SPECIALISTS FOR THE HORTICULTURAL INDUSTRY™ SINCE 1887
USE READER SERVICE #27

Contents

October 2000

Reaching more than 71,000 subscribers monthly

www.lawnandlandscape.com

Illustration: Mark Harvey,
Cleveland, Ohio

149
Advertisers' Index

13
Association News

44
Breaking News

16
Calendar

144
Classifieds

6
Editor's Focus

50
Equipment Notebook

150
How We Do It

54
In Minor's League

53
Insect I.D.

46
Irrigation Notebook

20
Letters to the Editor

56
Minding Your Business

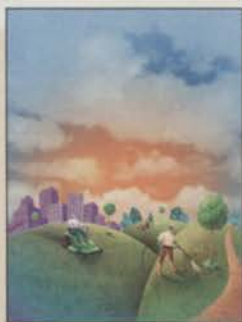
8
Market Trends

18
On the Web

10
People

124
Products

DEPARTMENTS



COVER STORY

State of the Industry

Contractors continue to report strong growth trends, but some uncooperative

weather, a lack of labor and increasing regulations present challenges. **51**

FEATURES

Have We Created a Monster?

The definitions, interpretations and philosophies behind Integrated Pest Management have made the process unclear. Much like a horror movie villain, the debate has taken on a life of its own. **60**



Uniform Appeal

There's more on the rack for contractors who outfit their employees. Image, professionalism, pride and safety are some keys to success. **70**

The Scoop on Spring Supply



Nursery market insiders offer their expert forecasts for next year's plant availability. **98**

Nothing to be Afraid Of

Shrub pruning often can instill fear in contractors, but following simple guidelines can calm nerves and lead to successful shrub care. **106**



Crossing the Line

Landscape companies are working double duty, adding interiorscape services to tap into an expanding market and boost revenues. **116**

SPECIAL REPORT:

State of the Irrigation Industry

Lawn & Landscape's annual look at the irrigation market includes an industry overview, a look at the dynamic state of distribution, tips on slope irrigation and a comprehensive buyers' guide..... **11**

LAWN & LANDSCAPE (ISSN 1046-154X) is published 12 times per year. Copyright 2000 G.I.E. Media, Inc., 4012 Bridge Ave., Cleveland, Ohio 44113. All rights reserved. No part of this publication may be reproduced or transmitted by any means without written permission from the publisher. One year subscription rates, \$30 in the United States, \$35 in Canada and \$98 in other foreign countries. One year foreign airmail rate: \$218. Two year subscription rate: \$42. Subscriptions and classified advertising should be addressed to the Cleveland office. Periodicals postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster send address changes to LAWN & LANDSCAPE, 4012 Bridge Ave., Cleveland, Ohio 44113.

e-Valuating The Future

"Creativity is thinking up new things.
Innovation is doing new things."

— Theodore Levitt

This is really starting to get a little boring, isn't it? This issue includes our fourth annual State of the Industry Report, and while the strong economy creates happy lawn and landscape contractors across the country, it also leads to some pretty repetitive interviews.

We conducted dozens of interviews for this year's report, and, to a degree, they could be summed up in one sentence: "Business is great – I could grow faster if I could get the people."

Considerable potential for change and innovation continues to develop on the horizon, however, which could have tremendous impact on the industry. The overwhelming Internet development was obviously THE story of the late 1990s, and we're all waiting to see where these URLs will take our economy.

Technology continues to gravitate toward the lawn and landscape industry as well with at least a dozen companies having launched initiatives to wire up the buying and selling of landscape products, supplies and equipment.

The potential of e-commerce within this industry is one of the biggest unknowns as we look toward the future. But while e-commerce grabs the headlines, don't overlook the rest of the Internet's potential for your business. A Web site offers visitors so much more information than a Yellow Pages ad ever can and e-mail makes communication instantaneous.

As an information provider, we're interested in the Internet's potential from an educational perspective. To that end, we're partnering with RohMid and *Golf Course News* to produce the industry's first web-based seminar with noted entomologists Dave Shetlar of The Ohio State University and Daniel Potter from the University of Kentucky.

On Nov. 13, these researchers will each make 30-minute, live presentations on www.grubfree.com and will be available to answer questions from industry professionals such as yourself. Honestly, we're not sure how everything will turn out, and that includes this program as well as the future. But we do know one thing – today's technology offers opportunities unlike anything else we've had at our disposal in the past. And despite business being as good as it has ever been for us, we know that we must continue to stretch ourselves, try new ideas and even take some risks if we want to stay ahead of the game. That way next year at this time we'll be able to once again report, "If only we could find more people..."

Wouldn't that be nice?



Bob West

EDITORIAL

CINDY CODE, Group Publisher
e-mail: ccode@lawnandlandscape.com
BOB WEST, Editor
e-mail: bwest@lawnandlandscape.com
NICOLE WISNIEWSKI, Managing Editor
e-mail: nwisniewski@lawnandlandscape.com
CYNTHIA GREENLEAF, Associate Editor
e-mail: cgreenleaf@lawnandlandscape.com
KRISTEN HAMPSHIRE, Assistant Editor
e-mail: khampshire@lawnandlandscape.com
ALI CYBULSKI, Contributing Editor
e-mail: acybulski@lawnandlandscape.com
WENDY JOVAN, Research Editor
e-mail: wjovan@lawnandlandscape.com

GRAPHICS/PRODUCTION

CHARLOTTE TURCOTTE, Art Director
HELEN DUERR, Production Manager
CHRISTIE BOBER, Advertising Production
Coordinator

ADVERTISING/MARKETING

MAUREEN MERTZ, Eastern Sales Manager
1723 South Hill
Millford, Michigan 48381
248/685-2065 Fax: 248/685-2136
e-mail: mmertz@lawnandlandscape.com
KEVIN GILBRIDE, National Account Manager,
Midwest
e-mail: kgilbride@lawnandlandscape.com
CARL HAMMER, Account Manager, Northeast
e-mail: chammer@lawnandlandscape.com
VINCENT RICCI, Account Manager, West Coast
e-mail: vr Ricci@lawnandlandscape.com
TONYA WATKINS, Sales Representative
e-mail: twatkins@lawnandlandscape.com
AMY PEPPERS, Market Coordinator

WEB/INTERNET

SCOTT HUNSBERGER, Internet Editor
e-mail: shunsberger@lawnandlandscape.com

CORPORATE STAFF

RICHARD J. W. FOSTER, President and CEO
DAN MORELAND, General Manager
JAMI CHILDS, Director, Business Resources
and Operational Systems
JEFF FENNER, Director, Conferences
& Seminars
CHERYL THOMAS, Manager, Accounting
FRAN FRANZAK, Manager, Books
& Directories
JENNIFER RENNIE, Circulation Marketing
& Database Manager

EDITORIAL & SALES OFFICES

4012 Bridge Avenue, Cleveland, Ohio 44113
Phone: 216/961-4130
Fax: 216/961-0364
Internet: www.lawnandlandscape.com
Subscriptions & Classifieds:
216/961-4130

L&L IS A MEMBER OF:

The Associated Landscape Contractors of America
The American Nursery & Landscape Association
The Composting Council
The Irrigation Association
The National Landscape Association
The Ohio Turfgrass Foundation
The Professional Grounds Management Society
The Professional Lawn Care Association of America
Responsible Industry for a Sound Environment
Turf & Ornamental Communicators Association

ADVISORY BOARD

Mr. Joe Emselgach, The Ohio State University
Dr. Bob Schultz, Michigan State University
Dr. David Shetlar, The Ohio State University
Dr. Fred Yelverton, North Carolina State University
Mr. David Zalazuske, Center for Irrigation Technology



When someone suggests you spend more money on a less effective preemergent, it's time to hold on to your wallet.

Herbicide	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
PENDULUM	H	H	H	M	H	M	H	H
BARRICADE ^a	H	M	M	M	MH	M	H	H
DIMENSION ^b	H	M	H	M	H	M	M	M
TEAM ^c	H	M	M	M	M	M	NR	NR
RONSTAR ^d	M	H	NR	M	M	NR	NR	NR
SURFLAN ^e	H	H	H	M	MH	M	H	H
Level of control	Medium		Medium-High		High	Not Registered		

^a™ Noveris ^b™ Rohm and Haas Co. ^c™ Dow AgroSciences ^d™ Rhine-Pulsec

Field trials confirm that PENDULUM® herbicide consistently gives you more dependable, broad-spectrum weed control than any other preemergent herbicide.

So, even when compared to premium-priced products, PENDULUM controls more weeds. You can take that to the bank.

For the PENDULUM herbicide distributor nearest you, call 1-800-545-9525, ext. T2611.

Or visit our website at www.turffacts.com. Always read and follow label directions.

PENDulum[®]

Herbicide
 Unmatched value. Unbeatable performance.

BASF

USE READER SERVICE #47

PENDULUM is a registered trademark of BASF. ©2000 BASF Corporation. All rights reserved.

REGIONAL NEWS

N.Y. Lawn Care Industry Set To Battle Notification Law

ALBANY, N.Y. – Lawn and tree care companies in New York may soon face increased operating costs, changes in business practices and loss of customers due to the state's new Neighbor Notification Law for pesticide use.

The new law, effective March 1, 2001, features two separate provisions that could negatively affect the state's lawn and tree care businesses. The first provision will require companies that commercially apply pesticides to give at least a 48-hour written notification to neighboring properties within 150 feet of any spray site. The second provision of the law requires schools and day care facilities to provide parents and staff with a written notice before pesticides are applied on school grounds.

The success of New York's lawn and tree care companies lobbying to protect their industry will determine the extent of the law. The New York battle could set a precedent for other states considering similar legislation.

New York State placed adoption of the residential and commercial application portion of the notification bill into the hands of its 67 local county governments. This means lawn and tree care companies and

(continued on page 42)

For ages, people have been improving the aesthetics of their home or business environments, but how long have lawn and landscape contractors been in the business of providing this service to residential and commercial clients?

The average landscape contractor has been in business for 17.7 years – 20.7 percent of contractors between 10 to 14 years and 20 percent of contractors between 20 to 29 years, according to a *Lawn & Landscape Reader Survey*.

Approximately 16.9 percent of contractors said they have been in business for five to nine years, and 14.6 percent of contractors said they've been running their companies for 15 to 19 years.

Less than 5 percent of contractors have been in business for 50 or more years and even less – 4.3 percent – are new to the industry and have been in business for less than two years.

The GREEN YEARS

YEARS IN BUSINESS	PERCENT OF CONTRACTORS
2 years or less	4.3
3 or 4 years	9.4
5-9 years	16.9
10-14 years	20.7
15-19 years	14.6
20-29 years	20.0
30-49 years	9.2
50 or more years	4.9

Research USA

INDUSTRY NEWS

TruGreen Interior Plant Care Division Sold to Rentokil

DOWNS GROVE, Ill. – TruGreen turned over its interior plantscaping services to Rentokil for \$44 million in a definitive sale agreement pending antitrust clearance.

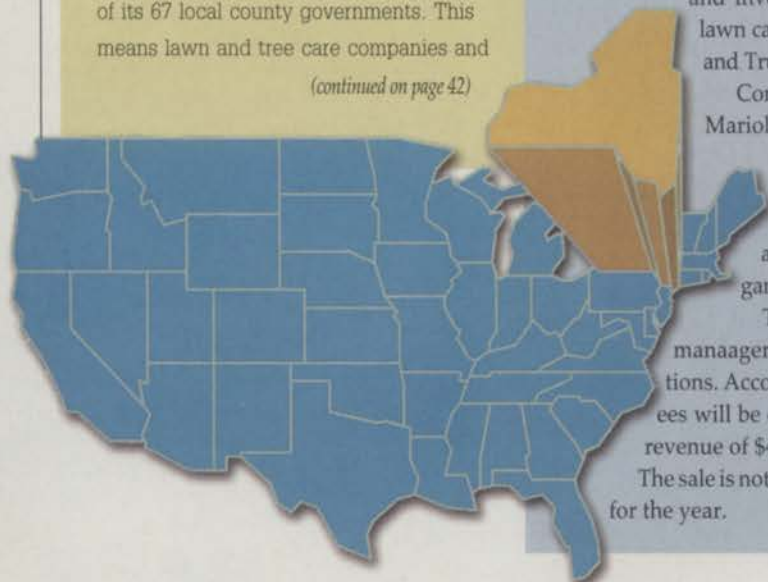
According to a release from TruGreen's parent company, ServiceMaster, the sale represents its continued focus on growth and investment in its core businesses, including lawn care and landscaping (TruGreen ChemLawn and TruGreen LandCare brand names).

Commenting on Rentokil's acquisition, Jeff Mariola, president, Rentokil Tropical Services, said, "Besides strengthening our position in the bolt-on markets, the acquisition provides the strategic benefits of taking us into 15 new cities, which offer additional future opportunities for our people, organic growth and other bolt-on acquisitions."

TruGreen will retain some interior plantcare managers to support its lawn care and landscape operations. According to the company, all other TruGreen employees will be offered employment by Rentokil, which had 1999 revenue of \$42 million and operates branches in 24 U.S. cities. The sale is not expected to alter ServiceMaster's operating results for the year.



Jeff Mariola,
president,
Rentokil
Tropical
Services



ARE YOU READY TO MEET THE PRODUCTIVITY DEMANDS OF THE NEW MILLENNIUM ?

We are

We can
show you how
to save time and
money and increase
your competitive edge
with one compact,
multi functional
machine with
attachments
available for
every job

See us at:

• Nov. 4-7 - G.I.E. Show, Indianapolis, Booth #105

FREE VIDEO & INFORMATION
Phone (918) 459 2137 Fax (918) 461 0996



The world's first & best mini loader since 1981

Web Site: <http://www.kanga-loader.com> 11219 S. Mingo, Bixby, OK 74008 • Dealer enquiries invited

USE READER SERVICE #28

Market Trends

(continued from page 8)

ACQUISITIONS

Brickman Group Expands To West Coast

LANGHORNE, Pa. – The Brickman Group, one of the largest companies in the landscape industry, acquired two companies serving the greater San Diego, Calif., market. The companies, Brookwood Landscape and Wrisley Landscape, have been merged into one \$30-million branch known as Brookwood Landscape, a Brickman Group Co. This acquisition provides The Brickman Group with its first presence on the West Coast.

The Brickman Group pursued the California acquisitions because of Brookwood's and Wrisley's strong past performance, established management teams and reputation for quality and high client renewal rates, according to a company press release.

Three of the five former owners will manage the operation from San Diego. They will

People

Ingersoll-Rand Co. appointed **Peter Hong** to vice president and treasurer.

Smallwood Design Group/Smallwood Landscape appointed **Jud Griggs** to vice president of operations.

Hal White joined Ferris Industries as vice president of marketing following the company's purchase by Simplicity Manufacturing.

Neil Feola was appointed as chief operating officer, a new position, at OmniQuip Textron. The company also promoted **Larry Skaff** to group controller.

Scott Rushe and **Jennifer Zolley** were appointed territory managers for Barenbrug.

Dalen Products named **Carleton Chidester** to director of key accounts.

Randy Oberlander joined the Growth Products staff as a technical sales representative.

Simplot Turf and Horticulture named **Chris Claypool** as senior vice president of marketing in the Jacklin Seed business unit.

Irritrol Systems hired **Keith Shepersky** as category manager for the stand-alone controller product line.



White (top), Griggs (bottom)

ENGINEERED TO MOVE MORE SNOW IN LESS TIME.



www.danielsplows.com



DANIELS' WING PLOW

- Unbeatable maneuverability.
- Wings fold back to transport easily.
- Six sizes ranging from 12 to 24 feet.
- Turns your skidster or wheel loader into an unstoppable snow moving machine.



DANIELS' PULL PLOW

- Ideal for small jobs and tight spaces.
- Complements your front-mounted plow.
- Hook up is fast and easy.
- Sizes to fit light trucks, sport utility vehicles, 3/4 ton and 1 ton trucks.

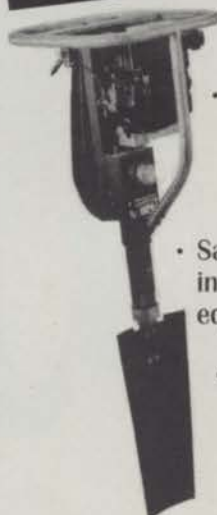
DANIELS®

Put The Fun Back Into Snowplowing
Call Toll-free 1-800-386-2932 or fax 847-426-1171

USE READER SERVICE #10

Brisco

*When profits are down
It ain't hard to figger
You need a bigger truck
and a Dynadigger*



- Dig a 7' tree or shrub in less than 2 minutes
- Save thousands in labor and equipment
- Save money, time and increase productivity

For more information and a free video
1 - 800 - 439 - 6834

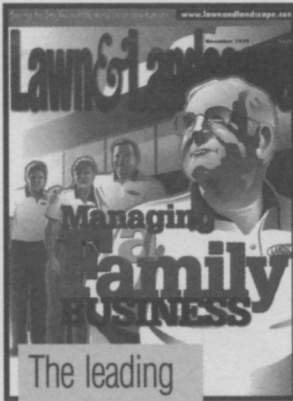
BRISCO

251 Buckeye Cove • Swannanoa, N.C. 28778

USE READER SERVICE #11

KEEP UP TO DATE!

SUBSCRIBE TO *LAWN & LANDSCAPE* TODAY!



The leading management magazine serving the professional landscape contracting marketplace.

Lawn & Landscape

- Free one-year subscription to qualified contractors. U.S. subscriptions only.
- North America* 1 Year \$35.00
- South America, Europe* 1 Year \$98.00
- Other International* 1 Year \$218.00

*Payment must be in U.S. currency and drawn on a U.S. bank

- Check Enclosed
- MC/VISA Amex Novus/Discover

Exp. _____ Signature _____
(prepayment required)
 Date _____
 E-mail Address _____
 Name _____
 Title _____
 Phone _____ Fax _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

This section must be completed to process your subscription

1. What is your primary business at this location? (choose one)

I. CONTRACTOR or SERVICES

- 1. Landscape Contractor (maintenance & installation)
- 2. Chemical Lawn Care Company (excluding mowing maintenance service)
- 3. Lawn Maintenance Contractor
- 4. Ornamental Shrub & Tree Service
- 5. Irrigation Contractor
- 6. Landscape Architect
- 7. Other Contract Services (please describe) _____

III. DISTRIBUTOR/ MANUFACTURER

- 1. Dealer
- 2. Distributor
- 3. Formulator
- 4. Manufacturer

IV. OTHERS ALLIED TO THE FIELD:

- 1. Extension Agent (Federal, State, County, City, Regulatory Agency)
- 2. School, College, University
- 3. Trade Association, Library
- 4. Others (please describe) _____

2. What best describes your title?

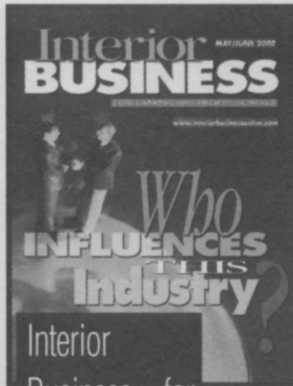
- Owner, Pres., Vice Pres., Corp. Officer
- Manager, Director, Supt., Foreman
- Agronomist, Horticulturist
- Entomologist, Plant Pathologist
- Serviceman, Technician, Crew member
- Scientist, Researcher
- Company, Library copy only
- Other (please specify) _____

II. IN-HOUSE LAWN/CARE MAINTENANCE

- 1. In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks

10/00

FINE-TUNE YOUR BUSINESS MANAGEMENT SKILLS.



Interior Business... for landscape professionals. Brought to you by *Lawn & Landscape.*

Interior BUSINESS

FOR LANDSCAPE PROFESSIONALS

- Free one-year subscription to professional interior landscape contractors. U.S. subscriptions only.
- North America* 1 Year \$15.00
- South America, Europe* 1 Year \$35.00
- Other International* 1 Year \$100.00

*Payment must be in U.S. currency and drawn on a U.S. bank

- Check Enclosed
- MC/VISA Amex Novus/Discover

Exp. _____ Signature _____
(prepayment required)
 Date _____
 E-mail Address _____
 Name _____
 Title _____
 Phone _____ Fax _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

This section must be completed to process your subscription

1. What is your primary business at this location? (choose one)

I. CONTRACTOR SERVICES

- 1. Interior Landscape Contractor (maintenance & installation)
- 2. Interior Landscape Contractor (installation only)
- 3. Interior Landscape Contractor (maintenance only)
- 4. Interior Landscape Design
- 5. In-house Interior Contractor
- 6. Grower
- 7. Other Contract Services (please describe) _____

IV. OTHERS ALLIED TO THE FIELD:

- 1. School, College, University
- 2. Trade Association, Library
- 3. Others (please describe) _____

2. What best describes your title?

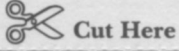
- Owner, Pres., Vice Pres., Corp. Officer
- Manager, Director, Supervisor
- Horticulturist
- Service Personnel, Technician, Crew member
- Scientist, Researcher
- Company, Library copy only
- Other (please specify) _____

III. DISTRIBUTOR/ MANUFACTURER

- 1. Dealer 2. Distributor
- 3. Formulator 4. Manufacturer

10/00

No envelope necessary - If you are enclosing a check please
tape the sides. PLEASE DO NOT STAPLE.



Fold In Half

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape

PO BOX 72123
CLEVELAND OH 44101-9901



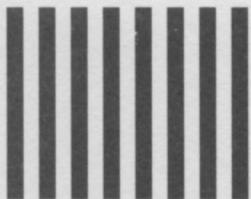
Fold In Half

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

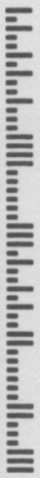
Postage To Be Paid By Addressee

**Interior
BUSINESS**
FOR LANDSCAPE PROFESSIONALS
PO BOX 72123
CLEVELAND OH 44101-9901

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



No envelope necessary - If you are enclosing a check please
tape the sides. PLEASE DO NOT STAPLE.



Market Trends

work with Brickman Group Executive Vice President John King who will monitor operations and coordinate the transitions.

These acquisitions give The Brickman Group its first presence in California and are expected to lead to additional company growth in the state.

Brookwood Landscape started in 1972 as a small, family-owned landscape construction and maintenance business in San Diego. Today the firm has become a significant force in the Southern California landscape industry. Its business encompasses residential and commercial projects in both public and private sectors.

Founded in 1977 by Ralph Wrisley, Wrisley Landscape was a landscape contracting company operating primarily in San Diego. In 1990, two of the company's senior managers acquired the company from Ralph Wrisley. Originally a landscape construction business, the company added maintenance

operations a few years following this transaction. Seeking to accelerate landscape maintenance growth, Wrisley Landscape acquired Camino Real Landscape in February of 1998.

ON THE NET

LESCO Talks About Internet Plans

CLEVELAND, Ohio — As more lawn and landscape industry suppliers explore the potential of serving contractors' via the Internet, many eyes are carefully watching LESCO, who holds a powerful position in the industry because of the significant national coverage its 234 service center locations provide.

To date, the company's Internet efforts haven't produced any tangible results. However, LESCO's corporate restructuring ear-

(continued on page 16)

Association NEWS

Bill Speelman, a 36-year employee of The Toro Co., was honored by the **American Society of Irrigation Consultants** with the presentation of the Roy Williams Award. The award is the society's highest honor presented in recognition of substantial contributions to the irrigation industry.

The **American Society of Landscape Architects** provides solutions to urban design problems with its just-published issue of the Landscape Architecture Technical Information Series, which highlights methods to improve the survival of city trees. The publication is available for free to ASLA members at www.asla.org. Non-members may purchase the book for \$49.95 by calling 202/216-2362.

The **California Landscape Contractors Association** granted Bill Locklin, originator of the Nightscaping 12-volt outdoor lighting system, the Meridian Award for substantial beautification of the environment. The Meridian Award is a top honor presented to landscape professionals by the Orange County/Long Beach Chapter of the CLCA as part of its 41st annual Beautification Awards.

The **Ohio Lawn Care Association** is sponsoring an internship program organized to place horticulture and turf management students in member companies, offering them an opportunity to experience lawn care and maintenance first hand. The program's objective is to create excitement for the industry in schools and provide a source of educated job candidates who can return to the companies where they interned for professional careers.

BioPlex
Advanced growing solutions

Plant Survival Essentials

(1)

Bio-Plex Liquid Transplant Concentrate

(2)

5 – Mycorrhizae Soil & Root Inoculants

(3)

Natural-based Fertilizer Planting Tablets

(4)

Liquid Natural Based Fertilizers

(5)

Advanced Polymer Planting Gel

Portable, Slow-Drip, Irrigation Devices

(1)

Tree Rings

(2)

Treegators

Systemic & Contact Animal Repellents

(1)

Deer, Rabbit & Mice Controls

(2)

Mole, Vole, Squirrel & Gopher Control

(3)

Bulb Saver System

**Order & Information
1-800-441-3573**

USE READER SERVICE #12



ECHO®

The Pro Performance Team™

A CUT

How do you cut the big jobs down to size? Go with the professional's choice...Echo. Echo hedge clippers, with their great reach, outstanding power and superior balance, make short work of even the most demanding jobs. Tough, reliable and loaded with intelligent features to deliver maximum performance — every hard-working day.



ABOVE

Built by the team that knows exactly what professionals need: quality, durability and power. For more information call 1-800-432-ECHO (3246).

THE REST

USE READER SERVICE #48

Market Trends

(continued from page 13)

lier this year created an E-Business Division, headed by Wayne Murawski, a six-year veteran of the company. Murawski still has not announced his specific plans, although he has revealed the company's intention to leverage the value of its service centers. "Companies that have bricks and mortar – that have assets and people in place when they enter the dot-com world – are better equipped," he pointed out.

Murawski also pointed to a three-fold mission for a LESCO e-business Web site: Partner with established sales divisions to improve customer service; provide new web-based information and service products to prospective and existing customers; and allow LESCO to reach remote locations the company currently doesn't serve. In addition to direct sales, order status, e-mail and material safety data sheets, Murawski predicts that the site will offer chat rooms, online workshops and access to insurance and temporary labor help.

Although a specific timeline for these

Calendar of Events

TO ENSURE

that your meeting date is published, send an announcement at least 12 weeks in advance to

Lawn & Landscape Calendar,
4012 Bridge Ave.,
Cleveland,
OH 44113.

OCT. 8-10 Lawn & Landscape Business Strategies Conference, Chicago, Ill. Contact: 800/456-0707.

OCT. 13-14 & NOV. 3-4 Plant Health Care Plant Biology Workshop, Frogmore, S.C. Contact: 888/290-2640.

OCT. 14 Certified Landscape Technician Exterior Exam, Vancouver, B.C. Contact: 604/574-7772.

OCT. 14 Certified Landscape Technician Exterior Exam (retest only), Milton, Ont. Contact: 905/875-1805.

OCT. 14-15 California Landscape Contractors Association Certified Landscape Technician Test, Sacramento, Calif. Contact: 800/448-2522.

OCT. 14-15 "Creating Sustainable Landscapes" Seminar, Bar Harbor, Maine. Contact: 207/581-4092.

OCT. 18-19 California Association of Nurserymen Western Nursery & Garden Expo, Las Vegas, Nev. Contact: 800/748-6214.

OCT. 20 Massachusetts Pesticide Exam, Waltham, Mass. Contact: 617/626-1786.

OCT. 23-24 Managing Snow and Ice Control Operations, Madison, Wis. Contact: 800/462-0876.

OCT. 23-25 Landscape Design Short Course For Residential Properties: Planting Design, Hudson, Ohio. Contact: 440/717-0002.

OCT. 23-27 Hawaii MIDPAC Horticultural Trade Show & Conference, Hilo, Hawaii. Contact: 808/969-20088.

To H2B, Or Not to H2B ...That Is The Question!



"Are you having a difficult time finding minimum or low wage legal workers? Let me help you get the low wage labor force that you need, just as I did for scores of other companies last year."

Legal and low wage Mexican workers with H2 B visas may be the answer to your labor needs!

As low as \$175* per visa

(*Based on a quantity of 100 visas or more. Does not include bus fare, Mexican processing and consulate fees, or Mexican recruiting fees.)

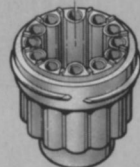
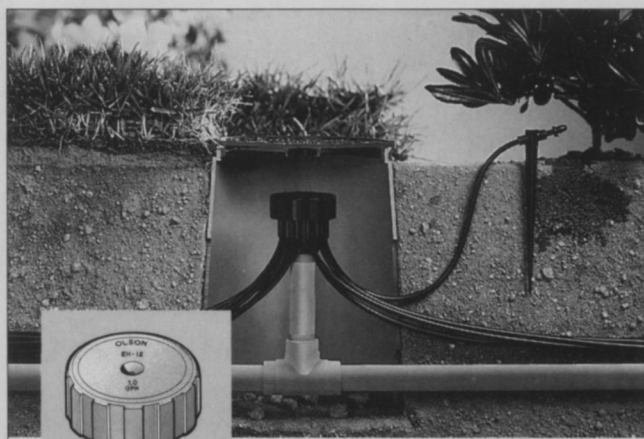
Call toll free for more information

1-800-764-5570

The Law Office Of Robert Kershaw

1825 Fortview, Suite 101, Austin, Texas 78704 (512) 383-0007, Fax: (512) 383-0009

Licensed by the Texas Supreme Court
Not certified by the Texas Board Of Legal Specialization



EH-12 HEAD

EH-12 EMITTER A BETTER IDEA BY DESIGN

A logical idea – Drip irrigation in a head – twelve individual pressure compensating outlets. The patented filter is built right into the unit and good filtration is what makes drip work.

Drip irrigation designed for landscape – not adapted to it. Call or write for more information.



10910 Wheatlands Ave.
Santee, CA 92071
619 562-3100, 800 770LSON
FAX: 619 562-2724

USE READER SERVICE #13

USE READER SERVICE #14

OCT. 26 Ohio State University Extension's "Turf, Ornamentals and CORE Pesticide Certification Training," Avon, Ohio. Contact: 440/326-5851.

OCT. 26 Southeast Texas Grounds Maintenance Conference, Conroe, Texas. Contact: 936/539-7822.

OCT. 27-31 American Society of Landscape Architects Annual Meeting and Expo, St. Louis, Mo. Contact: 202/898-2444.

OCT. 30-31 Managing Snow and Ice Control Operations, Allentown, Pa. Contact: 800/462-0876.

OCT. 30-31 Illinois Arborist Association's Seminar/Trade Show, St. Charles, Ill. Contact: 877/617-8887.

NOV. 1 Certified Landscape Technician Exterior Exam (written test only), Eugene, Ore. Contact: 503/253-9091.

NOV. 1-3 Eastern Regional Nurserymen's Association Fall Expo, Atlantic City, N.J. Contact: 301/990-8350.

NOV. 3 Seminar on Diseases of Ornamentals, North Falmouth, Mass. Contact: 413/545-0895.

NOV. 4-7 Green Industry Conference & Expo, Indianapolis, Ind. Contact: 800/395-2522.

NOV. 9-11 National Arborist Association's TCI Expo, Charlotte, N.C. Contact: 800/733-2622.

NOV. 12-14 Irrigation Association Show, Phoenix, Ariz. Contact: 800/458-3466.

NOV. 14-16 National Irrigation Symposium, Phoenix, Ariz. Contact: 800/458-3466.

NOV. 14-16 Turf and Grounds Exposition, Syracuse, N.Y. Contact: 800/873-8873.

NOV. 14-16 Virginia Turf and Landscape Conference and Trade Show, Virginia Beach, Va. Contact: 540/942-8873.

web offerings wasn't available, the company would like to start updating its Web site within six months.

INDUSTRY NEWS

House Tables Bill Intended to Slow Down EPA

WASHINGTON – The U.S. House of Representatives Agriculture Committee postponed a scheduled bill mark-up that would slow the Environmental Protection Agency's (EPA) pesticide review under the 1996 Food Quality Protection Act (FQPA).

A spokesman for the House agriculture panel said the mark-up, which was backed by pesticide manufacturers, was postponed due to scheduling conflicts and would be rescheduled. But lobbyists said chances of setting a new date are slim, with Congress facing a heavy workload until it adjourns in early October before the November election.

The bill, sponsored by Richard Pombo, R-

NEW!

H I N I K E R


C-PLOW™

The Hiniker C-plow is turning the world of snow removal upside down!


Get the performance of a conventional plow and the added versatility of a backdrag plow in a single unit.

- **Compare Speed** and efficiency. The C-Plow moves more snow in less time.
- **Convert** from conventional to backdrag plowing with the touch of a button.
- **Complete** snow removal without a separate backdrag plow or loader.


*The C-Plow from Hiniker—
Revolutionizing Snow Removal!*




Push



Pull



Clean



HINIKER

HINIKER COMPANY
 Airport Road • P.O. Box 3407
 Mankato, MN 56002-3407
 Phone (800) 433-5620 • Fax (507) 625-5883
www.hiniker.com

USE READER SERVICE #15

Market Trends

Calif., and co-sponsored by more than 200 supporters, would allow pesticide manufacturers more time to produce information about the safety of their products.

Under FQPA, EPA must review approximately 9,000 pesticides to determine whether they pose a health risk for children. Critics say the agency has moved too quickly to phase out some of the most popular and widely-used pesticides, and based its claims

on computer models that don't include real-world data. The FQPA already banned many uses of chlorpyrifos (Dursban) this year.

Environmental groups have pushed to block the bill, contending that the legislation was an industry tactic to delay EPA from banning pesticides that could affect children's developing nervous systems.

Industry support for the bill has waned in recent weeks, favoring a reintroduction of

the bill at the beginning of Congress in January. With House elections a few weeks away, one lobbyist said some members didn't want to wade into the political issue of children's health vs. pesticide manufacturers.

The bill is also before the U.S. House Commerce Committee, which is considering holding a hearing on the EPA's implementation of the FQPA. That panel is not expected to mark-up the bill.

In related news, the Professional Lawn Care Association of America (PLCAA), Atlanta, Ga., addressed the impact of product loss in light of EPA's recent decision to limit the use of Dursban in its latest ProPoll.

According to the survey, 55 percent of respondent said the eventual loss of Dursban will negatively affect their businesses, citing reasons such as the lack of other, as-effective insecticides and the low cost of Dursban vs. other products. Seventy-six percent of lawn care technicians said they have not experienced customer questions or complaints as a result of the negative publicity surrounding the Dursban story. **LL**

On the WEB

Ruppert Nurseries - www.ruppertnurseries.com

Hydro Turf Planters Association - www.htpa.org

Landscapers Supply Corporation - www.landscapersupply.com

Kingstowne Lawn & Landscape - www.kingstownelawn.com

Green Angels Landscaping - www.greenangels.net

Colorado Tree Spade Services - www.wedigtrees.com

To announce a new Web site, e-mail nwisniewski@lawnandlandscape.com.

What's New @ LM?

LM 2001

new design,
easier to use,
faster load times,
even more power!

LMDC

Lawn Monkey
Data Collector



a detailed and
highly flexible
job costing tool
for Palm Plots™

LM-QB-LINK

transfer financial
data to
QuickBooks™

LM-emailer

emailing invoices
saves time
& money



LM 2001's new design is **feature-rich**,
lightning fast and has **rock-solid reliability**.

And when it's priced from just **\$379 to \$949**,
with support that won't cost you a dime
extra, you start to see why so many of
your peers are switching to Lawn Monkey.

So, whether you're in the Lawn
Maintenance, Lawn / Tree Care or Full
Service business, now is the time to
make the move.

Call today for a **free trial** - Toll Free: 1-877-LAWN-MKY
or find us on the web @ www.lawnmonkey.com

(and yes...the rumors you hear about our Impeccable customer service are true)

Toll Free: 1-877-LAWN-MKY

www.lawnmonkey.com

© 2000 - GreenSun Co. Ltd. All Trademarks are the property of their respective owners.



AA-TACH, PV-II **AA-TACH** SPECIALIZED EQUIPMENT

The PV-II is the most cost effective
Parking Lot Sweeper on the market today.
Take a look at the advantages over a
conventional truck mounted sweeper.

- No need to purchase a dedicated truck
- The PV-II loads and unloads from YOUR trunk in just minutes, allowing YOUR truck to perform other tasks, like pushing snow, etc.
- Due to the Poly design of the PV-II, there's no need to replace expensive replacement parts due to rust and abrasion.
- Best of all is the PV-II's low cost, which is thousands less than the nearest truck mounted units.

Call today for a free no hassle
demonstration of the AA-Tach, PV-II.

1-888-922-8224

Visit us at the GIE Show in Indianapolis,
Booth #801, 803

USE READER SERVICE #17

USE READER SERVICE #16

NORTH CAROLINA LANDSCAPER HAS SUDDEN DEATH EXPERIENCE.

"I started to feel cold. I knew there was no time" says Kay.



For Kay Gambill, time was running out. The temperature was dropping, the weeds were growing, and she and her team had a 2 acre ornamental landscape to clear and re-build in Fayetteville, NC. "Cardinal Landscape works right through the winter" she explained "and that's when most systemic weedkillers quit. But not Finale® Herbicide. Where it'll take Roundup® a month or more, Finale does the job in a few days, even when the thermometer's below 40°. For weeds, it's a sudden death experience, winter as well as summer. Kinda gives you the shivers, doesn't it?"

Pest control everyone can feel good about.

USE READER SERVICE #29

Finale
HERBICIDE

Market Trends

Letters TO THE EDITOR

To the Editor:

As a design/build landscape contractor, I love your technical articles and equipment photos. As human resources director for a large landscape maintenance contractor, I've noticed that some of *Lawn & Landscape's* most valuable contributions to the industry have been related to how we care for our employees. Cynthia Greenleaf's Minding Your Business department titled "A Winning Workplace" (*Lawn & Landscape*, June 2000, page 39) is a terrific example.

Although recent experience leads me to challenge whether there's a big difference between the recruiting challenges at large and small businesses, recruiting is about using your existing resources effectively. I strongly agree that we often overlook our most effective recruiting strategy: retention.

I wonder what our retention efforts would look like if we gave our people some of the same attention we give to our customers' plants. For example, in the landscape there's a clear distinction between "thrive" and "survive." Field experience teaches us to spot the difference at a glance. We continually strive for healthier,

more attractive plants by asking "What more could we be doing?" And we know that no two plants are alike – even similar plants behave differently depending on the microclimate in which they live. Through our sensitivity to seasons and scheduling, we ask, "When is the ideal time for each intervention?"

What would retention look like if we approached caring for our people with the same rigor we bring to plant care? I'm pretty sure the results would take a great deal of pressure off of our recruiting challenges.

Roger Wyer
People and Organizational Development Solutions
Tucson, Arizona

If you would like to express your opinion in a Letter to the Editor, please send your letter along with your name, title, company name and location to Letter to the Editor, Lawn & Landscape, 4012 Bridge Ave., Cleveland, Ohio 44113. Or send your letter via e-mail to nwisniewski@lawnandlandscape.com.

E-Z SCOOP®

CONVERT YOUR SNOW PLOW...



WITH...
OPTIONAL
MULCH MOVER
ATTACHMENT



TO:
E-Z SCOOP



THE "E-Z" WAY
IN MINUTES!

FITS MOST SNOW PLOW ATTACHMENTS
WITH NO PLOW OR FRAME MODIFICATION
CALL FOR MORE INFORMATION
440-930-0546 or 908-354-3535

Proudly Made in USA by:
B & G Equipment Co.
Clifton, NJ
Ph.: 440-930-0546
Fax: 908-354-1485

Auth. Dist. for E-Z Scoop/Meyer Plows
Industrial Truck Body Corp.
251 North Ave. East • Elizabeth, NJ 07201
Ph.: 908-354-3535
Fax: 908-354-3545

MUNICIPALITIES
CONTRACTORS
LANDSCAPERS

SOIL
STONE
SAND
MULCH
ETC!

United Elchem Industries, Inc.

11535 Reeder Road • Dallas, Texas 75229
Phone: 972-241-6601 • Toll Free: 888-671-7886 • FAX: 888-697-1974

"Choice of The Pros"



UNI-WELD TURF-TITE



UNI-WELD EPOXY PUTTY



KNEE PADS



UNI-WELD GASKET / JOINT LUBRICANT



CEMENT REMOVER FOR HANDS



UNI-WELD CUTTING OIL



UNI-SEAL TEFLON PIPE JOINT COMPOUND



UNI-TITE PIPE JOINT COMPOUND


USE READER SERVICE #18

USE READER SERVICE #19

S U P P L E M E N T T O :

Lawn & Landscape®

OCTOBER 2000



State
• of the •
Irrigation
INDUSTRY

YOU WON'T FIND ANOTHER GUARANTEE LIKE IT ON EARTH.

(OR ANYWHERE ELSE!)

AMETEK® is leading the industry with our NEW 10 YEAR LID GUARANTEE. We're so sure our access box lids are the strongest, most long-lasting on the planet, we're offering you a guarantee that's out of this world!

Available through your local distributor, so you won't have to go to the ends of the earth to find them.



Visit our web site to view the wide variety of access boxes we offer to meet your needs, or call us today.



AMETEK
ACCESS BOXES

Plymouth Products

502 Indiana Avenue, Sheboygan, WI 53081

Phone: 800 222-7558 • Fax: 800 882-6652

For Literature, Ext. 9388# • For Nearest Distributor, Ext. 9321#

Customer Service: 800 348-7558

www.plymouthwater.com

USE READER SERVICE #155

October 2000

TABLE OF Contents



THE GOLDEN AGE OF IRRIGATION

Contractors from across the country agree: now is a

great time to be in the irrigation industry. **14**



DISTRIBUTION DIVIDES

Irrigation distributors are realigning their company focus and modifying business practices to cater to an evolving industry. **110**

DEALING WITH SLOPE IRRIGATION

Here are top 10 tips for setting up an effective irrigation system on a slope..... **115**



IRRIGATION Buyers' Guide

This list of turf irrigation manufacturers and their contact information is a key tool for contractors who need to stock up on irrigation products. **118**

by Cynthia Greenleaf



The Golden
Age
of

IRRIGATION

*Contractors
from across the
country agree:
now is a great
time to be in
the irrigation
industry.*

Business has never been better. Thanks to a healthy economy, steady consumer spending and generally agreeable weather conditions, irrigation contractors are seeing good times that show no sign of slowing down any time soon.

Don Blackwell is just one of many irrigation contractors throughout the country enjoying an outstanding year. "Business has never been better as far as the amount of work we've been doing and the price we can get for our work," noted Blackwell, president, Advanced Irrigation, Auburn, Wash.

Blackwell's business, which concentrates on high-end residential properties, is thriving – even though he's landing a lower percentage of bids than he did in previous years. "If I went out and did 10 bids, I may have gotten three," he said. "Now I may only get one or two, but I bid higher."

Like many contractors, Blackwell is fetching a good price for his work because people have more disposable income these days, thanks to a booming economy. "The product and market will sustain a higher price," he explained, adding that his metro Seattle market is saturated with affluent technology workers who don't want to spend their leisure time tending to yard work. "So many people now are realizing that time is the most valuable thing we have," Blackwell said. "I like to say that we're in the time business."

Increasingly, people don't want to be "handcuffed to their landscapes," having to

address tiresome tasks such as daily watering, which, of course, bodes well for the irrigation industry, he added.

MORE SUCCESS STORIES. Business this year has also been lucrative for Cascade Irrigation Systems, McCordsville, Ind., a company specializing in residential work. According to President Gregory Baugh, the company experienced yet another record year this past year.

Cascade Irrigation Systems has expanded the last several years, growing about 10 to 20 percent annually. And this consistent growth has been just a conservative effort for the company, which has always strived to rein in expansion and "not just grow for growth's sake," Baugh explained. "We want to be controlled with our growth."

While the prediction of a Midwest drought helped drive sales, a large portion of the company's recent success is due to the changing perception of irrigation, Baugh noted. Once viewed as a luxury item, irrigation now is increasingly considered a necessity by homeowners, he said.

Matt Dearing, owner, Distinctive Landscape, Vancouver, Wash., whose irrigation maintenance-only business has doubled every year for the past several years, agreed with this theory. Because of irrigation's increasing convenience and affordability, "more and more people are getting systems put in," he pointed out. "Ten years ago, it was only doctors and lawyers."

"The industry is maturing," added Christopher Pine, former owner, Pinescape and current northeast district manager, Rain Bird, Pocasset, Mass.

"Consumers are becoming more aware of irrigation," he said. "As economic and environmental conditions have allowed for more investment in outdoor landscaped areas in particular, the reality is that efficient irrigation is critical for protection of that investment. Consumers, in turn, are making wiser choices when deciding on a contractor."

In Texas, an ongoing drought has helped boost irrigation sales, which are at an all-time high, according to Gary Prince, owner, Blume Lawn Sprinkler Systems, Hewitt, Texas. "The last two to three years have been pretty much a drought situation, which helps business, of course," he said, adding that increased water restrictions accompanying the drought haven't placed a significant burden on his company.

As in many sprawling metro areas, an expanding population in central Texas is also bolstering Prince's business, as is the sweltering summer heat's effect on these homeowners new to the region. "Once they

realize what summers are like, they're quick to put in an irrigation system," Prince observed.

The reverse phenomenon is true for Badgerland Irrigation, Middleton, Wis. "Due to the transient nature of business professionals, we are seeing an influx of people from warmer regions into our cooler climate," noted Curt Winter, the company's owner. "These consumers are accustomed to the convenience and benefits derived from an irrigation system."

Similar to the Southwest, dry weather conditions have been a boon for the irrigation industry in the Southeast, according to James Sampsel, regional coordinator of irrigation services, TruGreen LandCare, Orlando, Fla. So far this year, Florida is significantly below its average annual rainfall, facing extremely dry conditions, he reported. Not surprisingly, "business is very good," Sampsel said.

New England is perhaps the exception to the industry's widespread success this year. "This year has been undoubtedly slower than the last few years," Pine noted. "The wet weather has affected consumers' desire for irrigation and the contractors' ability to install the systems they have sold. We have had an excessive amount and frequency of rainfall coupled with lower than normal temperatures. Last year was a stellar year because of the opposite weather pattern, however, so the differences really are quite pronounced. Personally, I turned my system off during the third week of July and have not run one cycle since."

Pine also observed that in areas where upscale residential development continues, irrigation remains strong, however, since most new homes are now built with irrigation systems included. "In some areas, the commercial markets have remained strong as well," he said. "Without a doubt, though, irrigation maintenance is way off from last year because of the weather."

INDUSTRY DEVELOPMENTS. The dynamic irrigation market shows no shortage of trends. With water an increasingly strained resource, expanded regulations governing its use are on the rise in many parts of the U.S. On the East Coast, for example, water

"As water conservation becomes a larger issue, and it will, irrigation contractors run the risk of having their systems classified as wasteful or as an unnecessary luxury. It makes more sense to get the word out now than to fight the uphill battle of preconceived notions."
- Curt Winter

for irrigation will be increasingly difficult to get, especially in New Jersey and Massachusetts, according to Brian Vinchesi, design engineer, Irrigation Consulting, Pepperell, Mass. He added that irrigation system efficiency is a growing concern and measures such as mandated system audits to ensure efficiency are on the rise.

Prince also sees more regulations on the horizon, especially regarding backflow prevention devices. Within the next few years in Texas, he anticipates a mandate to switch from a double check valve to a high hazard variety, which should increase his company's costs by about 5 to 10 percent, he said.

In addition, Florida, as with many other

states facing water shortages and booming population growth, will likely see increased reclaimed water use, according to Sampsel.

Thanks to lower pricing and improved ease of operation, heightened reliance on computerization is yet another trend surfacing across the industry.

Technology, such as irrigation scheduling systems and weather stations, is trickling down from more sophisticated setups into simpler applications such as small commercial and residential properties. Using technology to increase system precision is consistent with the trend of holding users more accountable for water usage, Sampsel pointed out.

The issue of water conservation is here to stay, Pine agreed. "As professionals, we need

CENTURY IS CONTRACTOR-FRIENDLY



At Century Rain Aid we have one goal: To do whatever it takes to help you become more successful. That's why you will find the industry's top products at Century and professionals who really know and care about irrigation.

You will also find your local Century branch goes beyond the basic services. We're working to be your proactive business partner.

Century can also help you grow and expand with irrigation system design and planning, material take-offs, job referrals, industry networking – and can show you the benefits of joining the Century Point Program.

Stop by your local branch and get to know us better!

Call for a free
Century Supplies Catalog.



CENTURY RAIN AID

Over 130 Branches Coast to Coast

800-347-4272

www.rainaid.com

email: rainaid@rainaid.com

*"More and more people
are getting irrigation
systems put in. Ten years
ago, it was only doctors
and lawyers."*

– Matt Dearing

to realize the importance of conserving water because of the public's misconceptions about our intentions," he said. "Unfortunately, too many times it is assumed that landscape irrigation is wasteful and should simply be banned or severely restricted without considering alternatives or weighing the benefits. There is the potential at any time for varying restrictions to be placed on our industry that can have a great deal of impact on our future."

As water conservation becomes increasingly critical, contractors must take it upon themselves to act as industry ambassadors and educate the public, Winter advised.

"It is incumbent on irrigation professionals to learn as much as they can and educate the public about efficient water use of a properly designed system," he urged. "Without that focus, and as water conservation becomes a larger issue, and it will, irrigation contractors run the risk of having their systems classified as wasteful or as an unnecessary luxury. It makes more sense to get the word out now than to fight the uphill battle of preconceived notions."

USE READER SERVICE #150

OTHER INDUSTRY TRENDS. As part of water conservation efforts, drip irrigation is one segment of the industry that's expanding, according to contractors. Baugh, for one, has noticed increased drip use on residential properties. "As cities put these (water) restrictions on, people are realizing the value of low-volume watering devices," he said, adding that in his business, drip irrigation use has grown about 100 percent over the past three years.

Blackwell has experienced a similar situation with his residential clients, many of whom are installing drip in their yards because they "want to do the right thing and not waste water," he said.

From his vantage point on the East Coast, however, Vinchesi said he doubts drip will ever become overwhelmingly popular with homeowners, because it is simply too high maintenance compared to conventional irrigation systems, he said.

In terms of other trends, Vinchesi noted that commercial irrigation projects are growing in size. "We're seeing more projects at the \$1 million level while before they were generally less than half a million," he said, adding that this trend is largely due to a lack of labor.

On larger sites in particular, property managers facing a labor shortage "don't want to have to go around and hand water every plant," Vinchesi pointed out.

From construction contractors to tree care professionals, seemingly "everybody is getting into the irrigation business," Blackwell observed of another industry development, adding that he's now competing with just about every kind of company for irrigation jobs. "Increasingly, there's a lower and lower percentage of people who do just irrigation."

Many of these fly-by-night irrigation contractors hurt the industry with their low bids because they "lower the common denominator," Blackwell said. "Bids are measured off of the lowest guy, no matter how slimy he is." Often, the job comes down to the fact that "you were \$5,000 and Billy Bob Irrigation was only \$2,500," he said.

These "low ballers" probably help the industry in the long run however, by inadvertently drumming up increased business for their more professional counterparts, Blackwell concluded. "Inevitably, these guys come and go," he said. In the meantime, "they help us grow our service industry."

Pine supported this assessment. "I feel that years like this, as much as nobody wants to hear this, are good for the industry because it helps to shake out a few contractors who really aren't good for the industry," he explained. "It gives the good contractors a chance to slow the pace of constant growth and regroup."

THE ONGOING CHALLENGE. Finding qualified employees is one of the most serious dilemmas the irrigation industry faces today. "Labor is our biggest problem," Blackwell observed, adding that many high school and college age workers simply aren't aware of the various job opportunities the irrigation industry offers.

OETIKER

If it's not an Oetiker, it's wet behind the ears.



When it comes to ear clamp systems for irrigation, nobody has as much experience as Oetiker.

We invented the one-ear clamp, which has long been the standard for convenience and economy for low- and normal-pressure applications. For higher pressure applications, the Oetiker Stepless® Ear Clamp is the only clamp that offers positive clamping pressure around the full circumference of the pipe.

For time-tested reliability, demand the original: **Oetiker Clamps.**

For samples or information, call:

USA	Oetiker, Inc.	fax: 800-9-OETIKER	tel: (517) 635-3621
Canada	Oetiker, Ltd.	fax: (705) 435-3155	tel: (705) 435-4394

USE READER SERVICE #151

State of the IRRIGATION INDUSTRY

Sampsel agreed. "I don't think the average graduate knows what irrigation is all about," he said. "We have a definite need for individuals interested in this field who want to make a career of it."

More often, contractors are resorting to creative measures to attract and retain workers. For one, Vinchesi sees a heightened use of foreign labor, especially workers from Central and South America, he said.

Constant networking is also essential, according to Baugh, who noted that he found his two full-time employees through his church. "You just have to go through a lot of people to find someone who cares about their job," he said.

A BRIGHT FUTURE. The industry's good times should continue if the predictions of many contractors from across the country ring true. Sampsel, for example, envisions consistent expansion for his company in the next few years. "I see nothing but exponential

"The industry is maturing. Consumers are becoming more aware of irrigation. As economic and environmental conditions have allowed for more investment in outdoor landscaped areas in particular, the reality is that efficient irrigation is critical for protection of that investment."

— Christopher Pine

growth," he said, observing that the residential irrigation repair segment of TruGreen LandCare will likely continue to be a consistent profit center.

Raising prices periodically fits into this scenario as well, Sampsel added. "You have to generate a profit. That's what's necessary. You can't stay in business and not make a profit."

Baugh agreed with this approach. "There's always room to increase pricing," he said, adding that he has never reached the "upper

limit" of what he could charge, though it doesn't matter with most of his customers, he said. "Most people don't really care what I charge, just so I do a quality job."

Advanced Irrigation intends to raise its prices on the service side of its business next year since customers are always willing to pay more for expertise in this area, according to Blackwell. He said he has a positive feeling that "the next few years will be just as good for business as this past year has."



KWIKREPAIR™

A WHOLE NEW CONCEPT IN PVC
PIPE REPAIR & FITTING REPLACEMENT

If Your Last Repair Wasn't A KwikRepair
You Weren't **KWIK** Enough!



AVAILABLE IN 1/2" THROUGH
1-1/4" COUPLINGS,
ELBOWS & TEES

1-1/2" & 2" COMING SOON

ORDINARY FITTINGS KWIKREPAIR

Number of fittings required	4	3
Number of solvent welds required	7	3
Pipe movement restraint required	YES	NO
Possible O-Ring failure	YES	NO
Minimum space required to install 1" Tee	21" x 5-1/2"	9-3/4" x 5-1/2"
Approximate minutes to install	15 - 45 minutes	5 - 15 minutes



DAWN INDUSTRIES, INC.
4410 N. Washington Street Denver, CO 80216
(800) 321-7246 Fax (303) 295-6604
www.dawnindustries.com

Made In U.S.A. Patent Pending

*Available to Wholesalers & Distributors only



USE READER SERVICE #152

WHY BACKFILL?

When you can cover up to 60 feet of ditching in less than 60 seconds with the McCullough Coverup?



1000 Series - Easy to use, independent unit is ideal for backfilling trenches from sprinkler systems, landscaping, and smaller construction projects.



1500 Series - Created for use with Dingo and SiteWorks Systems, the 1500 Series tackles the big jobs in less time!

2000 Series - A must have for everyone in the irrigation and construction business! This unit attaches in just seconds to skid-steer loaders and riding trenchers.

Higher Profits. Faster Backfilling.

**McCullough
Coverup**

1.800.250.5688 or 1.888.271.2306

McCullough Cover-up is a Trademark of P&E Soil Services, Inc. Patent No. 5,355,529 © TheWhitakerGroup 1299CA

www.mcculloughcoverup.com

USE READER SERVICE #153

Insights from the Irrigation Association

The last three years have been terrific for the landscape/golf irrigation industry with many companies growing 15 to 20 percent a year. The strong economy, dynamic weather conditions, acceptance of installed automatic irrigation as a normal part of home ownership, and the drive to conserve water have all contributed to the industry's expansion. Technically, the industry has created ways to do more with less water by developing such innovations as more accurate low-flow nozzles and controllers that take the guesswork out of watering.

The irrigation field, which has always been entrepreneurial in nature, is now experiencing the mergers and acquisitions common in other industries. This is particularly true in the distribution and landscape construction sectors. There are seven irrigation distribution companies, for example, that are now multi-regional in coverage with one that is almost national in terms of store locations.

The future looks bright for landscape irrigation as technical creativity and recycled water use further stimulate an already favorable situation.

— Tom Kimmel, executive director, Irrigation Association

Winter echoed this outlook. "There are many reasons to be optimistic about the growth of the irrigation industry," he observed. "Despite periodic fluctuations, new construction continues to be strong. Today's consumers want to enhance the value of their property and relieve demands on their precious free time. By staying in tune with our customer's current and future needs we can ensure our own long term prosperity." ■

The author is Associate Editor of *Lawn & Landscape* magazine.

Want
more
information?

Check out past irrigation industry coverage in *Lawn & Landscape's* online back issue archive.

www.lawnandlandscape.com



**EXCLUSIVELY SERVING THE
LANDSCAPE PROFESSIONAL!**

Our goal is to offer you the fastest, easiest and most reliable source for the supplies you need. From our wide array of top name brand products and 1-Stop convenience, to our Top 250 In-Stock Guarantee program, expert staff, top flight service and competitive pricing, everything we do is designed to get YOU what you need to do your job—in as little time as possible!

At United Green Mark,
WE GUARANTEE IT!

800-426-4680
www.greenmark.com

United Green Mark
P.O. Box 116
Novato, CA
94948

Remote Control



Save time, money and manpower on all of your system check outs and repairs. The Sidekick FM is a universal remote control that will operate any 24VAC irrigation controller. If you need more features like time duration and multiple station activation, we have the TRC Commander.

All our remote controls are backed by a 3 year warranty. Call us today for a \$50 rebate coupon good on any Sidekick FM or TRC Commander system. Offer expires January 1, 2001.



800-275 8558

**Remote Control
Technology**

www.remotecontroltech.com

USE READER SERVICE #158

USE READER SERVICE #154

by Kristen Hampshire

Some irrigation distributors are realigning their company focus and modifying business practices to cater to the evolving industry.

The irrigation distribution channel is narrowing, leaving a tighter margin for wholesale distributors in the market. While all industry segments – manufacturers, distributors and contractors – drive the flow of the supply chain, a burgeoning pressure for efficiency, price adjustments, economies of scale and value-added services leaves companies the choice to change with the tide or get swept away in the consolidation current.

Ironically, growth is condensing irrigation distribution, with national and regional wholesale conglomerates acquiring local distributorships and small operations realigning their service focus to preserve their industry presence. Distributors are in a position to change and grow or stagnate and sell.

Not one sector of the distribution network is immune from the changes a maturing industry initiates, and no single player in the spectrum will thrive without a strategy to adapt to industry developments. "There have been pretty radical changes and they are actually happening in a very compressed time frame," stressed Rick Fields, director of sales and marketing, Wilkins – a division of Zurn Industries, Paso Robles, Calif.

PUSHING THE CURRENT. The time is right for distributors considering growth. A healthy economy and maturing industry combined with increasing customer demand for landscape services is driving change and spearheading consolidation efforts in the irrigation distribution chain.

"A lot of money is available now," noted Rex Dixon, vice president of marketing, Weathermatic, Dallas, Texas. "Many of

the distributors are opportunistic and taking advantage of the fact that there is capital available, they are looking for new markets and they are seeing the irrigation market. You put that all together and you get consolidation."

Similar to electrical and plumbing trades, the irrigation industry is aging and following the natural progression of a "maturing industry," noted Dirk Lenie, marketing manager, Irrigation Division, The Toro Co., Riverside Calif. Merging distributors results in increased economy of scale, which can disperse administrative costs and skim business expenses to buffer a company's bottom line, he explained.

"Contractors and distributors are looking for more means of income," Lenie explained. "If you can leverage more sales over the same asset schedule, you'll be more profitable. Take cost out of the chain, which benefits everyone, and there is more pressure on margins coming down because of more competition based on price."

Consolidation benefits distributors pass on to contractors include a wider availability of tools, common administration, networking advantages and access to multiple markets. Also, manufacturers who work with larger distributors might offer incentives for high-volume purchases. For manufacturers and contractors alike, the benefit of a changing industry is the multitude of options.

"Customers ultimately have more choices – choices in price and value, and the product offering that is available to them," observed Brodie Bruner, vice president of sales, Weathermatic. "For distribution, now more than ever, distributors have to decide who they are. They have to understand their business model."

Distribution business owners and industry veterans with irrigation experience and financial and technological assets to propel their companies to a more profitable level are positioning themselves to climb the business ladder, Fields added.

"They are at the apex of their careers, and they have a

Distribution

DIVIDES



Change in irrigation distribution might determine how contractors obtain their supplies.

Photo: Hunter Industries

CRUNCHING THE MARKET. Gradually, consolidation is restructuring irrigation distribution, and wholesalers who will survive industry acquisitions are those who view changes as opportunities instead of setbacks, Carowitz noted. Large companies that highlight efficiency and small companies that niche-market and build personal relationships with their contractors will flourish.

"The loser is the company that doesn't change, becomes complacent and takes the customer for granted," Carowitz described. "There's a niche for the ones that redefine their business and decide to really focus on relationships with their customers. But they can't simply sit back and say, 'I'm going to sit here and do nothing, and I'm going to expect things to happen the way they did before.' Change is there and we all have to adjust."

Some distributors adapt by packing more than products in their warehouses. Like customers, contractors also place high priority on convenience and value ancillary products distributors offer, such as hardware, water features or lighting components. Outstanding customer attention and supplemental services, including seminars, design training and troubleshooting techniques, are ingredients for a competitive distributor, remarked Brian Day, marketing manager, Century Rain Aid, Madison Heights, Mich.

"There are many things that a contractor needs to do to be successful," he commented.

"Distributors can provide those functions to relieve that burden from the contractor so he can do what he gets paid to do, which is to sell and install irrigation systems. What we need to do is provide them with a myriad of different services and capabilities to help them be more successful at their jobs."

"There have been pretty radical changes and they are happening in a very compressed time frame."

- Rick Fields

tremendous amount of business knowledge behind them," he explained. "Because there's a good availability of capital, the people that are visionaries can drive this growth agenda. The money is there and they have the business background to succeed."

Jeff Carowitz, vice president of marketing, Hunter Industries, San Marcos, Calif., suggested that a desire to exit the industry is sparking many consolidation efforts. He painted a picture of three seasoned irrigation executives, where two of them are ready to retire and the third is ready to grow. Here, consolidation represents a type of retirement plan.

In addition, business operation costs have increased and companies must consider profit-earning options to soak up added expenses, noted Mark Agnew, CEO, United Green Mark, Novato, Calif. "The size of the investment has

gone up in terms of breadth and depth and the customers' expectations of sell rates," he said.

"We're on the front of more 'B to B' business being done in some way, shape or form aided by computers, and the cost of that is going to be more difficult to absorb for smaller wholesalers."

And for wholesalers to remain competitive, they must strive to meet a growing customer and contractor demand for one-stop shopping - the need to find parts, service, and information from a single source. More distributors are offering value-added services by targeting a larger market through expansion, or focusing on a tighter market by firming relationships with local contractors.

Large companies in a position to acquire small wholesalers concentrate on the advantages of being more than a one-man operation, which includes the support of several regional of-

fices in a business where environmental conditions determine profitability and national chains boast a geographic edge, Day noted.

"Geographic diversification helps in terms of finding ways to literally weather the storm," he said. "Businesses in the green industry are driven by positive economic factors combined with positive weather.

"If you're selling top-end furniture and you have a great economy, rain doesn't matter because people still want a new couch," he related. "With rain, people will buy a Jacuzzi and get the sprinkler system next year."

Large distributors who have clout with manufacturers also can serve as a sounding board for contractors' ideas, concerns and input on products, Day added. "We can help provide the contractor with a voice going back to manufacturers. We can forward problems we hear about and see from our contractors and communicate product suggestions. We provide an information loop back to manufacturers from the contractor."

In the meantime, smaller companies must fine tune relationships with their client base to solidify their position within the distribution channel, Agnew advised. United Green Mark encompasses a five-state region and Agnew has been involved in 15 recent acquisitions, all of which produced successful operations and did not "squeeze out" small wholesalers. He

"The changes in irrigation distribution are so critical for all of us – manufacturers, distributors and contractors – in our positioning in the market. If you are not an expert in it, you're very vulnerable right now."
Brodie Bruner

said his company competes with smaller distributors who will continue to be strong market players as long as they maintain proactive business practices.

"The industry now is sort of like the Westward Expansion when land was available from the Homestead Act," Fields compared. "It was a frenzy and people moved west to stake out a piece. We're seeing the same in consolidation, with West Coast companies moving east and

Irrigation Industry Structural Changes

Structural changes in the irrigation industry prompt issues distributors must address to maintain a competitive and successful position in the supply chain. According to a 1998 study conducted by the Farnsworth Group for Weathermatic, Dallas, Texas, all members of the distribution channel – manufacturers, distributors and contractors – must reassess their company views and the markets they serve. Distributors should:

- Determine what they want to be – smaller niche players or large, full-service volume players.
- Identify changes in operating and expense structures to create a new "profit formula" for the company.
- Identify specific target segments and focus on meeting the segments' needs.
- Choose channel partners whose goals and programs best match their strategic direction in the industry.

Midwest companies moving west.

"The little guy has to expand his service and parts capability, and has a better chance of surviving because they are also a target for acquisitions, because smaller companies can be very nimble and move fast to meet the changing needs of their customers," he continued. "The middle guy has the opportunity to diversify – to provide more products and expand selling opportunity to get into nearby market niches."

And the middle guy should move quickly. A 1998 study conducted by The Farnsworth Group, Indianapolis, Ind., for Weathermatic suggested that mid-size players will be caught in the "economic and operational middle," with lower wholesale volume levels than niche- and full-line volume players. The report advised irrigation distributors to set a target market, structure a "profit formula," focus on meeting market needs and form partnerships in the industry channel with manufacturers and contractors with similar strategic goals.

MAKING MASS IMPACT. Irrigation distribution is not a two-tiered division of small and large wholesalers. Though the spectrum

of company size and focus shows extremes, another player threatens some distributors. Mass merchandisers – home centers like Home Depot and Lowe's – are also seeking growth, and their strategy targets professional irrigation contractors, Bruner explained.

"The greatest impact that the mass merchandisers have had is the awareness that they have created in the consumer market – awareness for irrigation in general," he noted. "The awareness of irrigation systems is a positive thing. However, the awareness is not purely for irrigation, but also of pricing associated with the products and brands that are sold through these mass merchandisers."

Price-shopping customers question contractors who cannot match retail prices, however, which are generally 30 to 50 percent less than list prices. Ninety percent of contractors mark up their products to cover labor charges, which leaves customers weary of the discrepancy when shopping the irrigation aisle at a home center, Bruner explained.

"Contractors are afraid people will say, 'You are not a doctor or a lawyer, you are a sprinkler repair guy,'" he said, describing why contractors pad product prices. "They are using the inflated profit cost to remove the objection that might be created by a true labor cost."

Contractors must sell expertise to compete with home centers.

Besides price constriction, distributors feel claustrophobic in a market with home centers because mass merchandisers offer extended hours, credit lines and free overnight direct delivery – all perks to attract professionals, Dixon added. “Mass merchandisers’ growth depends on reaching out beyond the do-it-yourself market. They have a focus to compete directly with wholesale distributors today, and to reach out to the contractor.”

Mass merchandisers are achieving their goal in some respects, with some industry professionals predicting increased sales in coming years. The Farnsworth study calculates a 20 percent growth in the residential do-it-yourself market in the next few years compared to a 4 percent increase in the traditional irrigation distribution market. This figure results in a distribution chain composed of 30 percent do-it-yourself and 70 percent combined residential, commercial, municipal and golf installations, leaving a shrinking gap between the popularity of these segments.

The breadth of products home centers offer appeals to one-stop shoppers, but often a home center’s dedicated sprinkler aisle is as seasonal as a Christmas decoration department. Agnew said that his company typically stocks six times the amount of irrigation supplies that a home center carries. Despite convenient hours and financial resources, mass merchandisers are not a practical supply source, as they target aesthetic do-it-yourself projects, he added. Irrigation, on the other hand, is a functional improvement.

“I am in a mass merchandiser once a week, and although they have done a couple of acquisitions, the footprint of their stores is going the other direction,” Agnew observed. “The bigger stores have expanded their wall coverings, cabinets and floor offerings. They have become more design-oriented and the nuts and bolts are actually shrinking in the stores.”

Contractors and distributors can differentiate themselves from mass merchandisers by offering product brands not available in home centers. This way, consumers will not question price and quality discrepancies. “Mass merchandisers might have 20 or 100 sprinklers, but they don’t have 1,000,” added Wayne Miller, president, Century Rain Aid. “Irrigation isn’t a huge industry, and for most retailers, the mantra is ‘Sales per square foot,’ and there are other products that would be more appealing.”

PRICING THE PRODUCTS. The importance of choice in today’s irrigation distribution avenue reaches beyond business decisions and marketing strategies. End-users can pour over product price tags, turn to home centers for a “deal,” price-shop among contractors and settle with the least expensive offer.

Consumers who play the price game are

not necessarily purchasing value. Consolidations have created more homogeneous irrigation product costs across regions, but contractors and distributors face a promotional decision when attracting customers. Companies who advertise just on price draw bargain hunters.

Agnew noted that the combination of consolidation and consumer cost awareness de-

What's in a Name?

- Basic programming includes 3 independent programs, each with 8 start times per day
- **New** Turbo mode offers additional cycles including even, odd, odd-31 and 1-6 day programs
- Easy to program
- **New** indicator on field transmitter LCD screen warns when battery is low
- Waterproof case allows operation even if submerged



UNIK is now TBOS... with Improved Features for Added Flexibility.



No Power. No Problem.

RAIN BIRD

See your local distributor and ask for a demonstration of the new TBOS system. Or visit our website at www.rainbird.com for more information.

USE READER SERVICE #161

creases regional price discrepancies. Also, the growing demand for irrigation services increases the volume of materials production which drives down prices for consumers, he said.

"You have to ask yourself, 'Do I have the volume to truly be a broker, or am I a value-added distributor who gets the price he can at his cost base and adds valuable services that the contractor is willing to pay money for?'" Bruner pointed out.

Distributors must earn savings to pass on price cuts to their customers. Larger distributors' high-volume purchases allow them the opportunity to bargain for lower prices and thereby provide them with a competitive advantage, noted Stuart Nyren, director of marketing, United Pipe and Supply, Tacoma, Wash. To gain similar purchasing power, some small wholesalers are forming buying groups, but the impact of these alliances remains unknown, he added.

"If I was a manufacturer, I would be very concerned because pretty soon I'm going to

The Impact of Distributor Consolidation

The 1998 Farnsworth Group study conducted for Weathermatic, Dallas, Texas, on competitive changes affecting the irrigation industry predicted:

- The distributor segment of the irrigation industry will experience the greatest degree of "dislocation" of any industry segment.
- The erosion of market share and accelerating price pressures will mandate most distributors to specialize or consolidate.
- The large regional and national players and retail marketing trends will have a significant impact on industry change.

have three big, hungry gorillas at the table with me," Nyren said, visualizing future manufacturer-distributor negotiations as some distributors grow significantly.

Manufacturers' role in the distribution channel piques the interest of many industry players, Bruner noted. They, too, have choices.

(continued on page 18)

The Eye of the Storm



At last, an economical controller series offering the same features as the most expensive units. The Storm Series controllers from Buckner by Storm are available in 6, 9 and 12-station indoor and outdoor models. For a complete list of features, contact your local Buckner by Storm distributor or visit our web site at: www.bucknerirrigation.com.

- 4 Programs
- 4 Start Times
- Y2K Compliant
- Program Review
- Day-Off Feature
- Audible Fault Alarm
- Monthly % Adjustment
- 0 - 300% Water Adjustment
- 3 Year Warranty



Buckner by Storm 4381 N. Brawley Ave., Fresno, CA 93722 (800) 328-4469 fax (800) 997-0500

USE READER SERVICE #159

BED EDGER™ TRENCH MASTER

A Versatile Landscaping Tool



Other models available.
Model F-990H shown above.

Landscaping

- Define Landscape Beds
- Install Plastic or Steel Edging
- Prepare Beds for Concrete Curbs
- Redefine Existing Beds

Trenching

- Install Sprinkler Systems
- Bury Pipe, Wire or Cable
- Install Electric Dog Fence
- Trench 2" to 12" Deep Depending on Model

Visit Booth # 645 • Green Industry Expo • Indianapolis, IN • Nov. 4-7, 2000

1-800-633-8909

<http://www.brownmfgcorp.com>

Rt 3, Box 339 • Ozark, AL 36360



USE READER SERVICE #160

by Todd Mohr

Here are 10 tips for setting up an effective irrigation system on a slope.

In order to maintain proper pressure and even water distribution, irrigating on a slope requires a range of careful considerations.

Photo:
Rain Bird



Dealing WITH

SLOPE IRRIGATION

Meeting plant requirements and managing irrigation systems can be a difficult task under normal circumstances. When slope plantings are involved, applying water efficiently and effectively can be extremely challenging. Too little water and plants won't grow – too much water and you've got other problems.

Several tactics can be utilized to help you deal with these ups and downs. The following are 10 design and product application tips for effective slope irrigation.

1. To reduce runoff, select an irrigation timer that controls water applications. Choose an irrigation timer with at least four start times per program. Determine how long a station can be on before runoff occurs. Then divide the run time necessary to meet the plant water requirements by this factor. If necessary, use each start time and reduce runoff that results from running valve stations too long. Even better, use an advanced controller with a feature that allows for intermittent applications so applied water has time to filter into the soil. This will allow the total irrigation run time to be split into usable cycles, and the application of water divided into intervals that the soil will easily accept.

2. Use master valves and flow sensing equipment as an insurance policy. Using a master valve is important when irrigating slopes.

Strategically locate the master valve to reduce the length of constantly pressurized mainline around the slope and before the zone valves. A normally closed master valve will supply a mainline with water only when a cycle is initiated from the controller. This equipment will reduce the time that a damaged sprinkler, broken pipe or defective valve will have to wash away the landscape.

Flow sensing equipment can detect excessively high flows when a problem occurs. If calibrated properly, the flow sensing equipment will work in conjunction with the master valve to shut the system down and eliminate significant damage during an excess flow condition.

3. Use reverse-flow valves to reduce problems associated with a worn diaphragm. The inner workings of a reverse flow valve will prevent water from continuously flowing if the diaphragm is torn. In other words, a reverse flow valve is effective because it will fail in the "off" position. A valve without a reverse flow feature can fail in the open position, run continuously and erode the slope until it is repaired.

4. Use pressure compensating/regulating devices to get the best sprinkler coverage. When used in accordance with the manufacturer's specifications, pressure-regulating modules can

be installed on valves to adjust the operating pressure of sprinkler heads downstream.

Sprinkler nozzles that provide optimum pressure distribute water as efficiently and uniformly as possible. Sprinkler nozzles operating at pressures significantly above or below the optimum pressure usually perform poorly and, as a result, plant material suffers.

Built-in pressure compensating or regulating devices provide the best option since the optimum operating pressure is delivered directly to each sprinkler head. This will eliminate misting caused by high pressures, reduce water drift due to wind, and give the water droplets the best chance of getting to where they are designed to go.

5. Adjust the distance between lateral lines to compensate for the slope. On a 2:1 slope, for example, a properly adjusted sprinkler will throw about 80 percent of its radius above the head and 120 percent of its radius below the head. This concept is difficult for many people

to understand because on the site plan of an irrigation project, slopes appear to cover less ground than they actually do, and the effect of the slope cannot be accurately depicted.

Therefore, sprinklers can be spaced consistently along the lateral, but the distance between bottom and middle laterals should be reduced and moved up toward the top of the slope to obtain head-to-head coverage and compensate for the true effects of the slope.

6. Space lateral lines across the slope rather than with the slope. When installing the lateral lines, make sure they follow the contours of the slope. If lateral lines are incorrectly installed from the top to the bottom of a slope, the pressure differential resulting from the elevation change could create severely uneven pressure at each of the various sprinkler nozzles, causing irregular water distribution.

Additionally, the higher pressures at the bottom of the slope could shorten the longevity of the pipes and sprinklers.

7. Limit sprinkler heads on a valve zone to decrease potential damage. As you add more sprinkler heads to a zone, the size of the delivery system components and infrastructure will increase. In this case, a more elaborate system also means that more water will be available to cause damage in the event that a component in a system breaks. Consequently, large zones are not recommended unless other safeguards are included to circumvent potential problems.

8. Limit sprinkler heads on a valve zone to increase performance. Tailor the irrigation system to meet the specific water requirements of the slope areas. Separate zones to apply water to slope sections with considerably different plant material, as well as different exposures such as sun, wind, rain and other climatic influences.

If you mix zones together, it will be difficult to keep plant material healthy because one side of the slope will get too much or too little water.

9. Place part-circle sprinklers on separate zones or use matched precipitation rate nozzle packages.

Uniform water distribution is critical for effective slope irrigation. To achieve this, separate part-circle sprinklers from full-circle sprinklers, and then adjust the station run times. An easier method is to use nozzle sets that are specifically designed to create consistent precipitation rates, despite the various arcs and radii.

Using matched precipitation rate nozzles on the same valve system reduces the chance that your system will put down too much water with some heads and not enough from others. This will help diminish the potential for severe soil erosion.

10. Install sprinklers with check valves to contain erosion. When used properly, a check valve will contain unpressurized water in the lateral lines after the zone valve has completed its watering cycle (if the valve is located at a higher elevation). Without a check valve, the elevation difference from a valve above to the sprinklers below could generate enough internal pressure to force water out of the sprinkler.

A check valve will prevent water that remains in the pipe from draining out of the sprinklers after the valve has shut off, thus reducing the chance of erosion of the landscape areas on or around the slope. Look for sprinklers that have built-in check valves. This eliminates the need to install separate check valve under each sprinkler.

An added benefit... Because many slopes are planted with ground cover instead of turf, consider installing 6- or 12-inch, pop-up sprinklers rather than riser-mounted sprinklers. Not only will the pop-ups improve the visual impact of the site, they aren't as visible, and may cut down on vandalism.

Effective slope irrigation is a mixture of thorough up-front planning, proper installation, and a solid maintenance technique. If all three are done properly, many emotional, financial and physical problems can be avoided, and healthy, aesthetically pleasing slope planting will result. **LL**

The author is area specifications manager, Rain Bird, Glendora, Calif.

YOUR BEST INVESTMENT DOWN THE LINE

THE L-2 UNDERGROUND PIPE LAYER



- Lays pipe or cable
- Simple, efficient all mechanical drive
- Rugged yet compact and highly maneuverable
- 850 lbs. on rubber tracks provide for minimal lawn damage
- Reliable, consistent performance in a low maintenance machine
- Operator training provided
- 16 hp. Kohler magnum engine
- Boring attachment available

LINE WARD
CORPORATION

157 SENECA CREEK ROAD
BUFFALO, NY 14224 • 716 675-7373
FAX 716 674-5334 • 800 816-9621

USE READER SERVICE #162

A listing of turf irrigation
manufacturers.

Buyers' GUIDE

COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE
Abacus Controls, Inc.	P.O. Box 223	Tyngsboro	MA	01879	978-649-8828
Ames Company	1485 Tanforan Avenue	Woodland	CA	95776	530-666-2493
Ametek - Plymouth Products Div.	P.O. Box 1047	Sheboygan	WI	53082	920-451-9343
Amiad Filtration Systems	P.O. Box 5547	Oxnard	CA	93031	805-988-3323
Applied Biochemist/Aquashade	6120 W. Douglas Avenue	Milwaukee	WI	53218	414-464-8450
Bermad Control Valves	4070 Leaverton Court	Anaheim	CA	92807	714-666-1100
Bio-Green	6216 South Sandhill Road	Las Vegas	NV	89120	702-433-4331
Bowsmith	131 Second Street/P.O. Box 428	Exeter	CA	93211	559-592-9485
BPDI	15840 N.32nd Street Suite 4	Phoenix	AZ	85032	602-788-5411
Buckner by Storm	4381 N. Brawley Avenue	Fresno	CA	93722	559-275-0500
Champion Irrigation	1460 Naud Street	Los Angeles	CA	90012	213-221-2108
CMB Industries	P.O. Box 8070	Fresno	CA	93727	559-252-0791
Conbraco Industries, Inc.	P.O. Box 247	Mathews	NC	28106	704-847-9191
Cycle Stop Valves	10221 CR 6900	Lubbock	TX	79407	806-885-4445
Data Industrial	11 Industrial Drive	Mattapoisett	MA	02739	508-758-6390
Dawn Industries	4410 North Washington Street	Denver	CO	80216	303-296-4041
Dayni Controls	18414 Eddy Street	Northridge	CA	91325	818-349-8367
DIG	1210 Activity Drive	Vista	CA	92083	760-727-0914
Drip In Irrigation	2836 N. Larkin Avenue	Fresno	CA	93727	559-674-5000
Ecologic, Inc.	9305-C Burge Avenue	Richmond	VA	23237	804-261-3337
Fertigator	8404 East Ponderosa	Parker	CO	80138	314-821-5858
Flo-Well/Water Management Systems	1600 Falmouth Road	Centerville	MA	02632	800-356-9935
Flowtronex PSI	10717 Harry Heines Blvd.	Dallas	TX	75220	214-357-1320
Hendrickson Brothers.	2931 Lester Avenue	Corona	CA	91719	909-737-6822
Hunter Industries	1940 Diamond Street	San Marcos	CA	92069	760-744-5240
Irritrol	5825 Jazman Street	Riverside	CA	92504	909-688-9221
L R Nelson Corp	One Sprinkler Lane	Peoria	IL	61615	309-692-2200
Lasco Swing Joints	540 Lasco Street	Brownsville	TN	38012	901-772-3180
Marsan Turf & Irrigation	519 Terrace Drive	San Dimas	CA	91773	909-592-2041
Maxijet, Inc.	P.O. Box 1849	Dundee	FL	33838	813-439-3667
NDS	851 N. Harvard Avenue	Lindsay	CA	93247	800-726-1994
Nelson Irrigation Corp	Rt. 4 Box 169/Airport Road	Walla Walla	WA	99362	509-525-7660
Netafim Irrigation	5470 E Home Avenue	Fresno	CA	93727	559-453-6800
Oetiker, Inc.	3305 Wilson St./ PO Box 217	Marlette	MI	48453	517-635-3621
Olson	10910 Wheatlands Avenue	Santee	CA	92071	619-562-3100
Orbit Irrigation Products	P.O. Box 328	Bountiful	UT	84011	801-299-5555
Pappas Products, Inc.	23 Rose Farm Lane	Woburn,	MA	01801	800-924-9519
Progressive Electronics	325 S. El Dorado	Mesa	AZ	85202	480-966-2931
Rain Bird	4261 S. Country Club Road	Tucson	AZ	85714	520-741-6100
Rain Master	1825 Surveyor Ave. #103	Simi Valley	CA	93063	805-527-4498
Remote Control Technology	18342 Redmond Way	Redmond	WA	98052	425-885-6362
Superior Controls Co.	24950 Kearny Ave	Valencia	CA	91355	661-257-3533
The Toro Company	5825 Jasmine Street	Riverside	CA	92504	909-785-3600
Transitional Systems	P.O. Box 3449	Yuba City	CA	95992	530-751-2610
Treegator/Spectrum Products	4200 Atlantic Avenue, Ste. 152	Raleigh	NC	27604	919-878-8911
United Elchem	11535 Reeder Road	Dallas	TX	75229	972-241-6601
VIT Products	920 S. Andreasen Drive, #106	Escondido	CA	92029	760-480-6702
Watts Regulator	815 Chestnut Street	North Andover	MA	01845	978-688-1811
Weather-Matic	3301 W. Kingsley Road	Garland	TX	75041	214-278-6131
Weather-Tec	5645 E. Clinton	Fresno	CA	93727	209-456-2156
Wilkins - A Division of Zurn Industries	1747 Commerce Way	Paso Robles	CA	93446	805-238-7100

(continued from page 14)

"They are in a position where they are choosing which channels they will sell through," he said. "Rather than wholesale distribution being the only choice, the choice is how to get products to end users. The fact that they have an option is also driving some of these industry changes."

LOGGING ON TO SALES. If traditional distributors are brick and mortar, will future industry competitors be what Bruner calls "brick and click?" Internet developments play an undefined and unpredictable role in the irrigation industry's changing structure, but still are a prevalent factor in the technological progression distributors face to stay on the edge. However, most contractors recognize the Internet's convenient function as an information source.

"The Internet can be accessed 24 hours a day, seven days a week for specification sheets and product information," Bruner added. "It

also creates open lines of communication among distributors, manufacturers and consumers."

Already, distributors are launching Web sites so contractors can conveniently place orders, check their account status and browse product catalogues. "We are using the Internet to expand our capabilities in working through our distribution channels," Fields noted. "Internet is basically an evolution of the distributor's purchasing function—from phone orders to fax orders to Internet."

Some are curious as to whether or not the Internet will mimic and replace the distributor's role in the supply cycle. E-commerce is thriving for some industries, but online shopping is new for the irrigation industry, and "brick and click" transactions remain to be seen. Most distributors are skeptical as to whether or not e-commerce will overpower traditional sales methods.

"To assume there's a wave coming that's going to squash us is panic business," Agnew commented. "A lot of the products we sell don't

lend themselves to the Internet. You can't deliver pipe through UPS—it's too heavy, too big and too bulky."

The capability of distributors to sell their products over the Internet will create another avenue where customers can price-shop and manufacturers possibly can sell directly to end-users, however. "E-commerce can be a threat and a potential competitor to wholesale distribution," Bruner recognized. "At the same time, the traditional wholesaler, with established locations and relationships with contractors, is best suited to take advantage of the benefits of the Internet."

SHAPING OPPORTUNITY. In a tightening industry, staying strong means incorporating innovation, smart business sense, sharp marketing strategies and solid distributor-contractor relationships. "There is as much opportunity for the third generation of irrigation distributors as there was for the first generation," Agnew predicted for companies willing to adapt to the industry's changing tides.

Consolidation compacts the distribution channel, but at the same time, these acquisitions prompt other companies to investigate more efficient business methods while fine tuning customer service. While acquisitions may leave less room for "mom and pop" operations, but there remains ample space for all three segments of the market to compete in the distribution chain, Carowitz noted.

"As the population ages, I think people are going to be less inclined for do-it-yourself activities and we'll see a rise of professional contractors in the future, once again," he said. "The distributor and manufacturer that supports contractors will be successful and contractors will remain alive and well."

Irrigation distributors who plan on seeing their company through the "third generation" will be aware of the many choices available to manufacturers, distributors, contractors and end-users and must follow the industry's direction while remaining innovative.

"The changes in irrigation distribution are so critical for all of us—manufacturers, distributors and contractors—in our positioning in the market," Bruner stressed. "If you are not an expert in distribution trends, you're very vulnerable right now." **LL**

The author is Assistant Editor of *Lawn & Landscape* magazine.

Want MORE INFO?

If so, either circle the reader service number of the company you'd like more information on and fax it to 216/961-0361 or call Rosalie Shusber at 800/456-0707. This information will then be sent to you free of charge from the advertisers in *Lawn & Landscape's* *State of the Irrigation Industry*.

Ametek	12	155
Century Rain Aid	16	150
Brown Manufacturing	114	160
Buckner by Storm	114	159
Dawn Industries	18	152
Hunter	120	157
Line Ward	116	162
McCulloch Industries	18	153
Oetiker	17	151
Rain Bird	113	161
Remote Control	19	154
United Green Mark	19	158
Wilkins	119	156

If You're Shooting Over 70 ...

Reduce Your Pressure With The Wilkins BR4.

Meet Pressure-Pro Model BR4

The Wilkins outstanding pressure regulator designed for irrigation systems operating with inlet pressures in excess of 70 psi. Pressure-Pro has the capability to harness 400 psi and tame it to 15 psi.

No more call backs because of busted heads, pipe joints and fittings ... no more wasted water from excess run-offs ... and no high pressure water forced through spray heads resulting in misting, inadequate spray coverage and water waste.

If You're Shooting Over 70 ... The BR4 Is For You!

Pressure-Pro Features Include:

- Sizes: 1/2", 3/4", 1", 1-1/4", 1-1/2", 2"
- Inlet rating 400 psi
- Outlet range 15 to 150 psi (sizes 1/2"-1"), 15 to 75 psi (sizes 1-1/4"-2")
- Universal body configuration - single union with FNPT tailpiece standard, inlet and outlet both male threaded for union on either or both sides
 - Retrofit Capability
 - Reduced Inventory
- Replaceable acetal cartridge with integral stainless steel strainer
- Cost Effective

WILKINS

A ZURN COMPANY

ZURN PLUMBING PRODUCTS GROUP

WILKINS OPERATION

1747 COMMERCE WAY

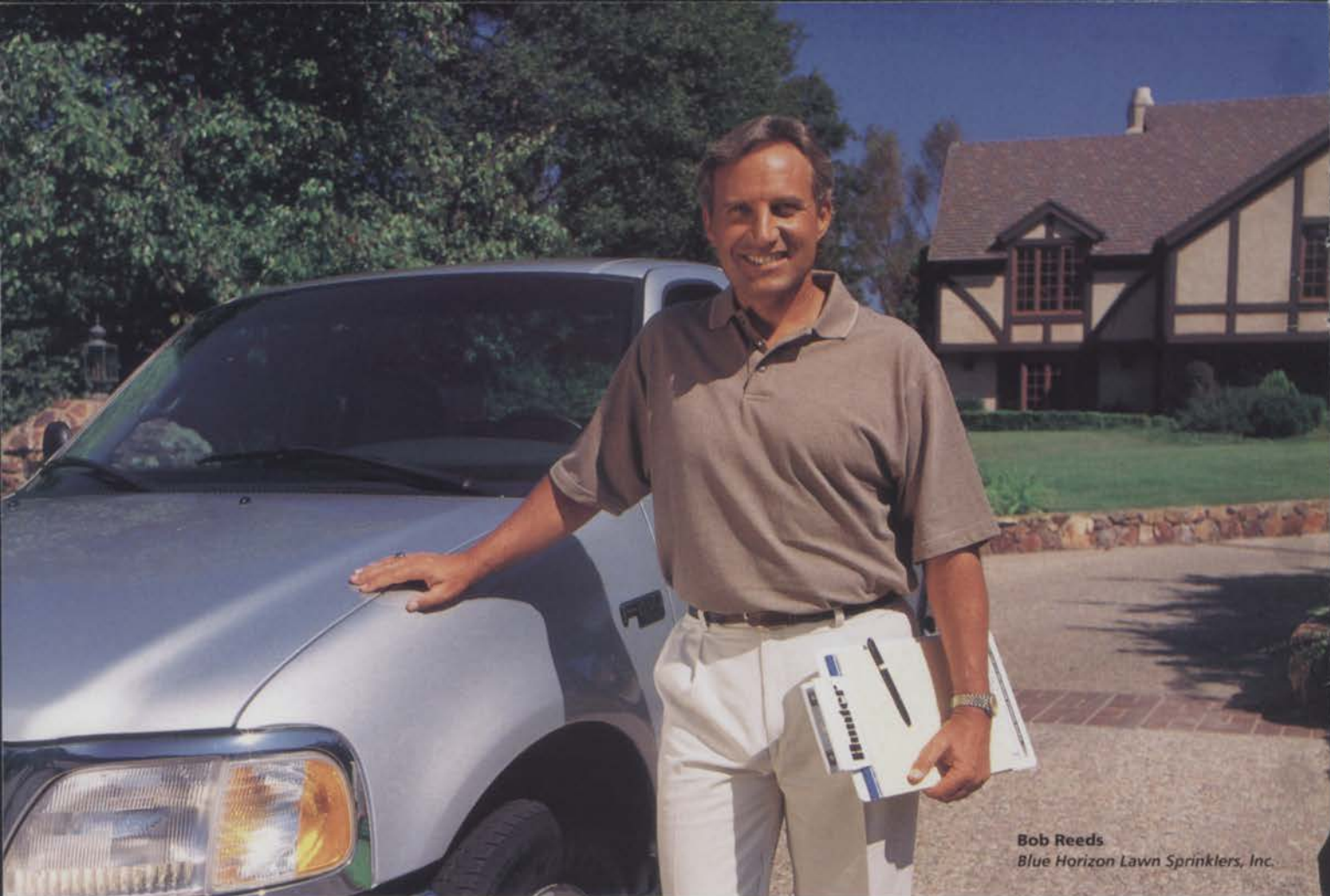
PASO ROBLES, CA 93446-3696

PHONE: 805/238-7100

FAX: 805/238-5766

USE READER SERVICE #156





Bob Reeds
Blue Horizon Lawn Sprinklers, Inc.

Hunter: The Best Kind Of Business Partner

It wasn't too long ago when my "business assets" consisted of an old truck, a set of tools and an honest reputation for quality installations.

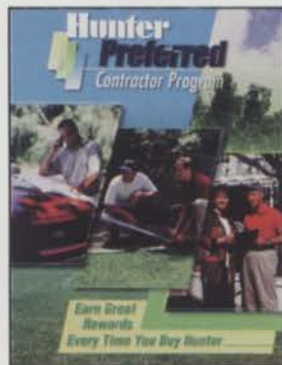
Now, thanks to my new partner, I am able to expand my business and add a couple of larger trucks to my operation.

That new partner is the Hunter Preferred Contractor Program. Sure, I've used Hunter rotors on and off since Day One – especially on quality jobs where reliable performance really counted. But last year I decided to join their

Contractor Program – and started adding Hunter sprays, valves and controllers to our jobs.

In just 12 months, with business being so good, I had earned enough Hunter points to lease a couple of new trucks. Then the deal got even better... our Hunter purchases this year generate enough points to cover the payments.

Hunter turned out to be the best kind of business partner...ready to invest in your operation and delivering dependable performance all the way.



You must be enrolled in the Hunter Preferred Contractor Program before you can start earning points. Call Hunter today to sign up and to receive the Member's Catalog.

Hunter®
Preferred
Contractor Program

- FREE MEMBERSHIP FOR ALL PROFESSIONAL CONTRACTORS
- EARN POINTS WITH EVERY HUNTER PURCHASE
- SEE YOUR HUNTER DISTRIBUTOR FOR DETAILS
- OR CALL HUNTER AT 800-733-2823

1940 DIAMOND STREET, SAN MARCOS, CA 92069 USA • SEE HUNTER AT WWW.HUNTERINDUSTRIES.COM

USE READER SERVICE #157

www.lawnandlandscape.com

This month's features plus exclusive online stories, industry databases and more at www.lawnandlandscape.com.

COMING SOON:

My LawnandLandscape.com



Soon you will be able to personalize Lawn & Landscape Online to your own interests. The upcoming,

revamped site will feature the ability to save articles and other links to your personalized page, view your stock prices, access local weather information, change the language of the site to one of five options, including Spanish, and manage the content to target your specific interests.

The update is currently in progress and will be available soon. Stay tuned to the Web site for more details.

Weekly Features

Plant Of The Month – Author Barbara Ellis focuses on nicotianas, commonly known as flowering tobaccos.

Novartis TechNotes – Find weekly tips, soil temperatures from around the U.S., bug activity maps, growing degree days and more.

GreenSearch PeopleSmarts – GreenSearch explores how businesses change as they evolve and how managing a business and measuring a company's success go hand-in-hand.

ALCA Driver Safety Toolbox Talks – Learn more about how to properly make turns and how to battle various road and weather conditions this month in Toolbox Talks.

Find these features at www.lawnandlandscape.com/weeklyindex.asp.



Exclusive Online Features For October:

Trade show season is in full swing. Contractors can look forward to the **Green Industry Exposition** (Indianapolis, Ind., Nov. 4-7) and the **International Irrigation Show** (Phoenix, Ariz., Nov. 12-14). These and other industry trade shows provide many opportunities to check out new equipment, learn industry practices and network with other industry professionals.

Lawn & Landscape Online will feature previews of the shows during October providing key information and contacts providing key information and contacts. We'll also talk to several contractors and companies that exhibit at various industry trade shows and report on show seminars, events and sales and marketing opportunities.

As always, we'll also highlight an individual or company with significant industry impact in our **Contractor Profile**.

ONLINE Contents

Check these links to discover the tools available on Lawn & Landscape Online that will help you stay on top of the latest industry news and grow your business:

Daily News – Catch breaking industry news.
www.lawnandlandscape.com/news.asp

E-newsletter – Receive breaking industry news in your e-mail inbox.
www.lawnandlandscape.com/signup.asp

L&L Online LawnStore – Locate the best resources to help your business grow.
www.lawnandlandscape.com/lawnstore.asp

L&L Outfitter – Dress your employees for success with custom company attire.
www.lawnandlandscape.com/outfitter.asp

Bulletin Boards – Discuss hot-button issues with fellow industry professionals.
www.lawnandlandscape.com/bulframe.asp

Online Marketplace – Obtain contact information and the latest products from industry suppliers. www.lawnandlandscape.com/marketplace.asp

Virtual Training School – Training information for lawn and landscape professionals. www.lawnandlandscape.com/virtualschool.asp

Weekly Poll – Vote on industry-related topics and compare your answers with others.
www.lawnandlandscape.com

Events Calendar – Locate industry events across the country.
www.lawnandlandscape.com/calendar.asp

Please e-mail your comments to shunsberger@lawnandlandscape.com. Lawn & Landscape Online is: Scott Hunsberger, internet editor (shunsberger@lawnandlandscape.com) and Sydney Work, web department manager (swork@gie.net). Enjoy your visit to Lawn & Landscape Online!

Lawn & Landscape
outfitter

Market Trends

Pesticide Notification Law (continued from page 8)

associations must fight 67 individual battles to preserve their current business practices.

According to Bob Ottley, president of N. Chili, N.Y.-based One Step Tree & Lawncare, the burden of the new law will fall on lawn care companies that will be required to supply written notification to homeowners, including door-to-door distribution of fliers or mailers. This requirement will increase business costs by 35 percent, Ottley estimated.

Because the new law targets only spray applications, granular applications will not require notification and Ottley predicts that many companies will switch from spray to granular products. "We're considering a granular weed control product," he said. "I hate to do this because the results are very poor. Also, you can't practice Integrated Pest Management (IPM) because granular products require

blanket applications, which goes against IPM, and pests, weeds and diseases can't be treated immediately after they are found due to the 48-hour notification."


The law allows contractors to list two alternate dates for spraying in the event of weather-related cancellations. However, Ottley said the law does not address other factors that can alter scheduled application dates, such as equipment breakdowns or technician work absences.

Limited applications also are exempt from notification. According to the law, notification would not be required for spot treatments when the machine being used contains less than 32 ounces of product and the area treated is no more than 9 square feet.

The consensus among New York lawn care companies is that their practices have

been targeted to serve as an example. "We feel this is discriminatory," said Don Potenza, president, Lushlawn, Buffalo, N.Y. "The only people who are singled out are the lawn and tree care applicators, not homeowners. This law also infringes on property owners' rights - they can't have done what they want on their property when they want it."

The New York State Lawn Care Association is taking a proactive approach to the legislation with the following plans:

- Forming a registry of New York residents who prefer advance notice of applications.
- Hiring an attorney to explore its legal options.
- Hiring staff to develop a packet of scientific data and other information to be distributed to state county legislatures detailing the industry's side of the story.
- Soliciting monetary support from lawn and tree care companies and associations. 

TEMPORARY/SEASONAL LABOR VISAS



We Specialize in Work Permits for the:

- Green Industry
- Construction Industry
- Hotel/Resort Golf Course

Mark your calendars for September/October 2000 to begin the process for 2001!

Receive work visas for your peak season and have a loyal, productive labor force that you personally choose! Every day you delay shortens the duration of your visa!

Call now for information packet and quote.

Join us in our sixth year of obtaining and maintaining a legal work force. You can trust that our experience and motivation is sincere and our customer service is unbeatable!

Foley Enterprises

Your labor solution for the millennium and beyond...

Toll free (888) 623 7285

Austin (512) 282 3237

fax (512) 282 0958

**Other Industries are also eligible for this type of work permit...call us now to find out if your company is eligible.*

USE READER SERVICE #59

Hit more ringers.



Crabgrass

Oxalis

Goosegrass

Spurge

When it comes to preventing the broadleaf and grassy weeds that most often plague your customers' turfgrasses, PRE-M® preemergent herbicide is right on target. Why pay more for other products when, time after time, university trials prove that PRE-M offers you better overall performance combined with unmatched value?

Superior performance made PRE-M the leading* preemergent herbicide. Superior value widens

the gap. PRE-M is everything you'd expect from LESCO®, the leading supplier in the professional turf care industry.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases. Get behind the leading edge.

LESCO®

USE READER SERVICE #94

PRE-M®
The Leading Edge.

*Source: Kline & Company report, US Acre Treatments by Turf Management.

Always read and follow label directions. ©1999 PRE-M® and LESCO® are registered trademarks of LESCO, Inc.

Amaze. Inspire. Delight!



- Complete commercial fountain solutions, including floating fountains, lake aeration equipment and full-service fountain engineering.
- Detailed construction drawings that ensure trouble-free fountain installations.
- Floating fountains available up to 15 horsepower, with lighting, complete with everything necessary for installation, including an electrical control panel and cable.

Contact us for detailed information today!

Rock solid dependability.

OASE Pumps, Inc.

17322 Murphy Ave., Irvine, CA 92614

• 800-365-3880 • Web site: www.oasepumps.com



Breaking News

MERGERS & ACQUISITIONS

Husqvarna Acquires Bluebird International


CHARLOTTE, N.C. – Further nearing its goal of becoming a one-stop shop for the professional lawn maintenance contractor, Husqvarna has added more new products to its commercial line with the acquisition of Bluebird International, Denver, Colo. The acquisition is Husqvarna's second major acquisition in the turf care industry in the past year following its purchase last October of Yazoo Power Equipment's (Yazoo/Kees) commercial turf assets.

Husqvarna, a manufacturer of a variety of hand-held products and mowers for commercial users, will continue to market the Bluebird International brand through existing Bluebird dealers and its distributor network, and also will add the newly acquired products to its dealerships under the Husqvarna brand and signature orange color. The new product offerings will include commercial dethatchers, aerators, sod cutters, seeders, collection systems and other equipment.

This acquisition, according to Husqvarna President Dave Zerfoss, is a reflection of the changing turf care industry as more contractors use less pesticides and focus on other methods of developing lush lawns. "Most lawn maintenance companies are offering very extensive services, including plugging and dethatching," he said. "These products are coming to the forefront as viable services to be offered by commercial users so they can present more of a year-round offering."

Several years ago, Zerfoss alluded to *Lawn & Landscape* that Husqvarna was developing strategies to become a premier player in the lawn and landscape maintenance industry. He said it took a few years for that strategy to unfold, but through the Yazoo/Kees and Bluebird acquisitions, as well as future plans he would not elaborate on, Husqvarna should become "a recognized premium leader in commercial lawn care equipment," Zerfoss said.

"We are absolutely dedicated over the next several years to be the leader in commercial application equipment for the lawn maintenance industry," he continued. "That's been very carefully calculated as we made the purchase of Yazoo/Kees last October, Bluebird International now and other product areas to be announced over the next few months. There will be continued acquisitions to really place us in the absolute premier position of offering lawn care equipment."

Bluebird International, which generated 1999 annual sales of \$18 million, currently employs 75 people who will now become employees of Husqvarna Turf Care. 

USE READER SERVICE #30

The New Line of Morbark Chippers is Taking the Industry by Storm!

MODEL 2060-D



Cyclone

MODEL 2090-D



Lightning

MODEL 2100-D



Thunder

MODEL 2012-D



Storm

MODEL 2050



Clipper

MODEL 2070



Twister

MODEL 13



Tornado

MODEL 2400



Hurricane

Dealer
Inquiries
Welcome

Morbark, Inc.

8507 S. Winn Rd.
P.O. Box 1000
Winn, MI 48896

(800)362-9010
(517)866-2381
Fax: (517)866-2280

Web: <http://www.morbark.com/>
E-mail: morbark@worldnet.att.net



Irrigation Notebook

BEING PREPARED:

Irrigation Essentials

Packing essential parts for irrigation work requires organization and planning, and well-stocked maintenance trucks have a jump-start over poorly planned toolboxes that some contractors rely on to service an irrigation call.

There isn't time to rummage through a messy truck to find a nozzle, and customers have little patience for technicians who spend more time playing gopher to fetch parts than installing components to fix problems, noted Thomas Farley, vice president, Farley & Son Landscaping, Rockport, Maine. Parts are compact and tools are basic, so the storage space required on irrigator vehicles is minimal. Easy access is a key consideration, he stressed.

"You get killed by a client that says you should've done it in 'x' amount of time and it took too long," he explained. "That's why the biggest key is staying organized. Our trucks are equipped with the hand tools needed to do 90 percent of the work, and we use a delivery crew."

Six employees serve on this crew—a standby operation where technicians short of key parts can call in, request the missing pieces to complete the job and have them delivered.

Sprinkler heads, filters, screens, fuses, nozzles and fittings comprise the basics Farley packs in containers to store on his trucks, stocked daily depending on a job's service requirements. Referring to a work schedule that supplies the client's name and job description allows

workers to plan a truck's inventory, he noted.

General hand tools, including wrenches and pliers, accompany fundamental irrigation components on trucks, explained Jeff Johnson, operations manager, B. Johnson Turf and Irrigation, Corvallis, Ore.

"You start with the products that you typically use," he recommended, explaining how he built an inventory checklist to maximize efficiency en route. "As you do the repair itself, you start noticing that something in particular goes wrong often, so you start stocking those parts."

KEEPING IT CONTAINED. Technicians should organize containers so they aren't fumbling with minuscule parts to locate what they need, Johnson suggested, adding that he stores fittings ranging from ½ to 2 inches along with different brands of various sprinkler heads. Separating the mix is a must, he said.

"Having the right part in the right spot at the right time is essential, so good organization is needed," he said. "You should be able to walk right to the part."

An orderly system goes beyond arranging gadgets, widgets and doodads into compartments. Technicians need to stock "emergency parts" as well.

A generous inventory is important for Greg Gillespie, owner, Gillespie Landscape & Irrigation, Oxford, Miss. Based in an area without distribution centers, his company can't acquire additional parts last minute.

"Everything is done by UPS and Roadway, which is why we have to carry everything on the truck because it takes two to three days to get parts," he noted.

Stocking a truck starts with customer communication, Johnson advised. Technicians should ask their customers detailed questions and gather information, he said. Client records serve as an additional source.

"A client might not know what a part is called, but if you ask them to describe a leak, that narrows it down."

BASICS ON BOARD. Most companies hold their staff accountable for stocking maintenance trucks, requiring technicians to replace parts used during their routes at the end of the day.

However, the most indispensable tools can't be planned, organized or replaced, and must not be neglected. Knowledge and experience surpass hardware in value, Johnson noted. "Nothing can replace experience."

Kristen Hampshire

Preparing an irrigation maintenance vehicle for a service route involves planning and organization to ensure efficiency on the job.
Photo: Treasure Coast Irrigation





WHAT IF a lot was riding on your next mower?

If you're contemplating a mower purchase – whether a single unit or a whole fleet – there are probably a lot of "what ifs" going through your mind. Grasshopper Mid-mount mowers incorporate Grasshopper's legendary design that is perfect where economy and performance are essential.

- What if ...** You could reduce downtime and routine maintenance associated with your mowing? Keeping the design simple takes R & D and Grasshopper's 30 years of experience has helped create the most dependable and service-friendly mid-mount design in the industry.
- What if ...** You could book yourself or your operators to more jobs if their efficiency increased significantly? Or if getting done early meant more family time? From the Ultimate Operator Station with HydraSmooth™ steering, an operator on a Grasshopper can complete the job ahead of schedule and feel renewed for the rest of the day.
- What if ...** The quality of your work drew the attention of prospective customers? Many commercial operations are built on this kind of success.
- What if ...** You found a mid-mount mower that could outperform any other you've ever tried and add significantly to your bottom line? Is attaining that next level of performance everything to you?

M1 Series Mid-mount mowers, with true zero-turn maneuverability, include both air-cooled and liquid-cooled diesel models, 52" to 72" cutting widths.



Model 321D
Liquid-cooled diesel

First to Finish...Built to Last



With Grasshopper, It's All Within Your Reach.™

Finance or lease a Grasshopper. Ask for details.

The Grasshopper Company | P.O. Box 637 | Moundridge, KS 67107 U.S.A. | Phone: 316-345-8621 | Fax: 316-345-2301
www.grasshoppermower.com | Ask for free video.

©2000, The Grasshopper Company

USE READER SERVICE #134



HI THERE.

If you want your customers to have beautiful lawns like this, with no crabgrass, all season long, and no staining, ever, get back in your truck, get on the phone, call your Rohm and Haas distributor, or 1-800-987-0467, and ask about new, harder-working, more cost-effective

DIMENSION® ULTRA WSP.

Well, what are you waiting for?



NEW!

USE READER SERVICE #31

SUPPLY OUTLOOK:

The Aftermarket Alternative

Those who shop around for equipment parts are finding convenience and availability in an alternative supply source.

Contractors and repair shop owners who look beyond original equipment manufacturers and dealers for supplies can fill inventory shelves with aftermarket parts, stocking their warehouse without stripping their budget.

End-users who need supplies in a hurry will not be left empty-handed, as the aftermarket offers a range of supplies from simple parts like filters to complex components like engines.

This supply source also sets up a system of checks and balances, in a sense. Dealers might reconsider their steep product prices when a competitor offers the same part for 30 percent less. And price is a secondary advantage compared to supply volume, efficient delivery and parts variety the aftermarket delivers to customers, noted Jeff Golota, president, J. Thomas Distributors, Walled Lake, Mich. Product selection runs the gamut.

"I like to use the term of providing products that function the same as the original equipment manufacturer (OEM) part," he said. "We provide another outlet to purchase parts besides the OEM, which means lower pricing, product improvement and innovation."

FILLING TALL ORDERS. Generally, contractors work within a narrow window when waiting for parts, so easy access is crucial. Convenient ordering and speedy delivery are essential qualities for suppliers, and are benefits the aftermarket offers customers, Golota said.

"We publish a catalogue so the product is there right in front of the contractor," he explained. "They can call an 800 number, order through a Web site—there's time-savings issues where contractors don't have to stand in line at a dealer and waste an hour at the repair facility."

Minimal delivery turn-around time rushes products to contractors and repair shops because parts are shipped the same day they are ordered, Golota noted. A large inventory and on-site, industrial machines to produce parts allow J. Thomas Distributors to fill orders in a hurry.

Selection continues to expand as the aftermarket grows in popularity, added Mike Febbie, sales manager, Landscapers Supply, Spring Valley, N.Y. Its 220-page catalogue features more than 5,000 line items from nuts and bolts to 61-inch motors. The company watches industry trends to determine catalogue additions that might interest end-users, he said.

"We're trying to be as much as we can to the commercial user, and every year we try to expand," he explained, noting an increase in hydraulic parts available.

Constant upgrading is a supplier asset that contractors with many machines value. Joe Loyet, president, Loyet Landscape Maintenance, St. Louis, Mo., said the amount of equipment his company operates justifies why 90 percent of his replacement parts come from the aftermarket. His fleet demands supplies on a daily basis, and to fill this constant parts need, Loyet orders in quantity.

"Every day we see things go wrong, and we can't afford to have someone run around picking up parts," he added. "So the high-demand parts—belts, bearings, throttle cables—we will buy a whole bunch of."

Price and availability win Loyet's loyalty to the aftermarket. It's unusual for him to turn to local dealers for parts, and they know it, he remarked. "If we need something really hot and rare, the aftermarket will overnight it so it's here by 10 a.m."

The 30 percent savings Loyet trims from his parts budget is passed on to his customers, he said.

"We usually have the better prices because our cost structures are different from the OEM," Golota noted. "Dealers don't manufacture belts, tires or bearings—they buy all of these outside component parts anyway, especially the engines. The aftermarket doesn't go through the same distribution channel, so that's where the cost savings are—in the supply chain."

Febbie echoed these cost benefits. "You can sell the parts for a reduced price and offer top quality—in many cases the parts are identical," he noted.

Beyond quality and cost considerations, aftermarket parts are a one-stop shopping avenue, which appeals to customers, added Jon Vyn, director of equipment marketing, LESCO, Rocky River, Ohio. The nature of LESCO's outlets allows customers who purchase fertilizers and

(continued on page 52)

The **aftermarket**
sets up a **system**
of **checks and**
balances.

Now You'll Know!

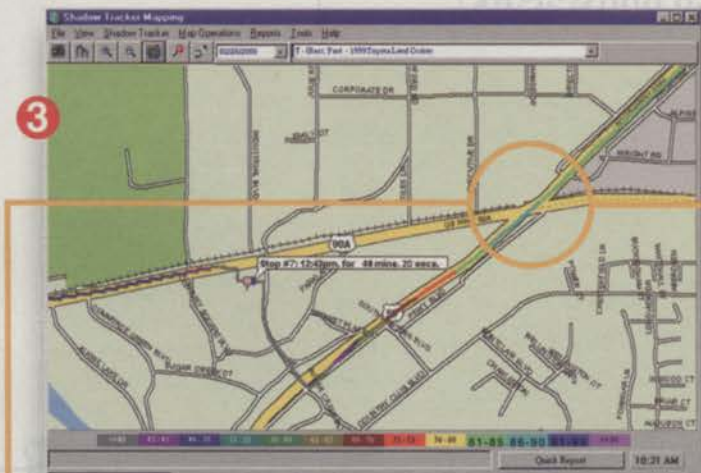


1 GPS satellite signals let you know exactly, to the minute, where all your...

2 Vehicles have been, their speed and...



3 Location and time of all their stops. Using the most accurate...



Driver's Name
2000, GMC C1500. Wednesday March 8, 2000

Start Time	Stop Time	Time Duration	Location Name	Mileage
6:06AM	6:28AM	00:22	In Transit	16.34
6:28AM	11:18AM	04:50	S-Your Company Office	0.00
11:19AM	11:22AM	00:03	In Transit	1.10
11:22AM	11:27AM	00:05	L-Exxon Gas Station	0.00
11:28AM	11:31AM	00:03	In Transit	1.10
11:31AM	4:14PM	04:43	S-Your Company Office	0.00
4:14PM	4:17PM	00:03	In Transit	1.18
4:17PM	4:18PM	00:02	L-Grand & Hwy 90	0.00
4:19PM	4:36PM	00:17	In Transit	15.01
4:36PM	6:50PM	02:14	B-Home, Employee U.	0.00
6:50PM	6:54PM	00:04	In Transit	1.61
6:54PM	6:55PM	00:01	L-Stop Light at 1654 Pine	0.00

4 Stop Report available, you can verify departure and arrival times, all stops and length of stay at job sites...

5 With No Monthly Fees our affordable, reliable, real-time and historical systems will help make your operation more efficient and profitable.



www.advantrack.com

P.O. Box 168
Sugar Land, TX 77487
E-mail: sales@advantrack.com

Ph: 800-279-0035
281-494-3636
Fax: 281-494-3644

USE READER SERVICE #63

Equipment Notebook

(continued from page 50)

seed to pick up parts while they are at the facility, he said. Again, convenience often dictates the aftermarket's allure.

"We are in the user's daily traffic pattern, and part of what we aim to do is provide contractors with a good value on the things that they commonly use—the consumables," he explained.

Product availability rarely presents a problem for aftermarket companies that serve an extensive geographic region, Golota added. Seventy percent of the components contractors request are filled through the aftermarket, with only 30 percent forwarded to dealers or OEMs.

PLENTY OF PARTS. The quality and variety of parts aftermarket suppliers offer continuously is improving. The aftermarket can identify common failures on OEM parts and enhance their version of the part by tweaking problem areas.

Also, contractors can locate products that support older equipment and find supplies

that dealers might not carry, such as zero fault tires, which eliminate flats on machines, Golota pointed out.

"I have pretty large contractors where the buyers will call me to see if we are going to produce aftermarket parts for a piece of equipment before they even make the purchase," he noted.

Quality-driven product development also explains the aftermarket's growing popularity, Vyn commented.

"I think the market has demanded quality—aftermarket parts can't be second tier compared to the OEM parts," he said. "Aftermarket parts have really closed the gap as far as quality."

However, there are cases where the aftermarket can't serve equipment needs and contractors turn to dealers to fill parts requirements, Golota noted.

"If the item is still covered under warranty, where there are major failures on the OEM design and the customer should go back to the OEM and get the product if it is still covered under warranty," he recommended.

NUDDING A NICHE. Though some contractors alter buying habits after discovering savings and convenience in aftermarket parts, others are loyal to local dealerships.

"You have people in both camps," Vyn observed. "There's always going to be a place for the OEM supplier because there are some who favor this supplier and there is a warranty hook that's there."

Febbie added that dealers attend to necessary repair needs. "The dealer offers one thing that we cannot do, and traditionally, that's service."

As the lawn and landscape industry flourishes, the need for equipment and parts to service contractors' fleets also will augment, Golota added. "It seems like we turn people on to the aftermarket one customer at a time," Golota mentioned.

"In terms of the market, it is growing," he added. "The industry is growing. There is so much more commercial equipment being sold, so it is a natural progression of the amount of equipment out there, and the components will follow." — Kristen Hampshire



TREE GUARD
DEER REPELLENT

Stop deer from browsing on valuable landscaping

TREES
SHRUBS
ORNAMENTALS

READY TO USE

BECKER UNDERWOOD INC.
THE COLOR OF INNOVATION™

1-800-232-5907
www.treeguard-deer.com

USE READER SERVICE #49

The #1 software for the Green Industry just got better!



Lawn Assistant and Mapping Assistant

NEW! Visual Lawn Assistant III

Real Green Systems has developed the first mapping system for the Green Industry. With Mapping Assistant, a new module that can be totally integrated with Lawn Assistant II for Windows, you can select your customers and have your truck routes created auto-matically! Industry studies have proven Mapping Assistant will increase your company's productivity by at least 10 to 20%!

Serving the green industry since 1984

Real Green SYSTEMS
8246 Goldie St.
Walled Lake MI, 48390

Call today for your own personal on-site demonstration of the best software for the Green Industry!
(800)422-7478

USE READER SERVICE #24

EXMARK • SCAG • BOBCAT • DIXIE CHOPPER • ECHO • FD KEES • KOHLER • FERRIS • LESCO • SNAPPER

Got Parts?

J. Thomas does. We're the leading national distributor of replacement parts for outdoor power equipment. If you want the same quality as OEM, without the brand name expense, you want J. Thomas parts.



SAVE UP TO 50% • EXTENSIVE INVENTORY • SAME-DAY SHIPPING

FREE 250+ Page Catalog
Phone: 800-828-7980 • Fax: 800-422-4184
Website: j-thomas.com • Email: sales@j-thomas.com

J. THOMAS

TORO • WALKER • BUNTON • KAWASAKI • BRIGGS & STRATTON • MEYER

USE READER SERVICE #25

CONTROLLING PESTS

The Target Principle

Materials directed at controlling damage from soil-inhabiting insects must reach the primary feeding and/or activity zone (target zone) of the target insect(s) to be effective. Focusing on this objective when applying materials or employing other control strategies is to apply the Target Principle.

THE TARGET ZONE. The Target Zone for control of most soil-inhabiting insects is the first one to two inches of soil. However, in both cool- and warm-season turfs, the soil may be covered by a layer of thatch through which the control materials must pass before reaching the target zone. Thatch serves as a binding site for insecticides and a difficult barrier for some biological agents to pass through. The addition of soaps or other wetting agents appears to have little effect on reducing the binding potential of soil or organic matter. The control material must reach the target zone in the proper concentration to have the desired effect. The degree to which this is achieved is directly related to the degree of control achievable.

Mobility is more readily achieved when thatch is thin, loose or not present. However, in long established turf sites, the constant dying of plant roots, stolons, rhizomes and crowns results in an accumulation of organic matter in the first two inches of soil (commonly 10 percent or more) which also serves as a binding site. While the organic matter content of thatch (often greater than 30 percent) and soil impede mobility, it also provides a protective filter to slow to stop more extensive mobility past the target zone.

Even when there is no thatch, through management or natural decomposition, the first two inches of soil in established turf commonly contains at least 10 percent organic matter due to the constant dying of plant parts. The binding of insecticides to this zone or thatch is a mixed blessing. While having a major influence on reducing the potential for ground water contamination, binding in this zone provides a reservoir of insecticide residues for pests such as grubs or mole crickets to contact and consume as they feed.

FEEDING HABITS. Knowing the feeding habits of soil-inhabiting insects is essential to understanding how and why control is or is not achieved. The primary means by which control agents enter the body of the target insect is through the natural openings (mouth, anus, spiracles) or ingestion. Contact with a treated surface also occurs, however, with some exceptions, is generally secondary to the impact of ingestion.

What do grubs eat? The standard answer often is, "turf roots." This is an incomplete and actually incorrect answer. A more accurate answer would be, "whatever is in front of them."

Grubs are incapable of feeding only on roots. Instead, they ingest the entire medium – roots, soil, organic matter – that occurs in their zone of habitation. Generally, this zone is the upper two inches of soil when no thatch is present and the upper one inch of soil when thatch is present. Soil inhabiting insects, such as mole crickets, consume plant and animal materials as well as soil particles. Turf inhabiting ants are general scavengers and predators, but they do not consume plant parts.

Applied control agents must reach the feeding-activity zone (the Target Zone) of a soil-inhabiting pest to achieve control. The agent is adsorbed to varying degrees and distributed at and through the soil and thatch above the target zone. The target insect ingests thatch and/or soil organic matter containing the agent, which is then absorbed by the insect as the food passes through the digestive system. Living biological agents, such as insect parasitic nematodes, must wriggle through the thatch and/or soil and reach the target zone in sufficient numbers to find and infect the target pest.

IRRIGATION - RAIN. Control materials vary widely in water solubility and capacity for adsorption to organic matter. Water, as rain or irrigation, does not completely circumvent adsorption, but it does accomplish as much movement in the target zone as possible. Generally, control materials for soil inhabiting insects should not be applied to very dry thatch or soil. Greater mobility is achieved when both thatch and soil are first moistened. In order to minimize ultraviolet (UV) degradation, hasten mobility and obtain a maximum effect, liquid materials should be irrigated in immediately after application.

Generally, granular materials should be applied when grass blades are dry so the particles bounce off the grass blades and sift deeply into the turf. While the urgency to irrigate is not as immediate as for liquid materials, it should be done as soon as possible.

With regular irrigation or rain, soil-inhabiting insects such as grubs usually remain in the target zone. However, if the surface soil dries, these insects may move deeper into the soil profile. Timely pre- and posttreatment irrigation often stimulates these insects to remain in the Target Zone. **LI**



For the next few months, Insect I.D. will feature excerpts from Destructive Turf Insects, the second edition book by Harry Niemczyk and David Shetlar, entomology professors at The Ohio State University. For more information about this book, see page 131. To order a copy of this book, call Lori Skala at 800/456-0707.

In Minor's League

O
A
My managers constantly complain about their compensation but I can't afford to pay them more. What can I do?

As the labor market continues to tighten, this dilemma becomes more common. Employers are struggling to find creative ways to keep their employees intact.

To get to the root of the problem, you must determine whether your compensation and benefits program is comparable with what your competitors are offering. My first action would be to secure a compensation and benefits report from your state or national trade association to find out if you are in line with your peers. Secondly, you have to research what other industries that could attract your staff are paying their key managers.

My goal was to compensate managers at or slightly better than the market after factoring in their experience and education. If you provide managers with a satisfying work environment, paying them more than the industry average should be sufficient to retain them.

Editor's

Note



David Minor was founder and former president of Minor's Landscape Services, a \$12-million company in Fort Worth, Texas, that he sold to TruGreen-ChemLawn in 1998.

In addition to serving the industry as a consultant and speaker, Minor is professor and

director of The Entrepreneurship Center at The M.J. Neeley School of Business at Texas Christian University. Readers with questions they would like to ask Minor can fax them to Lawn & Landscape at 216/961-0364 or e-mail them to bwest@lawnandlandscape.com.

1192 8373
OLD CENTURY FORGE
HIGH QUALITY
17873 8687
HAND CRAFTED
DURABLE ALUMINUM
LIFETIME WARRANTY
CUSTOMIZED
Order Direct from the Manufacturer
House Plaques, Weathervanes, and More
Call Today 800-775-4235



**EXCLUSIVELY SERVING THE
LANDSCAPE PROFESSIONAL!**

Our goal is to offer you the fastest, easiest and most reliable source for the supplies you need. From our wide array of top name brand products and 1-Stop convenience, to our Top 250 In-Stock Guarantee program, expert staff, top flight service and competitive pricing, everything we do is designed to get YOU what you need to do your job—in as little time as possible!

At United Green Mark,
WE GUARANTEE IT!

800-426-4680
www.greenmark.com

United Green Mark
P.O. Box 116
Novato, CA
94948

USE READER SERVICE #50

USE READER SERVICE #51

In Minor's League

You should also note, however, that extensive research indicates that compensation is not always the most important criteria in retaining employees. For example, managers who show employees appreciation on a regular basis often retain employees better than those who pay well. Providing incentives based on some type of previously agreed-upon performance criteria is another effective retention tool. This is often a means of getting your staff to a compensation level they can live with while encouraging them to improve their efforts. If the company succeeds, the managers succeed. Having a manager's "at-risk pay" to be as much as 20 percent of his or her overall compensation is not unreasonable.

If you provide your
managers with a
**satisfying work
environment,**
paying them better than
the **industry average**
should be enough to
retain them.

Another retention strategy to closely consider is promoting from within. There is a lot to be said about the value of promoting staff who grew up in an organization even if their resumes are not as impressive as resumes sent in from outside the company. You will always have more trouble keeping superstars with glowing resumes than loyal long-term employees. Even if you sacrifice some immediate competency by promoting from within, the net effect will still positively benefit the company because of the loyalty and effort these long-term employees will provide. Give me someone whose heart is in the right place and I will take that over brainpower any day.

Lastly, you might want to consider some type of equity sharing program. Again, research supports the fact that employees who own even a small portion of their companies

are more loyal and productive. There are many equity sharing plans that can work, including stock purchase programs, bonus awards and option plans, employee stock ownership programs and phantom stock purchase plans.

Clearly, retention of management is critical in today's business environment. In fact, developing strategies to keep key people may be the most important strategic decision owners can make to ensure the long-term health of their landscape businesses. **LL**

INTRODUCING *Elegante*

Classic Copper Collection



Elegant styling, superior construction and all halogen luminaires. Elegante Classic Copper Collection features the finest low voltage fixtures for high-end installations. Choose from an exciting selection with solid copper shades and stems, or solid copper shades with emerald green stems. A premier product to please your most discriminating clients. Call for your free Elegante catalog.

Elegante Lighting NEW FROM U.S.T.E., INC • WWW.ELEGANTELIGHTING.COM
1625 No. Surveyor Ave., Simi Valley, CA 93063 • 800-766-8478 • 805-527-0987

Minding Your

Business



Time is Money

Time, the only real constraint to making as much money as we can possibly dream of, is intricately linked to profitability. Time is also a completely unrenewable resource – waste time and it's gone forever.

Successful green industry business owners understand the fundamental connection between time and profitability. Landscape contractors who realize that profitability is limited by the efficient use of available

man-hours in a season conduct business differently to ensure their long-term success.

The first step in doing business differently is understanding exactly how man-hours affect profitability. This applies to revenue tracking in particular. With revenue tracking, man-hours equal the number of production employees times the hours available to perform a given service. For example, if you have eight employees working 40 hours, 45 weeks a year, you have 14,400

(continued on page 58)

Creative Curb

Creates profits



Call for FREE Demo Video

- Low maintenance
- Create various shapes, sizes and colors
- Self-propelled, electric or gas powered
- Residential, commercial and golf course uses
- Add to your services and bottom line - material costs \$.40 per foot
- Durable curbing is freeze thaw tolerant

1-800-292-3488

Concrete Curb & Landscape Border Equipment

Fax 949-587-9680 • 949-587-8488 • 5 Chrysler • Irvine CA 92618

EXPAND YOUR BUSINESS

by offering the COMPLETE line of

FABRISCAPE

Fabrics & Erosion Control Products

PERFECT FOR

Professional Landscape Service Needs!

The Retail Garden Center!



Bulk Rolls 3-15' Wide

FABRICS CUT EASY FOR QUICK INSTALLATION

FABRIC FOR YOUR EVERY NEED!



Available 3' x 25' - 3' x 50' - 3' x 100' 4' x 50' - 4' x 100' - 8' x 50'

Landscape Fabrics

Weed Control • Woven Ground Covers
Filter Fabric • Paver/Patio Underliner • Soil Separators

Erosion Control

Burlap • Jute • FabriJute™ Erosion Control Netting • Silt Fence

Construction

Road / Driveway / Recreation Park Underliners & Fences

Accessories

Plastic & Steel Securing Pins • Knives • Fabriscape Drainage System

FABRISCAPE INC.

LANDSCAPE FABRICS & EROSION CONTROL PRODUCTS

4800 S. CENTRAL AVE., CHICAGO, IL 60638

(708) 728-7180 • 1-800-992-0550 • FAX: (708) 728-0482

USE READER SERVICE #54

USE READER SERVICE #55

CyberSummit

2000

www.grubfree.com

Co-sponsored by

MACH 2
TURF INSECTICIDE

Lawn & Landscape
Golf Course News

Get the latest word on grub control from:

Daniel Potter, Ph.D.
University of Kentucky

David Shetlar, Ph.D.
Ohio State University

LEARN ABOUT EMERGING GRUB CONTROL ISSUES.

At 7:00 PM EST, Monday, November 13, 2000, take part in a live web broadcast addressing the most critical grub control developments and trends facing turf professionals.

Log on to www.grubfree.com now to learn how you can:

- Watch a live web broadcast of industry-leading entomologists Daniel Potter, Ph.D. and David Shetlar, Ph.D. sharing their thoughts on present and future grub control strategies and technology.
- Post your questions for Dr. Potter and Dr. Shetlar
- Submit, in advance, topics you want to see addressed at CyberSummit 2000
- Download **FREE** software that allows you to participate in CyberSummit 2000
- Access an on-demand rebroadcast of CyberSummit 2000 for 3 months after the event

MONDAY, NOVEMBER 13, 2000 @ 7 PM EST





IT'S ONLY HUMAN NATURE TO WANT THE BEST OF BOTH WORLDS.

The conventional wisdom on grub control is shifting from a curative to a preventive approach. Fortunately, MACH 2® Turf Insecticide offers effective preventive grub control with a powerful curative component as well.

Apply MACH 2 once before egg-hatch to prevent grubs all season long. Or apply shortly after egg-hatch to cure grubs up through the second instar. Make the choice that suits your schedule and resource availability.

And don't worry about watering MACH 2 in immediately. Unlike other products that degrade on the surface in a single day, MACH 2 can wait 2 weeks or more for your customers—or

mother nature—to water it in without sacrificing effectiveness.

Prevent or cure. Unmatched irrigation flexibility. Effective control with an award-winning environmental profile. Only MACH 2 truly gives you the best of *all* possible worlds.

For more information, call 1-888-764-6432 ext. R3107, or visit our website at www.mach-2.com.

MACH 2[®]
TURF INSECTICIDE

**IT'S ALL YOU NEED
TO PREVENT OR CURE.**

Minding Your Business

(continued from page 56)

hours of serviceable work (eight employees x 40 hours x 45 weeks = 14,400 hours per season). With only 14,400 hours available to make money, the most important piece of information you can learn is which of your clients can make you the most money. You don't want to waste any of your essential work hours in unprofitable work. Unprofitable work is equivalent to taking one-and-a-half steps backward because you not only lose money on the job, you also lose money on time you could spend producing a profit.

Many contractors often are enticed by jobs with a bigger price tag — but don't be fooled! Higher priced jobs might be more profitable, but they also might not. You have to know your costs, your "break even" point and the amount of time you need for the job in order to make your desired profit margin.

For example: client A brings in \$100 per service and client B generates \$50 per service. A requires 5.26 hours to do the job while B requires 1.39 hours. Assuming costs are the same per hour, now estimate which job will

make more money: A is \$19.01 per hour (\$100/5.26 hours) and B is \$35.97 (\$50/1.39 hours = \$35.97 per hour). If all your jobs are like A, your gross sales will be \$273,744 (\$19.01 x 14,400 hours).

If your business's overall costs, however, are \$372,000 annually, you'd be in the red \$98,256. Not good.

If all your jobs are like B, however, your gross sales would be \$517,968 (35.97 x 14,400 hours). A profit of \$145,968 (\$517,968 - \$372,000 = \$145,968) — or 28 percent — is not bad!

This example illustrates just how important it is to do a little simple math and not to automatically think that a bigger job is always a better job. You need to know which jobs make you the most money, and on which you are losing your shirt.

The only way to ensure you make your profit margin is through an accurate and

consistent revenue tracking system. Here are some guidelines to ensure profitability:

- Track every dollar on every job
- Just say no to unprofitable jobs — no matter how tempting they appear
- Track all travel time and make sure travel time is part of your "dollar per hour" equation
- Don't raise prices across the board — after careful consideration, raise just some clients' fees

Carefully tracking revenue makes it more difficult to be unprofitable. It's a lot harder to squander time when you know you're throwing it away. Take the time to do the math and know on which jobs you're losing money and wasting time. — *Dave Tucker* **II**

The author is president, Sensible Software, Ijamsville, Md.; Phone: 800/635-8485; Web site: www.clip.com

We want to know what smaller contractors are thinking. Send your comments and ideas for future "Minding Your Business" topics to cgreenleaf@lawnandlandscape.com or fax 216/961-0364.

Landscape Imaging and Design is now easier than ever!



EARTHSCAPES SOFTWARE

- Hi-Res Photo Imaging • Site Plan Designer
- Estimator

"See why top designers are switching to..."

VISUAL IMPACT IMAGING

330-665-9080

www.visualimpactimaging.com

The Fastest, Most Powerful,
Landscape Design Software for Windows

GOT QUESTIONS?

Visit us on the web:

WWW.WEISBURGER.COM

E-mail us:

WEISINSURE@WEISBURGER.COM

Call us direct:

1-800-431-2794

Fax-on-demand:

1-800-ASK-Weis

Serving the Industry over 65 years

Ask around.

WEISBURGERGreen
Insurance

USE READER SERVICE #56

USE READER SERVICE #57



Rosie Groves thinks her Isuzu NPR may be the perfect landscape truck. Cassie agrees.



As Rosie says, "I like to take my dog, Cassie, with me when I work. And my Isuzu truck has room in the cab for 3 people and Cassie, too. Even more, I love the way this truck handles. It's so maneuverable, I can get into tight side yards that my old Dodge Dakota never could."

Rosie and her husband, Pete, spent a lot of time designing the body of their "Perfect" landscape truck. "We didn't have to modify the truck at all," says Pete. "It's a standard 109" Isuzu NPR EF1, 13,250 GVW. The body has an 11-ft. by 7-ft. bed with dual hydraulic dump lift, removable sides, built-in ramp and multiple tool boxes. It easily carries 6,000 lbs. of anything, from plants to rocks to dirt, up the steepest hills. Rosie and I find that this custom body on the Isuzu truck is a perfect combination."

Looking for a truck that's perfect for your business? Call to receive your free information kit at (800) 785-5445 ext. 2333. Or visit us at www.isuzucv.com.



Go farther.

USE READER SERVICE #126

by Nicole Wisniewski

The definitions, interpretations and philosophies behind Integrated Pest Management have made the process unclear. Much like a horror movie villain, the debate has taken on a life of its own.



Have WE CREATED a Monster?

Over the past 20 years, Integrated Pest Management (IPM) has attempted to reduce pesticide use, stop the destruction of beneficial insects, cut down on costs to contractors and clients, and benefit the environment.

However, while establishing the IPM concept, the industry has not developed a widely accepted definition of the term. Lawn care operators, educators and product manufacturers have strongly supported their own IPM definitions in one way or another while legislators and environmental activists challenged them and their use of pesticides – no matter how small.

Despite the fact that many IPM meanings exist and that many people believe IPM is a practical approach for controlling landscape pests, weeds and diseases, there is still no single definition that is universally accepted. This lack of focus, some industry members speculate, could be the reason recent legislation (see *Market Trends*, page 8) is presenting IPM as a lawn care strategy that is more impossible than possible.

RESTRUCTURING IPM. To many people, IPM means anti-pesticides or use of the least toxic pesticides because, throughout the years, classical IPM aimed to reduce pesticide use, pointed out Dave Shetlar, associate professor of landscape entomology, The Ohio State University, Columbus, Ohio.

"In fact, the measuring stick of IPM success has been whether insecticides, fungicides and herbicides were reduced," Shetlar said. "A common assumption was made: Pesticides, especially insecticides, were bad for people and the environment. This concept was developed at a time when we were using lead arsenate, fungicides containing mercury

(continued on page 62)



**FORGOTTEN ABOUT
I.P.M.?**



WE HAVEN'T

THE
BIOLOGICAL FRIENDLY
MICRO-INJECTION SYSTEM
800-TREES Rx (800-873-3779)
www.mauget.com

USE READER SERVICE #123

(continued from page 60)

and organochlorine pesticides. These compounds were showing up in endangered birds, fish and even humans. Pests were becoming resistant, and new pests were becoming a problem because their natural enemies were being destroyed by pesticides. Obviously, faced with these problems, pest managers looked for alternatives."

The threshold concept was the first program to be implemented, Shetlar said, defining this notion as applying pesticides whether or not any bad pests, weeds or diseases were present. "In turf we relied on aesthetic thresholds where the visual damage was too great to tolerate before a pesticide was used," he said.

Next, Shetlar said the industry increased its reliance on non-chemical control tactics, such as cultural (making the environment less suitable for pests using resistant plant material, etc.) and biological controls (encouraging

beneficial parasites and insects to control pest populations).

Finally, the industry improved monitoring techniques to determine thresholds and evaluate the performance of non-chemical control tactics, Shetlar said, emphasizing that this has been a landmark development in IPM use. "In landscapes, we now recommend targeting a spray only to the plant that needs it - look before you shoot," Shetlar explained. "Spot treating lawns where grubs are at damaging levels or applying herbicides where weeds are present or likely to emerge are other techniques."

But pesticide use isn't the only choice that can create damage or improve an environment, remarked Barry Troutman, East Coast chief technical officer, Environmental Care, Orlando, Fla. "To me, the use of pesticides is only one-fifth of the battle."



According to Troutman, IPM includes five key steps: growing the right plants in the right place, creating healthy soil, mowing and pruning properly, watering properly and controlling problem pests, weeds and diseases. "If you find an insect problem, the first response should not be to spray," he explained. "We examine all five areas first, and if the first four steps have been reviewed and the problem still isn't solved, then we select a pesticide to use. IPM is a thought process you apply when trying to control a problem that comes up; it is figuring out what will do the job quickly with little damage to the environment."

"Our industry does a good job creating healthy soil by encouraging aeration and soil testing," Troutman continued, "and we also do a good job controlling pests, weeds and diseases. But only contractors who work this list from beginning to end are successful."

Other contractors agreed with similar

(continued on page 64)

Work smarter not harder with the...



Pinchers

- Fastest 2" and up tree planter ever
- New hooked arm option offers even more tree planting grip
- Unload trucks or transport and set trees in pre-dug holes

Mulch truck

- 21 c.y. capacity
- Load wheelbarrow in 5 seconds.
- Wheelbarrow and rear unload
- No pesky hoses and blowers



For further information call:
SKI LANDSCAPE
317-897-5885

Come see us at GIE Booth #1810

USE READER SERVICE #58



Steve Leisring

*Vice President of Operations
Greenlon, Inc., Cincinnati, Ohio*

"Whether we're working on a residential, commercial or industrial site, Millennium Ultra™ has given us exceptional control over clover as well as other weeds. Our number of callbacks has decreased by 34% in the three years we've been using the product. I would recommend it to anyone who wants exceptional results."

Millennium Ultra is an extremely effective, broad spectrum broadleaf herbicide. Its state-of-the-art formulation results in fewer callbacks, happier customers and a product that's easier on the environment. For rapid response and outstanding effectiveness, get Millennium Ultra.



Riverdale
The Formulation Innovators
(800) 345 3330
www.riverdalecc.com

Millennium Ultra™

USE READER SERVICE #113

(continued from page 62)

versions of Troutman's IPM definition, stressing that IPM is a service-oriented program.

"When you're on a client's property, you always want to take some kind of action," added Gary LaScalea, president, GroGreen, Plano, Texas. "For example, if you didn't see any insect problems, you can fertilize the beds or treat the client's azaleas with iron. IPM is looking for all cultural and nutrient type issues in the landscape."

SCOUTING FOR TROUBLE. Since a service focus drives IPM, the industry's current labor shortage stalls the program's development. The quality of worker needed to scout pests, weeds and diseases while consulting with clients also requires consistent training.

"IPM's greatest challenge is personnel," explained Steve Brady, county agent, Gwinnett County Extension Service, Lawrenceville, Ga. "Companies that don't have enough personnel don't make enough scouting visits to properly practice IPM."

"When you are working on a schedule with a certain number of employees and can only stop at a property every 45 to 60 days, you could be missing potential landscape problems," added Steve Farrington, sales representative, Dow AgroSciences, Orlando, Fla. "This means you have to rely on homeowners to scout for you in between your visits and that doesn't always work to a contractor's benefit."

IPM training helps lawn care companies produce a higher grade technician, which is crucial to proper IPM performance, commented Gary Tomlinson, director of technical services, seasonal color and arbor care groups, The Morrell Group, a division of Omni Facility Resources, Atlanta, Ga. "Since implementing an IPM approach more than 10 years ago, we've increased our training by 50 percent," Tomlinson said. "We have ongoing training with an extra one or two hours per week focused strictly on IPM. We make sure to supplement this with on-the-

job training and the use of local extension agents who provide IPM education."

IPM can even save clients and contractors money after the first year, depending on seasonal challenges like weather. Cindy Halm, operations manager, Broccolo Tree & Lawn Care, Rochester, N.Y., quoted an overall 30 to 40 percent drop in pesticide use. These savings are not felt initially, however, due to the cost of IPM training.

Bob Ottley, president, One Step Tree & Lawn Care, N. Chili, N.Y., said he spends \$3,000 to \$5,000 per person each year for initial IPM training and then \$1,000 per person each following year for additional training.

Training technicians, though, also bolsters a company's reputation, employee morale, retention and customer satisfaction. "Educating our employees does take a lot of time, but we get it back tenfold in customer satisfaction," Halm said. "Our technicians are well-trained and offer consultations on in-

(continued on page 66)



KWIKREPAIR™

A WHOLE NEW CONCEPT IN PVC PIPE REPAIR & FITTING REPLACEMENT

If Your Last Repair Wasn't A KwikRepair You Weren't **KWIK** Enough!



AVAILABLE IN 1/2" THROUGH 1-1/4" COUPLINGS, ELBOWS & TEES

1-1/2" & 2" COMING SOON

	ORDINARY FITTINGS	KWIKREPAIR
Number of fittings required	4	1
Number of solvent welds required	7	3
Pipe movement restraint required	YES	NO
Possible O-Ring failure	YES	NO
Minimum space required to install 1" Tee	21"x5-1/2"	9-3/4"x5-1/2"
Approximate minutes to install	15 - 45 minutes	5 - 15 minutes

	ORDINARY FITTINGS	KWIKREPAIR
Number of fittings required	4	1
Number of solvent welds required	7	3
Pipe movement restraint required	YES	NO
Possible O-Ring failure	YES	NO
Minimum space required to install 1" Tee	21"x5-1/2"	9-3/4"x5-1/2"
Approximate minutes to install	15 - 45 minutes	5 - 15 minutes



DAWN INDUSTRIES, INC.
4410 N. Washington Street Denver, CO 80216
(800) 321-7246 Fax (303) 295-6604
www.dawnindustries.com

Made In U.S.A. Patent Pending

*Available to Wholesalers & Distributors only



"Since I added a HS-500-E, my business has grown from \$1100 per week to \$11,000 per week."



You can be Hydro Seeding for only \$198 down and just \$98/mo. with our HS-300E.

"The equipment paid for itself in the first few weeks and Turbo Turf® is simple to run. I even sent my wife to run it."

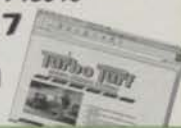
Bob Jerszyk, Millbury, MA

Turbo Turf®

1500 First Ave., Beaver Falls, PA 15010

1-800-822-3437

www.turboturf.com



To make the fastest
implement attaching systems, we set
our standards a little higher.



John Deere 4000 Series Tractors zoom from zero attachments to dozens in minutes. That's because our implement designers and our tractor engineers worked very closely together before the first tractor ever rolled off the line.

John Deere loaders have an integrated parking stand that folds up, while hydraulics lift the entire loader onto solid supports in seconds. John Deere backhoes were integrated with the tractor's rockshaft arms to raise the backhoe onto the tractor frame for a fast, and stable, connection. Both

take fewer than four minutes to attach and detach.

Rest assured, every one of the over 40 attachments available was designed with the same step-to-it mindset.

For a quick demonstration, just visit your local John Deere dealer

(call 1-800-537-8233 or visit www.deere.com for one near you).

Please, on your way there, follow all applicable speed limits.



5:00
minutes



4:00
minutes

4:00
minutes



USE READER SERVICE #93

Nothing Runs Like A Deere®



(continued from page 64)

sect and disease problems, watering, pruning, mowing, etc. Our customers are buying that service and expertise."

In addition to training costs, IPM causes equipment costs to rise. Ottley said IPM liquid applications require the use of twin-line hoses. "This is the equivalent of two spray hoses, which doubles your equipment

overhead," he explained. "The benefit of IPM isn't always profit. Initially, there are extra costs, but that levels out after a few years, and contractors will notice savings."

PRODUCT CHANGES. The changing nature of products introduced to the market will also drive or hinder future IPM use.

When Environmental Protection Agency (EPA) representatives announced the reexamination of chemistry classes such as organophosphates and carbamates as part of the 1996 Food Quality Protection Act (FQPA), it confirmed that new pesticides being registered will have a narrower area of control.

"Trends in pesticide development indicate that new products, while low in toxicity, will be more targeted in their pest spectrum," said Doug Spilker, turf and ornamental research manager, Bayer Corp., Kansas City, Mo. "The challenge is to maximize the strengths of each product. More specific timing recommendations for these products could reduce or delay the need for subsequent applications or rescue treatments."

"The new products provide us with more targeted options," concurred Rick Brandenburg, entomologist, North Carolina State University, Raleigh, N.C. "But now we don't have a chance to rescue plants from infestations as quickly. And the window of opportunity for controlling pests is smaller."

Many lawn care operators and pesticide manufacturers are also keenly aware of the fact that the FQPA could ultimately result in the cancellation of many pesticide products altogether or severely limit their applications, as it did with chlorpyrifos earlier this year.

"This jeopardizes urban and rural pest management efforts," according to the New York State Turfgrass Association. "Also, as valuable pesticides are lost, pest management experts won't be able to properly apply IPM, and the environment will suffer."

Despite this grim IPM forecast, Farrington said most lawn care company owners have adjusted well to the changing nature of product availability. However, using new or different products presents challenges.

"Contractors rely on certain products because they've used them for years and know they can spray a property and walk away without having to come back and deal with additional problems," Farrington explained. "There is a certain period of unreliability with the new product, which may not have as long of a residual or the same level of control as a previously used product."

Cost also becomes an issue when contractors are forced to use a different product. "Losing a product forces us to use an alternative that may not be as cost effective as the

(continued on page 68)

No Pain, All Gain

Thanks to this revolutionary design, your heavy tailgate can be raised and lowered with virtually no effort, keeping your back and your bank account healthy.

Back injuries are a serious problem. Back pain is the second leading cause of absenteeism from the workplace, after the common cold.

The Backsaver Tailgate Assist can also save you money on property damages.

"No more slamming the tailgate on your driveway or on your toes."



- Maintenance free with aluminum and stainless steel parts.
- Easy installation
- Conveniently mounts on most utility trailers
- Helps reduce back injuries and workman's compensation claims
- No more dropping heavy tailgates and risking possible damage to driveways and personal property.
- This product will not allow the tailgate to crash down on children or pets

P.O. Box 315 • Floyds Knobs, IN 47119

1-877-388-8895

Fax (812) 282-8141

www.thebacksaver.com

Back Saver™
TAILGATE ASSIST INC.
© 1999

Member of the
natm
NATIONAL ASSOCIATION OF TRAILER MANUFACTURERS

USE READER SERVICE #60

Think it looks bad?



**Wait til you see
what it really costs you!**

THE NATURAL WAY TO PROTECT AGAINST EROSION

Think the only bad thing about soil erosion is the way it makes your projects look? Think again! Erosion hurts the health of your business. For starters, there's the cost of using labor and equipment for clean up. But that's nothing compared to what failing to comply with today's more stringent erosion control laws can cost your reputation and your wallet!

Fortunately, there's an easy way to protect your profits. Install erosion control blankets from North American Green to:

- Keep wind and water from eroding soil while helping establish grass and other vegetation.
- Protect seed and soil from washing away under heavy rain.
- Prevent dirt and dust accumulation on driveways, sidewalks, and new building foundations. Also keeps sediment out of drainage pipes, ponds and streams.



14649 Highway 41 North
Evansville, Indiana 47725

www.nagreen.com



Protect yourself from the high costs of erosion.

Call your North American Green distributor or **1-800-772-2040**.

USE READER SERVICE #33

(continued from page 66)

product we were using before," Troutman pointed out. "Switching to a product that costs \$2 per square foot instead of 43 cents per square foot is difficult."

CUSTOMER HANDICAP. If lawn care technicians, industry educators and experts, manufacturers, legislators and environmental activists follow varying interpretations of IPM, imagine what customers must think of the process. Most lawn care companies practicing IPM are familiarizing their clients with the concept on a regular basis, but getting them to understand it has been challenging.

"We've tried to educate customers on IPM, but I don't think they fully grasp the idea," Ottley said. "They seem to understand it in tree care, but in lawn care they are used to being told that April is the time to treat crabgrass and August is the time to treat grubs so they don't believe we can actually scout for these problems.

Customers who are exceptionally hard to

educate are those who have been hit hard with an insect problem not caught through the IPM approach and they don't trust it," Ottley continued. "Even clients who are afraid of pesticides and don't want you on their property often don't fully comprehend the fact that with IPM you can use 20 percent less product and ease their pesticide concerns. The idea just doesn't sink in."

Because IPM is more intense than a typical mowing service, it is harder for customers to grasp, explained Mike Linker, extension agent, North Carolina State University, Raleigh, N.C. "Because of the difficulty in understanding IPM, more hand-holding is needed," he said. "Also, since IPM can cost more, it is hard to explain to customers how another company can offer what appears to be the same service for a lower price."

Viewing the situation from a client's perspective encourages lawn care operators to



understand why IPM might be intimidating. "When I pay a lawn care company to take care of my property, I want a healthy, disease-, weed- and insect-free lawn and landscape," pointed out Kyle Miller, senior technical specialist for turf and ornamentals, BASF Specialty Products, Richmond, Va. "You can tell me you're trying to reduce inputs, but in the end you have to do what it takes to satisfy me. If a problem gets out of hand, I'm going to tell you IPM is not working. Customers are paying you to take care of their landscapes with a higher level of service than they can perform themselves."

Despite the difficulties with customer communication concerning IPM, Halm said she thinks her customers understand the process. "There's a difference between practicing and marketing IPM," she said. "We market our level of service. People don't look at

(continued on page 139)

• Landscape Contractors • Lawn Maintenance Contractors • Chemical Lawn Care Companies •

Ornamental Shrub & Tree Service • Irrigation Contractors • Grounds Maintenance Companies

**DO YOU NEED
LEGAL LATIN WORKERS FOR
SEASONAL/TEMPORARY LABOR?**

- Our staff **selects qualified** people in Mexico, Ecuador & other countries.
- **Legal Workers** with Visas and Social Security Numbers.
- Serious reliable people who **want to work** and need to work.
- Our attorneys handle all the details!
- It's **easy** to get started. Give us a call, fax or E-mail.

MARCUS DRAKE CONSULTANTS
Reg. Trade Name of Coral Reef Trading, Inc.
Park Ridge, New Jersey
Phone 201-505-9122 • Fax 201-930-0629
E-Mail marcusdrakeh2b@yahoo.com

1-888-544-9122
SERVING COAST TO COAST

• Landscape Contractors • Lawn Maintenance Contractors • Chemical Lawn Care Companies •

USE READER SERVICE #61

**YOUR BEST INVESTMENT
DOWN THE LINE**
THE L-2 UNDERGROUND PIPE LAYER

- Lays pipe or cable
- Simple, efficient all mechanical drive
- Rugged yet compact and highly maneuverable
- 850 lbs. on rubber tracks provide for minimal lawn damage
- Reliable, consistent performance in a low maintenance machine
- Operator training provided
- 16 hp. Kohler magnum engine
- Boring attachment available

LINE WARD
CORPORATION
157 SENECA CREEK ROAD
BUFFALO, NY 14224 • 716 675-7373
FAX 716 674-5334 • 800 816-9621

USE READER SERVICE #62

WHEN IT COMES TO TREE AND WASTE PROCESSING EQUIPMENT

LOOK TO **BANDIT**

FOR THE BEST AND MOST COMPLETE LINE OF HAND-FED CHIPPERS



Seven Models of hydraulic feed disc style chippers with 6", 9", 12" & 18" diameter capacities

Models of conventional Drums

The NEW Intimidator hydraulic feed Drum chipper



The most effective waste reducer and mulch producer available - process stumps, logs, brush, pallets, railroad ties, wet leaves, construction waste and demolition material.



The most productive, cost effective whole tree chippers - towable and self propelled 14", 18" & 19" diameter capacity chippers.



Chipper chipbox combo



Big log and stump splitter



BANDIT INDUSTRIES, INCORPORATED

6750 MILLBROOK ROAD • REMUS, MI 49340 PHONE: (800) 952-0178 OR (517) 561-2270 • FAX: (517) 561-2273
E-Mail: brushbandit@eclipse.net • Website: www.banditchippers.com

by Kristen Hampshire

There's more on the rack than apparel for contractors who dress employees. Image, pride, professionalism and safety are some matches for success.

Uniform APPEAL



Lawn and landscape employees are models for their companies, and the uniforms they wear on the job can project a clean-cut image that identifies their trade and portrays unity and quality service. If a client's front yard is the runway for first impressions, contractors are wise to outfit their employees in professional garb.

While the "contractor catwalk" might not be a show of trend-setting technicians, workers tout advantages of company attire – comfort, camaraderie and pride. Standing out isn't necessarily the goal – uniformity is. "Perception is reality," noted Terri Myers, office manager, American Beauty Landscaping, Youngstown, Ohio. "Inevitably, everything boils down to the client and customer service, and when our company name is visible, it establishes credibility."

ACHIEVING THE LOOK. Myers admits her company's navy blue uniforms are not flashy – the logo is sized for visibility and workers pair knit shirts with either khakis or jeans. But making a fashion statement isn't the goal for American Beauty Landscaping.

"We want to establish professionalism, first off," she explained. "We tried it the other way – without uniforms – and we had a couple of instances where people wanted things under their own liberty. We tried to accept this under certain circumstances, but there was animosity between employees and there wasn't a professional character on the job site."

Some technicians arrived to work in army fatigues instead of jeans, and workers would substitute their uniforms with T-shirts when they didn't have clean attire, she said. Establish-

(continued on page 72)

DESTRUCTIVE TURF INSECTS

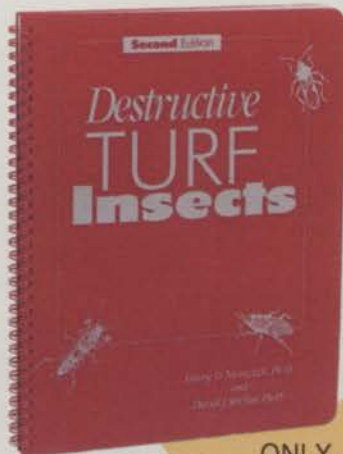


2ND EDITION

by Harry D. Niemczyk, Ph.D.
and David J. Shetlar, Ph.D.

The newly revised, definitive, practical guide to destructive turf insects for turfgrass owners, sports field managers, lawn service operators, golf course superintendents, students, and others involved with turfgrass management.

- Based on 50 years of collective experience from two of the foremost authorities in turfgrass entomology.
- 148 pages written in easy-to-read language with 447 color photos and 116 line illustrations.
- Filled with accurate biological information and aids for diagnosis and identification of cool and warm season turfgrass pests.
- Offers multiple approaches for the control of turfgrass pests.
- 8½- x 11-inch durable plastic cover with heavy wire binding.



ONLY
\$49⁹⁵

2-10 copies, \$44.95 each,
11 or more copies,
\$39.95 each

To order, **CALL** the Lawn & Landscape Media Group
at **800/456-0707** or **VISIT** www.lawnandlandscape.com.

Available for immediate order!

Please allow 2-4 weeks for delivery.



"The book has outstanding photos and is a must-have reference for every golf course superintendent's library."

— PAUL LATSHAW, CGCS
Superintendent, Winged Foot Golf Club
Mamaroneck, New York



"I showed the book to my service managers, and they were overwhelmed with the volume of information. 'When do we get our own copies?' was their reply. The book will be as much a part of a lawn technician's arsenal of information as their map book."

— JOE REYNOLDS,
President, Ohio Lawn Care Association
The Black Diamond Lawn Care Company
Toledo, Ohio

DTIAD

Employee Uniforms

(continued from page 70)

ing a code of uniformity for her workers created a clean-cut team and garnered positive feedback from customers, who appreciated easy identification of workers on their property, she added.

"The key is that employees go to a person's home," stressed Neil Lazaroth, co-owner, Clean Uniform Company, St. Louis, Mo. "They want to project an image that the company knows what it is doing – that it's professional and the employees are clean and neat and look attractive. Uniforms help that identity program."

Uniformity means choosing a color, a logo and an overall image, Lazaroth added. With various shades of green available, employees could choose different shades, resulting in a green-graded rainbow. Lazaroth recommended setting a company standard by ordering matching separates from a uniform service or catalog.

"A good baseball team is going to be wearing the same uniforms – the same color,

same logo," he compared. "Uniformity projects quality, efficiency, reliability and a winning spirit – a winning team."

Contractors shouldn't skip on uniform essentials, he added. "If you send out a baseball team with just shirts on, you don't do the whole job. They have the same socks, shoes, pants – a whole look. At a minimum, they wear pants and shirts."

Besides achieving a cohesive look, uniforms flaunt both economic and safety benefits. Lazaroth said studies suggest companies that provide employees with uniforms can charge more for their services, and their technicians are less prone to work-related injuries. "I think when people are in their own raggedy jeans, then there's less concern about their personal appearance and their work tends to get sloppy," he related.

Admitting that she is a "believer in first



Companies that outfit their employees in clean-cut uniforms gain a customer service edge and promote a cohesive, team atmosphere for their workers.

Photo: WearGuard

impressions," Karen Sikes, manager, Sunshine Spray Services, Auburndale, Fla.,

considers uniforms a sign of caring about company details, protecting technicians from the elements and presenting a fresh image to clients. "In our business, people don't want dirty, nasty, sweaty," she said, laughing.

"We know how to put the window dressing on and give people a sense of security – a sense that our employees know what they are

(continued on page 74)

Self-contained 1/2 HP, 3/4 HP, and 2 HP Floating Aerators. Optional lighting package now available.

Kasco[®] Display Aeration

Attractive Water Quality Management At Affordable Cost (from under \$1,000*)!

8400/JF Decorative Aerator shown with optional L-375 lighting package.



Manufactured by:
KASCO MARINE, INC., 800 Deere Road, Prescott, WI 54021-1241
(715) 262-4488 • FAX (715) 262-4487 • www.kascomarine.com

**Suggested list price for F2400/VF, freight and taxes not included.*

SHIPPED VIA





Make it look easy.

Getting what you need, where and when you need it should be a simple job.
But it's usually a balancing act.

Egarden.com gives you all the resources you need at your fingertips.

- A wider variety of live goods from findplants.com.
- Hard goods and professional use products from our Wholesale Store
- The latest information on your region and the industry.

All this and more, all in one place. No more mountains of catalogs, just one-stop shopping,
24 hours a day, at the click of a mouse. What could be simpler?

Visit www.egarden.com to get registered or call 1-877-4-EGARDEN—there's no obligation and it takes less than 5 minutes.

egarden.com
The lawn and garden industry's online marketplace

Auction

Wholesale Store

Classifieds

Stocks

Newsletter

Calendar

Not a consumer site. For registered businesses only.

USE READER SERVICE #35

Employee Uniforms

(continued from page 72)

doing," she continued. "If you put a company with good service and good appearance together, you will be successful."

Sikes is adamant in her theory, commenting that she would pay for uniforms out of her own pocket if necessary. She washes her two technicians' shirts herself in a separate washing machine she keeps in her garage, collecting all of the "work" laundry in a

designated hamper. "My guys are too important," she remarked.

And "the guys" echo the importance of coordinating apparel, she said. "They are as bad as kids at Christmas when I get new uniforms," she related. "The younger employee of the two didn't see the value of uniforms at first, but he has since. The older of the two always said he felt like a different

person when he put the uniform on. I think it was the fact that he was a part of something successful, his name was on it and it was especially for him."

PICKING FROM THE RACK. Choosing apparel to suit company needs goes beyond picking among polo shirts and pants. Contractors must consider their target market and environment before deciding on a uniform that will best serve employees. No two companies are alike – while one operation provides pesticide applications, another engages in major installations. Certain tasks require special protection, which needs to be examined before committing to professional dress, stressed Kerry Ashforth, business account manager, WearGuard, Norwell, Mass.

"Sometimes companies that apply pesticides will want protection for their employees, so they might order coveralls," she noted. "A lot of companies handle the transportation end of things where they are doing deliveries and they want drivers to look professional, yet remain cool and comfortable. They look for abrasion resistance because they wear a seatbelt and they don't want a patch of worn-out twill near the middle of their shirt."

Companies should look for uniforms that stand up to excessive washing, abrasion, stains and heavy wear. Fabric can be treated with a soil release finish to prevent stains and fading. Poly-cotton blends are popular among contractors because they do not wrinkle, can be laundered easily and retain color, Ashforth said.

After assessing the toll job requirements take on material, companies can customize their uniforms based on the client base, she noted. While landscape operations that service high-end customers seek a classier look – polos vs. T-shirts – companies who do not focus on upper-crust commercial accounts might lean toward more casual attire. "Uniforms should reflect the image of their clientele," Ashforth commented.

Contractors target dress to meet customer expectations, and today they are much more style-savvy when placing orders, noted Daniela Quilter, marketing and merchandise manager for rental apparel, G & K Services, Minnetonka, Minn. "People are becoming a little more fashion conscious about

(continued on page 76)

SOIL WITHOUT SWEAT



2 weeks later

- **BUSINESS CAUSES ENOUGH PERSPIRATION . . .** So why not purchase an Express Blower to spread your soil?
- **SKIP THE WATER BREAK . . .** No need to slow down with the one step soil or compost **Terraseeding™** injection process.
- **PROVEN PERSEVERANCE . . .** With over 50 years of experience, Express Blower provides the most advanced technology for even the largest jobs.
- **RELAX . . .** No where else will you find the comfort of helpful customer support than with the Express Blower team.



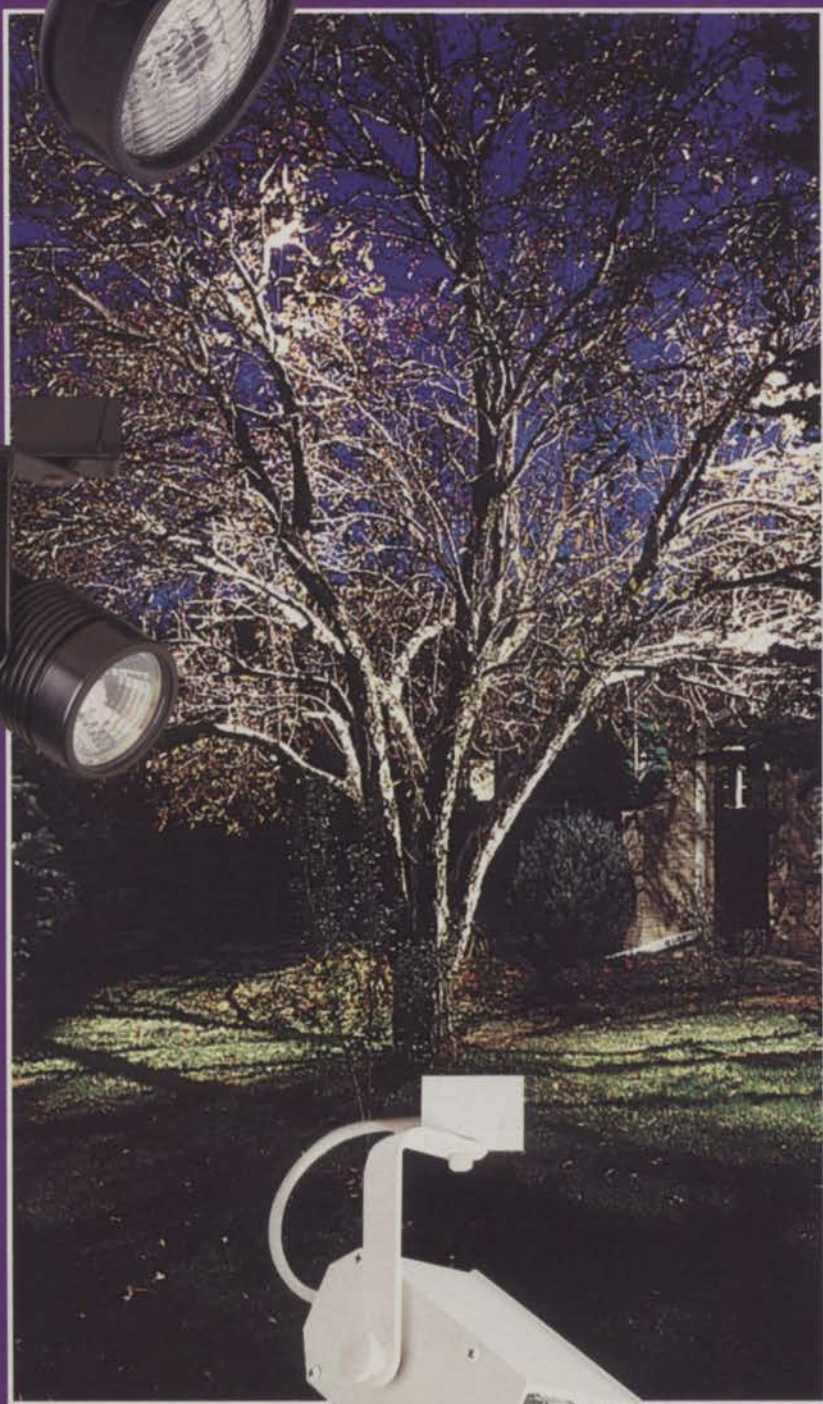
800-285-7227

Express Blower

www.expressblower.com

A division of Rexus Forest By-Products, Inc., Eugene, OR

Track Lighting Branches Out



Try this paradigm shift: you don't have to light the landscape from ground mounted fixtures. With select Luma After-Sunset® low voltage track fixtures, you can provide light from above. **They are UL Listed for wet locations!** And they are available only from Ruud Lighting. Let your imagination go wild... because you don't have to mount fixtures in the ground.

- Moonlighting in trees
- Accent lighting in outdoor terraces
- Highlighting plant specimens in a garden
- Lighting gazebo interiors
- Spotlighting a trellis from a mounted fixture
- Ambient lighting for patios

But if you do want ground mounted path and directional lights with a superior finish, the balance of the Luma After-Sunset line will help you obtain the right lighting effect for any landscape situation.

**RUUD
LIGHTING**

An Advanced Lighting Technologies Company

Quality for less... Buy Factory Direct

- (800) 236-7000
- In Canada (800) 250-4888
- www.ruudlighting.com

USE READER SERVICE #36

Employee Uniforms

(continued from page 74)

what's going on around them," she observed. "The variety of apparel has become more important and we try to service that demand. We have been working on expanding our uniforms to offer our customers an edge."

Popular options include polo and denim shirts, relaxed-fit pants and shorts in softer fabrics, Quilter said. "Comfort is a factor for those who are wearing uniforms, and employees have responded well to these changes because we are basically giving them options."

MAKING AN IMPRESSION. Companies generally stick with a uniform style and design for quite some time, ordering replacement shirts each season. Uniform appearance is evolving, but most follow a traditional suit when ordering professional attire. Some, however, rely on attention-grabbing attire to distinguish their company from competitors. John Ross, president, John Ross, Flat Rock, N.C., said his signature teal-colored shirts are notorious eye catchers.

"When I first started, we had two guys," he explained. "We just cut grass, and we would have one yard on one side of town and one on the other. People would say they spotted us, so it made us look like we had more people than we did."

The visibility of his company's shirts is an advertising tool, and after expanding the business from two to 26 employees Ross is reluctant to modify company dress.

"The shirts are free advertising - Yellow Pages are expensive," noted Dennis Rocheleau, executive director, Innovative Landscapes, Ltd., Lapeer, Mich. "We have referrals that have called just because we were there - the neighbors saw us."

Such employee recognition is an asset not only for promotional purposes, but also for safety reasons. Ashforth cited a situation where a customer misidentified a cable company that didn't previously outfit their employees. While the technician was installing

"Uniformity projects quality, efficiency, reliability and a winning spirit - a winning team." - Neil Lazaroth

cable, the homeowner pulled a shotgun on the worker, she said. "This incident made the cable company rethink their position on identity apparel. That was the impetus for going to a uniform program."

Dennis Minelli, operations manager, Twombly Nursery, Monroe, Conn., added that providing uniforms that feature his company's logo allows customers to understand his mission and purpose. "If a customer looks out their window and sees a rock 'n roll T-shirt and a pair of broken-down jeans, they might say, 'What are you doing here,'" he described. "I think clients like to see some sort of continuity so when they see six guys in their yard, they know they belong there."

(continued on page 97)

HADCO
A GENIUS COMPANY

Stone Manor Lighting

SPECIAL LITE

CopperMoon, Inc.™

KIM LIGHTING
Light fare by
Rockscapes

OASE

VISTA

WESTAR
LIGHTING

Nightscaping

hinkley lighting

Designers Fountain

SPJ LIGHTING INC.
Classic solid brass outdoor lighting

Fi FOCUS
LANDSCAPE LIGHTING

Cascade Lighting Inc.

We have the most popular fixtures from leading manufacturers in stock for immediate shipment anywhere in the United States.

330-253-6765 • FAX: 330-253-6764
290 Opportunity Pkwy. • Akron, OH 44307

Please call for a complete list
1-800-758-6359
Visit our web site at www.cascadelighting.com

USE READER SERVICE #66

Now appearing online! Visit our Web site... www.lawnandlandscape.com

Lawn & Landscape[®]

State of the INDUSTRY Report

Contractors continue to report strong growth trends, but some uncooperative weather, a lack of labor and increasing regulations present challenges.

By Bob West



SPONSORED BY **LESCO**[®]

I

Life in the lawn and landscape industry is very good these days. In fact, you could make a pretty strong argument that there has never been a better time to be in the business of installing and maintaining landscapes for residential and commercial customers.

Sure, there are challenges making contractors' lives more difficult: the national unemployment rate remains so low that the only people unemployed today are in that situation because they've elected not to work, and environmental lobbying efforts in Washington, D.C., and state capitals around the country seem to be gaining steam.

Still, the industry continues moving forward, growing all the time. A survey conducted on behalf of *Lawn & Landscape* found that nearly two-thirds of the industry – 64.5 percent, to be exact – expect revenue to grow this year, and this growth will occur at an average of 15 percent. These numbers represent a slight slowdown from last year's survey when approximately 72 percent of respondents called for growth, but more companies are expecting this to end up as a year with little to no growth

State of the

INDUSTRY



BY THE Numbers

PERCENT OF TOTAL REVENUE

Avg. 1999 Revenue	Avg. 1999 Revenue	Years in business	Avg. full-time employ.	Avg. seasonal/part-time employ.	Phys. lawn maint.	Chem. lawn care	Chem. tree/ornamental care	Phys. tree/ornamental maint.	Design Install.	Irrigation	Snow removal	Other
Less than \$100,000 (36,000 companies)												
\$52,400	\$47,200	8.5	1.2	1.3	52%	9%	1%	11%	20%	0%	2%	1%
\$100,000-\$500,000 (36,000 companies)												
\$220,300	\$193,300	16.8	3.0	2.4	31%	9%	3%	8%	28%	11%	4%	6%
\$500,001-\$1 million (8,100 companies)												
\$672,500	\$536,300	20.6	9.2	7.3	28%	10%	3%	8%	30%	6%	3%	11%
More than \$1 million (9,900 companies)												
\$2,068,700	\$1,869,200	25.4	29.7	13.5	19%	16%	4%	6%	33%	10%	1%	9%

-24 percent of respondents - compared to about 20.7 percent last year. By contrast, only 11.5 percent of industry companies expect to generate less revenue this year than they did last year, compared to 10 percent last year.

The fact that the industry's growth seems to be slowing is an issue that bears further examination. While some contractors have reported pockets of market softening, this is generally attributed to 2000 being a general election year, which often results in increased caution among some people. At the same time, the tribulations of the stock markets and gradual increases in interest rates have reined in the rocketing economy in general, and all segments of the economy are certain to feel the impact.

Taking a more microeconomic view, however, there are other factors that would indicate that if there is any slowdown in the market's growth it may not be indicative of decreasing demand for professional landscape services. The most obvious challenge impacting contractors' growth is, of course, the labor market. A 4 percent unemployment rate means the labor pool necessary for a business to hire employees and drive growth evaporated years ago.

In addition, this year *Lawn & Landscape's* annual research included more in-depth examination of the number of businesses within this industry, which is a challenge to figure out because of the industry's fragmented nature. Our analysis, based on a number of sources, found that the professional business units serving this industry in the year 2000 can be

REVENUE/EMPLOYEE

Less than \$100,000	\$16,900
\$100,000-\$500,000	\$24,200
\$500,001-\$1 million	\$40,700
More than \$1 million	\$50,000

*Credit:
Lawn &
Landscape
survey*

estimated at approximately 90,000 legitimate companies offering some mix of lawn care and landscape services. It should be noted, however, that this number does not take into consideration the number of individuals offering lawn and landscape services themselves without forming a legitimate business. This represents a significant increase in the competition present in the industry. Perhaps this is one downside to the general public's heightened awareness of this industry - more individuals are aware of the tremendous potential for developing their own lawn care or landscape organization.

The weather also presented its annual series of challenges throughout the 2000 season, although these conditions were different than the climatic concerns the industry grappled with in 1999. Whereas last year brought drought conditions to most of the country east of the Rocky Mountains, 2000 brought above-average rainfall to much of the Midwest and New England. The South and Southeast, however, continued to endure drought conditions throughout spring and well into summer.

SPECIAL Report

But as this year draws to a close, conversation with contractors from all sectors of the industry are positive about the success contractors enjoyed this season and their prospects for the future.

"There seems to be a lot more money being spent this year on landscape projects than there was last year, and last year was a good year," observed Tim Kilgallon, president, CSI Landscaping, Scarsdale, N.Y. "The installation jobs are getting bigger, and people don't want to have to wait."

"We're having a record year," noted Joe Sander, sales manager, Fredericks Landscaping, Cincinnati, Ohio. "The economy is the big push with commercial buildings going

up and residential projects just seem to be getting bigger and bigger. We're working hard to make sure we temper our growth and do this the right way."

"Our market is strong all the way across," agreed John DeBell, president, Clippers, Chantilly, Va. "We're seeing a lot of building, and the housing market is out of sight with a lot of apartments going in as well."

"We can grow as fast as we want now, and we retained 84 percent of our customers from last year," said Tom Walczyk, president, Emerald Earth, Middleton, Conn.

THE Companies

Companies	90,000
Employees	1,035,000
Average years in business	15.1
Average year-round employees	7.0
Average seasonal/part-time employees	4.5
Average revenue per employee....	\$59,200

"We've consistently grown close to 30 percent every year for the last five years," related Maria Threadgill, operations manager, James River Grounds Management, Richmond, Va.

Hispanic HELP

THE GOOD NEWS is that the United States economy continues to steam forward to all-time highs. The bad news is that most industries are reaping the benefits of these good times, which means everyone is employing as many people as possible. As a result, unemployment continues to hover around 4 percent nationally and the people who do work in the lawn and landscape industry are doing so for higher wages.

As a result, many companies have turned their eyes south, beyond the U.S. borders, to Central and South America for potential employees. According to a recent *Lawn & Landscape* industry survey, better than 54 percent of the magazine's readers currently employ at least one Hispanic employee. And, not surprisingly, the use of this immigrant la-

bor force becomes more likely as companies increase in size – almost 95 percent of the survey respondents generating in excess of \$1 million in revenue employ at least one Hispanic.

What was surprising, however, is that the percentage of a company's total workforce that is comprised of Hispanics is almost identical for companies above and below the \$1 million mark. Slightly more than 48 percent of the employees working for respondents doing less than \$1 million who employ immigrant labor are Hispanic, while 47.2 percent of the employees at companies greater than \$1 million who employ immigrant labor are Hispanic.

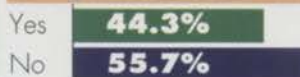
One note of interest was the number of smaller companies reporting that, although they employ at least one Hispanic, less than 10 percent of their overall workforce is Hispanic. This was true for 34.4 percent of the respondents, which would indicate that many companies are just beginning to experiment with the idea of a multi-cultural workforce. Based on the fact that none of the responding companies of similar size reported that Hispanics comprise between 11 percent and 30 percent of their workforce, it would seem likely that once companies hire their first Hispanic employees they are likely to hire many more or not employ any at all.

DO YOU HAVE ANY HISPANIC EMPLOYEES?

Overall



Companies less than \$1 million



Companies greater than \$1 million



Credit: *Lawn & Landscape* survey

If you buy equipment from one company, fertilizer and control products from another and seed from somebody else, we may take a little getting used to.

Think about it. Why do business with one supplier for this and another for that when there is one company that offers everything you need to run your landscape maintenance operation. It makes perfect sense. A full line of equipment, fertilizer,



seed, herbicides, insecticides and fungicides in one place. Plus replacement parts, protective clothing, spring-flowering bulbs, wildflower seed, safety equipment, hand tools, irrigation supplies, ice melt products...and so much more. All top quality and intended specifically for professional use. That's important.

Get used to it. Product selection and convenience like nothing you've ever seen before. Only from LESCO. Stop by one of the



234 LESCO Service Centers®, contact your LESCO professional or give us a call at 800.321.5325.

LESCO®
GROW WITH US.™

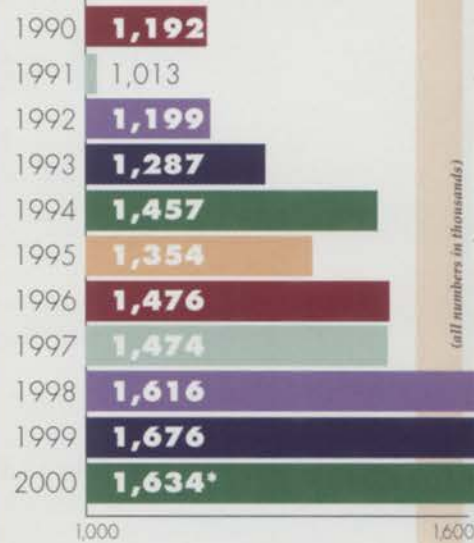


Housing STARTS

New housing starts are good for a number of industries, lawn and landscape included. In fact, many industry analysts have observed that the fortunes of this industry can often be found to follow about nine months behind the housing industry since the landscape trade is often among the last to show up on a new property.

The growth period of the mid- and late 1990s that the landscape industry

has enjoyed can be attributed at least in part to the increased amount of new home construction in this same period. Climbing interest rates, however, have tempered housing construction to some degree. Unless the third and fourth quarters of this year deliver some stronger numbers than are expected, this year will mark the first year since 1995 that new home construction dipped significantly from the preceding year.



Source: www.economagic.com

* 2000 data is forecasted based on results from January 2000 through August 2000

"To tell you the truth, if you're not doing well right now in this industry then you've got a problem," noted George Gaumer, vice president, commercial grounds maintenance, Davey Tree, Kent, Ohio.

MARKET DRIVERS. What is driving the good times for the landscape industry? The economy, the aging baby-boomer population, a workplace environment demanding more time of employees and more double-

income families, and maturation among landscape professionals have all contributed to the industry's growth.

"The right customers, the ones we try to get ourselves in front of, recognize good landscapes and they want quality," remarked Gaumer. "Those people are the top one-third of the population, and they represent a very vibrant market."

"Fifteen years ago, I couldn't tell you what a home equity loan was, but now they're used so commonly as people reward themselves," commented Marty Grunder, president, Grunder Landscaping, Miamisburg, Ohio. "This has put us in a situation to say what work we will and won't do, and we're telling people 'No' more than ever before. We're especially turning people away who we've never done anything for before or people who invite us and five other companies to bid on a job."

"We generally try to overbook for the summer months to get us through any slow times, but that wasn't a problem this year," enthused Brent Flory, president, Freedom Lawns, Delphi, Ind. "We even wanted to control our growth this year because it's happening so fast, but there were just too many

Methodology

THE STATISTICS IN this year's State of the Industry Report are derived from two surveys – one conducted by *Lawn & Landscape's* research department and another conducted by an independent research firm on behalf of *Lawn & Landscape*. We sent a survey to a total of 1,500 lawn and landscape firms randomly selected from our reader database and 1,500 firms randomly selected from an outside list of lawn and landscape firms. This approach was taken to better analyze the entire industry, and the return rates for the surveys were 23 percent and 25 percent, respectively.

This year, survey data were analyzed by distinct revenue ranges that reflect the diversity of industry participants. This differs from our past approach of presenting broad market averages. We feel this analysis of a broader sampling of participants by revenue range presents a more complete and meaningful picture of professional lawn and landscape activity. These revenue categories – less than \$100,000 in annual sales, \$100,000-\$500,000, \$500,000-\$1 million, more than \$1 million – were selected because our analysis shows that they mark key points in the typical lawn and landscape company's growth.

Growing AGAIN

good opportunities out there to pass on."

Some companies are using this flourishing market as an opportunity to prepare themselves for the future. "In the next 12 months we want to move our maintenance from where it is now, about 6 percent of our revenue, into the 40 percent range," said Kerry Rotolo, president, Jack's Landscaping, Slidell, La. "We're consciously going after that work because we have to replace the revenue we see going away when the construction spending slows down."

"We're working hard to prepare for the future," seconded Kilgallon. "We've paid down most of our debt and we're making large capital purchases now, so even if we don't have the same, large installation dollars coming through a few years from now we'll still have good equipment."

For lawn care companies, weather has been the name of the game. "We see the power of rain," commented Joe Reynolds, lawn care service manager, Black Diamond Lawn Service, Toledo, Ohio. "Going into this year all the forecasters talked about was a drought for the Midwest, but we've been as far from that as possible. The rain has created a host of other problems with delays in getting to customers and increased fungus, but I'll take that any day over a drought. We look like heroes when it rains."

"This year we've been inundated with rain in New England, so we've got weeds coming up everywhere and red thread on 75 percent of the lawns," Walczyk observed.

"What a difference a year makes," agreed John Buechner, director of technical services, Lawn Doctor, Marlboro, N.J., adding that the complete impact of this year's rain won't be fully understood until sometime next year. "This year we'll probably do less seeding business because everyone's lawns are green and they may not buy seeding even if the lawn is thin. But there's also a greater chance this year and next year of weed, disease and insect pressure. For example, the crabgrass germination period may have been extended this year because of the wet, cool weather, and if the crabgrass goes to maturity and

DESPITE THE LABOR SHORTAGE that has limited so many lawn and landscape companies' ability to take on as much new work as they would like, a *Lawn & Landscape* survey of industry companies found that most firms continue increasing their annual sales.

Almost two-thirds of the survey respondents indicated their 2000 sales would represent an increase over their 1999 sales. These companies who said their businesses would grow this year also noted that, on average, they will grow by 15 percent. While these numbers continue to be impressive, the 24 percent of respondents who reported that 2000 revenue will be comparable to 1999 revenue is up significantly from last year's 20.7 percent who reported that they didn't grow from 1998 to 1999.

The number of contractors reporting possible decreases in revenue from last year to this year is up slightly from 10 percent to slightly more than 11 percent this year. On average, these companies expect revenue to drop 15 percent this year.

	2000	1999	1998	1997
Increase	64.6%	70	72	66
Decrease	11.5%	10	3	9
No change	24.0%	20	25	25

Source: Research USA

seeds beyond July 4, which is when most preemergent barriers wear out, then we'll see more crabgrass next year."

GOING INTO LABOR. Contractors can't talk for long about their businesses without lamenting the labor situation in some way, shape or form. For many companies, simply finding people to put in the field behind a mower or to push a spreader is a challenge. Other companies struggle to identify individuals qualified to function as a foreman or supervisor, a position that is perhaps as critical as any other to profitability on a job-by-job basis.

Gaumer explained that entry-level labor has been more readily available to Davey Tree this year for some reason, but the foreman and supervisor positions drive growth in the field, and those employees have been almost impossible to locate. "The skill positions - crew leaders, licensed pesticide applicators and foremen - are becoming increasingly difficult to fill," he said. "Good companies are growing these days so we could really stand to have some more promotable people enter the job market."

"Our biggest challenge this year has been the same as last year - we can't find the middle managers to run the crews," noted

SPECIAL Report

Threadgill. "The H2B program takes care of our regular labor issues, but then we're lucky to get one out of 100 of those employees who will get his or her driver's license. And finding spray technicians is pretty much impossible right now."

The H2B program has become a popular solution to the field labor shortage for many companies, and this has accelerated the evolution of the landscape workforce into a multicultural ensemble of workers from North America, Central America and South America. Companies that participate in the program receive temporary work visas through the federal government and then work with an H2B company to locate His-

panic individuals to come to the United States and fill those available positions.

"We have 85 H2B employees right now, and the only problem is that this is putting a Band Aid on a big problem," Threadgill explained. "I get nervous because we get more dependent on the program each year, and there are people in Washington, D.C., who want to eliminate or scale back the program."

"We have about five to eight Hispanic employees, which is less than other companies, but we'll probably need to look for more immigrant labor as we grow," added Sander.

"The biggest issue for us is labor, and what makes it even more difficult for us is that we have to have people with a valid

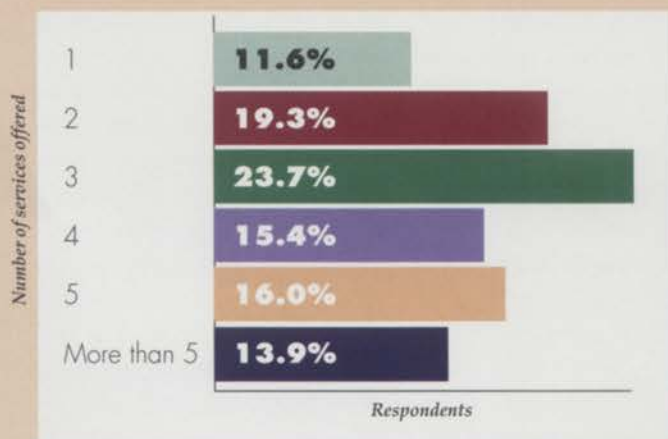
driver's license," explained Buechner. "Landscape companies don't deal with this problem for all of their crew members."

The tremendous competition for available labor has necessitated another change for lawn care companies, especially those located in northern climates that traditionally lay employees off in the winter. "This is the time to get creative," explained Reynolds. "One of the knocks on this industry used to be that you would get laid off each winter, but that doesn't happen any more."

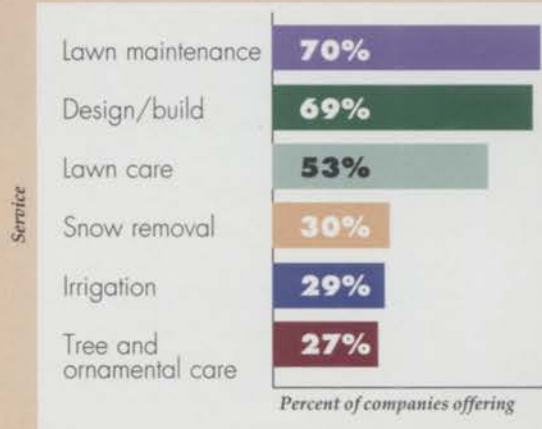
"Some of the smaller companies have decided that they have to come up with some way to keep labor employed through the winter or they have to take less profit to keep

Services GALORE

THERE ARE TWO contrasting schools of thought regarding what it means to be a service company. The first holds that consumers – residential and commercial – are interested in consolidating service providers, and a successful lawn or landscape company needs to offer multiple services to grow and satisfy its customers. The alternative is the idea of "doing one thing and doing it well" that many companies choose to subscribe to. The rationale here is that by offering too many services a company will lose site of its core business and waste resources doing work that it isn't qualified to perform.



Source: Lawn & Landscape survey



Source: Lawn & Landscape survey

Convincing arguments can be made for both positions, and truly successful companies can serve as illustrations of the benefits of both approaches. As time goes on, however, the lure of increased sales and the need to satisfy customer demands seem to draw more and more companies into the full-service realm.

A Lawn & Landscape survey found that 13.9 percent of industry companies offer more than five services to their customers, while 11.6 percent offer just one service. (See left box).

Physical lawn care – mowing, trimming, edging, etc. – is obviously the most popular service for companies to offer. But as the trend toward full-service continues, services such as irrigation and tree and shrub care continue to catch up to the pack in terms of how commonly they are offered. (See box above).

AS THEY Grow

OF PARTICULAR INTEREST is the evolution of the typical lawn and landscape company. Not surprisingly, *Lawn & Landscape's* research reinforces the popularity of some add-on services, such as irrigation and tree and shrub care. What is a surprise, however, is the percentage of companies generating more than \$1 million in annual revenue

who offer physical lawn maintenance service (53 percent) compared to the companies generating less than \$100,000 in sales offering that service (80 percent).

However, an examination of research about the percentage of revenue different-sized companies derive from different services indicates that compa-

nies with more than \$1 million in annual sales rely much more heavily on design/build/installation and irrigation work for revenue than do smaller companies. On average, these two services provide 43 percent of revenue for companies in excess of \$1 million in annual sales compared to 24 percent of revenue for companies generating less than \$100,000.

Less than \$100,000:

Physical Lawn 80%	Chemical Lawn 54%	Chemical Tree 15%	Physical Tree 60%	Design & Installation 58%
Irrigation 13%	Interior 3%	Snow Removal 22%		Other 3%

\$100,000 to \$499,000:

Physical Lawn 68%	Chemical Lawn 54%	Chemical Tree 29%	Physical Tree 54%	Design & Installation 73%
Irrigation 37%	Interior 3%	Snow Removal 35%		Other 22%

\$500,000 to \$999,000:

Physical Lawn 71%	Chemical Lawn 54%	Chemical Tree 39%	Physical Tree 61%	Design & Installation 82%
Irrigation 29%	Interior 4%	Snow Removal 39%		Other 25%

More than \$1 million:

Physical Lawn 53%	Chemical Lawn 50%	Chemical Tree 39%	Physical Tree 45%	Design & Installation 79%
Irrigation 50%	Interior 11%	Snow Removal 26%		Other 21%

Source: *Lawn & Landscape* survey

them because there is no guarantee that people who are laid off in the winter will come back in the spring," added Buechner.

"You automatically know that whoever shows up to work for you is potential trouble because if they're out of work now then they don't want to work," recognized Brent Flory, president, Freedom Lawns, Delphi, Ind.

"Then figuring out how to retain people I do hire through the winter when we only get about 24 inches of snow may be the biggest problem I have right now."

Other companies are convinced there are solutions to the labor situation if you take the right attitude. "Part of the problem for a lot of companies is that they keep saying, 'I can't

find help,'" remarked Grunder, adding that he looks for unconventional solutions. "Sure, the help wanted sign goes out in front of our office every morning, but we've also got firefighters working for us with odd hours, we run wacky ads in the newspaper and we focus on the intangibles - having cookouts, sending thank-you notes and so on."

**A good business relationship
begins with quality products.**



But a great business relationship includes outstanding service, convenience and value.

LESCO offers the most complete line of professional products in the landscape management business. But quality products are just the beginning. Service, convenience and value make the relationship complete.

SERVICE. Every product LESCO sells is backed by service and technical expertise. With knowledgeable professionals at all LESCO Service Centers® and a full staff of technical service representatives at our corporate headquarters, product recommenda-

tions and technical input are yours for the asking. Whether it's agronomic program development, soil testing or locating a hard-to-find item, LESCO can help. And with on-site service technicians at most locations, equipment service and repair are also part of the package.

CONVENIENCE. With 234 LESCO Service Centers in 38 states, most landscape managers can simply pick up the product they need, when they need it—even on Saturday. And that's not all. LESCO also offers traditional direct delivery,

a just-in-time program and an express ordering system.

VALUE. Put it all together and what you have is an overall commitment from a company dedicated to meeting your needs. That's called value. It's everything you could ask for in a great business relationship. For the location of the LESCO Service Center nearest you, call 800-321-5325.

LESCO[®]
GROW WITH US.[™]



Application
Equipment



Fertilizer



Turf Maintenance
Equipment



Control
Products



Turfgrass
Seed



Irrigation
Products



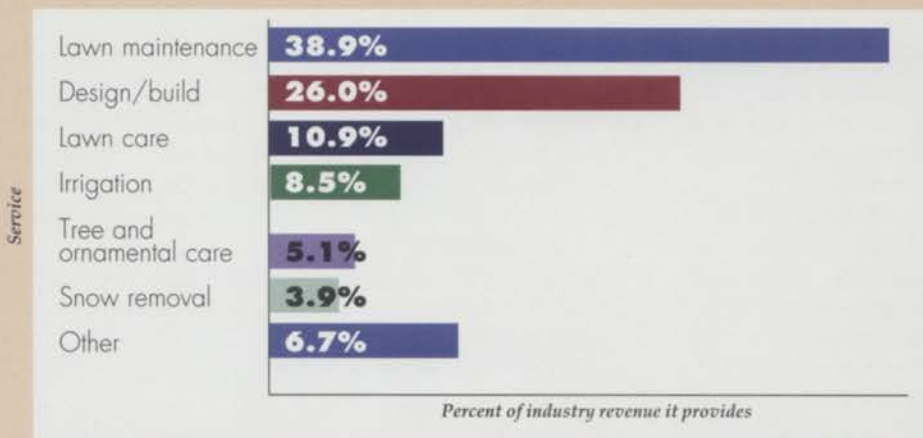
Combination
Products

Revenue SOURCES

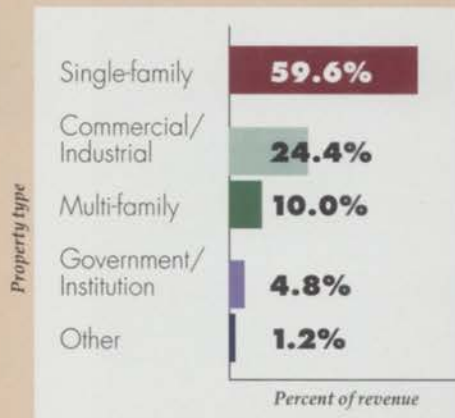
AT THE END OF THE DAY, the dollars have to be there for a company to succeed. Despite its increasingly full-service nature, this industry continues to be built around lawn maintenance work – mowing, trimming, edging, etc. According to *Lawn & Landscape's* industry survey, approximately 39 percent of the industry's total revenue are

generated through maintenance work. (See box below).

Just as no one should be surprised that lawn maintenance is the No. 1 service in terms of revenue generated, there is equally little shock to see that single-family residences are the properties that provide the most revenue. What is encouraging to note, how-



Source: Research USA



Source: Research USA

ever, is that much of the untapped market potential that isn't currently being served by professional contractors is single-family residential work. As many contractors continue to grow their operations, they tend to focus more on the larger volume per property offered by commercial accounts. This often leaves single-family residential properties to smaller and mid-size contractors, which means tremendous growth opportunity remains for this part of the industry as well. (See box above).

WAGING BATTLE. Supply and demand economics are clearly at play when it comes to wages for lawn and landscape employees as well as other service industries. Data from the U.S. Department of Labor indicates that the average employment cost for private businesses in service industries climbed nearly 2 percent in the first six months of this year.

Lawn & Landscape research found that wages have jumped by nearly 50 cents an hour in the last 12 months for entry-level mower operators and foreman, while entry-level spray technicians are earning 25 cents more an hour than they were last year.

Part of what frustrates many contractors is that they recognize that their employees deserve higher pay, but justifying raises isn't that simple. "The labor rates are going up, and rightfully so," recognized Kilgallon. "They work hard, they're loyal and they get the job done right."

"I'm raising wages as much as I can, but I'm competing with local Caterpillar and Subaru plants that bring in Hispanic employees at \$10 an hour, and they can do that because they can manage 10 to 12 people with one foreman," noted Flory. "If I bring in three or four Hispanics, I need to teach

them to work independently of immediate supervision."

"We're paying more, but this isn't a catastrophic situation," related Gaumer. "You'll know real quickly if you don't keep up with the current wages because you won't hire any new people."

The fact that employees have realized their advantageous position doesn't help contractors either. "We have to pay more and we have to pay more faster than we used to," commented Kerry Rotolo, president, Jack's Landscaping, Slidell, La. "We're offering a higher starting wage than we ever have and

reviews have to take place sooner, like every 45 days now, because by then the employees have already got another offer to go from \$8.50 an hour with us to \$9 an hour with someone else."

POSITIVE PRICING. While the labor shortage continues to top all surveys asking about the biggest limitation on companies' ability to grow, an equally annoying thorn in the side of many businesses, particularly those that are established in the industry, is low-ball pricing by inexperienced or unprofessional companies.

Many of the companies interviewed for this report noted they have to raise their prices next year, whether they're comfortable doing so or not. "We're looking to get a

4 percent increase next year just to cover our increased fuel and labor costs, and we're hoping to keep our other costs in line next year," related Flory. "Fortunately, our overhead per man-hour is a little bit lower than we budgeted for this year because we've produced more labor hours than we expected so far, and that has helped us keep prices down."

An additional concern for Flory is being overly aggressive pricing a long-term contract. "I don't want to be too greedy taking advantage of the strong market because I'm concerned that bidding too high on a long-

While some contractors have reported pockets of market softening, this is generally attributed to 2000 being a general election year, which often results in increased caution among some people.

term maintenance contract can create problems with the customer down the road if the market changes and prices drop," he said.

"Our wages are up about 20 percent over the last 18 months, and that goes all the way down to office staff," remarked Brian Ham,

Expensing ISSUES

ANY LAWN OR landscape contractor who has built a successful and profitable company and will tell you that this business is all about labor, especially if you're interested in profits. Previous *Lawn & Landscape* surveys have shown labor to represent anywhere from 30 to 40 percent of a

company's annual expenditures, depending on the type of business. But there are certainly plenty of other areas where companies can and do spend their money: (See box below).

The logical question then is exactly what did all of these dollars buy for these companies. Well, here's a look

Product Category	Percent who bought in 1999	Average
1999 expenditures		
Pesticides	70%	\$13,033
Power equipment	94%	\$17,364
Nursery stock	75%	\$48,551
Irrigation equipment	31%	\$24,147
Landscape materials	78%	\$19,596
Building	46%	\$13,960

Source: Lawn & Landscape Survey



Average number of pieces

Source: Lawn & Landscape survey

at what the average respondent to this survey has in the shop when it comes to equipment: (See box above).

SPECIAL Report

president, Santa Rita Landscaping, Tucson, Ariz. "We're trying to pass that increase along to customers, and the market has absorbed some of it, but wages are eating into everyone's margins. I'm also concerned that raising prices may become more difficult because everyone has a budget, such as a builder for a house. The builder may elect to buy a little less landscape instead of boosting the budget."

The jump in fuel prices must also be accounted for when companies evaluate their pricing for next year. "We were 50 percent over budget for fuel expense in July alone," lamented DeBell. "So new contracts and renewals will include at least a 3 percent or 4 percent increase, although that won't entirely cover the higher fuel and labor costs."

Instead, DeBell looks to enhancement work for current customers to bridge the gap. "We should be able to price that work a little higher and thereby increase our overall margins a little bit since there isn't much of a bidding challenge on the enhancement work," he noted.

"We're seeing more players who we haven't heard of show up at bid meetings for commercial projects because they're trying to get their feet wet with some decent-sized projects, and that's kind of scary," noted Sander. "We're trying to raise our prices, but landscape installation work pricing is being driven down because of these new companies trying to go after this work. Commercial work is time- and labor-intensive work, so there's no reason for the pricing to be pushed down, but that's the effect of low bids. So we don't bid on those projects and we focus on being more selective in our job choices."

Rotolo remarked that Jack's Landscaping steers clear of these low-balling challenges on installation jobs. "We do a significant amount of negotiated work, but even though we see some bid prices going up we don't want to compete with those companies that are just cash flowing work," he explained. "They can't stay in business that way, but when two companies leave the industry four more seem to come in and butcher the pricing for awhile."

Walczyk is careful about boosting prices because of the impact he believes this has on customers' expectations. "We haven't raised prices for the last two years, and if we do raise prices for next year the increase will probably only be about 2 percent," he remarked, adding that profitability in a route-based business is derived from density more so than pricing. "If you have an increase, you have to make a lot of promises about why you're different than the competition, and then you have to de-

While the weather also presented its annual series of challenges throughout the 2000 season, these were different than the climatic concerns the industry grappled with in 1999.

liver on that."

Tom Oyler, president, U.S. Lawns, Orlando, Fla., seconded Walczyk's point and added that the customers' perceived correlation between higher prices and better service creates a greater problem for the more established companies than it does for start-up outfits. "A lot of the big companies are seeing

Wage WOES

HOW SIGNIFICANT of an impact is the labor shortage having on this industry? Obviously, the dearth of employees limits the amount of business lawn and landscape contractors can take on. In fact, contractors surveyed by *Lawn & Landscape* said that on average they would hire four more full-time field personnel tomorrow if they had an unlimited labor pool to choose from. Compounding this problem is the fact that the lack of quality manpower is also forcing companies to pay more for the people they can get. And companies are watching wages (and benefits, in many cases as well) climb so substantially that they aren't even debating raising prices next year.

Many companies have reported that the residential and commercial markets seem to have developed greater tolerance for price increases in the last two to three years, but one of the most common complaints from contractors is that prices are too low and companies are afraid to ask for annual increases. Perhaps this problem will dissipate as contractors face the reality that if they want to hire and retain employees they have to pay them more than minimum wage. Here are the average hourly wages for three key categories:

	2000	1999	Increase of:
Entry-level mower operator	\$7.80	\$7.28	7.1%
Entry-level spray technician	\$8.97	\$8.77	2.3%
Foreman	\$12.25	\$11.54	6.2%

Source: Research USA

GETTING Political

their profitability decline these days and they can't figure out why," he commented. "The problem is that they keep raising the bar in terms of service and quality, but they can't get the customer to pay for this because they haven't raised the customers' willingness to pay. We have to educate customers on the value of our work.

"Customers are getting a heck of a value today compared to eight or 10 years ago," Oyler continued. "The price of sod, for example, hasn't stayed flat, but we're charging the same today as we did eight years ago to install it."

While some companies will always elect to compete on the basis of price because that's easier than improving their level of service, smaller companies may also find that some customers will have lower expectations of them because of their size. This can enable these companies to keep customers' expectations and willingness to pay for quality work hand-in-hand as the level of service and price both increase.

The alternative, according to Oyler, is to cut or control your costs, but he counseled that this is a difficult strategy to use successfully. "If you raise the customers' expectations without raising the price, then you have to manage your costs better to make any money in this business," he explained. "Controlling costs is a real challenge, however, because of all the variables we deal with, such as weather, climbing labor rates and small power equipment."

Part of the pricing equation is targeting the right customers. "We're focusing on folks who have already tried the low ballers and appreciate what we can do," noted Kilgallon, whose business is 75 percent residential. "People are looking for a higher level of service these days, and they want to know that once they call you problems will be taken care of properly."

"I absolutely believe you have to pick the customers you want, people who pay on time, accept a competitive price and will then enable you to grow your profitability," DeBell agreed.

TUESDAY, NOV. 7, is Election Day this year, and that night America will go to bed having elected either George W. Bush or Al Gore as the next president of the United States. All other political ideologies aside, the thought of Gore being given the most powerful position in the country from which to act upon his environmental stances is enough to keep many lawn care professionals awake at night.

Compounding matters is Gore's running mate, Sen. Joseph Lieberman (D-Conn.). Industry veterans may remember Lieberman for his efforts spearheading the infamous "Lawn Care Hearings" in Congress more than a decade ago. These hearings represented a critical point for the industry as environmentalists worked to destroy the very essence of the industry by declaring contractors poisoners of nature. This election could significantly impact the industry.

"My optimism for the future is tied to the next man in the White House," observed Joe Reynolds, lawn care service manager, Black Diamond Lawn Service, Toledo, Ohio. "I want someone who is friendly to our industry to win that race because I think the election could have a big impact on us all."

"I still remember Lieberman for his role in those hearings," related John Buechner, director of technical services, Lawn Doctor, Marlboro, N.J.

That's not to mention the potential impact of the election on the longest continued growth stretch in the history of the U.S. economy. "The future all depends on the economy, and that will depend on the election," according to George Gaumer, vice president, commercial grounds maintenance, Davey Tree, Kent, Ohio. "Demand for our services always follows the economy to a degree with construction dollars tied more closely to the economy than maintenance dollars.

"If the economy slows down or there's a recession that results in layoffs, the middle portion of our customer base would be affected, while the high-end residential customer base isn't as closely connected to the unemployment rates," he continued.

FUTURE FORECASTING. The big question on so many lawn and landscape contractors' minds these days isn't whether or not the industry can continue to grow – clearly, there are thousands of acres of turf and landscape that aren't being maintained by professionals, and new landscapes will continue

to be installed daily. Instead, contractors wonder just how long the industry can continue to grow as rapidly as it has over the last five years.

Will the economy come off its record run and force homeowners and commercial clients to curtail their landscape spending? Will

A Regulatory RUCKUS

LAWN & LANDSCAPE'S 1999 State of the Industry Report contained a section entitled, "FQPA Threat Looms," in reference to the controversial Food Quality Protection Act (FQPA) of 1996 that mandated an extensive and, some would say, critical review by the U.S. Environmental Protection Agency (EPA) of some 9,000 previously registered pesticides. Much of the criticism surrounding FQPA centered on the lack of scientific data and the "Risk Cup" concept the EPA was empowered to use in its re-evaluations.

To date, the biggest victim of FQPA has been chlorpyrifos, the active ingredient in the popular insecticide Dursban from Dow AgroSciences, Indianapolis, Ind. On June 8, EPA Administrator Carol Browner announced that lawn care registration for Dursban would essentially be cancelled at the end of this year.

"We steadfastly believe in the safety of chlorpyrifos," noted Tim Maniscalco, manager of government and public affairs for the pesticide supplier. "However, federal laws governing pesticides changed dramatically with the passing of FQPA. In its ongoing implementation of FQPA, the EPA has demonstrated that it intends to apply standards far more restrictive than those historically established by the environmental community and accepted by the EPA and other regulatory bodies around the world."

Lawn care companies around the country have been impacted by the decision as they've been forced to seek out a suitable replacement product, and most have found that other products offer reduced effectiveness at a higher price. This is a trend that is likely to continue as heightened EPA restrictions force pesticide manufacturers to produce products that address a narrower spectrum of pests.

"We could be looking at using a number of less effective products in the future because of FQPA," explained John Buechner, director of technical services, Lawn Doctor, Marlboro, N.J. "Dursban took a hit because of the amount of it that was used. Other organophosphates remain available to us because the EPA doesn't see that much use of them, but it could

still decide that the risk cup is overflowing at some point.

"This is definitely driving our product costs up," he continued. "There isn't a tremendous increase, but 3 or 4 percent more here and there really has an impact."

Joe Reynolds, lawn care service manager for Black Diamond Lawn Service, Toledo, Ohio, noted that anyone making pesticide applications should have been preparing for these changes. "Shame on you if you weren't ready for the impact of FQPA," he asserted, adding that he is confident in the industry's ability to react. "I've seen a lot of good tools be taken away over the years, and we wondered what the industry was going to do when that happened. It turns out that we're doing a better job now."

At the same time, the lawn care industry finds itself watching a new battle emerge with the passage of a state law in New York requiring lawn care companies provide 48-hour pre-notification to any abutting neighbors to a property on which they are going to apply pesticides. The law is written so that each individual county must decide whether or not to pass it for their area, so the extent of the law's damage is yet to be determined. However, that doesn't change the fact that lawn care operators across the country see this as a harbinger of problems to come as future states develop similar laws.

Landscape maintenance and irrigation professionals have encountered their own legislative roadblocks along the path to success. Various states across the country are the scene for battles over about the fate of gasoline-powered, hand-held and backpack blowers. California has spawned many of these battles, and different West Coast states have even banned use of these staple tools. However, municipalities have found enforcement of these laws to be a real challenge, so the debate continues.

And while droughts have traditionally benefited the irrigation industry, the sparse rainfall that fell across the Sun Belt earlier this summer led many communities to enact water use restrictions that created challenges for numerous irrigation contractors.

Supply and demand economics are clearly at play when it comes to wages for lawn and landscape employees as well as other service industries.

the industry reach a point where the labor shortage is so severe that growth is limited to a company's ability to do more with the employees it already has? Could wages continue to climb faster than contractors are able to raise their prices?

Any of these changes would negatively impact the industry, but there's no reason to expect any of them to occur any time soon. In a *Lawn & Landscape* reader survey, respondents were asked to rank their degree of optimism as they look to the future on a scale of 1 to 7, with 1 being the most optimistic. The average response was a 2.4. And there were relatively few contractors who were pessimistic about the future. In fact, only 13.3 percent of respondents indicated they were more pessimistic than optimistic, while 44.5 percent of respondents noted they were as optimistic as they could be.

Another good sign for the future is that smaller companies are even more optimistic about the future than their larger counterparts. The average optimism rating for companies generating less than \$1 million in annual revenue was 2.3, compared to a 2.8 rating from respondents generating more than \$1 million in annual sales. This would also seem to indicate that many of the concerns some companies had about competing against large, national landscape firms who were growing through consolidation have dissipated to some degree.

But the key factor behind many contractors' expectations for the future is that overwhelming opportunities for growth clearly exist. Although there hasn't been a conclusive study published that verifies the amount of uncaptured market still available in the lawn and landscape industry, no would describe the market opportunities as exhausted.

This leaves contractors faced with the

making the strategic decision of how they can best compete in an increasingly competitive marketplace.

"Companies are going to have to be full-service in the

future, so long as they can do so without expanding beyond their capabilities," predicted Gaumer. "I see companies who take the grass is always greener approach and try to offer everything, but you can shoot yourself in the foot. More companies get in trouble by going beyond their core capabilities than get in trouble by focusing on their core."

Sander also called for more full-service firms when he said he expects to see more companies expand into irrigation because irrigation contractors are too busy with their own work to take on much subcontracted work. Threadgill said the future will feature more outsourcing from larger operations such as hospitals and the evolution of some landscape companies into outdoor maintenance companies that also handle parking lot curbs, sign painting and other exterior functions.

Still, Gaumer sees clients continuing to demand more services from contractors in the future, particularly the much-sought-after commercial clients. "I think we'll see more partnering with companies realizing they have to draw the line somewhere and can't expand into every service," he went on, "especially when they identify something outside of their sphere of competency, be it tree care, lawn care applications, patio construction."

Grunder said despite the good times he has adopted the philosophy of Andy Grove, the man credited for much of the success for the computer chip giant Intel - "Only the paranoid survive," related Grunder. "In reality, everything isn't rosy, so you have to be looking behind you all the time. Take advantage of this period to streamline operations, get systems installed and save money while you're making it." **LL**

The author is Editor of Lawn & Landscape magazine.

Lawn & Landscape 100 Coop

On the next two pages, Lawn & Landscape presents its fourth annual Top 100 list, a compilation of the 100 largest companies in the green industry based on 1999 year-end revenue.

The Top 100 earned a total of \$4,337,402,315 in 1999, an average of \$43,374,023.

These companies enjoyed an average growth of 18.79 percent in 1999 and expect an average growth of 13.31 percent in 2000.

California and Illinois are both home to the most Top 100 companies - 14 businesses are headquartered in each state.

Companies on this list were asked via survey to provide the pertinent information. If you would like to be added to a future Top 100 list or know of a company that should be included, please call Nicole Wisniewski at 800/456-707 or e-mail her at nwisniewski@lawnandlandscape.com

COMPANY	CITY	STATE	1999 REVENUES	PERCENT CHANGE FROM 1998	EXPECTED PERCENT CHANGE IN 2000
1 TruGreen-ChemLawn	Memphis	Tenn.	\$900,000,000	10	N/A
2 TruGreen LandCare	Memphis	Tenn.	\$700,000,000	N/A	N/A
3 Environmental Industries Inc.	Calabasas	Calif.	\$458,845,000	12	15
4 The Davey Tree Expert Co.	Kent	Ohio	\$308,000,000	-2	2
5 The Brickman Group	Long Grove	Ill.	\$190,000,000	25	25
6 The F.A. Bartlett Tree Expert Co.	Stamford	Conn.	\$114,000,000	9.4	9
7 Rentokil Environmental Services	Riverwoods	Ill.	\$71,000,000	N/A	N/A
8 Randall & Blake Inc.	Littleton	Colo.	\$68,681,000	21	15
9 Lawn Doctor	Holmdel	N.J.	\$56,300,000	13.2	10
10 OneSource Landscape & Golf Services	Tampa	Fla.	\$55,000,000	45	18
11 The Weed Man/ Turf Management Systems Inc.	Mississauga, Ontario	Canada	\$55,000,000	10	10
12 Gothic Landscape Inc.	Valencia	Calif.	\$52,200,000	N/A	15
13 TruGreen Interior Plantcare ★	Memphis	Tenn.	\$44,000,000	N/A	N/A
14 OMNI Facility Resources Inc. Landscape Group	S. Plainfield	N.J.	\$34,473,434	16	20
15 Save On Enterprises Inc.	Venice	Fla.	\$33,000,000	38	15
16 The Bruce Co. of Wisconsin Inc.	Middleton & Racine	Wis.	\$31,000,000	17	9
17 Grounds Control Inc.	San Antonio	Texas	\$30,000,000	50	30
18 American Landscape Cos.	Canoga Park	Calif.	\$30,000,000	22	12 to 15
19 Oak Leaf Landscape Inc.	Anaheim	Calif.	\$30,000,000	30	20
20 The Care of Trees	Wheeling	Ill.	\$29,753,000	9.7	10
21 Greenspace Services Ltd.	Toronto	Canada	\$29,100,000	12	8
22 Duke-Weeks Landscape Services	Norcross	Ga.	\$27,500,000	77	20
23 The Groundskeeper	Tucson	Ariz.	\$25,000,000	10	15
24 Acres Group	Wauconda	Ill.	\$23,000,000	18	15
25 Lipinski Landscape & Irrigation Inc.	Mount Laurel	N.J.	\$22,500,000	10	10
26 Leisure Lawn ●	Dayton	Ohio	\$22,000,000	N/A	N/A
27 Scott Byron & Co.Landscape Architects	Lake Bluff	Ill.	\$21,000,000	25	15 to 20
28 Vila & Son Landscaping Corp.	Miami	Fla.	\$20,820,000	46	15
29 Landscape Concepts Inc.	Grayslake	Ill.	\$20,500,000	32	31
30 Chapel Valley Landscape Co.	Woodbine	Md.	\$20,000,000	25	2
31 Scotts Lawn Service	Marysville	Ohio	\$20,000,000	90	60
32 Jensen Corp./Jensen Landscape	Cupertino	Calif.	\$19,500,000	25	25
33 Brookwood Landscape Inc. ▲	San Diego	Calif.	\$19,200,000	27	20
34 Teufel Nursery Inc.	Portland	Ore.	\$19,000,000	9.5	10
35 Lucas Tree Expert Co.	Portland	Maine	\$18,500,000	-7.5	5
36 Cagwin & Dorward	Novato	Calif.	\$18,153,206	11.7	10
37 Mariani Landscape	Lake Bluff	Ill.	\$18,037,000	4	10
38 Nanak's Landscaping	Longwood	Fla.	\$18,000,000	20	20
39 Urban Farmer Inc.	Thornton	Colo.	\$16,200,000	11	7
40 Park Landscape	Orange County	Calif.	\$16,000,000	14	10
41 Underwood Brothers Inc. dba AAA Landscape	Tucson and Phoenix	Ariz.	\$15,752,734	11	5
42 Diablo Landscape Inc.	San Jose	Calif.	\$15,600,000	50	N/A
43 Lied's	Sussex	Wis.	\$14,878,000	2	5
44 Tropics North	Miami	Fla.	\$14,500,000	4	5
45 Dora Landscaping Co.	Apopka	Fla.	\$14,300,000	6	2
46 Marina Landscape Inc.	Anaheim	Calif.	\$14,000,000	30	60
47 Wrisley Landscape ▲	San Diego	Calif.	\$14,000,000	N/A	N/A
48 Post Landscape Services Inc.	Smyrna	Ga.	\$13,807,000	14	17
49 The Highridge Corp.	Issaquah	Wash.	\$13,800,000	23	23

Now appearing online! Visit our Web s

● Acquired by TruGreen-ChemLawn in 2000

▲ Acquired by The Brickman Group in 2000

the Industry

Compiled by
Nicole Wisniewski

COMPANY	CITY	STATE	1999 REVENUES	PERCENT CHANGE FROM 1998	EXPECTED PERCENT CHANGE IN 2000
50 Clarence Davids & Co.	Matteson	Ill.	\$13,000,000	10	12
51 Keller Outdoor Inc.	Sanford	Fla.	\$13,000,000	2	17
52 NaturaLawn of America	Frederick	Md.	\$13,000,000	30	35
53 Terrain Systems Inc.	Phoenix	Ariz.	\$13,000,000	30	10
54 DuBrow's Nurseries	Livingston	N.J.	\$12,500,000	5	10
55 New Garden Landscaping & Nursery	Greensboro	N.C.	\$12,500,000	13.6	15
56 Western Dupage Landscaping Inc.	Naperville	Ill.	\$12,500,000	18	8
57 McFall & Berry Landscape Mgmt.	McLean	Va.	\$12,400,000	31	8
58 Nissho of California	Vista	Calif.	\$12,000,000	25	10
59 Parker Interior Plantscape	Scotch Plains	N.J.	\$12,000,000	0	5
60 Hermes Landscaping Inc.	Lenexa	Kan.	\$11,300,000	9	15
61 The Greenery Inc.	Hilton Head Island	S.C.	\$11,254,000	28.7	19.6
62 Landscape Management Inc.	Carrollton	Texas	\$11,228,891	11.15	10
63 Clintar Groundskeeping Services	Markham, Ontario	Canada	\$11,091,000	29	9
64 Blumel Sunset Landscaping	Santa Clarita	Calif.	\$11,000,000	N/A	N/A
65 Gibbs Landscape Co.	Smyrna	Ga.	\$10,500,000	17	17
66 Hillenmeyer Nurseries	Lexington	Ky.	\$10,500,000	2	5
67 Munie Outdoor Services Inc.	Caseyville	Ill.	\$10,400,000	18	5
68 ALDO 1 Landscaping & Lawn Service	Ocean	N.J.	\$10,300,000	25	20
69 Countryside Industries Inc.	Wauconda	Ill.	\$10,264,222	24	12
70 Webb Landscape Inc.	Ketchum	Idaho	\$10,126,148	19	15
71 Pro-Grass Inc.	Wilsonville	Ore.	\$10,000,000	10	10
72 J.C. Erlich Co. Inc.	Reading	Pa.	\$9,800,000	-3	5
73 Dennis' Seven Dees Landscaping	Portland	Ore.	\$9,700,000	4	17
74 Denison Landscaping Inc.	Ft. Washington	Md.	\$9,500,000	25	35
75 Middleton Lawn & Pest Control	Orlando	Fla.	\$9,500,000	20	11.5
76 Northwestern Landscape Co.	Puyallup	Wash.	\$9,300,000	20	20
77 Senske Lawn & Tree Care	Kennewick	Wash.	\$9,300,000	10	10
78 James Martin Associates	Vernon Hills	Ill.	\$9,215,000	30	20
79 Bio Energy Landscape & Maintenance	Houston	Texas	\$9,077,535	91	10
80 Cedar Landscape Inc.	Sherwood	Ore.	\$9,063,145	4.1	8.5
81 All-Phase Landscape	Lakewood	Colo.	\$9,000,000	28	20
82 Sebert Landscaping Co.	Bartlett	Ill.	\$8,771,000	5.5	5
83 Lambert Landscape Co.	Dallas	Texas	\$8,750,000	0	0
84 CoCal Landscape	Denver	Colo.	\$8,700,000	26	28
85 Landscape Specialists Inc.	Lake Forest	Calif.	\$8,700,000	-13	10
86 Jack's Nursery Inc.	Slidell	La.	\$8,671,000	51	10
87 Canon Russeau Landscape	Carleton	Mich.	\$8,600,000	20	5 to 10
88 Yardmaster Inc.	Painesville	Ohio	\$8,500,000	1	15
89 Fullbach Services Inc.	Louisville	Ky.	\$8,250,000	125	75
90 Landscape Workshop Inc.	Birmingham	Ala.	\$8,200,000	14	10
91 Decorative Plant Service	San Francisco	Calif.	\$8,110,000	5	0
92 ILT Vignocchi Inc.	Wauconda	Ill.	\$8,000,000	10	11
93 Swingle Tree & Landscape Care	Denver	Colo.	\$8,000,000	8	12
94 Stiles Landscape Co.	Pompano Beach	Fla.	\$7,950,000	5.5	11
95 Maintain Services Inc./ Landscape Design & Construction	Dallas	Texas	\$7,850,000	5	20
96 Rood Landscape Inc.	Tequesta	Fla.	\$7,750,000	6.8	6
97 Groundmasters Landscape Mgmt.	Cincinnati	Ohio	\$7,350,000	58	20
98 R. B. Stout Inc.	Akron	Ohio	\$7,300,000	4	0
99 Alpine Gardens	Greeley	Colo.	\$7,230,000	11	10
100 Bratt Inc.	Pleasant Grove	Vt.	\$7,200,000	24	5

...www.lawnandlandscape.com

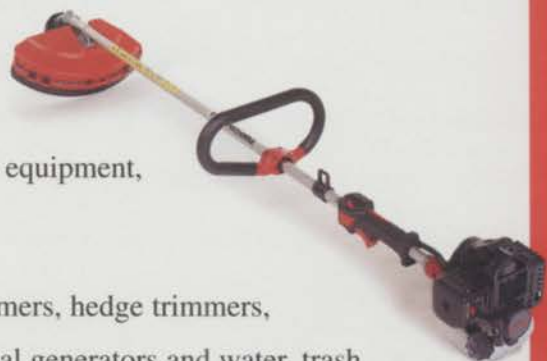
■ Acquired by Grounds Control Inc. in 2000

★ Acquired by Rentokil Environmental Services in 2000

NOW LESCO CARRIES KAWASAKI® POWER EQUIPMENT.

*Get professional quality and a 10-day
money-back guarantee**

You know Kawasaki performance and dependability from their engines on our mowers and sprayers. Now we're offering a full line of hand-held Kawasaki power equipment, plus generators and pumps.

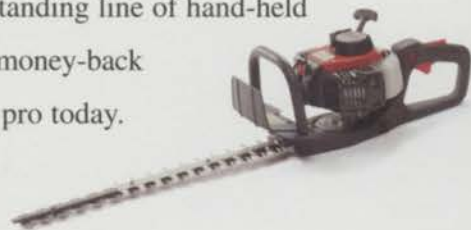


Choose from hard-working, well-built string trimmers, hedge trimmers, backpack blowers, electrical generators and water, trash and semi-trash pumps. Each piece of equipment provides power, ergonomics and reliability. So they give you outstanding value year after year.

Of course, they also come with the service and convenience you expect from LESCO. Nearby locations, selection advice, technical know-how and maintenance, spare parts and accessories. Like Kawasaki quality, we're here when you need us, too.



Best of all, you can try this outstanding line of hand-held power equipment with a 10-day money-back guarantee. So call your LESCO pro today. He has all the details.



LESCO®

GROW WITH US™

* Hand-held power tools only - string trimmers, hedge trimmers and back pack blower
LESCO is a registered trademark and Grow With Us is a trademark of LESCO, Inc. Kawasaki is a registered trademark of Kawasaki Motor Co., USA

Employee Uniforms

(continued from page 74)

Visibility surpasses security measures. Myers expands her approach to a "uniform appearance," with hygienic requirements such as discouraging earrings and requesting employees to trim long hair behind the ear. "We ask them upfront when they sign our code of conduct if they would be willing to remove facial hair, earrings, etc.," she said. "They may hesitate, but once they adopt the general policy as their own, they develop a sense of pride."

WEARING THE BENEFITS. Pride forms only part of the benefit package uniforms offer employees. Contractors who supply attire for their technicians demonstrate an interest in their workers. "Uniforms have a combination of benefits," Quilter noted. "As a company you get the advantage of having employees in impeccable uniforms, and as an employee, you don't have to think about what to wear to work," she explained.

Commitment to providing conveniences to employees results in a higher labor retention rate for company owners. And when employees feel ownership in their workplace, their attitude, self-esteem and performance improves.

In addition, providing professional attire can be economically sound for employers, Quilter added. "If you have a high turnover, you outfit your employees, then they leave and take the clothes with them and you have to repurchase apparel," she said, explaining the difference between renting and buying uniforms. "In a rental business, a new employee comes on board and then you get the uniform back from the person who left to outfit the new person."

Uniform cost is miniscule when compared to the value they bring to businesses, Lazaroth stressed. Expenses vary among companies, with some paying up to \$15,000 every year for uniforms and others ordering T-shirts in bulk from a catalog for \$7.99 each. Lazaroth estimated that a uniform service puts a \$6 dent in a contractor's pocket per employee every week. Myers offsets her uniform budget with an initial \$75 employee uniform fee, and Ross keeps a check on apparel inventory by requiring workers who leave the company to turn in their attire before they receive their last check.

Despite the costs, Rocheleau confirmed that his \$700 annual uniform expenditure is a worthwhile investment. His workers lend input when he orders new attire and are enthusiastic when the uniforms arrive, he added.

"When we handed out the shirts this year, they were really looking forward to new uniforms," he noted, describing the new sleeveless crew shirt that replaced T-strap tank tops his employees used to wear. "We had a meeting, thanked them for their contribution to the company and passed out the uniforms - they couldn't get them fast enough. It's a sharp little shirt."

Customer demand for service-related maintenance is swelling, which includes the landscape industry, Lazaroth pointed out. Companies who offer benefits to their employees and customers will thrive in the market, and uniformed technicians with a professional appearance can win accounts.

"You have to differentiate yourself as to why your service is better than someone else's," he stressed. "I give a better service, have better trained employee and portray that because they are uniformed." ■

The author is Assistant Editor of *Lawn & Landscape* magazine.



Need Dependable Seasonal Labor?

1. Taking applications for seasonal Mexican labor for the 2001 season.
2. Application takes 120 to 140 days before workers can cross.
3. Apply online today! Application takes 15 to 20 minutes and let GTO provide your company with dependable/affordable labor!

TEL: 810.797.4422

FAX: 810.797.4429

Email: info@gtoint.com

www.gtoint.com

P.O. Box 82474 Rochester, Michigan 48308-2474

USE READER SERVICE #68

Easy Lawn

Model shown: TM35-PR

TURF MASTER SERIES STARTING AT \$3,995.00

Brass Ball Valves are more reliable, smaller, and easier to use

Molded Bale Hopper w/ 16" Hinged Fillwell Opening speeds loading and eliminates wasted material

OHV Engines are standard on all units and provide quieter, cooler operation and longer life

Kink-Free Hose Hooks come standard and can hold 100' of 1 1/4" hose

Fork Pockets for easy loading

Easy Lawn HPV pumps deliver industry leading flow and pressure

FOR MORE INFORMATION OR TO SEE A DEMONSTRATION

CALL 800-638-1769

USE READER SERVICE #67

Nursery Stock Forecast

by Cynthia Greenleaf

Nursery market insiders offer their expert forecasts on next year's plant availability.

Like any dynamic industry, the nursery market has its ups and downs, which can leave contractors wondering what they're going to be able to plant once installation season rolls around. Here's the lowdown from experts across the country on next spring's supply.

Several key factors continue to govern plant availability, according to industry insiders. For one, a strong economy coupled with a construction boom has created a heightened demand for plant material. Flush financial times have promoted record growth throughout many parts of the U.S., primarily in the form of residential and commercial construction, according to Terry Van Arsdale, nursery manager, McHutchison,

Ridgefield, N.J. Because of this massive expansion, "more people are planting more (landscape) material," he said.

On the West Coast, Tony Rosso, operations manager, Julius Rosso Nursery Company, Seattle, Wash., agreed with the theory that the economy is at the root of plant availability, especially in regard to scarcer items such as large trees. "Everybody wants big stuff and has the money to pay for it," he said, adding that the multitude of new residential and commercial projects is driving a healthy demand for plant material in Pacific Northwest.

Wendy Proud, product manager, Monrovia, Azusa, Calif., reported similar findings. "The strong economy has influenced the supply of larger specimens," she said.

THE PRODUCTION FACTOR. The most significant factor impacting plant availability, however, has been demand's long-term influence on production in nurseries across the country. Because suppliers haven't had many larger items available the past several years, "they've sold into their smaller inventory, in order to generate cash, since the market would pay a good price," noted Tom Randall, director of purchasing, Shemin Nurseries, Danbury, Conn. Essentially, "they've been forced to sell things they'd like to, in all

(continued on page 100)

The SCOOP on Spring SUPPLY

Hey, Weeds.

In water or on land...

You're outta here.



RAZOR™



Aqua Neat

Now you can take complete control of weeds regardless of where they're located. Whether you need maximum weed control in or around water or for terrestrial applications, Riverdale has the answers.

For aquatic applications, **AquaNeat** is a unique post-emergent treatment that allows you to control weeds and brush in all bodies of fresh and brackish water, including reservoirs, ponds and wastewater treatment facilities.

For terrestrial applications, **Razor™** is a foliar herbicide that provides maximum efficiency in controlling most post-emergent herbaceous plants and brush in industrial, forestry, turf, vegetation management and ornamental applications.

Both products contain Glyphosate as their active ingredient, which assures you rapid response and exceptional effectiveness in aquatic or terrestrial applications. Whether you choose Razor or AquaNeat, weeds will be outta there.

For more information, visit our web site at www.riverdalecc.com.



Riverdale
The Formulation Innovators
(800) 345-3330

Glyphosate for the Specialty Markets

USE READER SERVICE #121

Nursery Stock Forecast

(continued from page 98)

honesty, hang on to in the future," he said.

"As the economy has heated up, (many nurseries have) taken inventory out of the pipeline and replacement hasn't kept up with demand," added Bill Reese, president, Greenbriar Nurseries, Ocala, Fla.

Understanding the ups and downs of the nursery market is a simple lesson in economics – it's all about supply and demand. "Our business is very much cyclical," pointed out Hugh K. Steavenson, executive vice president, Forrest Keeling Nursery, Elsberry, Mo. "All of a sudden there's a gap if you get caught behind. Then it takes a while to get caught up, and just when things are getting good, you have a surplus situation," he said.

Steavenson pointed out that a tree requires at least five years, on average, to get from its original producer to the final grower. And from there, a tree can take yet another three or four years until it hits the end market. "We go through these things all the time.

(continued on page 102)

The recent scarcity of large trees has many wondering just when the situation is going to improve. While 2½-inch caliper and larger specimens will continue to be on the short side into next spring, a fresh supply is on the horizon, according to industry experts.

Tom Randall, director of purchasing, Shemin Nurseries, Danbury, Conn., predicts that the current tree shortage will subside within the next two selling seasons. This will be due to a slight slowdown in consumer confidence, spending and in turn, plant demand, he said.

Suppliers are starting to catch up with the demand for trees, agreed Danny Summers, executive vice president, Southern Nursery Association, Marietta, Ga. "The natural summer slowdown helped us catch our breath," he said. "In 2001, growers may be catching up somewhat."

Increased nursery acreage devoted to trees is one factor that promises to ease the recent shortage. "Every nursery I've visited has expanded," Terry Van Arsdale, nursery manager, McHutchinson, Ridgefield, N.J., observed.

Hugh K. Steavenson, executive vice president, Forrest Keeling Nursery, Elsberry, Mo., has seen the same trend. "There have been an awful lot of trees planted in the last few years."

– Cynthia Greenleaf

More Trees on Tap

POWER UP YOUR PROFITS



We're Light Years Ahead!

- Illuminated Holiday Decorating
- High Quality – Low Startup
- Distributorships Available
- The Perfect Add-On Business
- 2 Days of Training - On Going Support
- Secure Your Area Today
- Highly Functional and Fully Equipped Trailer



CALL TODAY 1-888-200-5131



**JUST THE
RIGHT PUSH
FOR YOUR
MARKETING
CAMPAIGN.**

Lawn & Landscape

Article Reprint Service

Lawn & Landscape Magazine • Interior Business Magazine

Call Anita Tucker at 800-456-0707

USE READER SERVICE #69



GreenDex utilis 'Maximus'

What's New in the Green Industry?

www.greendex.com



GreenDex

How the Green Industry Grows

USE READER SERVICE #37

Great Landscape Originals

The Grand Canyon...and the original Harley Power Box Rake.®



Transform wet, weedy, hard, rocky and eroded soil.



Harley Power Box Rake®

There simply is no substitute for the original.

- Grade, level, and backfill without disturbing existing turf.
- Condition soil for a perfect seed bed.
- Ideal for trench restoration.
- Solid carbide tooth roller.
- Skid-steer and tractor models.



Before



30 Minutes Later

By
Glenmac

PO Box 2135, Jamestown, ND 58402-2135 U.S.A. (800)437-9779 (701)252-9300 FAX (701)252-1978
Email address: sales@glenmac.com Web address: <http://www.glenmac.com>

USE READER SERVICE #71

Nursery Stock Forecast

(continued from page 100)

(Plant production) is not like a widget press: You can't just turn it on and off when you want to," he said.

Reese agreed, pointing out that there was an overabundance of trees about a decade ago. When the cycle swings back into a shortage situation, however, "it takes a while to get those (larger tree) sizes back," he said.

SPRING SUPPLY PREDICTIONS. In terms of next spring's plant availability, contractors can expect the same trends they've been seeing to continue. For one, shade and ornamental trees 2½ to 3 inches and above will stay in demand, and in turn, in short supply. "Because of the economy being as strong as it is, people tend to specify larger plants," Randall said, adding that large evergreen trees in the 10- to 12-foot range, such as white pine, Norway spruce and Serbian spruce, will continue to be in strong demand.

In addition, red maple cultivars such as Red Sunset will keep enjoying widespread popularity and in turn, extensive shortages, according to industry experts. Widely adaptable, brilliantly colored and low maintenance, red maples are popular with good reason, according to Steavenson. "They've been hotter than a pistol for the past two or three years," he noted. "They're using them everywhere. Everybody wants them."

From his East Coast vantage point, Van Arsdale predicts that varieties such as Emerald Green arborvitae, as well as boxwoods and viburnums, will also be in high demand throughout the country.

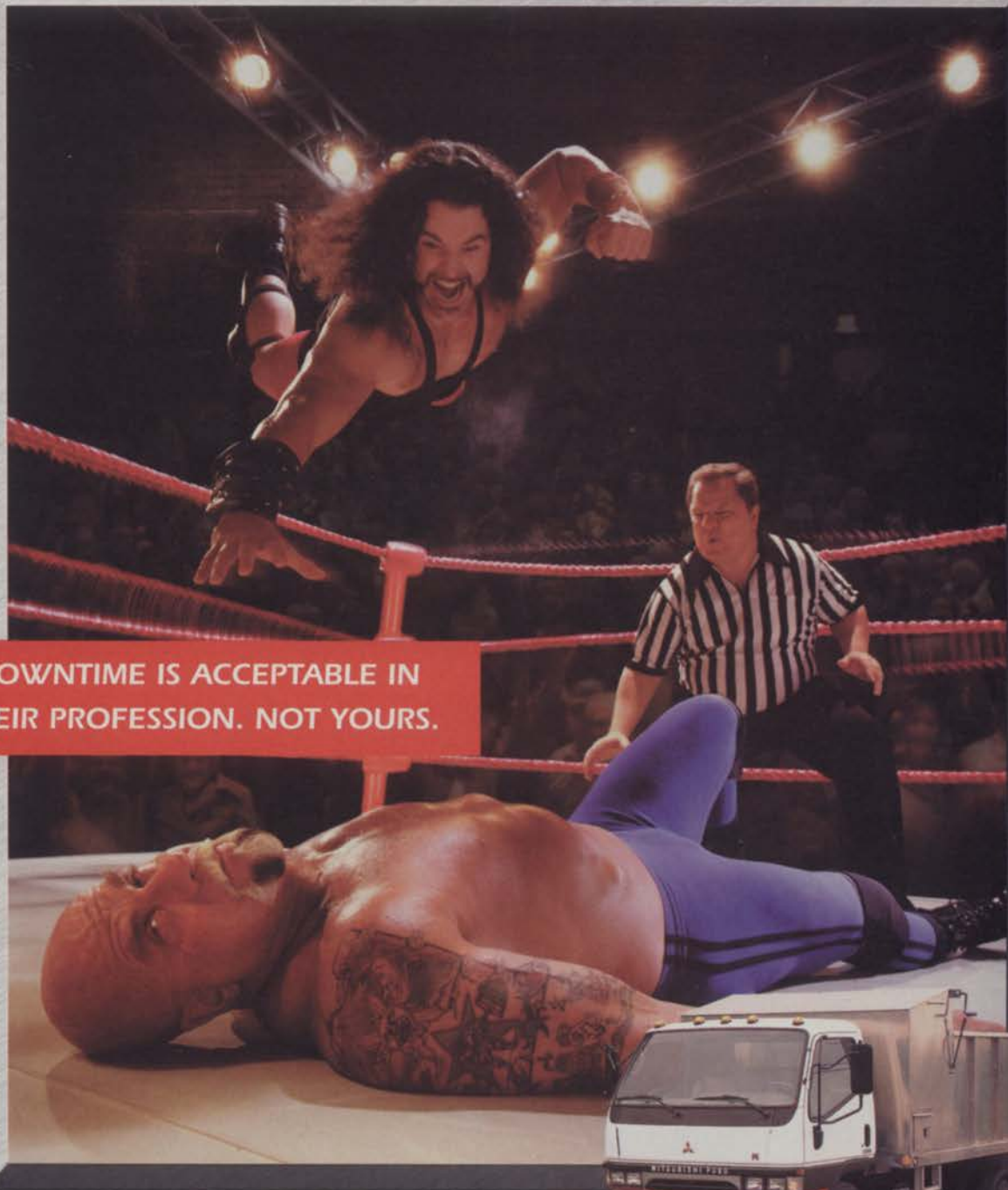
The trend toward colorful landscapes will also carry on well into next year. "Contractors should expect to see a continued demand for colorful plants," Reese said. "People are looking for plants that have a multi-season appeal."

This includes increased use of perennials, which continue to catch on in yards across the country, according to Reese.

"Tropicals and brightly colored foliage will dominate the market across the country," Proud agreed. "New varieties, especially perennials, may be in short supply, however, since people have more money to spend and price is not an issue."

In spite of shortages with certain plant materials, Steavenson is confident that contractors will be able to find what they need for their spring projects. "While there are

(continued on page 104)



**DOWNTIME IS ACCEPTABLE IN
THEIR PROFESSION. NOT YOURS.**



Nobody cheers when your truck's down. So make sure you've got all the dependability, muscle and maneuverability you need to keep every customer in your corner. Mitsubishi Fuso. One easy decision. For your nearest dealer, call: 1-877-202-9650 or visit: www.mitfuso.com

**Reduced Financing
on Select 2000 Models**

THE RIGHT TRUCK FOR THE JOB

© 2000, Mitsubishi Fuso Truck of America, Inc.



USE READER SERVICE #38

Nursery Stock Forecast

(continued from page 102)

isolated shortages for sure, there will be enough plants out there," he said.

PLANNING FOR PLANTS. Securing the right plant material has everything to do with planning ahead. The earlier contractors communicate their spring landscaping needs to suppliers, the better, according to nursery insiders across the country. Rather than waiting for their design team to come up with a "want list," contractors need to work ahead of the installation phase in order to secure the plants they desire, Randall advised.

Reese agreed, urging contractors to give suppliers as much latitude as possible when placing orders. "We'd rather have someone tell us they need something in six months than tell us they need it today," he observed.

Advance planning is critical, especially since orders now are placed earlier and earlier every year. At McHutchison, for example, spring orders were in by early July, according to Van Arsdale.

To brace themselves for inevitable plant shortages, contractors should stock up on popular varieties in advance, if possible.

"The past few years, contractors have been booking plant material earlier," added Danny Summers, executive vice president, Southern Nursery Association, Marietta, Ga. "Contractors are no longer waiting until the winter trade shows. If they do wait, they're basically asking 'What do you have left?'"

He noted that his association's annual show in August has become a "hot button for placing orders."

Similarly, at Forrest Keeling Nursery, larger trees already are booked two years in advance, according to Steavenson, who advised contractors to place orders on popular items such as trees, at least one year ahead.

Overall, with plant shortages of some kind

almost always inevitable, contractors who are flexible can serve themselves and clients well. "If contractors are willing to be flexible, they can find a large share of their want list," Randall noted, adding that by being open-minded, contractors also can take advantage of great values in the marketplace. "A customer may specify a Red Sunset red maple, which are popular and in short supply," he said. "If a landscaper can recommend a similar tree variety, however, such as a Norway or sugar maple, they can find those cheaper and meet the customer's needs." ■

The author is Associate Editor of Lawn & Landscape magazine



*Many commercial
and residential
profiles
available.*



Brick Stamping

**The World's First
Manufacturer of
Landscape Edging
Equipment
Since
1974**



**Made
in the
USA**

Lighted Curb

The machine that will have you hopping all the way to the bank.

Toll Free 888.999.6641

www.borderlinestamp.com

BORDERLINE

STAMP USA, INC.



8160 N. 67th Avenue, Ste. #130
Glendale, Arizona 85302

Visit Us at the Green Industry Expo in Indianapolis, Booth #1943

USE READER SERVICE #72



You are about to discover a smart
new way to grow your business

www.Green2go.com

* includes MSG
(Massive Selection Guaranteed)

Getting green products "to go" has never been easier.

Introducing Green2go, the premier online marketplace for landscape contractors, growers and other green industry professionals. We're the one stop solution - run by industry leaders - that offers a menu of the highest quality green goods and hard line products, timely delivery, 24 hour tracking and end to end logistics. From cost efficient ordering to optimized delivery, it's as easy as take out.



We deliver growth.

 Nurseries  Garden Centers  Landscape Professionals  Institutions  Golf Courses  Irrigation

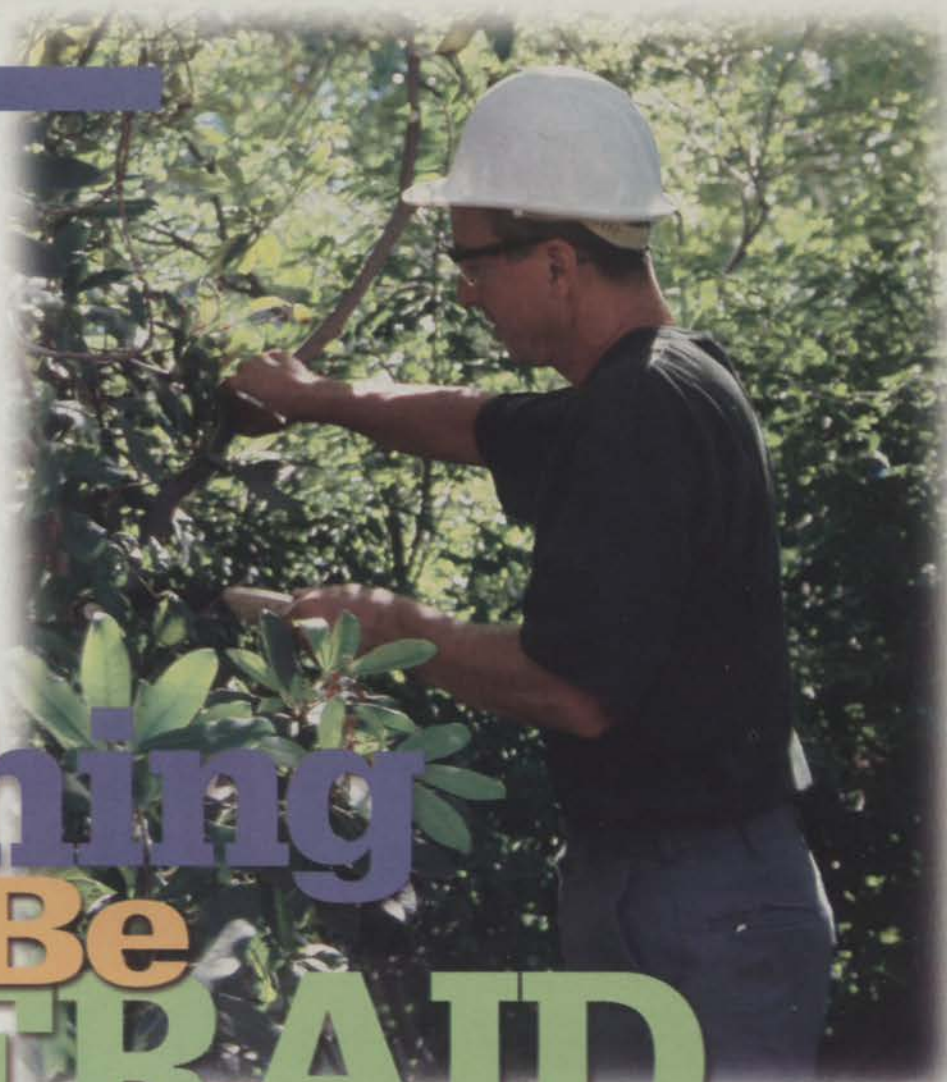
Call 888-424-7443 or register fast and free online at www.Green2go.com.

USE READER SERVICE #39

Pruning Shrubs

by John C. Fech

Shrub pruning often can instill fear in contractors, but following simple guidelines can calm nerves and lead to successful shrub care.



Nothing to Be AFRAID of

Here's a quick poll idea: At your next neighborhood gathering, ask 10 people if they remember the last time they pruned their lilac, Viburnum or dogwood. Then ask them how they went about performing that task. If they answer, "Uh, yeah, I think I whacked a few branches off of my shrubs a couple of years ago. I guess now is the time to prune them again." Then you know they have no clue.

Most folks simply don't know how to prune correctly. Believe it or not, some landscape maintenance crews don't either. This lack of knowledge leads to fear. Fear that you'll prune incorrectly and the shrub will look awful afterwards. Fear that the shrub will never bloom again. Fear that the customer will complain about the way the shrub looks. Fear that this will lead to a sudden need to peruse the "help wanted" section of the local newspaper. Relax. Shrub pruning is quite simple, actually.

RENEWAL PRUNING. There are three methods of shrub pruning that merit mentioning. The first one is "renewal pruning." This is very simple. Just cut off all the stems at the ground level. Renewal pruning works well for overgrown, heavily diseased, damaged or winter-killed shrubs where the objective is to start over with new growth.

(continued on page 108)

Walker around the world...

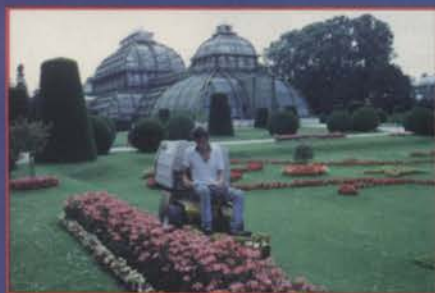
Setting an international standard for
"Fast, Easy, Beautiful Mowing"™



Parliament House • Canberra, Australia



President Mandela's Home • Cape Town, South Africa



Schönbrunn Castle • Vienna, Austria



Residential Property • Kalispell, Montana

■ FAST

Walker completes the job **fast** using a balance of consistent ground speed, quick maneuvering, and trimming ability. In many applications, Walker wins the job time race, even in comparison to larger mowers with faster ground speed (it is job time that counts).

■ EASY

Walker takes care of the operator with comfortable seating, good visibility, and easy-to-operate, responsive controls providing full productivity and best use of labor.

■ BEAUTIFUL

While "mow and blow" may be an acceptable standard for some mowing jobs, Walker offers beautiful mowing, vacuuming, mulching, and manicuring for discriminating customers. Some of the most beautiful grounds in the world are mowed by Walker.



We invite you to see a demonstration of Walker's "Fast, Easy, Beautiful" mowing on your property.

USE READER SERVICE #108

WALKER MANUFACTURING CO.

5925 E. HARMONY ROAD • DEPT. L & L

FORT COLLINS, CO 80528

(800) 279-8537 • www.walkermowers.com

Independent, Family Owned Company Designing and Producing Commercial Riding Mowers since 1980



Pruning Shrubs

(continued from page 106)

The types of shrubs that respond well to renewal pruning are Spiraea, dogwood, Viburnum, coralberry, Cotoneaster, privet, burning bush, butterfly bush, hydrangea and

barberry. In general, most evergreen shrubs don't respond well to this approach because they don't have apical meristems or new growing points at the ground level of the plant. So, avoid this method of pruning for yew, juniper, holly, Rhododendron, boxwood and muhgo pine.

Renewal pruning should be done in early spring or mid- to late fall for best results. The key is to allow for several months of good growing conditions for the shrub to encourage new, healthy stems to form. Early fall is not an ideal time for renewal pruning, as the new stems need a few months to harden off before experiencing winter's cold temperatures. Early fall renewal pruning lets the shrub develop ample new, succulent growth to make it

susceptible to winter kill. This is especially true of landscapes in the transition zone of Illinois, Missouri, Iowa, Nebraska, Kansas and Indiana, where extreme winter temperature fluctuations are common. Meanwhile, pruning too late in the year doesn't allow enough time for significant shoot growth.

Other entomologists and plant pathologists that I have discussed renewal pruning with have commented on how much they like this method. The benefits from their point of view are twofold. First, renewal pruning offers a great opportunity to remove diseased stems and insect-infested tissue from the plant. In many cases, fungal cankers develop on a plant. There are no effective control methods for these diseases other than to cut out the affected areas of the plant. Crown gall of Euonymus, black knot of ornamental plums and cherries, anthracnose of Spiraea, and cytospora canker of corkscrew willow are good examples. Likewise, lilac borers and

(continued on page 110)

By pruning in early spring, contractors remove dead areas and give shrubs a chance to grow full stems before winter.

Photos (right and page 106): L & L Staff



If you were color blind, and performance wasn't important, then you wouldn't care.

STRATASHEAR³™ SERIES

For 70 years we've made serious tools for tough customers. From landscapers to arborists to agricultural users.

The Stratashear³™ loppers from Corona are another incredible example. The Stratashear³™ technology dramatically reduces the force-to-cut up to 32%. And the "electric blue" aluminum handles and ergonomic grips make these loppers easy to see and comfortable to use. The Stratashear³™ loppers from Corona. Performance you can definitely see.

CORONA
The professional edge.

© 1999 Corona Clipper, 1540 East Sixth Street, Corona, California 92879 800-847-7863 or 909-737-6515 FAX 909-737-8657
www.coronaclipper.com

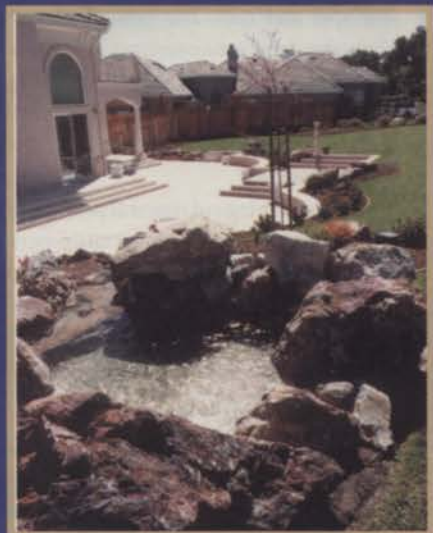


6 models available
AL 8020, AL 8040,
AL 8130, AL 8150,
AL 8240, AL 8260

Western Rock
& Boulder
INCORPORATED

If rocks could dream

Designing and building awe-inspiring landscapes requires vision, skill and a world-class supply of rock & boulders



**DELIVERING TO YOUR
JOB SITE**

We take the hassle out of shipping. All of our rocks and boulders are shipped directly to your job site. Our prices include shipping within the Continental United States.

Western Rock & Boulder...the stuff
that dreams are made of.

USE READER SERVICE #40

Western Rock & Boulder, Inc.

Toll-free 1-877-BUY-A-ROCK (1-877-289-2762)

www.westernrock.com

Pruning Shrubs

(continued from page 108)

various scales on Cotoneaster, privet or Eonymus can be partially or completely controlled by removing infested stems.

A second advantage that pest specialists highlight is the improved shrub architecture that renewal pruning creates. As new stems develop and replace those that were removed there is less stem mass, which presents better opportunities for air flow through the stems. This leads to leaves that stay drier and are less likely to develop foliar diseases such as leaf spot and rust. The new plant growth allows landscape maintenance crews to work with the new shoots as they develop to produce the proper spacing and orientation, instead of dealing with a solid mass of ungangly stems.

A disadvantage of renewal pruning is the delay of future blooms. Most customers are probably used to seeing their lilacs and dogwoods bloom each year. Because this method removes wood of flowering age and replaces it with new shoots, no blooms are likely to be

PRUNING METHOD	GOOD CANDIDATES	BAD CANDIDATES
Renewal pruning	Spiraea, dogwood, Viburnum, coralberry, Cotoneaster, privet burning bush, butterfly bush hydrangea, barberry	yew, juniper, holly, boxwood rhododendron, muhgo pine
Thinning out	Spiraea, Viburnum, dogwood, holly, yews juniper, azalea, boxwood, rhododendron	pine, spruce, fir

The Pruning Candidates

formed the first year after pruning. Regardless of that fact, convince clients that renewal pruning is an investment in the health of their landscape and should be considered a viable procedure. Avoid renewal pruning on all of a client's landscape shrubs in any given year, however. This may lead to client dissatisfaction. After all, the client is paying the landscape contractor to improve the look of the landscape, not worsen it.

Clear communication is a key element to successfully adopt this method, especially with new accounts. Take some time to explain to the customer that in most situations the growth will be about 12 to 18 inches high in a few months, and after a growing season the shrub will return as a vibrant part of the landscape. If you don't warn clients in advance, they might accuse you of killing the

(continued on page 112)



**Efficient
Easy To Use**

INTRODUCING The New HydroBore Underground Boring System

- Running lines or downspouts under existing walks and drives is no longer the painstaking task it used to be.
- The HydroBore Model HB 4000 is easy to use. Operators only have to dig a 3-foot long ditch to access the underside of a sidewalk, drive or other existing structure, connect the garden hose or any other portable water source to the HydroBore, and begin to apply pressure while boring.
- The flexible system allows operators to use the HydroBore in a standing position.
- Designed with 18" boring lengthening attachments.



Visit us at
www.holeymolehydrotools.com
for easy ordering details
and to view our
on-line video.

For more information, contact: **Snake River Tool Company**
P.O. Box 732 Lewiston, Idaho 83501 1.877.372.7782 Fax 1.208.743.5371

SAVE MONEY

ON DRAINAGE

PermaPanel™

from

Permacorp™
DRAINAGE & INFILTRATION SYSTEMS

The Only Drainage System with Separate
Intake and Discharge Chambers!

- ◇ Less than 50% installed cost of "rock & pipe"
- ◇ Installs with a walk-behind trencher
- ◇ No need for large crews and heavy equipment
- ◇ Dimension allows for a narrow & shallow trench
- ◇ Easy to transport six-foot lengths
- ◇ Connects to standard drainpipe and fittings
- ◇ No need to order expensive "special" fittings
- ◇ UPC® Certificate of Listing

For more information call
888/844-0296

www.permacorp.com



USE READER SERVICE #74

USE READER SERVICE #75



IT'S EASY

But no one has to know how easy ...

Sure, you had to cut around a lot of obstacles, but you did it in record time! And if the customer's turf looks better than ever? You did it all on a Grasshopper, and it's never been easier. The secret is in the equipment.

No one has to know how easy mowing is with Grasshopper's front-mounted deck, where you have the visibility to trim and mow. Or the advantages of **HydraSmooth™ steering** that eliminate all footwork. **By all means keep mum** about how you stay comfortably in control with the **Ultimate Operator Station**. You complete your job ahead of schedule and still feel renewed for the rest of the day.

If you're lucky maybe they won't notice all the comfortable legroom you enjoy while reaching the deck under shrubs and trees. **You'll be the envy of every other contractor if anyone finds out ...**

You can't even break a sweat with maintenance so accessible and easy.

So keep these secrets low-profile – much like the terrain-hugging Grasshopper design – and let your quality of work speak for itself.

Give us a call or visit our website for details on Grasshopper's complete line of true zero-turn (True ZT) mowers and large capacity leaf/grass collection systems.

Ask for our free video on the Quick Converter Implement System, which transforms your air-cooled or liquid-cooled Grasshopper True ZT power unit into a compact turf renovation and snow removal system.

It's easy to finance or lease a Grasshopper! Ask for details.

Snow removal & turf renovation systems, PTO-driven, for no-slip RPM.



DuraMax™ 90° FlipUp™ Deck (44" to 61"). Bag, mulch or discharge using the same (44" to 72") deck.



First to Finish...Built to Last

GRASS HOPPER
YOUR NEXT MOWER

The Grasshopper Company | P.O. Box 637 | Moundridge, KS 67107 U.S.A. | Phone: 316-345-8621 | Fax: 316-345-2301
www.grasshoppermower.com | Ask for free video.

©2000, The Grasshopper Company

USE READER SERVICE #142

Pruning Shrubs

(continued from page 110)

plant by cutting it back too far. "Before" and "After" photos will help to explain this rapid regrowth potential.

THINNING OUT. Another common shrub pruning method is "thinning out." Each year, after blooming, remove about one-third of the oldest stems at the ground level. This method produces a balance of young, middle-

In general, removing one-fourth to one-third of the stems produces the desired results, allowing greater air flow through the shrub and benefiting the shrub's health. For example, if a Spiraea has 30 stems, remove seven to nine of them. When a shrub has just a few stems, like some black haw Viburnums do, then removing only one or two stems may be sufficient. Remember that the

picious abnormalities or holes with fine sawdust surrounding them. As previously discussed, these are common homes for various pest species.

After the stems have been selectively removed, finish by removing a few more straggly stems to give the shrub some shape. In most situations, a few stems that are growing at undesirable angles or are much taller/longer than the rest of the plant will remain. Give the shrub a finished look by removing them entirely or clipping the objectionable part of the stem. This lets customers know that contractors are concerned with aesthetic appeal as well as overall plant health.

Similar to renewal pruning, shrub varieties that respond well to thinning out are deciduous species such as Spiraea, Viburnum and dogwood. A few evergreen shrubs also respond well to this technique, and holly, yews, junipers, azaleas, rhododendrons and boxwood will benefit from periodic thinning.

(continued on page 114)

Renewal pruning should be done in **early spring** or **mid- to late fall** for **best results**.

aged and mature wood in the shrub. This means getting down on your hands and knees, pushing aside the stems to identify them and then cutting them at the crown of the plant. In most cases, a by-pass hand pruner, lopping shears and a small pruning saw will be the only tools needed.

When uncertain about how many stems to remove from a shrub, do some quick math.

goal is to produce a shrub that has new and mature wood.

Older stems are easy to identify as removal targets. They are generally darker in color and thicker than newer stems. In many shrub species, older stems tend to produce a naturally exfoliating or peeling bark. This is a cue that the stem must be removed. Other targets for removal include stems with sus-

WIN A JOHN DEERE TRAIL GATOR®!

The Evergreen Foundation
announces a major
fund-raiser . . .

A raffle drawing for

the chance to win a John Deere Trail Gator®



\$50/ticket . . . Only 400 tickets to be sold!

All proceeds from this event will go to the Evergreen Foundation, a non-profit organization dedicated to promoting and funding the creation of a national greenway system.

The Trail Gator drawing will be held on November 7, 2000,
at the Green Industry Expo 2000 in Indianapolis, Indiana.

Ticket holders need not be present to win.

Tickets are available by contacting the Evergreen Foundation at
1-877-758-4835 or by visiting our website: www.evergreenfoundation.com
or contacting any board member.



evergreen
FOUNDATION



JOHN DEERE

USE READER SERVICE #76

FUNGICIDES DON'T LAST FOREVER.

BUT WE'RE WORKING ON IT...



This December find out how far we've come...

USE READER SERVICE #42

Pruning Shrubs

(continued from page 112)

Conversely, pines, spruce and fir do not produce regrowth when this method is used, so double checking the plant's identity is an important step that should be taken before pruning.

Thinning out should be done in early spring or mid- to late fall for best results.

In general, removing **one-fourth** to **one-third** of a shrub's **stems** produces the **desired results**, allowing **greater air flow** through the shrub and **benefiting** the **shrub's health**.

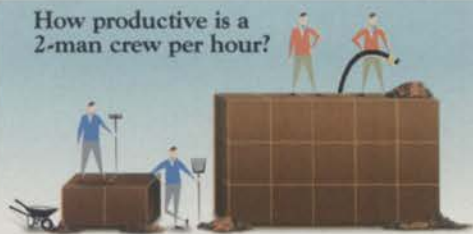


Mulch up to 700% faster!

The revolutionary FINN Bark Blower aim-and-shoot mulching technique pays you back *fast*

With the FINN Bark Blower a two-man crew can easily apply 15 cu. yd. of mulch per hour. The powerful FINN Rotary Airlock powers mulch through 300' of 4" flexible hose. Just aim and shoot. Available in trailer and truck mounted models, the Bark Blower breaks up clumpy mulch, reduces material cost 20% or more, and creates a finished look customers love. No more slow downs because of wet weather or tricky terrain. There's nothing else like it. Call today for a free brochure and the name of your nearest FINN dealer.

How productive is a 2-man crew per hour?



TRADITIONAL HAND LABOR
About 2 cu. yd. per hour

WITH THE FINN BARK BLOWER
More than 15 cu. yd. per hour

Bark Blower
AIM-AND-SHOOT MULCH SPREADING

FINN
CORPORATION

Innovative equipment
enhancing the world's landscape

1-800-543-7166

9281 LeSaint Drive, Fairfield, OH 45014 • Fax (513) 874-2914 • Web site: www.finncorp.com

HEADING BACK. A third pruning method, "heading back," is appropriate only for new hedges, and rarely should be used. Ironically, this is the technique that most homeowners and some novice landscape contractors use. This approach involves using a hedge trimmer to make arbitrary, indiscriminate cuts in the shrub. Heading back produces an attractive plant the first few times it is practiced. The shape is nice and clean, the lines are sharp and the plants can be manipulated to appear identical.

However, in a few years, an area of knotty growth develops near the area cut by hedge trimmers. This area becomes unsightly in a short period of time. The worst consequence of this pruning method is that when mechanical injury occurs from sunburn, vandalism or routine wear and tear, the shrub has no mechanism to replace the affected area. In most cases, the shrub develops large voids or dead looking areas with no leaves at all.

A few special situations exist where heading back is recommended. If a client desires a high-maintenance landscape and requests evergreens be cut into funny-shaped balls or depictions of elephants and animals, then this is the way to do it.

More reasonably, heading back can be exercised to keep an evergreen shrub or tree from growing into a sidewalk area or over a driveway to maintain clearance for traffic. In this case, cut the new growth in half in mid-summer. This allows the plant to thrive in the landscape for many years before lateral growth shadows activity on the path or patio. Actually, Christmas tree growers use this technique each year when they prepare and shape their crop for sale.

By using a thinning out or a renewal pruning technique, customers will be well served and landscape contractors will be satisfied from producing an aesthetically pleasing, healthy landscape for them. **LL**

The author is an extension educator at the University of Nebraska, Lincoln, Neb.

USE READER SERVICE #77

The Right Financial Partner For Your Needs



You have a growing business. And you'd like to expand. Choose John Deere Credit as your solutions-based lending source, and we'll be there for you every step of the way, with customized financing for the equipment you need. You won't find a more powerful financial partner – or a more convenient resource. Because John Deere Credit is available at your John Deere dealer, you get one-stop shopping for equipment and financing. So when you're ready to purchase equipment, ask about John Deere Credit at your John Deere dealer, visit our Web site at <http://lgc.jdcredit.com>, or call 1-800-468-8517, ext. 817.



**JOHN DEERE
CREDIT**

You Deserve Credit for Buying the Best™



USE READER SERVICE #41

by Kristen Hampshire

Landscape companies are working double-duty, adding interiorscape services to the mix to tap into the expanding market and boost revenue.

A winning strategy for contractors aiming to team landscape and interiorscape services involves more than filling bleachers with customers demanding indoor attention. The right equipment and plant know-how combined with a starting line-up of technicians that can tackle customer relations and provide detail-oriented service helps build a competitive, successful crossover business.

Interiorscape, a flourishing market, can stimulate a company's growth by attracting customers interested in improving the aesthetics of their home or office, which in turn, increases the client base for the exterior portion of the operation. One-stop shopping is a feature consumers seek in service businesses. Together, exterior and interior landscape open doors to a more profitable, customer-service driven operation, explained Sue Tufenkian, sales and marketing manager, Gardeners' Guild, San Rafael, Calif.

"Offering both is a tremendous advantage," she noted. "Providing multiple services is also a coordination puzzle that needs to be worked out. The interior and exterior divisions need to work hand in hand with continuity in scheduling, communication and even simple choices like design and color."

Contractors achieve this balance by understanding both markets and molding their businesses to respond to the challenges each facet presents, whether it be dedicating professionals to indoor projects or educating current technicians on interiorscape installation and maintenance techniques.

"There's an economy of scale and efficiency that can be sold if you offer both services," Tufenkian added. "You can coordinate colors depending on the job and you have efficiencies with mobilization and logistics. There are advantages and opportunities to explore when doing both."

(continued on page 118)



CROSSING the Line

OCTOBER 2000

Lawn & Landscape

Commercial PRODUCT GUIDE

This CPG is online!

Visit our Web site:

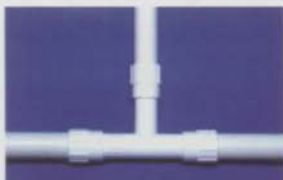
www.lawnandlandscape.com



NEW KWIKREPAIR™

A WHOLE NEW CONCEPT IN PVC
PIPE REPAIR & FITTING REPLACEMENT

If Your Last Repair Wasn't A KwikRepair
You Weren't **KWIK** Enough !



AVAILABLE IN 1/2" THROUGH
1-1/4" COUPLINGS,
ELBOWS & TEES

1-1/2" & 2" COMING SOON

ORDINARY FITTINGS KWIKREPAIR

Number of fittings required	4	1
Number of solvent welds required	7	3
Pipe movement restraint required	YES	NO
Possible O-Ring failure	YES	NO
Minimum space required to install 1" Tee	21" x 5-1/2"	9-3/4" x 5-1/2"
Approximate minutes to install	15 - 45 minutes	5 - 15 minutes



DAWN INDUSTRIES, INC.

4410 N. Washington Street Denver, CO 80216

(800) 321-7246 Fax (303) 295-6604

www.dawnindustries.com

Made In U.S.A. Patent Pending

* Available to Wholesalers & Distributors only

OCTOBER 2000

Commercial PRODUCT Guide

BARENBRUG *Online Club* **Turf Seed Solutions**

Barenbrug's success has been achieved through 100 years of providing its clients with top-notch products, technical support, quality control, on-

time delivery and customer service that is unsur-

passed in this industry. In today's fast-paced world of mergers and acquisitions, there is still a company you can count on today as well as tomorrow offering a number of different varieties of Kentucky Bluegrass, bentgrass, tall fescue, fine fescue, perennial ryegrass and specialty grass. For more information, call 800/547-4101.

Circle 600 on reader service card



LAWN AND POWER EQUIPMENT Tek-Twister Fertilizer Spreaders

Tek-Twister I and II are 100- and 200-pound quick attach spreaders that will mount on most commercial mowing machines, utility vehicles and tractors. The spreaders feature a 12-volt variable speed motor that is sealed against corrosion and is rebuildable. The Hopper sits on a stainless steel frame and is made of Polyethylene with a mechanical material shut off that eliminates spills.

A remote control console is available for installation

where spreader is out of operator's reach. With its variable speed it can spread 4- to 25-inch widths. For more information, call 407/656-1088.

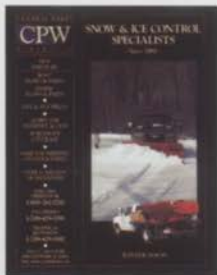
Circle 601 on reader service card



OCTOBER 2000

Commercial PR

Snow Products Catalog from CENTRAL PARTS WAREHOUSE



Since 1980, Central Parts Warehouse has provided the snow and ice control industry with quality replacement parts, equipment and accessories

for most major brands of snowplows and salt spreaders. New for this year are Boss and Fisher plows and replacement parts.

Central Parts Warehouse features the largest and most comprehensive catalog in the industry with more than 80 pages of equipment and illustrated parts diagrams all at discounted pricing.

Reserve your FREE copy of our 2000-2001 Snowplow Replacement Parts Catalog. Visit us on the World Wide Web at www.centralparts.com.

Circle 603 on reader service card

ACECAPS, MEDICAPS Provide Full Tree Care

Keep your customers' trees healthy and insect free, and add more green to your bottom line using ACECAPS and MEDICAPS. They are truly the industry's lowest cost-per-unit systemic tree care programs available. Implants don't impact the environment and there are no empty containers to dispose. ACECAPS contains 97 percent acephate for season-long, broad-spectrum insect control. MEDICAPS are



backed by major university research and more than 25 years of

commercial success treating micronutrient deficiencies of iron, manganese and zinc or as a combination tree food. Results are fast acting and last for three seasons. For more information, visit www.acecap-medicap.com.

Circle 604 on reader service card

PRODUCT Guide

At EARTHWAY, it's Your Choice



We offer hopper capacities of 50 or 100 pounds, three different chassis styles – epoxy powder-coated with



nylon bushing axle, epoxy powder-coated with greasable ball bearing axle or stainless steel with

greasable ball bearing axle.

Other features include the Ev-N-Spreader stainless steel, three-hole drop shut-off plate with independently adjustable twin throwing parts to balance your pattern, the Ev-N-Mulch large aperture compost and seed mulch shut-off or even a self-propelled Ev-N-Spreader M34ss shown here.

EarthWay Ev-N-Spreader and Ev-N-Mulch – the choice of serious professionals.

Call 800/294-0671 for details or visit our Web site at www.EarthWay.com.

Circle 605 on reader service card

FABRISCAPE Protects Valuable Plants from Frost Damage

Fabriscap Inc. offers the best protection for your plants against frosty conditions. Our Frost Blanket protects your plants from wind and frost damage while allowing light, water and nutrients to pass through to your plants. Frost Blanket enhances germination and root growth and is UV stabilized to last.

Frost Blanket is available in convenient retail sizes and in bulk sizes up to 17 feet wide and 300 feet long. This is perfect protection for gardens, annual flowers, nursery stock, bedding plants, vegetables, golf course greens, etc. Available nationwide for immediate shipping.



Circle 606 on reader service card

OCTOBER 2000

Commercial PR

AIR-O-LATOR'S Font'n-Aire Makes a Splash in Landscape

Font'n-Aire combines the beauty of a romantic fountain with the benefits of an efficient aerator. Air-O-Lator's Font'n-Aire is a modular system for

ease of installation and maintenance.



All units are furnished with ETL-listed controls, have a three-year warranty and are available in 1/2-to 5-hp units.

Circle 607 on reader service card

KICHLER: Leaders in the Lighting Industry Since 1938

Kichler Landscape Lighting offers a complete line of uniquely styled lighting fixtures – accent, path, deck or pond. Whatever your lighting needs may be, Kichler is your source. Constructed of durable composites, cast aluminum and solid brass, our fixtures stand up to the elements. You can expect design flexibility, quality and customer service from the leaders in the lighting industry since 1938. For more information, call 216/573-1000 or visit www.kichler.com.

**Circle 608 on
reader service
card**





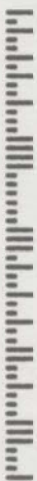
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape[®]

PO BOX 5817
CLEVELAND OH 44101-9867



FREE PRODUCT INFORMATION

While using *Lawn & Landscape's* Commercial Product Guide, you may find it helpful to remove the reader service card for easy reference. Once you have completed the card, simply drop it in the mail so you can receive the additional product information you're looking for. If the card is missing, simply call our circulation department at 800/456-0707 with the reader service numbers of the advertisers you would like more information from.

Lawn & Landscape

READER SERVICE CARD:

Use this card to receive FREE information on the products and services featured. We'll rush your requests to the appropriate companies.

1. WHAT IS YOUR PRIMARY BUSINESS AT THIS LOCATION?

(Please check only one)

CONTRACTOR or SERVICE:

- Landscape Contractor (maintenance & installation)
- Chemical Lawn Care Company (excluding mowing maintenance service)
- Lawn Maintenance Contractor
- Ornamental Shrub & Tree Service
- Irrigation Contractor
- Landscape Architect
- Other Contract Services (please describe) _____

IN-HOUSE MAINTENANCE

- In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks

DISTRIBUTION/ MANUFACTURER:

- Dealer Formulator
- Distributor Manufacturer

OTHERS ALLIED TO THE FIELD:

- Extension Agent, (Federal, State, County, City, Regulatory Agency)
- School, College, University
- Trade Association, Library
- Others (please describe) _____

2. WHAT BEST DESCRIBES YOUR TITLE?

(please check one)

- Owner, Pres., Vice Pres., Corp. Officer
- Manager, Director, Suprl.
- Agronomist, Horticulturist
- Serviceman, Technician
- Company, Library copy only
- Other (please specify) _____

- Foreman
- Entomologist, Pest/Pathologist
- Scientist, Researcher

Circle the appropriate number for product information:

Name _____ Title _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____ Phone # _____

600 614
 601 615
 602 616
 603 617
 604 618
 605 619
 606 620
 607 621
 608 622
 609 623
 610 624
 611 625
 612 626
 613

Dawn Industries	2	Kichler Landscape	
Barenbrug	3	Lighting	6
Lawn Power and		NEBS	7
Equipment, Inc.	3	North American Green	7
Central Parts Warehouse	4	Oly-Ola Sales	8
Creative Sales	4	Reading Body Works	
EarthWay	5	Rohm and Haas	9
Fabriscap, Inc.	5	Unique Lighting Systems	9
Air-O-Lator	6	Vitamin Institute	12

Lawn & Landscape

READER SERVICE CARD:

Use this card to receive FREE information on the products and services featured. We'll rush your requests to the appropriate companies.

DISTRIBUTION/MANUFACTURER:

- Dealer Formulator
 Distributor Manufacturer

OTHERS ALLIED TO THE FIELD:

- Extension Agent, (Federal, State, County, City, Regulatory Agency)
 School, College, University
 Trade Association, Library
 Others (please describe) _____

Circle the

appropriate

number for

product

1. WHAT IS YOUR PRIMARY BUSINESS AT THIS LOCATION? (Please check only one)

- CONTRACTOR or SERVICES:**
- Landscape Contractor (maintenance & installation)
 Chemical Lawn Care Company (excluding mowing maintenance service)
 Lawn Maintenance Contractor
 Ornamental Shrub & Tree Service
 Irrigation Contractor
 Landscape Architect
 Other Contract Services (please describe) _____

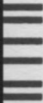
IN-HOUSE LAWN/CARE MAINTENANCE

- In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks

2. WHAT BEST DESCRIBES YOUR TITLE? (please check one)

- Owner, Pres., Vice Pres., Corp. Officer
 Manager, Director, Supt.
 Agronomist, Horticulturist
 Foreman
 Entomologist, Plant Pathologist
 Serviceman, Technician
 Scientist, Researcher
 Company, Library copy only
 Other (please specify) _____

Name _____ Title _____
Company Name _____
Address _____
City _____ State _____ Zip _____ Phone # _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

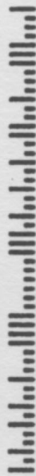


BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape[®]

PO BOX 5817
CLEVELAND OH 44101-9867



PRODUCT Guide

Free NEBS Landscaper's Sample Packs

Online Link

Make your job easier with NEBS personalized forms. Our specialized Landscaper's Forms give you a professional image and help you get through your paperwork quicker. They're designed with preprinted headings and checkboxes for fast, accurate write-ups. Try before you buy with a FREE Landscaper's Sample Pack including Landscaping Estimate, Laser and Manual Landscaping Proposals, Lawn Maintenance Invoice, Laser and Manual Landscaping Work Order/Invoice and Doorknob Hanger. Request your FREE Landscaper's Sample Pack using code 56278. Call 800/367-6327 or visit www.nebs.com.

Circle 609 on reader service card



NORTH AMERICAN GREEN Leads in Erosion Control

Online Link

North American Green is a leading manufacturer of erosion control blankets and turf reinforcement mats. The products are designed to keep top soil in place after site work has been completed, and to assist with the establishment of a strong stand of vegetation. Erosion control blankets have proven to be a cost-effective tool for revegetation, offering significant performance advantages over loose mulch, particularly on sites subject to high wind or significant rainfall. A variety of products are available for both temporary and permanent protection for many applications, including slopes, drainage channels and shoreline protection. For more information, visit www.nagreen.com.



Circle 610 on reader service card

OCTOBER 2000

Commercial PRO

Make Paver Installation Easier and More Profitable with BRIC-EDG from OLY-OLA

BRIC-EDG from Oly-Ola Sales, the original "L-shaped" paver restraint, has been used worldwide by landscape professionals since 1989. BRIC-EDG is designed to be used in any brick paver project, whether the project

requires a restraint under the pavers or outside the pavers. Featuring multiple installation methods, BRIC-EDG can be installed two ways – by either placing the brick on top of the edging or positioning BRIC-EDG along the outside edge of the paver. Non-bending steel anchoring stakes secure edging and prevent movement. Constructed of black vinyl, BRIC-EDG has no sharp edges, will not rust or kink, is available in both flexible and rigid sections in 2 inch and 1½ inch depths and 15 foot and 7½ foot lengths.

Circle 611 on reader service card



READING BODY WORKS Helps Keep Your Tools and Equipment Organized

Reading Body Works offers a complete line of steel and aluminum toolboxes. Designed for years of dependable use, Reading toolboxes feature heavy gauge steel and aluminum construction and lock securely for total tool protection. Reading also offers ladder racks and cab guards. Keep your tools and



equipment organized and protected from

moisture and theft with Reading toolboxes. For more information on Reading toolboxes and accessories, contact Reading at 800/458-2226 or visit its Web site at www.readingbody.com.

Circle 612 on reader service card

PRODUCT Guide

New Dimension® Ultra WSP from ROHM AND HAAS



Rohm and Haas announces new Dimension® Ultra WSP turf and ornamental herbicide. A wettable powder, Dimension Ultra WSP is up to one-third more effective per unit of active ingredient than liquid formulations. Treatment cost per acre will be lower. Offered in convenient 5-ounce water-soluble packs, it dissolves and mixes easily, with no solvent odor. Dimension® is completely non-staining and safe for turf and landscape ornamentals. Dimension's application

window spans from fall applications to early

postemergence. For more information, call 800/987-0467 or visit www.rohmhaas.com.

Circle 613 on reader service card



UNIQUE LIGHTING SYSTEMS Offers Multimatic Power Transformers

Unique Lighting Systems' Low Voltage Multimatic Power Transformers include multiple voltage taps ranging from 12 to 22 volts. This allows the installer to cus-

tomize the voltage for each individual wire run, thus getting 12 volts to each run of lights. Essentially, the Multimatic Power Transformer is like having eight transformers in one. It eliminates the need for heavier gauge wire and having to run 110-power distribution through the project. The Multimatic Power Transformer comes in stainless steel with wattage capacities of 300, 360, 840 and 1120 watts. Every Unique multiple tap transformer has a lifetime warranty.

Circle 614 on reader service card



FALL SPECIAL! *All books and vi*

TECHNICAL resource center

for
**Landscape
Professionals**

Lawn & Landscape®

• **Take this
opportunity
to order these
essential
references for
landscape
professionals.**

ideos are 20% off. Place your order today!

Technical Books

TITLE	QUANTITY	UNIT PRICE	AMOUNT
<i>The Complete Irrigation Workbook</i> , by Larry Keesen	_____	\$14.95 \$11.96	_____
<i>Turfgrass Ecology & Management</i> , by Karl Danneberger	_____	\$17.95 \$14.36	_____
I'd like both books for only \$25.00	_____	\$25.00 \$20.00	_____

ombol.

Training Videos in English and Spanish

TITLE	QUANTITY	UNIT PRICE	AMOUNT
String Trimmers and Blowers English	_____	\$50.00 \$40.00	_____
Walk-Behind Mowers English	_____	\$50.00 \$40.00	_____
Riding Mowers English	_____	\$50.00 \$40.00	_____
String Trimmers and Blowers Spanish	_____	\$60.00 \$48.00	_____
Walk-Behind Mowers Spanish	_____	\$60.00 \$48.00	_____
Riding Mowers Spanish	_____	\$60.00 \$48.00	_____
Combination Order (English/Spanish) \$100 (set)	_____	\$100.00 \$80.00	_____

ombol.

(includes books & videos)

(Ohio residents only add 7%)

SUB-TOTAL FOR ALL ITEMS

SALES TAX

SHIPPING AND HANDLING

TOTAL

Add appropriate shipping charges:

Books - add \$2.50 for 1 book; \$5.00 for 2 books

Videos - add \$7.00 for 1 video + \$1.50 for each additional video

QUESTIONS: Call Lori at 800/456-0707

Money Back Guarantee!

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Method of Payment

Payment Enclosed:
 Make checks payable to:
The Lawn & Landscape Media Group
 4012 Bridge Avenue
 Cleveland, Ohio 44113
 800/456-0707.

Charge to my:

Visa Mastercard
 American Express

Name as printed on the card: _____

Credit card number: _____

Expiration date: _____

Signature: _____

For Faster Service Fax Your Order To 216/961-0364.

ORDER TODAY! toll free 800/456-0707

• **WHY DO LEADERS CALL IT "GREATEST or BEST STUFF or PRODUCT in the WORLD?"**

IMPOSSIBLES MADE EASY by

Greatest Guarantee-Offer PROOF ever:—

60 YEARS unchallenged - \$5,000. GUARANTEED to be

World CHAMPION

#1 Activator, #1 Trans/
#1 REVIVER, PLANTER, #1 Extra
GROWER,

WORLD'S FAIR SCIENCE-MEDAL-WINNING

#1 Perfecter



BILLIONS-PROVEN EXTRA-LIFE-MAKER

WORLD'S FAIR Gold Medal  HORMS #4 TMs

SUPERthrive

50 VITAMINS-HORMONES

50
IN
ONE

USED BY

FIVE U.S. DEPARTMENTS TO HELP WIN WORLD WAR II
THOUSANDS OF GOVERNMENTS, STATE UNIVERSITIES, LEADING
ARBORETUMS, BOTANICAL GARDENS, PARKS SYSTEMS
U.S., STATES and CITIES IN MULTIPLE-DRUMS LOTS, Majority of ALCA
members attending ALCA FIRST convention; plentifully on every continent (60 years, no salesmen)

RECOMMENDED BY NEARLY 1000 BOOKS, CONFERENCES,
MAGAZINES, NEWSPAPERS, TVs, RADIOS

- California State Polytechnic University scientists reported:
"SUPERthrive™ raised survivals of difficult transplanting from 3%, with other materials, to 100%."
- U.S. Forest Service scientists reported: "Much more growth above and below ground than when fertilizers used alone." "25% fewer lost reforestation tree transplants."
 - 60 years, NO return on first-gallon money-back satisfaction guarantee!
 - 100% of 2000 SUPERthrive™ dealers asked at trade shows said they know SUPERthrive™ revives "dead" shrubs or trees having as little as green under the bark.
 - FAR MORE science research years, value of chemicals, results.
 - REFUSE fraudulent substitutes. Nothing is at all "like" SUPERthrive™.

- Point with pride to ALL your jobs.
- Build demand for you.
- Protect and save essentially 100% of all trees, other plants, Speed seeds.
- Predict healthy, active, uniform and beautiful "super-normal" plants.

Made in U.S.A. by VITAMIN INSTITUTE, Original, world-lifting life-chemical complexes
100,000 of the world's science discoveries, distilled by V.I. genius, to LIFT YOUR WORLD

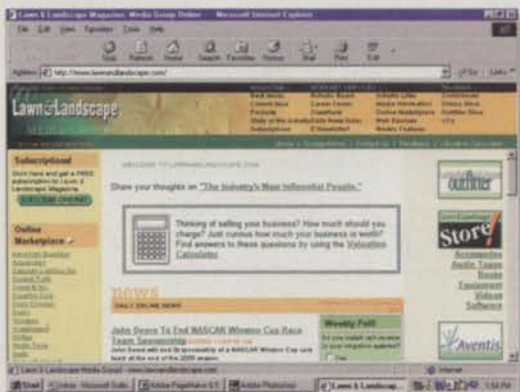
VITAMIN INSTITUTE, 12610 Satcoy Street South, North Hollywood, California 91605
Ph. (800) 441-VITA (8482) or (323) 877-5186, FAX (818) 766-8482, www.superthrive.com

Check us out!

Lawn & Landscape

Lawn & Landscape Online features

- Late-breaking news
- Online trade show
- Back issues
- Only-online articles
- Chatrooms
- News groups
- Industry links
- Industry training guides
- Classified advertising
- Electronic book ordering
- Online subscription services
- Industry research reports



The
Green
Industry's
most
interactive
Web site
is here.

www.lawnandlandscape.com

Interior Crossover

(continued from page 116)

THE STRATEGIC ADVANTAGE.

Partnering interior and landscape holds consolidation advantages for contractors and consumers. Companies who add interiorscape streamline management, resources and labor while offering opportunities for technicians to fine-tune customer service skills – a crucial requirement for interior jobs. Clients gain the convenience of working with a single-service provider.

"You can coordinate the two and have a flow of the same style," described Linda Novy, president, Gardners' Guild. "For jobs where interiorscape is a smaller piece of the contract, we train exterior crews to care for the plants – it passes savings on to the customer."

Compacting certain costs is advantageous, but companies that offer both services must realize the contrasts between indoor and outdoor pursuits and hire or train employees accordingly. For example, interiorscape technicians must gauge environmental conditions, such as lighting, room tem-

perature and traffic, stressed Toby Langner, president, Langner & Associates, Chicago, Ill.

"The biggest difference is in some of the care and the function that we have to provide," he explained. "The scheduling is more intricate as far as access to areas and the housekeeping requirements are higher for interiorscape services. The adding of chemicals and treatment of pests and diseases is more demanding in interior.

"The size of the equipment used is limited," he continued, adding that overhead equipment costs pale in comparison to landscaping. "You need more housekeeping items, like protection materials that minimize the effects of chemicals and wash that can occur on an interior service."

Technicians on an interiorscape team boast qualities such as knowledge of plants and their needs beyond watering. Some hold



Interiorscape services demand detail- and service-oriented technicians.

Photos: Roger Mastroiani

degrees in horticulture or design or have nursery experience. Interiorscape is a detail-oriented, human relations image service where technicians manipulate indoor plants to thrive in an artificial atmosphere. Stacy Richie, new business development, North Haven Gardens, Dallas, Texas, said maintenance means playing the role of a magician.

"How successful you are depends on how your technicians can trick plants into think-

(continued on page 120)

More Effective Less Expensive...



From **Tree Tech® Microinjection Systems** comes a full line of nationally labeled insecticides, fungicides, bactericides and fertilizers in leakproof microinjection units.

Insecticides - Acephate, Vivid®II, and MetaSystox®R

Fungicides - Bayleton®, Aliette® and Alamo®

Fertilizers - Our proprietary Nutriject™ formulations

Bactericides - Oxytetracycline antibiotic

1879 SW 18th Ave

Williston, FL 32696

1-800-622-2831

e-mail: info@treotech.net

website: www.treotech.net

Tree Tech® Environmentally Sound Tree Health Care for the 21st century and beyond.

Labels, MSDS Sheets and Other Information Available at www.treotech.net

USE READER SERVICE #78

“CLIP Gave Me My Life Back!”



(Also pictured is Bob's son D.J., father-in-law Jim Francis (both are close to truck furthest center.) Brad Hanson, Operations Manager, & Hollie Stusarczyk, Office Manager.)

Bob Smart center left. Bruce Stone with son Jack center right.

"I have a life now because with **CLIP** anybody can run our business. It used to take us days to do the billing—with **CLIP** it takes Hollie less than 4 hours. . . and we have 5 times the clientele," says Bob Smart, co-owner of **Yard Smart, Inc.**, a business doing over 1 million in sales annually.

"**CLIP** tracks everything. It keeps us on schedule, shows the profitability of every job we do, reminds us of important dates, reveals the effectiveness of our advertising, applies service charges to clients' bills, and lets us know *exactly* where our company stands on a monthly basis," says Bob.

Bruce Stone, partner and co-owner, says, "It's not just that **CLIP** is a great program. **CLIP**'s support services, most notably their annual **CLIP** Conference, have been invaluable to our business. The people at **CLIP** stand behind their product 100%. **CLIP** has taken such a burden off us. It's enabled us to get away from doing paperwork so we work *on* our business instead of *in* it. With **CLIP**, life is good."

Route Sheet

Mow & Trim All

Job # 123456789

Job Name: 123456789

Job Address: 123456789

Job Phone: 123456789

Job Start: 12/1/00

Job End: 12/31/00

Job Status: 123456789

Job Type: 123456789

Job Rate: 123456789

Job Total: 123456789

Job Balance: 123456789

Job Due: 123456789

Job Paid: 123456789

Job Ref: 123456789

Job Note: 123456789

Job Print: 123456789

Job Exit: 123456789

CLIP Scheduling

At least 4 days Between Jobs

Once a Week

Bi-Weekly

Next Month

Next Year

One Time Only

Day of the Week

Mon, Tue, Wed, Thu, Fri, Sat, Sun

Week of the Month

First, Second, Third, Fourth, Last

Month of the year

Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Mark All Days, Deselect All Weeks, Deselect All Months

Save, Cancel Changes, Refresh

Job Cost Report

Job No.	Job Name	Job Rate	Job Total	Job Balance	Job Due	Job Paid	Job Ref
1234	123456789	1234	1234	1234	1234	1234	1234
1235	123456789	1234	1234	1234	1234	1234	1234
1236	123456789	1234	1234	1234	1234	1234	1234
1237	123456789	1234	1234	1234	1234	1234	1234
1238	123456789	1234	1234	1234	1234	1234	1234
1239	123456789	1234	1234	1234	1234	1234	1234
1240	123456789	1234	1234	1234	1234	1234	1234
1241	123456789	1234	1234	1234	1234	1234	1234
1242	123456789	1234	1234	1234	1234	1234	1234

Record Work

Job No.	Job Name	Job Rate	Job Total	Job Balance	Job Due	Job Paid	Job Ref
112-1	MD INSTITUTE FOR INDE	1234	1234	1234	1234	1234	1234
112-4	MD INSTITUTE FOR INDE	1234	1234	1234	1234	1234	1234
112-10	MD INSTITUTE FOR INDE	1234	1234	1234	1234	1234	1234
1175-1	FENN RUTH	1234	1234	1234	1234	1234	1234
1176-13	FENN RUTH	1234	1234	1234	1234	1234	1234
1120-1	ENGLANDER'S	1234	1234	1234	1234	1234	1234
1120-2	ENGLANDER'S	1234	1234	1234	1234	1234	1234
1192-1	MAIN EQUITY	1234	1234	1234	1234	1234	1234
1192-2	MAIN EQUITY	1234	1234	1234	1234	1234	1234
1192-15	MAIN EQUITY	1234	1234	1234	1234	1234	1234
1141-1	PANTELY EUGENA	1234	1234	1234	1234	1234	1234

Just press "Y"—Yes, Done!
CLIP knows exactly what to bill & when to reschedule.

View your most profitable jobs at a glance!

**CLIP Software—
Built for Your Business**

The Ultimate Service Software

FREE Demo — Call 800-635-8485

for more information visit www.clip.com, or ask your local dealer!

USE READER SERVICE #43

Interior Crossover

(continued from page 118)

ing they are in a tropical environment," she observed, adding that detail-oriented care plays a part in plant mind games. A customer's magnifying-glass view of indoor installations allows little leeway for mistakes.

"Plants are in the lobby, they are the thing you sit next to and stare at, they are in the boss' office, they are in the board room," Richie listed. "So, the level of grooming and detail work is more intense."

DRAFTING A TEAM. The defining characteristics of an ideal interiorscape technician are different from those of a landscape crew member. Much how right-and-left-brained people might choose contrasting careers, the winning personality for interiorscape technicians often differs from their exterior counterparts. For starters, customer service is more important for indoor employees who are in close contact with customers.

"We have to rely on our people to put out our image for us," Richie emphasized. "The

personalities that our technicians have—how good they are with customers—is important. I've had technicians who are wonderful plant people but not good with the client."

Richie's "wanted" ad admittedly targets a split personality, meshing qualities like "friendly" and "organized" with "hermit," because technicians often handle routes solo. This is why a starting line-up of qualified employees with a polished appearance will be crowd pleasers.

"You look for such a combination of skills because interiorscape is very personal," Richie explained. "The person has to be someone who looks good and can carry on a conversation with someone at this level."

Interior and exterior departments at North Haven operate like separate businesses. Richie staffs the interior division with a general manager who oversees the department and an operations manager who imports plants from Florida and supervises the greenhouse, inventory, deliveries, installations and

special services. Four team leaders mimic the role of landscape foremen and 20 technicians service accounts, she explained. Sales people also are divided, with one representative dedicated solely to new accounts and another focused on evaluating satisfaction.

"Clients don't want new faces, so we try to keep the same people on a route," Richie added.

Maureen Connolly, interior manager, Kujawa Enterprises, Cudahy, Wis., added that the knowledge interiorscape work requires demands specialized employees, and she finds that cross-trained employees are not always experts in addressing specific plant needs. Her two divisions are team-oriented, she added, but a healthy rivalry existed between the two branches when the interiorscape division launched. "When they worked with us at holiday time, we earned their respect," she said. Though the exterior division outnumbers interiorscape 130 to 15 employees, their revenues closely match.

(continued on page 122)

STAHL Grand Champion

lift dump store haul

finally...
a truck built
around you!

call **STAHL** for all your commercial truck equipment needs!
for the distributor nearest you,
call 1-800-CS-STAHLL
www.stahl.cc (1-800-27-78245)

USE READER SERVICE #79

WorkForce International

LABOR PAINS?

Are you in need of a stable, low cost workforce?

Are your employees here today and gone tomorrow?

We can help with your labor needs, utilizing the INS' H2B Worker Program

WorkForce International is committed to providing you with quality service at an affordable price.

Visit our website at:
www.workforceinternational3.prodigybiz.com

PH: (713) 923-5564
Fax: (713) 923-5517
E-mail: workforceintl@aol.com

USE READER SERVICE #80

"For years, we had the same problem every spring—how to effectively control weeds while it was still cool outside. We usually had to reapply products to get the desired control. That is until we discovered Cool Power®. Cool Power eliminates the weeds the first time around—saving us time and money."

Denny Pennington *Owner, Pennington Lawns
Des Moines, Iowa*

Often, when the temperatures are cool, your ability to successfully control weeds is hampered. No more. Cool Power, a post-emergent herbicide, offers superior weed control for cool weather applications. So whether it's wild violets or dandelions, weeds can't hide from Cool Power.



**COOL POWER®**

Riverdale
The Formulation Innovators
(800) 345 3330
www.riverdalecc.com

USE READER SERVICE #20

Interior Crossover

(continued from page 120)

Connolly earned this success with the help of employees who are not only plant-people, but also people-people.

"You have to love plants," she stated simply. "If I don't see this quality on an application, I don't look it over much."

Connolly learned the importance of instating an organizational strategy through trial and error, citing her company's initial plant tracking system as a cumbersome practice that eventually was replaced by labeling plants in each container. Learning from inefficiency and changing the system improved overall operation in this case, she noted. Hiring employees is no different.

THE GROWING GAME PLAN. Whether a company divides interiorscape and landscape services into two divisions or cross trains employees to play both fields, most contractors see a growing demand for indoor installation and maintenance.

Connolly saw her interior division grow from

- Bring in a consultant or institute a training program to educate employees.
- Hire experienced workers and qualified technicians.
- Don't overextend yourself by growing your interiorscape business too quickly.
- Be available to clients so you can respond quickly to their needs.
- Don't invest heavily at first - take it slow.
- Because interior and exterior are two separate entities, work together to help each other, but develop an interiorscape plan.
- Don't give up easily. "It's hard to break into the business, but once you get established and people understand that you are service oriented and have a good work ethic, it will show." - **Maureen Connolly, interior manager, Kujawa Enterprises, Cudahy, Wis.**

Expert Expansion Tips

seven to 158 accounts in four and a half years, and while this influx of customers reaped generous profits, she stressed the dangers of growing too quickly. Most contractors find that shoddy service chips away a solid reputation.

"Our company has grown and grown," Connolly noted. "For a while we were getting nervous because we wanted to meet the demand for services. We wanted to find people who were going to make it a career. We didn't want to grow too fast."

Connolly didn't seek additional sales representatives during her division's growth spurt, so interior accounts remained at status quo and technicians reserved quality service.

Langner's small company approaches interiorscape expansion differently. He doesn't focus at all on growth. He trains employees in both areas for versatility and maintains his company philosophy, which is

(continued on page 140)

The Eye of the Storm



At last, an economical controller series offering the same features as the most expensive units. The Storm Series controllers from Buckner by Storm are available in 6, 9 and 12-station indoor and outdoor models. For a complete list of features, contact your local Buckner by Storm distributor or visit our web site at: www.bucknerirrigation.com.

- 4 Programs
- 4 Start Times
- Y2K Compliant
- Program Review
- Day-Off Feature
- Audible Fault Alarm
- Monthly % Adjustment
- 0 - 300% Water Adjustment
- 3 Year Warranty

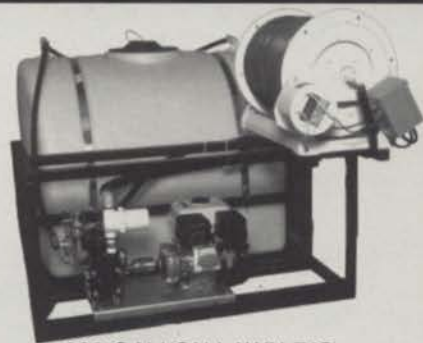


Buckner by Storm 4381 N. Brawley Ave., Fresno, CA 93722 (800) 328-4469 fax (800) 997-0500

USE READER SERVICE #81



OLDHAM CHEMICALS COMPANY, INC. OVER 30 YEARS OF RELIABILITY



200 GALLON LAWN RIG

- 200 GALLON OLDHAM TANK WITH BAFFLE.
- HYPRO D30 TWIN DIAPHRAGM PUMP.
- 5.5 HP HONDA ENGINE.
- HANNAY ELECTRIC REEL WITH 300' 1/2" HOSE.

INSECTICIDES • FUNGICIDES • HERBICIDES
SAFETY EQUIPMENT • SPRAY RIGS AND ACCESSORIES

1-800 888-5502

PO BOX 18358
3701 NEW GETWELL ROAD
MEMPHIS, TN 38118



USE READER SERVICE #82

The lawn and landscape industry's most visible team...

DELIVERING

EDITORIAL

Excellence



BOB WEST
Editor
bwest@lawnandlandscape.com



NICOLE WISNIEWSKI
Managing Editor
nwisniewski@lawnandlandscape.com



CYNTHIA GREENLEAF
Associate Editor
cgreenleaf@lawnandlandscape.com



KRISTEN HAMPSHIRE
Assistant Editor
khampshire@lawnandlandscape.com



ALI CYBULSKI
Contributing Editor
acybulski@lawnandlandscape.com

Lawn & Landscape

4012 Bridge Avenue

Cleveland, Ohio 44113

216/961-4130 • PHONE

800/456-0707 • TOLL FREE

216/961-0364 • FAX

www.lawnandlandscape.com

Products

Ryan Lawnaire V Aerator

- Ideal for sloped or undulating surfaces
 - Covers a 26½-inch aerating width
 - ¾-inch coring type tines can penetrate soil up to 2¾ inches when adding weight bar and water-filled roller drum
 - Available with a 4-hp Honda engine or a 3.5-hp Briggs & Stratton engine
 - Provides an aerating rate of more than 29,000 square feet per hour
 - Features a new, stable, extra-heavy design for added durability
- Circle 200 on reader service card**

Husqvarna Zero-Turn Series

- Solid unibody provides machine with a low center of gravity and wide wheel stance
 - 19 cutting heights available to fit various application needs
 - Decks available in 52- and 61-inch sizes
 - Mowers offer cutting range, adjustable from 1½ to 6 inches in ¼-inch increments
 - Ground speed reaches 10 mph
 - 11.4-gallon fuel capacity with three engine options: air cooled, liquid cooled and fuel injection
 - Optional foot assist lift mechanism helps to raise cutting deck over curbs and to change cutting height
- Circle 201 on reader service card**



Loeering Track Ready Bucket

- Bucket is designed for use with tracked skid-steer loaders
- Mount fits a level bucket with Loeering

track system

- Bucket available in 70- or 80-inch sizes
 - A wider bucket covers tracks during back-filling
 - Low profile for high visibility, tracks provide grading
- Circle 202 on reader service card**

Scarify • Rip Vegetation • Push/Pull Soil • Finish Grade • Prepare Seedbeds
Call for Free Video (877)788-7253

3 Tools-in-ONE!

- Scarifier
- Box Scraper
- Finish Rake

No matter what industry you are in—if you have ground to prepare—you need the TR3™!



NOW, One Tool Does It All!
No More Changing Out Tools
No More Costly Maintenance
Significantly Reduce Hand Labor



www.tr3rake.com HydroSeed Innovations, Inc. 10880 McKinley Hwy • Osceola, IN 46561
(219)674-5296 • (219)674-5902 (fax) • (877)788-7253 (RAKE) • <http://www.tr3rake.com> • info@tr3rake.com

ARE YOU READY TO GROW YOUR BUSINESS?

Join forces with the best known name in lawn care.
Franchise Territories Now Available!

- Strong brand awareness with Scotts products
- Effective sales/marketing programs
- Complete training and support
- Exclusive territories
- Financing available



For a FREE OPPORTUNITY KIT call...
937/644-7297

Scotts LawnService
14111 Scotts Lawn Road • Marysville, OH 43041
www.scottslawnservice.com

USE READER SERVICE #83

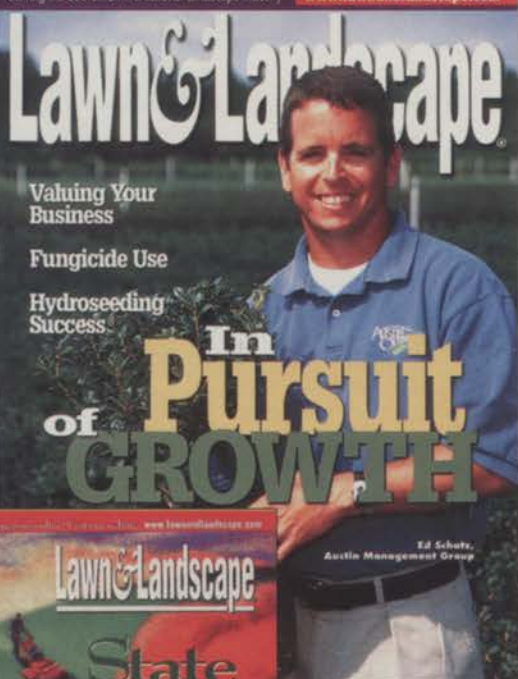
USE READER SERVICE #84

APRIL 2000

Lawn & Landscape COMMERCIAL Product GUIDE

www.lawnandlandscape.com

Serving the \$60 Billion Professional Landscape Industry www.lawnandlandscape.com



Through print, Internet, industry conferences and custom publishing, no one covers the professional lawn and landscape market like the L&L Media Group.

Next Year's Show Location - Indianapolis, Ind., Nov. 8-7

EXPO *extra*

The Lawn & Landscape Media Group

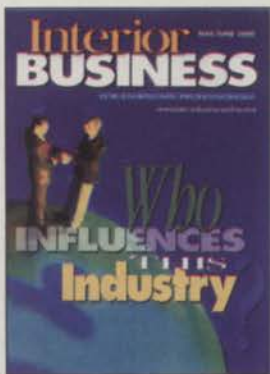
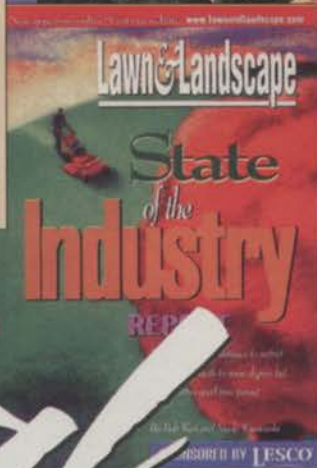
We'll review your web site... **FREE!**

Destination Dallas

New Products Fill the Floor

INSIDE...

Hours...



Total Market Coverage

Cindy Code, Kevin Gilbride, Maureen Mertz, Carl Hammer and Vince Ricci are available to address all of your advertising needs.

Call toll-free today.

800/456-0707

Lawn & Landscape
MEDIA GROUP

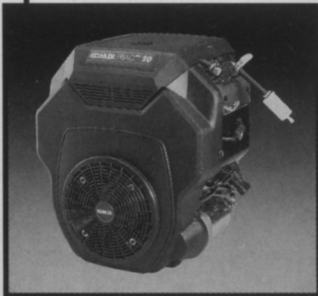
Leadership is Measurable.

4012 Bridge Avenue, Cleveland, Ohio 44113

Products

Kohler Triad Engines

- Available in 20-hp or 23-hp models
- Specifications for the 20-hp model



include: 653 cc engine with 80 mm bore, 65 mm stroke, measures 328 by 400 by 449 mm, weighs 90 pounds, 8.8:1 com-

pression ratio and produces 33.3 pounds per foot of torque at 1,800 rpm.

- Specifications for the 23 hp model include: 725 cc engine with 83 mm bore, 67 mm stroke, measures 328 by 400 by 449 mm, weighs 90 pounds, 8.8:1 compression ratio and produces 37.7 pounds of torque at 3,000 rpm.
- The V-twin, horizontal-shaft engines offer low fuel and oil consumption, extended oil-change intervals, improved air flow and temperature distribution, and improved cooling with no bore distortion
- Rocker arms make the OHC engine the same size as other overhead valve engines
- Features an integrated crankcase
- Automotive-style timing belt assists in cold-weather starting and decreases noise

Circle 203 on reader service card

Oly-Ola SHALLOW BRIC-EDG

- 1½- by 2½-inch paver restraint is designed for landscape projects that use shallow bricks (6 cm), flagstone, patio and concrete blocks
- Streamlined "L" design is flexible and eliminates the bump on the outside vertical leg
- Used to restrain and support landscaping bricks and pavers



- Contractors can create straight or curved lines that hold bricks or pavers in place
- Constructed of black vinyl and available in 2- by 3-inch sizes

- Offers a 15-year guarantee including labor, materials and freight costs
- Circle 204 on reader service card**

Glenmac Harley Power Box Rake®

- 72-inch bi-angular, bi-directional power landscape rake for skid-steer loaders
- Combines landscape seedbed preparation steps with one attachment
- Rake performs similar to a tiller while leveling, pulverizing, raking and collecting rocks
- Materials can windrow to left or right
- Operator can angle roller and twin barrier up to 20 degrees left or right for grading and windrowing
- Features adjustable, removable, heavy-gauge box endplates that are mounted at the end of each roller
- Rake traps and gathers stones for piling and easy pickup
- Equipped with carbide teeth that bite into compacted soil
- Unit is hydraulically driven

Circle 206 on reader service card

RedMax Pro Series Engines

- Replaceable high-tension lead allows easy repair of damaged ignition systems
- Chrome cylinder tolerates heavy, commercial use
- 12 to 19 cooling fins dissipate heat
- Uses a glass-filled low-tone muffler
- "V" porting enhances starting and two-ring piston gives tight tolerances
- Also features floating caged needle bearings, machined and balanced flywheel, heavy-duty ball bearings, I-beam connecting rod, splined solid steel drive shaft, heavy-duty clutch, chrome moly crankshaft, four-bolt cooling crankcase and tank purge system, Walbro WY carburetor, reusable foam air filter and easy-access air cleaner cap
- Equipment is EPA and CARB certified

Circle 205 on reader service card

Little Wonder Xtra Edger

- The machine combines the maneuverability of a stick edger with the precision of a wheeled edger
- Designed for curbs, sidewalks, driveways, tree rings, flower beds and other areas that require a clean edge
- Ideal for edging in confined areas where traditional wheeled edgers can't fit
- Features a handle-mounted throttle interlock, fully enclosed transmission, debris deflector and fully enclosed blade guard
- 34 cc two-cycle engine
- 3.5-to-1 gear reduction
- Weighs 18 pounds
- Includes a six-position step height adjustment, padded handle grips, 6-inch wheel and rubber mounted anti-vibration handles

Circle 207 on reader service card



Seeking a *short cut* to financial success?



**At GreenSuccess.com,
our online path to
success is easy
to follow!**

Have you been searching for a
convenient source for your green
finance and resource needs?

You've finally found it!

GreenSuccess.com

At GreenSuccess.com, we've taken 21 years
of financing expertise and launched a company
dedicated solely to the green industry. We
understand your business needs and provide
you with customized financing and resources to
make your job a lot easier.

Browse our website and discover the endless online
benefits to serve your "Green" industry needs.

Not only will you find customized equipment
financing, but you'll also find these FREE
resources to help you run your business
effectively day after day.

- **Custom Financing**

Not sure of your financing options? Our
online tutorial with built-in calculators help
you design your own payment schedule and
predict your payments!

- **Online Resources and Tools**

Enjoy industry links to weather, maps, research
and other online resources as well as daily news
and business tips.

- **GroundCover e-newsletter**

A subscription to this e-mail newsletter full of
industry news and information is yours FREE.



Call today for your FREE consultation!

Toll Free 877-360-0500

Products

VERSA-LOK Accent Retaining Wall System

- Composed of lightweight, solid concrete units
- Units allow for tight design radiuses and are small scale
- Pinning system allows construction of set-back and near-vertical walls
- Ideal for retaining walls or planting areas

Circle 208 on reader service card



**ANYBODY
CAN
PUT
TANKS
ON A
TRUCK!**

Tuflex[®]
FIBERGLASS PRODUCTS

TUFLEX MANUFACTURING CO.
1406 S.W. 8th Street
Pompano Beach, Florida 33060
Toll-Free: 1-800-327-9005
954-785-6402
FAX: 954-785-6404

***Experience
the tough-flex
difference.***



We certify that this is an actual photograph and that the tanks were not altered in any way to produce this picture.

USE READER SERVICE #85

Gowan and Sankyo Miticide-Insecticide

- Insecticide is approved by the U.S. Environmental Protection Agency as a reduced-risk pesticide
- Mixture is composed of naturally-derived products isolated from the fermentation broth of a soil microorganism
- Effective in controlling European red mite, spider mite and Tetranychid and Eriophyid mite species
- Acts on key insect pests in target crops

Circle 209 on reader service card

Bata™ Bison OD PVC Workboots

- Advanced sole offers greater surface contact and lowered toe spring design distributes weight, reducing back stress
- Sole tread patterns channel out debris and increase traction
- Ribbed sole is slip-resistant
- Snug ankle fit reduces heel slippage and wider shaft accommodates pant legs
- Built-in arch support system
- Ideal for wear in nurseries, lawn and landscaping, and gardening
- Unisex, olive green boots are available in men's full sizes 6 to 18 in a plain toe style or with ANSI/CSA-approved steel toe caps and shanks

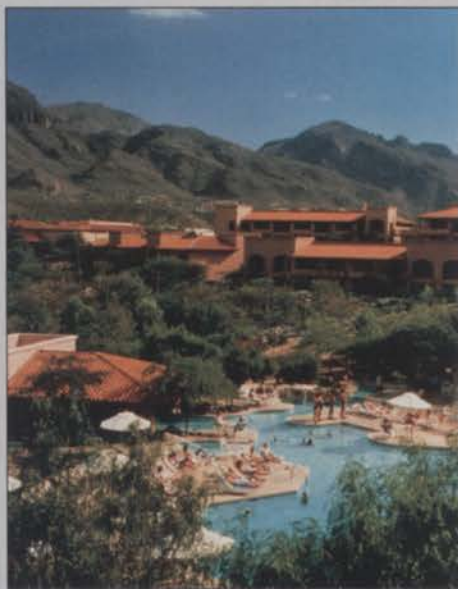
Circle 210 on reader service card



Executive Forum

FEBRUARY 1-4, 2001

WESTIN LA PALOMA • TUCSON, ARIZONA



WINNING AT THE LANDSCAPE MANAGEMENT GAME

BEST PRACTICES AND STRATEGIES

- MANAGING GROWTH
- GENERATING SALES
- BUILDING A WINNING TEAM

WINNING is one of the most powerful motivators. People who feel like they are WINNING and are associated with winners perform better than those who never feel victory. To make this happen in your business, you must adopt WINNING tactics that produce employee ownership, innovation, and enthusiasm. The 2001 Executive Forum will provide owners and managers with landscape contractor specific strategies and tactics that will allow them to put their company and employees in the winner's circle.

For program details and registration information,
contact Associated Landscape Contractors of America
800-395-ALCA(2522) • www.alca.org

Presented by:

ALCA
ASSOCIATED LANDSCAPE
CONTRACTORS OF AMERICA

Lawn & Landscape

Everywhere You Look

THERE WE ARE!

Ranked Among the Best Franchise Opportunities in America!

Success Magazine

GOLD 100



Business Start-ups Magazine

The Top 150

Entrepreneur Magazine

Franchise 500

Income Opportunities Magazine

Platinum 200

- Proven Leaders in the Lawn Care Industry
- 20 year Track Record of Successes
- In-depth Training
- Exclusive Territory
- Extensive Support



Call us at 888-509-9500

USE READER SERVICE #86

Who wants to do a MillionSQUARE or dozens of 5000 sq. ft. lawns with ease?



A-Your workers

B-Other owners

C-Your customers

D-You

Before you give your final answer phone a friend at Perma-Green 800.346.2001 or www.ride-onspreader.com for a free video and Owners Report

Because YOUR business is not a game!

USE READER SERVICE #88

MTI

Model 528

PROGRESSIVE ELECTRONICS INC.

Wire Tracking & Valve Locating

TroubleShooting For LESS !!



Only \$300

We Pay for U.P.S.

Order by 1 p.m.

SHIPS SAME DAY

800-600-TURF (8873)

CALL US AND SAVE! 7:30 am - 5 pm

Contractor's Choice for SPRINKLERS PST

Products

Kubota TG-Series Lawn and Garden Tractors

- TG1860 and TG1860G models are powered with liquid-cooled, V-Twin engines at 18 hp / 35.7 cubic inches
- TG1860 uses an environmentally friendly E-TVCS 18 hp liquid-cooled diesel engine
- Features electronic rack-and-pinion power steering
- Cushion ride suspension system with two spring-loaded shocks connected to the flat deck allows for a smoother ride, and high-back seat allows driver comfort
- TG features a clutchless hydrostatic transmission; speed and direction is controlled with rocker-style pedal
- 48- or 54-inch suspended mid-mount mower decks available
- Adjust cutting height with dial and gas-assist implement lift
- TG-Series attachments include grass catcher, front blade, snowblower and dethatcher



Circle 211 on reader service card

Grower Systems 5-3-4

- Natural-based fertilizer performs in varied soils or potting mixes
- Composed of humic acid, concentrated root growth enhancers, lignin polymers and wetting agents
- Nutrients release slowly over a long time period in containers or on fields
- Increases root structure, slows release of nutrients in container- and field-grown plants, improves flower color and breaks down compacted soils
- Can be applied as a foliar or soil application and is compatible with most herbicides, insecticides and fungicides

Circle 212 on reader service card

The Answers are all here and they're **Free**!

Here are some postings taken straight from the Bulletin Boards: **Q.** How much is a good foreman worth?

I have a 25-year-old foreman who's been with me six years and knows all the ins and outs of the business. I can trust him with cash, expensive equipment, my customers—he's a great worker. What is a person like this worth? Currently, he makes \$30,000 annually, I pay 50 percent of his health care and he has one week paid vacation. Is everyone out there in the same ballpark in terms of what you pay your foremen?

A. Maybe the next step is to consider letting him buy into your business. You need to maintain a balance between what a person produces and what he earns overall, otherwise you might find yourself top-heavy with management costs.

A. The average foreman makes about \$11.50 an hour, but a bunch of folks are paying in excess of \$15 an hour. Another way to look at this is to ask yourself what would be the cost of losing him?

A. A foreman position is only worth so much before you're over paying. Another option is creating a supervisor position. Ask your employee what he wants and where he sees himself in two or five years.

A. In my business, gross wages run 40 to sometimes 50 percent of sales. I have been told they should be 35 to 40 percent. I am paying \$9 to \$17 per hour, paid holidays, one week vacation and I let key employees take trucks home. And, as a result, I am making more money this year than last.

Got a business- or employee-related problem or question? Visit the Bulletin Boards at *Lawn & Landscape's* Web site – www.lawnandlandscape.com – and post your question there. You may get more than one good answer. Feel free to answer a colleague's question while you're there as well.

Lawn & Landscape
A METACORP. COMPANY

www.lawnandlandscape.com

ATTENTION LANDSCAPERS



2001 ISUZU NPR: gas, auto., ac, am/fm, 16' landscape body

\$347.90/mo.
4 yr. lease



2001 ISUZU NPR: diesel, auto., ac, am/fm, 16' landscape body

\$399.51/mo.
4 yr. lease

Special Deals On All Landscape Trucks

Flatbeds, Dump Trucks, Enclosed Van Bodies, Stake Bodies...WE GOT IT!

Call Chris Fountain or Greg Wellford

912-788-4601 • 1-800-899-8696

Middle GA. Freightliner-Isuzu

Fax: 912-781-0966

e-mail: chrisfountain@mindspring.com



USE READER SERVICE #104

Products

Exmark Enhanced Control System

- Designed for the Turf Tracer® HP walk-behind series of mower, the Enhanced Control System caters to ergonomic and operational concerns

- Allows natural positioning of the hands, arms and back
- Cushioned handles reduce fatigue from mower vibration
- Topside controls keep operator's hands further away from obstacles
- Neutral lock system easily disengages and locks for added safety

- Turf Tracer® HPs are available with ECS or pistol grip controls, and TriVantage deck options include 36-, 48- or 52-inch models
- Engine options include 15-hp Kawasaki or Kohler or 17-hp Kawasaki recoil start

Circle 213 on reader service card

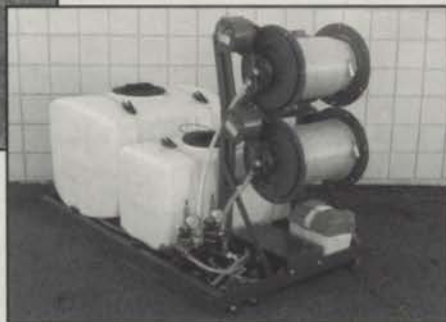


C & S TURF CARE EQUIPMENT, INC.

BUILDING QUALITY EQUIPMENT
FOR PROFESSIONALS, BY PROFESSIONALS



The Turf Tracker



Skid Mount Units

Whether you need the Turf Tracker to dramatically increase productivity, a custom built skid sprayer or truck, C&S can build the right equipment at the right price!



Pick-up Units



Custom Trucks

(330) 966-4511 • 1-800-872-7050 • Fax (330) 966-0956

www.csturfequip.com



Eagle Point Irrigation Design Computer Based Training

- Contains more than 30 lessons overall
 - Demonstrates all of the commands and functions used in Eagle Point's new Irrigation Design module
 - Lessons include inserting irrigation heads, defining head and boundary zones, creating a drip area, automatically laying out pipes, inserting symbols and creating schedules
 - Each lesson features step-by-step instructions
 - Introductory sections define commands and their functions
 - Interactive quizzes test user skills
 - Download a free demonstration at www.landcadd.com or order software online
- Circle 214 on reader service card

USE READER SERVICE #90

Snapper Grounds Cruiser Utility Vehicle

- Features a 9.5-hp Kawasaki OHV engine with full pressure lubrication, automatic torque converter transmission and 18 mph land speed

- 78-inch wheel base
- Features rack and pinion steering, independent front suspension and a rollover protection system
- Tilt cargo bed carries up to 500 pounds
- Trailer hitch tows up to 1,000 pounds

Circle 215 on reader service card

TurfVent Series Two Aerator

- Core plug aerators available in pull-behind or 3-point hitch adapter versions
- Available in coring coverage widths of 32, 40 and 48 inches
- All models include TurfVent Ejector™ Tines that produce a 5/8-inch core with a 3½-inch maximum penetration
- Series Two models feature independently-turning tine clusters
- Galvanized, expanded-metal weight tray base stabilizes weights
- Hardware is Grade 5 with aircraft-style lock nuts
- Pull-behind Series Two models feature 4.10/3.50-4 pneumatic transport wheels with transport positioning levers, full-length square steel tubing drawbar with a steel hitch assembly



- 3-point hitch adapter models designed for tractors equipped with a Category 1 3-point hitch
- 3-point hitch adapter constructed of heavy gauge steel for precise, secure connections to the hitch
- Materials are heavy duty for long performance and minimal maintenance

Circle 216 on reader service card



Middle Georgia Isuzu
Chris Fountain
800-899-8696



Introducing a Breakthrough Strategy for Increasing Your Profit \$28,992.72 per Year for Every Lawn Maintenance Crew You Operate!

- Eliminate Daily Loading/Unloading
- Protect your equipment against theft, accidental loss and bad weather
- Organize your tools
- Reduce fuel stops
- Supercharge your marketing efforts
- Increase your warehouse space

FREE Business Plan @ www.superlawntrucks.com



Super Lawn Truck Hand and Power Tool Storage System



Eliminate Trailers with the Hydra Ramp System



470 Old Hawkinsville Rd.
P. O. Box 446
Bonaire, GA 31005
912-923-0027 • Fax 912-929-3583

A labor saving, profit producing, marketing weapon... Just for the Landscape Contractor! Tour the system now at www.superlawntrucks.com

Products

Reinco Next Generation Hydrograsser

- HG5H2 hydrograsser is designed for all hydromulch blends, including bonded fiber matrix
- Variable speed vortexing blenders are independent of the discharge pump, vertically mounted and offer unparalleled mixing and slurry homogenization throughout the spraying process
- Features a 625-gallon volume and high granular solids capacity
- Seeding and fertilizing coverage is up to one acre per load

- Mulch handling capability conforms to standard mulch loading rates
 - Available in working volumes of 250 to 3,500 gallons
 - Hydrograsser is skid or trailer mounted with engine options
- Circle 217 on reader service card**



Dow AgroSciences Lontrel T&O Herbicide

- Offers postemergence control of broadleaf weeds common on turf
- Provides safety for warm- and cool-season

- species, including: St. Augustinegrass, Bahiagrass, Centipedegrass, Bermudagrass, Tall fescue, Ryegrass, Kentucky bluegrass and Bentgrass
- Clopyralid, its active ingredient, attacks all plant parts and root systems
 - Translocation prevents weeds from sprouting
 - Contains 3 pounds of the active ingredi-

ent per gallon and is packaged in a tip-and-pour, quart-sized container

- Application rates vary from 0.25 to 1.33 pints per acre or up to ½ ounce per 1,000 square feet
 - Can be used on golf courses, residential and commercial properties, landscape settings, parks and nurseries
- Circle 218 on reader service card**

HORTICOPIA®

add the winning touch to your landscape proposals

- 11,500 pictures
- complete with data, culture information & more
- expert search engine
- 5,000 plants
- export pictures in common Windows® formats
- extensive printing capabilities

1-800-560-6186

www.horticiopia.com

CD-ROMs

CD-ROMs

CD-ROMs

CD-ROMs

CD-ROMs

USE READER SERVICE #52



Give Yourself A Hand



- New design allows the sulky to stay centered behind the mower
- Easy to attach and detach
- Three grease points
- Heavy welded steel construction
- Large platform with extra foot space
- 7 day return policy, 1 year warranty
- Same features as the other leading sulkies, but priced lower

Mower Sulky



CALL 1-800-373-5542 FOR MORE INFORMATION ON MOWER SULKY.

USE READER SERVICE #53

Lawn & Landscape

Online Marketplace

www.lawnandlandscape.com

drafix.com

<http://www.drafix.com>



<http://www.planthealthcare.com>



<http://www.hydroterraproducts.com>

CENTRAL PARTS WAREHOUSE

"SNOWFLOW PARTS SPECIALISTS" - SINCE 1980!

<http://www.centralparts.com>

**Creative
curb®**

<http://www.ccurb.com>

Goossen

<http://www.goossen.com>



<http://www.shindaiwa.com>



<http://www.gopst.com>



<http://www.turboturf.com>

**CREWS
INC.**

<http://www.crewsinc.com>



<http://www.wellscargo.com>

Express Blower

<http://www.expressblower.com>



<http://www.sterlingtrucks.com>

DIXIE CHOPPER

The World's Fastest Lawn Mower

<http://www.dixiechopper.com>

CENTURY RAIN AID

<http://www.rainaid.com>



Aquascape Designs

<http://www.aquasapedesigns.com>

**ISUZU
TRUCK**

<http://www.isuzucv.com>



<http://www.treecaresupplie.com>

Cascade

Lighting Inc.

<http://www.cascadelighting.com>



<http://www.swissprecision.net>

Tuflex

<http://www.tuflexmfg.com>



<http://www.olsonirrigation.com>

Contact your account manager today to be a part of the show, 800-456-0707.

Ariens String Trimmer



- Available with 5 hp or 6 hp Tecumseh Centura engine
- 6 hp model features pivoting head
- Trimmer is an ideal tool for reaching

challenging landscape areas

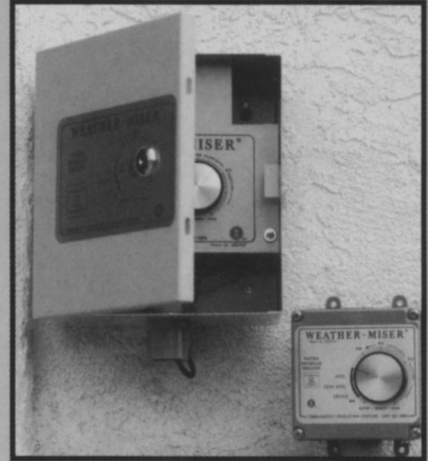
- .155 diameter trimmer line clears tall grass and weeds

Circle 222 on reader service card

WeatherMiser Irrigation Interrupt Device

- Anticipates rainfall and eliminates unnecessary watering cycles
- Reacts to relative humidity increases
- System overrides irrigation timers, eliminating unnecessary watering cycles until evaporation rate increases
- Eliminates climatic reprogramming and manual rain and snow interrupts
- Adjustable climate dial can be set for real-time, weather-controlled irrigation
- Requires no probes, operates without additional electricity, adapts with all 24-VAC valves, computers and most battery-powered timers

Circle 223 on reader service card



**our
unique look
is now
trademarked**

**Simply,
the best
retaining
wall
system!**

**StoneWall
SELECT**

see for yourself at

www.selecticd.com

ICD Corporation
Innovative Concrete Design
800/394-4066

Get the same job done in **LESS TIME,**
with **LESS EQUIPMENT,**
and with **LESS STRESS.**

YOUR COMPETITION.		
		
5 Men	4 Trucks	1 Loader
Time to complete same job: 4:25		

YOU.		
		
2 Men	1 Truck	1 Pro-Tech Sno Pusher
Time to complete job: 2:40		

This winter, you'll be singing all the way to the bank when you hook up with Pro-Tech Sno Pushers. The Sno Pusher removes as much as 500% more snow volume than conventional blades or buckets. So while your competition is still out plowing, you've already finished the job and are on to the next. They're easy to connect, too. In less than five minutes, you can attach a Sno Pusher to your backhoe, skid steer or loader and be on your way to clearing snow.

Whatever model you choose, the Sno Pusher is a proven investment that pays for itself within the first snow season, and offers lower maintenance costs and increased productivity. It's safe, too. Rubberized cutting edges, angled wear shoes that ride over curbs and obstructions, and an engineered breakout system help avoid site and equipment damage. When the snow flies, the Sno Pusher will be ready for more business, more satisfied customers, and more profits for you. Visit your Sno Pusher dealer today, or call Pro-Tech at **1-888-PUSH-SNO** for the name of the nearest dealer.

©2000 Pro-Tech Welding and Fabrication, Inc.
All rights reserved.



Place your order for a Sno Pusher by October 30, 2000 and mention code LL10C to receive a free Sno Pusher Carhart® jacket, plus a free rubber replacement blade for skid steer owners, or a free chain and binder kit for backhoe and loader owners.

USE READER SERVICE #99

1.888.PUSH.SNO
1.888.787.4766

Special Offer:

GREEN INDUSTRY WORKHORSE



Every Wells Cargo landscape trailer is built with rugged durability and hassle-free performance as standard features. No shortcuts. No cutting corners. Just the best built trailer you can own and customized the way you want it. Thousands of units on the road are our proof. Our comprehensive 3-Year Warranty Program is your protection. Call **(800) 348-7553** for a **FREE** information packet and nearest authorized Wells Cargo dealer.



WELLS CARGO

USE READER SERVICE #100

Products

John Deere Worksite Gator

• 6-by-4 diesel utility vehicle ideal for off-road, rental and landscape

• Powered by a three-cylinder, 18 hp, liquid-cooled Yanmar engine



• Includes all-purpose tires, heavy-duty frame, suspension kit, electric lift kit, bedliner and drive shields

• 1,400-pound payload capacity and towing capacity

Circle 224 on reader service card

Bestway Field-Pro III-1200 Sprayer

- Sprays up to 75 acres per hour
- Features Pro-60 and Pro-80 booms
- 120- to 144-inch and 80- to 92-inch adjustable axles
- Includes radial tires and duals for reduced compaction
- Low equipment cost per acre

Circle 225 on reader service card

Ferris Dual Drive HydroWalk

- 18-inch tires for traction and stability
- Self-contained Eaton transmissions
- Wide, low



stance and tough deck construction including overlap-welded corners, reinforced side skirts and double top deck

Circle 226 on reader service card

(continued from page 68)

how we accomplish something, they look at how they were treated and how we responded to questions, problems and concerns."

Some lawn care veterans also feel that IPM's environmentally friendly approach makes it easier to sell to clients. "I've never had a customer willing to have four or five pesticide applications on their lawn when one would get the job done," Troutman said.

But maintaining loyal customers after the initial sell presents another problem, Linker said. "Under an IPM program, most of the advantages are evident after three years," he said. "Constantly reminding customers to be patient for a coming pay-off is difficult. Most people who are paying a higher price expect instant results. While some results of IPM can be instant, the full benefits take time."

IPM's CHANGING FUTURE. IPM "has come a tremendously long way," Troutman pointed out. "We'll continue to make progress. New developments will improve the efficiency of the way we do business."

However, as legislators and environmental activists continue forward with a movement to reduce or eliminate pesticide use, lawn care companies will bear stricter guidelines to control pesticide applications, Miller said. "Having to notify neighbors more routinely before you spray lawns will increase and IPM will get more intensely managed," he said. "And customers will pay increased prices for lawn care service as this happens."

Ottley said he "fully expects an all-out war" between local environmental activists and clients who want affordable lawn care service in New York. "Because the 48-hour notification law will raise our costs 35 percent, we are going to have to charge more for our services," he said. "Clients believe a licensed applicator should be able to provide a reasonably priced service."

"Plus, using IPM to control pests, weeds and diseases is a time-sensitive approach," Ottley continued. "With this law, I'm not sure we can continue to practice IPM."

While IPM faces extensive restructuring and could fizzle out in the process – a possible reality in New York's future – contractors across the country will continue to modify and finalize their IPM definitions in the midst of pending legislation.

The industry forgets that this cycle has happened repeatedly over time, and only

contractors who learn from this will benefit, according to Shetlar. "History has shown us that when we use the same groups of insecticides time and time again, pests become resistant or the environment reacts in unpredictable ways," Shetlar said. "I vote we keep all the good things we've learned about IPM. We should use pesticides wisely, which

means using the principles that were developed for IPM when pesticides were less friendly. Don't use pesticides when they aren't needed – not because of safety concerns, but for good stewardship reasons." **LL**

The author is Managing Editor of Lawn & Landscape magazine.

See Green.

The Ohio Turfgrass Conference & Show 2000
See You There!

America's Premier Golf Course, Lawn Care and Sports Turf Management Event.

December 4-7, 2000
Greater Columbus Convention Center • Columbus, Ohio

2000 Conference & Show Highlights

- Expanded Educational Program
- Discounted Group Rates
- Exciting New Social Events
- Doorprizes and Contests
- Re-Certification Credits Galore
- And More

Sponsored By:
Ohio Turfgrass Foundation
The Ohio State University
Ohio State University Extension
Ohio Agricultural Research & Development Center

OTF • PO Box 3388 • Zanesville, OH USA 43702 • 888-683-3445
Fax: 740-452-2552 • www.ohioturfgrass.org

Interior Crossover

(continued from page 122)

to commit to attractive projects that fit his goals for quality service, he said.

"We look at all of our projects, no matter what the task is, as a function of how the job best fits into our company and our direction as far as the size and quality of the work and the company mission," he explained.

Langner does not recommend exploring interiorscape unless contractors can deliver a first-class job, listing employee motivation, attentiveness and housekeeping as common pitfalls. He avoids common pitfalls like housekeeping and attentiveness by training employees in both realms.

Whether a company controls quality by dividing interior and exterior work into two segments or training employees to take on both tasks, there is more at stake than retaining clients when delivering consistent, impeccable results, Richie reminded. "You have to make sure you have good, knowledgeable people who know the business, so that the industry keeps its integrity."

SCORING A PROFIT. The swelling popularity of interiorscape service is a profit prophecy for contractors exploring the market. A healthy economy combined with customers' desire to improve the aesthetics of indoor spaces creates a ripe opportunity.

"People spend more money on plants because they have more money, they want to look affluent or they want to make their company look established," Richie said. "We're brought in to enhance image."

"Interior landscape is a great indicator of the economy," she added. Though interiorscape businesses suffer the same low price problems that exterior operations face, as long as the building cycle continues to flourish, people will seek "extras."

Richie commented that her interior and exterior divisions rake in comparable annual sales dollars, but the difference lies in the number of accounts each branch manages to achieve this profit. Four hundred clients comprise the interiorscape client list,

while 50 accounts form the landscape roster. "There are little things interior accounts want done daily, so there is a lot of interaction and little things that add up to dollars."

Selling customers a package with both interior and exterior services is another way to build a company's profit margin, Tufenkian suggested. This method of piggy-backing services and providing clients with a single-source contact offers a one-stop shopping approach and saves the company money on hidden costs, like transportation, she said.

The services sell each other and the nature of interiorscape appeals to customers, who respond positively to technicians' regular "check-ups." Just as contractors welcome new accounts, clients enjoy opening their doors to visual enhancements for their homes.

"We're the plant people," she piped. "They're happy to see us." ■

The author is Assistant Editor of *Lawn & Landscape magazine*.

We're Growing, Are You?

Find strength and stability in a rewarding career with the leader in landscape excellence, **TruGreen LandCare**. As part of **ServiceMaster**, a Fortune 500 company, our landscape services are as widely recognized as our career opportunities. We have immediate openings nationwide for **Managers, Administrators and Supervisors** in the following areas:

Landscape Management
Landscape Design/Build
Landscape Installation
Irrigation Service & Installation

Specialized Services

Nursery Operations • Water Management
Arbor Care • Environmental Restoration
Sports Turf Management

We offer competitive wages, comprehensive health, dental and life insurance, 401(k) with matching contribution, a discounted stock purchase plan, paid time off and so much more. To get "growing" check us out on the web at: www.trugreenlandcare.com

Or to apply direct, call us toll-free at:

877-975-4476 (877-WRK-4GRN).

TRUGREEN LandCare™

EOE AAM/F/D/V

TURF AND GROUNDS EXPOSITION 2000

Managing
Your
Natural
Resources

Keynote Speaker:
Jeff Blatnick, Olympian

November 14 - 16, 2000
Oncenter, Syracuse, NY

- Shop at the spectacular trade show - over 350 booths
- Technical and business sessions - 60 renowned speakers
- Comprehensive professional development program exclusively for the green industry - over 1,800 attendees
- Research updates
- Earn Recertification Credits for: NYSDEC, MA, NYS CNP, PA, VT, GCSAA, PGMS, NYSRPS and ISA
- Legislative News and Updates
- Save with early registration, dues discounts, and special member only rates!



This event is sponsored by NYSTA in partnership with Cornell University and is endorsed by the NYS Nursery/Landscape Association and the NYS Association of Cemeteries

For more information, call the TOLL FREE CONFERENCE HOTLINE (800) 873-TURF (8873) (518) 783-1229 • Fax (518) 783-1258 • E-mail nysta@mysta.org • www.nysta.org

Lawn & Landscape

Please Print

Name _____

Title _____

E-mail Address _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Do you wish to subscribe to *Interior Business?* YES _____ NO _____

For even faster service, fax this card to us at
216-961-0364



FOR MORE INFORMATION
on advertised and featured products and
services, circle the appropriate number below.

1	25	49	73	97	121	145	169	193	217	241
2	26	50	74	98	122	146	170	194	218	242
3	27	51	75	99	123	147	171	195	219	243
4	28	52	76	100	124	148	172	196	220	244
5	29	53	77	101	125	149	173	197	221	245
6	30	54	78	102	126	150	174	198	222	246
7	31	55	79	103	127	151	175	199	223	247
8	32	56	80	104	128	152	176	200	224	248
9	33	57	81	105	129	153	177	201	225	249
10	34	58	82	106	130	154	178	202	226	250
11	35	59	83	107	131	155	179	203	227	251
12	36	60	84	108	132	156	180	204	228	252
13	37	61	85	109	133	157	181	205	229	253
14	38	62	86	110	134	158	182	206	230	254
15	39	63	87	111	135	159	183	207	231	255
16	40	64	88	112	136	160	184	208	232	256
17	41	65	89	113	137	161	185	209	233	257
18	42	66	90	114	138	162	186	210	234	258
19	43	67	91	115	139	163	187	211	235	259
20	44	68	92	116	140	164	188	212	236	260
21	45	69	93	117	141	165	189	213	237	261
22	46	70	94	118	142	166	190	214	238	262
23	47	71	95	119	143	167	191	215	239	263
24	48	72	96	120	144	168	192	216	240	264

Reader service card valid 10/00 through 1/01

Lawn & Landscape

FREE PRODUCT INFO

Lawn & Landscape

Please Print

Name _____

Title _____

E-mail Address _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Do you wish to subscribe to *Interior Business?* YES _____ NO _____

For even faster service, fax this card to us at
216-961-0364



FOR MORE INFORMATION
on advertised and featured products and
services, circle the appropriate number below.

1	25	49	73	97	121	145	169	193	217	241
2	26	50	74	98	122	146	170	194	218	242
3	27	51	75	99	123	147	171	195	219	243
4	28	52	76	100	124	148	172	196	220	244
5	29	53	77	101	125	149	173	197	221	245
6	30	54	78	102	126	150	174	198	222	246
7	31	55	79	103	127	151	175	199	223	247
8	32	56	80	104	128	152	176	200	224	248
9	33	57	81	105	129	153	177	201	225	249
10	34	58	82	106	130	154	178	202	226	250
11	35	59	83	107	131	155	179	203	227	251
12	36	60	84	108	132	156	180	204	228	252
13	37	61	85	109	133	157	181	205	229	253
14	38	62	86	110	134	158	182	206	230	254
15	39	63	87	111	135	159	183	207	231	255
16	40	64	88	112	136	160	184	208	232	256
17	41	65	89	113	137	161	185	209	233	257
18	42	66	90	114	138	162	186	210	234	258
19	43	67	91	115	139	163	187	211	235	259
20	44	68	92	116	140	164	188	212	236	260
21	45	69	93	117	141	165	189	213	237	261
22	46	70	94	118	142	166	190	214	238	262
23	47	71	95	119	143	167	191	215	239	263
24	48	72	96	120	144	168	192	216	240	264

Reader service card valid 10/00 through 1/01

Lawn & Landscape

FREE PRODUCT INFO

Place
Stamp
or
Meter
Here

Lawn & Landscape.

PO BOX 5817
CLEVELAND, OH 44101-0817


Place
Stamp
or
Meter
Here

Lawn & Landscape.

PO BOX 5817
CLEVELAND, OH 44101-0817

For Registration Information Call 800/456-0707



SCHOOL *of* Management

S A N D I E G O

February 11-13, 2001

Catamaran Resort
San Diego, California

Superb New Session Topics!
Innovative Speaker Faculty!
Excellent Location!
Great Value!

Presented by

Lawn & Landscape
MEDIA GROUP

ALCA
ASSOCIATED LANDSCAPE
CONTRACTORS OF AMERICA

www.lawnandlandscapeconferences.com

Photos Courtesy of San Diego Convention & Visitors Bureau; J. Blank, B. Shoaf

Classifieds

Rates

All classified advertising is \$1 per word. For box numbers, add \$1.50 plus six words. Classified display ads \$115.00 per column inch. Standard 2-color available on classified display ads at \$175.00 additional. All classified ads must be received by the publisher before the first of the month preceding publication and be accompanied by check or money order covering full payment. Submit ads to: L&L, 4012 Bridge Ave., Cleveland OH 44113. Fax: 216/961-0364.

Business Opportunities

SELLING YOUR BUSINESS?

FREE
APPRAISAL

NO BROKER
FEES

Professional Business Consultants

PBC

Merger & Acquisition Specialists

Professional Business Consultants can obtain purchase offers from Qualified Buyers without disclosing their identities. Consultants' fees are paid by the buyer.

CALL:

708/744-6715

FAX:

630/910-8100

CONKLIN PRODUCTS

Energetic person needed to market environmentally friendly liquid slow-release fertilizer and 0-0-25-17S, chelated micro-nutrients, drift control, surfactants and many other products to turf and landscape industry. Buy direct from manufacturer. Free Catalog 800/832-9635, Fax 320/238-2390. E-mail: kfranke@clear.lakes.com

PUTTING GREENS



Professional Synthetic Golf Greens

FREE VIDEO

Reasons to call us:

- * Huge Profit Center
- * Easy Install Process
- * Carry NO Inventory
- * Residential & Commercial
- * Excellent add on service
- * Utilize Existing Equipment
- * Fastest Growing Segment Of Golf
- * Many Extras

1-800-334-9005
www.allprogreens.com

FRANCHISE OPPORTUNITY

Mow-N-Go® Landscape Maintenance Company has licensing agreement opportunities, (205)879-5357

BIDDING FOR PROFIT

Grow Your Company and Accounts

with Tips and Techniques from

PROFITS UNLIMITED

a Division of Wayne's Lawn Service

BIDDING & CONTRACTS (\$47.95)

Examples on bidding and contracts (residential and commercial markets). How-to's on: Determining your cost of operation; Applying these costs to your bidding process; Calculating your cost. Bidding Strategies on: Mowing, Landscaping, Mulching, Power Seeding, Snow Removal and many more.

CONTRACTS & GOALS (\$34.95)

Lawn and Snow Removal Sample Contracts; Advantages and disadvantages of using contracts; Responses to common customer objections to signing contracts.

MARKETING & SALES (\$39.95)

Aspects of marketing and selling your service. Contains many forms of marketing found to be successful and those found to be ineffective.

LETTERS FOR SUCCESS

(set of 13 - \$24.95)

"Cold Call" introduction, bid proposals and cover letters, contracts, collections and several others for use as they are or as a framework to write your own.

Mail check with your order,

Print name and address to:

#1 Profits Unlimited

3930-B Bardstown Road

Louisville, KY 40218

800/845-0499

WaynesLawn1@aol.com

Visa, MasterCard, Discover,

American Express

www.NetLawns.com

ONLINE NATIONAL
LAWN CARE DIRECTORY & FORUM
FREE MEMBERSHIP
WITH MENTION OF THIS AD
criswell@netlawns.com

Businesses for Sale

COLORADO LAWN CARE CORPORATION

Colorado is BOOMING! 10-year lawn care company with sales of \$157,000 (March-October). Selling all-includes equipment, trucks, trailers and solid customer base for \$65,000. Great opportunity! Great income! Owner will consult. Colorado Springs, CO 719/227-9727

COMMERCIAL LANDSCAPE MAINTENANCE

Commercial landscape maintenance business includes tree trimming and installation. Orange County California. Established 20 years, \$3.5 million annual sales, 2.7M or equity partner. Great opportunity for out of state company to expand into Southern California. 714/401-9128.

LAWN MAINTENANCE AND TREE SERVICE COMPANY

Established lawn & tree service business including landscaping & snowplowing in southeastern Wisconsin. Sales of \$1M. Turnkey operation with 75% commercial accounts. Endless growth potential. Sale to include equipment. Owner will assist in business transition. For more information contact Lawn & Landscape, Box 404, 4012 Bridge Ave., Cleveland, OH 44113.

BUSINESS FOR SALE

16-year landscape and lawn care company in Middle Tennessee. \$500,000 annual sales. 50% commercial, 50% residential. Selling customers and/or equipment. Direct inquiries to 615-524-9898 (leave message).

DESTRUCTIVE TURF INSECTS

by Harry D. Niemczyk, Ph.D. and David J. Shetlar, Ph.D.

2ND EDITION

Based on 50 years of collective experience from two of the foremost authorities in turfgrass entomology!

The newly revised, definitive, practical guide to destructive turf insects for turfgrass owners, sports field managers, lawn service operators, golf course superintendents, students, and others involved with turfgrass management

Cost \$49.95
2-10 copies \$44.95 each
11 or more copies \$39.95 each

For more information or to order, call the Lawn & Landscape Media Group at **800/456-0707** or visit

www.lawnandlandscape.com

Business Opportunity

INVEST IN YOUR OWN TURF!

Excellent local Business Opportunities For:

- Experienced, Motivated & People-Oriented
- Landscape Garden Center Owners, Landscape Contractors,
- Landscape Architects and Designers and Landscape Construction Professionals.

Lets Landscape (together) Inc. a Franchiser of Community Based Landscape Services for more than 5 years, is now aggressively expanding Field and Business Operations into the United States with a target to achieve 200 units in the next five years. Be a participant not a bystander.

Visit our web page www.letslandscapetogether.com and find out what we are all about and why you should consider becoming a member of our growing family. Lets Landscape offers a proven system of value added services to consumers unmatched by existing horticultural and landscape service providers.

Lets Landscape is looking to secure exclusive community and or State distribution agreements with existing Garden Center owners to join our Nation Wide Dealer Network specializing in e-commerce network fulfillment. With media attention being directed to over 100 million American homes we are sure the economic returns will be substantial for members.

We are also looking for professional Landscape Construction Companies having a minimum of 3-5 years experience, looking to dramatically expand on their existing local business community identity awareness and assure a long-term larger business income.

Successful candidates will be provided with an exclusive territory, a proven system of local, regional and national marketing, participation in national buying group rates and a national web page featuring an exclusive Green Industry Home and Garden shopping cart. Included with our web page service is an exclusive member networking support system.

- Prime territory locations are available. Please respond giving existing business details. By email to letsland@idirect.com Attention: Charles Vickers

Fertilizers

NATURAL ORGANIC FERTILIZERS

15-1-8 (75) for lawns and shrubs (SGN 220)
12-2-8 (45) for golf greens (SGN 100).
Slow Release Fertilizer has 6-8% Water Insoluble Nitrogen with Bone Meal and Sulfate of Potash. Homogeneous Particles have No Odor. Call 800-825-7650 or visit fertilizers.net.

BUSINESS OPPORTUNITY

LL1000



Service Vehicle Accessories

Safety Equipment
Vehicle Lighting
MORE!



Call NOW to receive your FREE full line catalog!

1-800-243-3194
www.awdirect.com

Education/Instruction

LANDSCAPE DESIGN

BE A LANDSCAPE DESIGNER

Home study. Design lawns, courtyards, walkways, gardens, shrubbery. Free career literature.

SEND OR CALL: 800-223-4542

Name _____
Address _____
Age _____ Phone (____) _____
City/State _____ Zip _____
School of Landscape Design, Dept. GTL668
430 Technology Pky., PGDI, Norcross, GA 30092



For Sale

LANDSCAPE DESIGN KIT 3



LANDSCAPE DESIGN KIT 3
48 rubber stamp symbols of trees, shrubs, plants & more. 1/8" scale. Stamp sizes from 1/4" to 1 3/4".

\$84 + \$6 s/h VISA, MasterCard, and MO's shipped next day. Check delays shipment 3 weeks. CA add 7.75%tax.

AMERICAN STAMP CO.

12290 Rising Rd. LL, Wilton, CA 95693

Local calls 916-687-7102 Voice or Fax TOLL FREE 877-687-7102

VEHICLE MONITORING

STOP SIDE WORK/SPEEDING

No Monthly Fees
800/779-1905
www.mobilitytimeclock.com

HYDRO-MULCHERS

HYDRO-MULCHERS® HYDRO-SEEDERS STRAWBLOWERS

Most Brands & Sizes - New & Used

800/551-2304
www.jameslincoln.com

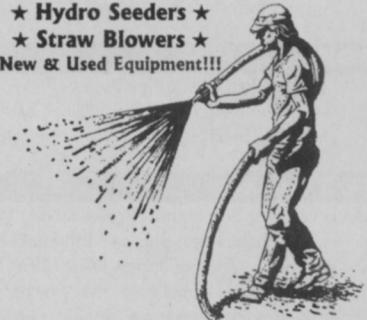
TURF SEED

www.grass-seed.com

HYDROSEEDING EQUIPMENT/SUPPLIES

EROSION CONTROL T-E-C-H-N-O-L-O-G-I-E-S

- ★ EC3000 Tackifier ★
 - ★ Hydro Seeders ★
 - ★ Straw Blowers ★
- New & Used Equipment!!!



One-Stop Shopping

3380 Rte. 22 W., Unit 3A, Branchburg, NJ 08876
800-245-0551 • 908-707-0800 • Fax: 908-707-1445

www.ErosionControlTech.com

PARTS/TOOLS/SUPPLIES

LANDSCAPERS:

Why burn daylight shopping?

We'll deliver blades, filters etc. for less!

Huge searchable database: <http://M-and-D.com>

STEEL BUILDINGS

FACTORY LIQUIDATION



UP TO 40% OFF

**SUPER TOUGH
HEAVY I-BEAM
BUILDINGS**

Perfect for Use
as Equipment
Storage or
Repair Shop

- 20 Year Roof & Wall Warranty
- Plenty of Room for Storage & a Workshop

40 X 65 (3LEFT)
40 X 85 (1LEFT)
50 X 110 (2LEFT)
60 X 150 (1LEFT)

Prime Steel Some Other Models Avail.

1-800-291-6777 ext.108

HYDROSEEDING/ HYDROMULCHING EQUIPMENT AND SUPPLIES

HYDRO SEEDING HELPER

Slicky Sticky
slickystick.com
800/527-2304

GPS VEHICLE TRACKING

No Monthly Fees
Call 800-779-1905
www.mobilitytime.com

Classifieds

FOR SALE

Finn B70 Straw Blower, Trailer Mount, 35 HP Kubota 450 hrs. \$9500.00

1998 FINN BARK BLOWER

80HP, 4-cyl, water-cooled 4039D diesel John Deere engine, 22cuyd hopper for truck mounting. Includes 150' x 4" flex discharge hose, 3 function remote control, & auto tap system. 1400 hrs.

Phone: 508.384.7140 or email:
john@groundscapesexpress.com

FOR SALE

Ditch Witch 255SX Pipe Puller (1995)
Like New - 440 Hours - \$9,800.00 o.b.o
(810-736-3214 or 1-800-570-3313)

FOR SALE

New-never used 1999 Finn Hydroseeder T330, 3,000 gal. cap., has all the extras plus an additional \$11,000 sprig pump for spraying sprigs. Also, 1990 Mack Truck, low mileage, camel back susp., heavy duty sprig susp., low, low gear trans., double frame. Paid \$95,600. Have all receipts. Still under factory warranty. \$79,000. Phone 636-240-5404; Fax: 636-240-5453.

LAWN ASSISTANT

#1 Computer Software
2000 Version
Multi User \$7900
Will Sell \$5000
864-410-7231

Help Wanted

KEY EMPLOYEE SEARCHES

Florapersonnel, Inc. in our second decade of performing confidential key employee searches for the landscape industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential and always free. Florapersonnel Inc., 1740 Lake Markham Road, Sanford, FL 32771. Phone 407/320-8177, Fax 407/320-8083.
Email: Hortsearch@aol.com
Website: http://www.florapersonnel.com

PROFESSIONAL

Smallwood Design Group/Smallwood Landscape, Inc.
Are you tired of the corporate world? Do you want to get back to having fun in your career? Smallwood is an award winning landscape design-build maintain firm located in beautiful S.W. Florida. We are seeking highly motivated individuals to become part of our team, and are currently offering opportunities for the following positions:

- Director of Horticultural operations
- Maintenance Sales
- Maintenance Foreman
- Landscape Architech

We offer competitive salaries, excellent benefits, a 401k plan and advancement within our organization.

SMALLWOOD DESIGN GROUP/ SMALLWOOD LANDSCAPE, INC.

2010 Orange Blossom Dr. • Naples, Florida 34109
Phone (941)597-8136 • Fax (941)597-4384
Corporate@smallwood.com
www.smallwood.com
Drug free workplace • Equal opportunity employer

LOCATE IN ONE OF FIVE GREAT CITIES!

Tell us what city you prefer! We are a leading lawn care company that has been in business for 30 years with locations in **Cleveland, Fort Wayne, Indianapolis, Pittsburgh, and St. Louis.** We are accepting resumes for branch managers and branch manager trainees. Our trainee packages average \$35,000 to \$40,000 per year and our branch manager packages average \$75,000 to \$80,000 per year. Both trainee and branch manager benefits include generous salaries, health benefits, new personal vehicles and a large year end bonus. **Join a fast growing company that "really cares" about its employees!** Branch manager applicants should have managerial experience, and trainee applicants should have assistant manager experience. All inquiries kept strictly confidential. Send or fax resume to: Kapp's Lawn Specialists, Michael Markovich, 4124 Clubview Dr., Fort Wayne, IN 46804. Fax: 219/432-7892; or call Mike at 219/436-4336 for more information.

LANDSCAPE MANAGEMENT THE BRICKMAN GROUP, LTD.

Careers in landscape management available in: Colorado, Connecticut; Delaware, Florida, Georgia, Illinois, Indiana, Maryland, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Wisconsin. Fax: 770/420-7056.

Email: jobs@brickmangroup.com
Web site: www.brickmangroup.com

GREENINDUSTRYJOBS.COM

www.irrigationjobs.com
www.treecarejobs.com
www.nurseryjobs.com
www.landscapingcareers.com
Search Jobs and Resumes

EXCITING CAREER OPPORTUNITIES FOR SERVICE INDUSTRY MANAGERS

Come Join One of the Largest Vegetation Management Companies in the United States

DeAngelo Brothers, Inc. is experiencing tremendous growth throughout the country creating the following openings:

- General Managers
- Division Managers
- Branch Managers

We have immediate openings in:
IL, GA, MI, SC, CO, PA, OH, CA, TX

Responsible for managing day to day operations, including the supervision of field personnel. Business/Horticultural degree desired with a minimum of 2 years experience working in the greens industry. Qualified applicants must have proven leadership abilities, strong customer relations and interpersonal skills. We offer excellent salary, bonus and benefits packages, including 401k and company paid medical coverage.

For career opportunity and confidential consideration, send or fax resume, including geographic preferences and willingness to relocate to: DeAngelo Brothers, Inc., Attention: Paul D. DeAngelo, 100 North Conahan Drive, Hazleton, PA 18201. Phone: 800/360-9333, Fax: 570/459-2690. EOE/AAP, M-F.

SALES REPRESENTATIVE

Sales Representative - 45k or up, North New Jersey Turf Management and Irrigation firm seeking qualified person for sales position. Experience in sales, or irrigation preferred. Benefits include car, medical and 401k. Come join a winning team with 20 yr. Track record of success. Fax resume to Mr. Bellis at 973-895-5578.

CAREER OPPORTUNITES



CAREER OPPORTUNITIES

With Northern California's Largest
Independently Owned Landscape Company

WWW.CAGWIN.COM

MANAGEMENT SEARCH

*Looking for
Greener Pastures?*

- Outgrown your current position and responsibilities?
- Limited career opportunities where you live?
- Ready to take on a more challenging employer?
- Not sure where these opportunities are?

*GreenSearch knows
where they are*

Uncover them on the GreenSearch Web site.
It's quick, convenient and confidential.

Visit us at GIE 2000
Booth #1621

Website: www.greensearch.com

E-mail: info@greensearch.com
Toll free: 888-375-7787
Fax: 770-392-1772

GreenSearch
Specialists in Providing Managers for the Green Industry

6690 Roswell Road, #310-157, Atlanta, GA 30328-3161

HELP WANTED

Creative, self-motivated, organized. Looking for a career and not just a job. If this is you, then Yardmaster, Inc., Ohio's premier landscape design build firm has a unique opportunity available for you. We are expanding our design/sales staff and are looking for the right dynamic, professional to grow with us. Send your resume to Maria, Yardmaster, Inc., 1447 North Ridge Road, Painesville, Ohio 44077. Fax (440)357-1624.

EMPLOYMENT - EMPLOYMENT - EMPLOYMENT

Ferrell's Jobs in Horticulture is the twice-a-month national newspaper and website for Green Industry employment. Employers and Job Seekers contact: 800/428-2474 or visit www.giantads.com. Since 1993.

HOMESTEAD LANDSCAPING

Homestead Landscaping, Ltd., one of Southern Vermont's premier landscape companies, established in 1976, is currently seeking a Landscape Maintenance Manger. Qualified candidates must be highly motivated with strong organizational skills, exceptional management and people skills and have extensive knowledge in all aspects of landscape maintenance. Currently the maintenance division at Homestead represents \$1 to \$1.5 million in annual sales. We currently have an outstanding management team in place and a strong work force.

In addition to living in beautiful Southern Vermont, we offer a competitive salary, year-round employment, 100% paid Health & Dental benefits, paid vacation, sick/personal days, 401K, Profit sharing, anniversary vacation program, company vehicle.

Our backyard consists of one of Vermont's premier ski areas, Stratton Mountain Resort. Our community offers a wide variety of outdoor recreation in addition to the wonderful four seasons that Mother Nature provides us.

At Homestead we believe in building honest, mutually beneficial relationships encouraging growth and opportunity for our customers, employees and community.

A full job description is available upon request.

Please mail, fax or email a letter of interest, salary requirements and resume to:

Tamatha B. Blanchard
Homestead Landscaping, Ltd.
PO Box 450, Bondville, VT 05340-0450
(802) 297-1107, Fax (802)297-2740,
homestd@vermontel.net

HELP WANTED

GROWTH, STABILITY, DIVERSITY...
OMNI FACILITY SERVICES

DESIGN/BUILD

FIELD SERVICE MANAGER- Minimum 3 to 5 yrs of management experience required. Responsibilities include, but are not limited to, scheduling crews and equipment, ordering plant material, interfacing with landscape architects and clients. In addition, a commitment to safety and quality in all facets of the job.

MAINTENANCE

FIELD SERVICE MANAGER- Minimum 3 to 5 yrs of management experience required. Responsibilities include, but are not limited to, scheduling crews and equipment, working closely with budgets and interfacing with existing clientele. Must be field oriented, working closely with crews, and recognizing the need for quality, training and safety.

- A valid driver's license is required, CDL license a plus.
- Salary commensurate with experience (management positions).
- Full benefit package, including 401k offered to full time positions.

Please forward your resume to: Omni Facility Services 400 N Park Ave., Norristown Pa 19403, Fax (610) 630-1288

HELP WANTED

Managers/ Management Trainees



THE COMPANY: One of the fastest growing & most profitable service companies in America is seeking Managers/Management Trainees throughout the Midwest. We are a subsidiary of a Fortune 500 co. voted one of the most respected companies in its' commitment to developing people.

THE OPPORTUNITY: The successful candidates will participate in an 8 to 12 month management-training program that includes rotating assignments. These assignments will include key areas of training to help gain necessary skills in the areas of **SALES, OPERATIONS AND MANAGEMENT.**

THE CANDIDATE: Successful candidates should have a college degree and/or previous management experience; excellent communication and interpersonal skills; strong sense of urgency and time management skills.

THE REWARD: In return for your expertise, we offer a complete compensation package, which includes medical, dental and vision coverage, 401(k), employee stock purchase plan, paid vacations and more.

THE PROCESS: If you're looking for the opportunity to succeed with a company that allows you to grow professionally, then we want to talk to you. For immediate consideration, send/fax (847-583-9280) resume with salary history to: HR Manager-MMT, 5225 Old Orchard Rd. Suite 46, Skokie IL 60077. Email: applicants2000@aol.com

TECHNICAL SERVICES REPRESENTATIVE

JOIN A LEADER. Hunter Industries is a growing manufacturer of high quality irrigation products, located in North San Diego County. We are seeking a Technical Services Representative. This individual responds to all incoming irrigation questions on technical support line, and coordinates special testing of warranty products. Maintains the competitive product library, and assists in market research. An associate's degree in landscape and irrigation design or equivalent is preferred. Minimum of four years progressive experience in landscape irrigation, agricultural industry, or wholesale distribution. Knowledge of irrigation and pumping system design. Problem solving skills, interpersonal skills, and computer literate. Strong mechanical and technical skills required. We offer a competitive salary and benefits package, which includes a corporate fitness center. Submit your resume and salary history to: Hunter Industries Attn: Human Resources - 7037, 1940 Diamond Street, San Marcos, CA 92069. EOE

LANDSCAPE DESIGNER/ARCHITECT

For well-established design/build firm in Northern New Jersey, Must be sales and production oriented. Competitive salary, commission, profit-sharing. Mail or fax resume to:

Jacobsen

Landscape Design and Construction
413 Godwin Avenue
Midland Park, New Jersey 07432
Fax (201)444-4334
E-mail to: jacobsenlandscape@msn.com

BRANCH MANAGER

Exciting career opportunities for experience lawn care managers in Philadelphia Region. Our rapidly expanding company is looking for branch managers to open expansion locations in Southeast PA and South Jersey. Must have a minimum 2 years operations management within lawn care industry with excellent communications skills. Position offers excellent salary, benefits, 401k, company vehicle, relocation allowance and year end bonus. Send resume and salary history to: Dean Pilquist, NaturaLawn of America, PO Box 160 Southampton, PA 18966 or fax to (215) 368-3565 or email to mdp1009@erols.com

Classifieds

HELP WANTED

Wanna Be a Tree Doctor?

If you have a passion for the green industry and are looking to make a change, call Almstead Tree & Shrub Care. Qualified candidates are enrolled in our intensive training program, resulting in becoming an ISA certified arborist. Recent trainees have successfully received certification in less than six months. Join our expanding, progressive, and professional co. that utilizes state-of-the-art equipment and the newest technologies. Excellent compensation and benefits package includes car and relocation allowance. Immediate openings in our offices serving NY, NJ, and CT. Call 1-800-427-1900 or fax resume to 914-576-5448, attention HR.

www.almstead.com



EMPLOYMENT OPPORTUNITIES AVAILABLE

The Green Plan, Inc. a seventeen year old full service landscape, tree care and irrigation company located at the base of the Colorado Rocky Mountains is continuing to grow and expand operations.

Current Positions Available:

- Chemical Division Manager
- Licensed Tree and Lawn Spray Technicians
- Irrigation Service Technicians
- Landscape Maintenance Foreman
- Landscape Installation Foreman
- Customer Service and Sales Representative

Positions include excellent compensation, year around employment, 401k and full benefits. Immediate openings available with a quality ALCA Member firm. Please forward resume to the fax number or address below.

THE GREEN PLAN, INC.

P.O. Box 17338
Boulder, CO 80308
303-938-8230 Phone
303-938-8137 Fax
tgp@eazy.net

LANDSCAPEJOBS.COM

888/729-LAND

National Search

We are presently searching for the following:

- Maintenance Supervisors
- Maintenance Foremen
- Irrigation Technicians
- Construction Foremen
- Operations Manager
- Branch Manager Trainees

Call or visit www.landscapejobs.com

POSITIONS AVAILABLE

Scotts Lawn Service, newest division of America's favorite lawn care company is building our management team for the future. By year's end, we'll open new branches in:

- Detroit • Chicago • St. Louis • Pittsburgh
 - Akron • Dayton • Harrisburg
 - South New Jersey/Delaware • Northern Virginia.
- Additional supervisory positions will also be filled in Atlanta (Asst. Br. Mgr.), Columbus, Cleveland, Cincinnati, Philadelphia and Baltimore.

The successful candidate will be: a proven, quality oriented, goal driven professional in the green industry (lawn, landscape, golf course). We'll provide needed Scotts systems training.

Positions available:

- Branch Manger - Responsible for all branch operations
- Assistant Branch Manager - Atlanta position only
- Sales Manager - Responsible for staffing and sales results
- Production Manager - Responsible for branch production quality and results in lawn and tree/shrub care departments.

Compensation is negotiable. Excellent benefits package (401K, medical, dental, and more).

Contact us now. Website: Scottslawnservice.com

Fax: 937-644-7422 • Ph: 800-221-1760

Ask for lawn service recruiter or email bill.hoopes@scottscsco.com

Scotts is an EOE dedicated to a culturally diverse workplace. Drug screen required



HELP WANTED

Western States Reclamation, Inc. (WSRI) is an 18 year old company with unique clientele and projects. Services and projects include land restoration, large landscape/irrigation construction, minor earthwork, and light civil engineering. Present project size ranges from \$1K to \$4M. WSRI seeks an individual with 10 plus years of experience to handle project management and estimating.

- PM Position requires a minimum of 5 years experience in a recognized construction company. Position involves supervision of multiple projects and intense scheduling of materials, manpower and machinery. Ideal candidate will have experience in revegetation, erosion control, urban park construction, and civil/earthwork. Degree preferred in civil engineering, construction management, landscape architecture or equivalent. Computer literacy a must.

- Estimator - Entry Level/Mid Level/ & Senior Level

- Upper level positions require previous construction estimating experience up to \$5M single project. Must be computer literate and have experience with CADD and estimating software. Degree in related field preferred.

- Entry level position requires computer knowledge, good math skills, and 2 years experience in related field - degree helpful.

Above average salary, benefits, incentive program, 401K plan and company vehicle. Send salary history and requirements to WSRI, 11730 Wadsworth Blvd, Broomfield, CO 80020, fax 303-465-2478,

email wsridrc@aol.com

<<mailto:wsridrc@aol.com>>

Website www.wsreclamation.com

<<http://www.wsreclamation.com>>

HELP WANTED

Salespeople - Check It Out

ACRES EMPLOYMENT ADVANTAGES

In recent surveys from 90 Acres Group employees, they rated the top three reasons Acres Beats The Competition:

1. Professionalism: Assuring customer service, respect and satisfaction
2. Quality, Experienced, Passionate Employees: Committed to doing the best job possible
3. Superior Results: Snow, Landscape Maintenance, Construction, Nursery

In recent customer surveys, 2 out of 3 customers rated Acres above peer companies in both "WILL" & "SKILL" while scoring Acres as "meeting and frequently exceeding expectations!"

FIND OUT WHY!

Acres Group, Northern Illinois largest independent landscape contractor growing at +18%, seeks additional landscape maintenance salespeople to continue our growth. Our maintenance management and production staff delivers. Are you experienced and enthusiastic enough to successfully manage and grow an Acres' portfolio? If so, apply now. Superior compensation and benefit opportunities. Three facilities - Naperville, Roselle, Wauconda. Call Maureen for immediate confidential consideration. Phone: 847-526-4554, Fax: 847-526-4596. EOE.

CAREER OPPORTUNITY



All Pro Landscaping, Inc. is hiring Managers, Superintendents and Supervisors looking for an excellent career opportunity. All Pro seeks energetic, team oriented candidates with proven leadership, communication and interpersonal skills who wish to take on an exciting entrepreneurial job with one of South Jersey's highest quality, fastest growing full service landscape companies.

- Landscape Construction Manager/Grounds Maintenance Manager
- Purchasing Agent
- Construction Estimator/Salesperson
- Construction Project Managers
- Grounds Maintenance Superintendents
- Lawn and Pesticide Superintendents

Experienced leaders with strong management and communications skills and a desire to do quality work should apply. Complete compensation package includes excellent base salary, bonus opportunity, company vehicle, medical, dental, vision and 401k retirement plan, sick and personal time. Please call Avi at 609-261-1655 for more information on position requirements or fax resumes and salary requirements to 609-261-1624. EOE

Classifieds

Insurance

COMMERCIAL INSURANCE

Start-Ups and Franchises are our Specialty!

Competitive rates, comprehensive coverage and payment plans designed for your specific business needs.

If you provide any of the following services, we can design a program for your company:

- | | |
|--------------------|-----------------------|
| Installation | Snow Removal |
| Renovation | Right of Way |
| Fertilization | Holiday Lighting |
| Herb./Pest. App. | Irrig. Install./Serv. |
| Tree & Shrub Serv. | Mowing & Maint. |
| Spill Clean Up | |

Contact one of our Green Industry

Specialists for a quote at

1-800-886-2398 or by fax at

1-614-221-2203

M.F.P. INSURANCE AGENCY, INC.

Lighting

GREEN INDUSTRY LIGHTING

Powerful Profits



Holiday and Event Lighting

Keep Employees Year Round
Offset Fixed Costs
Cross-sell to Customers
High Margin Repeat Business



Over 250 Locations In 46 States & Canada

1-800-687-9551
www.christmasdecor.net

Tree Stakes

TREE STAKES

Doweled Lodgepole Pine
CCA Pressure-Treated
2" Diameter, Various Lengths
Economical, Strong and Attractive
Phone: 800/238-6540

Fax: 509/238-4695

JASPER ENTERPRISES, INC.

We ship nationwide.

Web site: www.jasper-inc.com

Used Equipment

USED EQUIPMENT

Billy Goat Truck Loader Vacuum for \$2400.00

- 16 HP B&S Twin-Cyl. OHV Vanguard
- 10" Intake Hose
- 7" Exhaust Hose
- 1.3 Cubic Yard Bag

Ryan Lawn Air Riding Aerator \$800.00

Call Mark Middleton (512)834-9072

View on web address: mccoyslawn.com

Ad Index

ADVERTISER	PG#	RS#
AA-Tach	18	17
ALCA	129	
American Isuzu	59	126
ATTI	51	63
Aventis	19	29
BASF	7	47
B. & D.A. Weisburger	58	57
BackSaver	66	60
Bandit	69	120
Becker Underwood	52	49
Bering Trucks	71	34
BioPlex Organics	13	12
Borderline Stamp	104	72
Brisco	10	11
Brite Ideas	100	69
Buckner By Storm	122	81
Cascade Lighting	76	66
Corona Clipper	108	73
Creative Curb	56	54
C&S Turfcare	132	90
Daniels	10	10
Dawn Industries	64	21
Destructive Turf Insects	71	
Dixie Chopper	3	89
Easy Lawn	97	67
Echo	14-15	48
egarden.com	73	35
Evergreen Foundation	112	76
EZ Scoop	20	18
E-Z Trench	123*	44
Fabriscap	56	55
Finn Corp.	114	77
FMI	4	27
Foley Enterprises	42	59
FX Luminaire	125*	95
Glenn Mac	102	71
GNC Industries	100	70
Grasshopper	47,111	134,142
GreenDex	101	37
greensuccess.com	127	45
Green To Go	105	39

GTO International	97	68
Hiniker	17	15
Horticoopia	134	52
Hydroseed Innovations	124	83
ICD	137	98
Isuzu of Georgia	131	104
JJ Mauget	61	123
J. Thomas	52	25
John Deere	65,115	93,41
Kanga	9	28
Kasco Marine	72	64
Lawn & Landscape Media Group		
Family of Products	125	
Lawn & Landscape Online	41,117	
Lawn & Landscape		
Online Marketplace	135	
Lawn & Landscape		
School of Management	143	
Lawn Monkey	18	16
LESCO	43,S5,S10-11,S20	94
Line-Ward	68	62
Marcus Drake Consultants	68	61
Marsan Turf	130	87
Mitsubishi Fuso	103	38
Morbark	45	30
Nitro Green	130	86
North American Green	67	33
NYSTA	140	103
Oase Pump	44	30
Ohio Turfgrass	139	101
Old Century Forge	54	50
Oldham Chemical	122	82
Olson Irrigation	16	14
Permacorp	110	75
Perma-Green	130	88
Pro Tech	138	99
Real Green	52	24
Real Chemical	113	42
Rexius Express	74	
Riverdale	63,99,121	
113,121,20		
Robert Kershaw	16	13

Robert's Supply	134	53
Rohm & Haas	48-49	31
Rohmid	57	32
Ruud	75	36
Scotts Lawn Service	124	84
Sensible Software	119	43
Silc	136	97
Ski Landscape	62	58
Snake River Tool	110	74
Stahl	120	79
Super Lawn Trucks	133	91
Toro Sitework Systems	2	110
Tree Tech	118	78
Triple D	136	96
TruGreen LandCare	140	102
Tuflex	128	85
Turbo Turf	64	22
United Elchem	20	19
United Green Mark	54	51
U.S. Lawns	151	46
Vista Lighting	55	92
Visual Impact	58	56
Vitamin Institute	152	114
Walker	107	108
Wells Cargo	138	100
Western Rock & Boulder	109	40
Workforce International	120	80

IRRIGATION SUPPLEMENT

Ametek	12	155
Buckner by Storm	114	159
Brown	114	160
Century Rain Aid	16	150
Dawn Industries	18	152
Hunter	120	157
LineWard	116	162
McCulloch Innovations	18	153
Oetiker	17	151
Rain Bird	113	161
Remote Control	19	154
United Green Mark	19	158
Wilkins	119	156

* Denotes regional ad

How We Do It

Scheduling Christmas Crews at Plantscape



Plantscape is a diversified landscaping company specializing in interior and exterior landscaping. We have become Pittsburgh, Pa.'s largest corporate Christmas decorator, winning major national awards for our work.

To effectively schedule interior or exterior Christmas crews, we follow a list of cardinal rules and refer to these rules throughout the process:

- Finish early
- Establish professionalism
- Consider many uncertain variables
- Involve advance contingency planning
- Permit flexibility
- Consider equipment, vehicles, supplies, type/numbers of manpower needed
- Initiate good and frequent communication
- Commit to excellent client service and a real concern for your staff

Before scheduling begins, we appoint one full-time leader to be in charge. This Christmas coordinator is responsible for all paperwork, phone calls, scheduling, vehicles and staff. We choose a coordinator who is available for the entire season, is well organized, has a strong background running crews and leading others, and is committed to working long hours and overseeing all aspects of the work.

If we have a large volume of work, we will appoint a full-time assistant coordinator to avoid "burning out" the lead coordinator.

In early October, we post large, monthly wall calendars in our sales department for November, December and

January. These calendars are large enough to easily write on and read. We

choose a maximum number of available man-hours and post them on these calendars for each day of the week and weekend. By evaluating our projected labor force for target months, we can determine our labor limit in advance.

We try to sell as many Christmas installation jobs as possible before Thanksgiving so crews can easily get through the crunch weeks following Thanksgiving.

Once a client accepts a job, a tracking number is assigned to it. Then the salesperson logs the job date and projected man-hours on the wall calendar. We typically have salespeople sell jobs as "week of" instead of specifying a date, and then we clearly note the job entries on the calendar as "firm" or "week of." We continue to subtotal daily man-hours and immediately mark "closed" days that have reached their assigned daily limit.

The Christmas coordinator works from the tentative posted schedule the salespeople have organized. The coordinator then makes necessary adjustments and decisions to formulate a final weekly schedule.

Next, we geographically subdivide the daily work. We group jobs together to minimize travel time, especially when there is a large workload. After our jobs are organized geographically, we decide on the number of crews needed each day, and the crew sizes/mix so we can assign crew leaders. After researching the job sizes for each crew, we then assign vehicles and special equipment.

After developing a final weekly schedule, we post the information in a central location. This schedule summarizes the jobs, crew leaders, crew members and vehicles assigned to each daily crew. Then copies of the Christmas schedule are distributed to all the key people involved.

The next step is preparing the paperwork packages each crew needs, which are organized in separate file folders.

Only the Christmas coordinator and crew leaders have access to the all the job files. Having this limitation reduces the risk of misplacing important paperwork. LL

— Tim Stancec

The author is Christmas coordinator/landscape field manager for Plantscape, Pittsburgh, Pa.

FIVE *Keys to Scheduling Christmas Crews*

1. Appoint one full-time Christmas coordinator to lead projects.
2. Plan in advance by posting large monthly wall calendars in the sales department in early October.
3. Sell and coordinate as many Christmas jobs before Thanksgiving as possible so the weeks following Thanksgiving are easier to handle.
4. Close days that have reached their assigned daily job limit.
5. Minimize travel time by grouping jobs together geographically.

Catch the rising star in the
landscape maintenance industry.



If you're looking to increase the size of your lawn maintenance service, shoot for the stars and look at a U.S. Lawns franchise. Over the years, U.S. Lawns has become a shining example of what a professional landscape maintenance service should be. With the guidance of U.S. Lawns' team of professionals, we'll show you, step-by-step, how to grow your business, maximize efficiency and cut costs.

You'll be recognized as a company with a growing reputation for getting the job done right the first time. For more information on becoming a U.S. Lawns franchisee, call us at 1-800-US LAWNS.

And become part of an all-star team today.

www.uslawns.com

• **WHY** DO LEADERS CALL IT "GREATEST or BEST STUFF or PRODUCT in the WORLD?"

ONLY
SO

RECOMMENDED BY NEARLY 1000 BOOKS, CONFERENCES,
MAGAZINES, NEWSPAPERS, TVs, RADIOS
USED BY FIVE U.S. DEPARTMENTS TO HELP WIN WORLD WAR II
THOUSANDS OF GOVERNMENTS, STATE UNIVERSITIES, LEADING
ARBORETUMS, BOTANICAL GARDENS, PARKS SYSTEMS
U.S., STATES and CITIES IN MULTIPLE-DRUMS LOTS

25 GROWERS **ADDED SUPERthrive™ TO (Not instead of)** 25 FERTILIZERS

SUPERthrive™ unique extra life:—**EXTRA GROWTH**: "IMPOSSIBLES" MADE EASY.
THE **SMALL** PLANTS IN EACH PHOTO BELOW ARE THE **BEST** THAT YOU OR 25 GROWERS CAN DO,
WITH 25 FERTILIZER BRANDS — WITHOUT **ADDING** SUPERthrive™ 50 VITAMINS-HORMONES



UNCHALLENGED 1/2 CENTURY; Greatest Guarantee-Offer PROOF ever!

BILLIONS-PROVEN EXTRA-LIFE-MAKER

WORLD'S FAIR Gold Medal **HORMS #4™**

SUPERthrive **50 IN ONE**

LONG KNOWN BY EXPERTS ON EVERY CONTINENT AS **WORLD'S #1 TOP PLANT SUPPLY**

50 VITAMINS, HORMONES, Economically saves waiting for plants to make these bio-organic complexes of carbon, hydrogen and oxygen, **NON-FERTILIZER**. Dramatically healthier plants throughout the world, when SUPERthrive™ **ADDED to any fertilizing**.

NOT AT ALL 'LIKE' claimed-alike substitutes.

NOW 1/2 CENTURY \$5000. GUARANTEED to be WORLD CHAMPION

#1ACTIVATOR #1REVIVER #1Trans/PLANTER #1GROWER (ADDED to effects of fertilizers), #1PERFECTER
"Money-where-the-mouth-is" guarantee of all time · proven on billions of plants.

JOIN WITH DR. JOHN A. THOMSON'S VITAMIN INSTITUTE IN CELEBRATING 1/2 CENTURY OF GUARANTEED FAR-BEST

VITAMIN INSTITUTE 12618 SATICOY ST. SOUTH NORTH HOLLYWOOD, CA 91605 (800) 441-8482, FAX (818) 766-8482