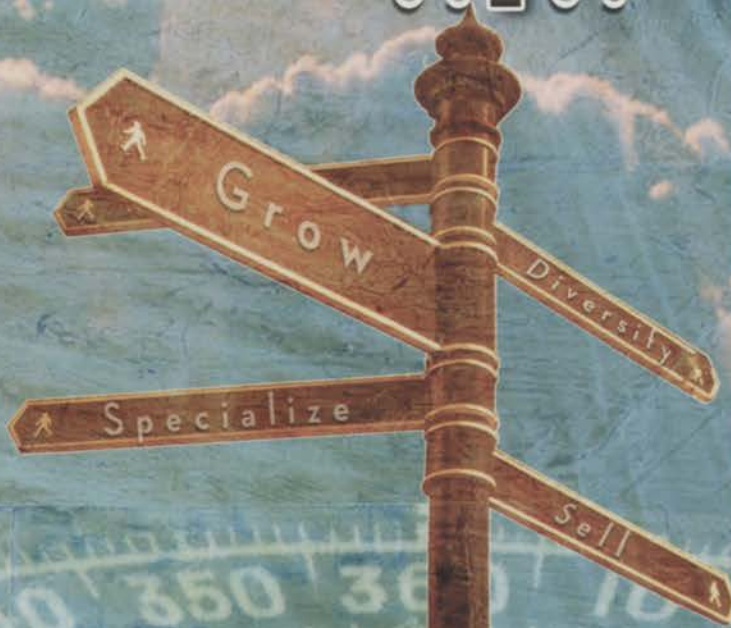


mmp

The Leading Business Magazine for Industry Professionals www.lawnandlandscape.com

Lawn & Landscape

03 05



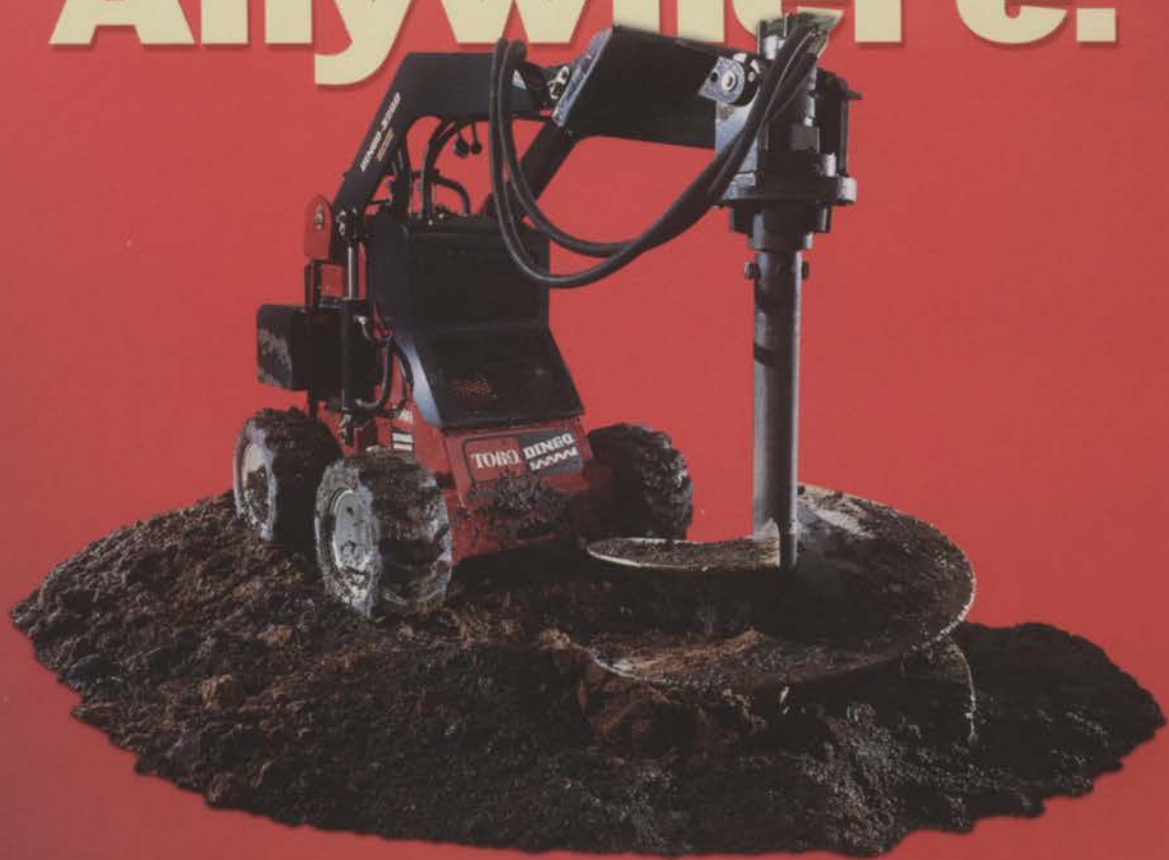
NEED DIRECTION?

What working with a consultant can - and can't - do for your business

\$5.00

CELEBRATING
25
YEARS

Any job. Anytime. Anywhere.



© 2002 The Toro Company

The Toro® Dingo® Compact Utility Loader.

Throw us at your toughest jobs, in your hardest conditions.

We'll come out on top every time. With the Dingo's ability to channel full power where it's needed, when it's needed, it's proven itself again and again, on every kind of job. In every kind of environment.

So you think you've got a challenge? Bring it on.

For more information call 1-800-DIG-TORO or visit toro.com.



TORO.

Count on it.

USE READER SERVICE # 10



TIRED OF LOOKING FOR GRUBS?

Periodical Reading For
DO NOT CIRCULATE

Relax. No matter what species you find, when you get Merit[®] you get rid of grubs. It nips every major grub type from egg-lay through second instar. And application timing isn't critical because of its residual power. So get off your knees. Prevent chronic callbacks. Get guaranteed, season-long control with the most effective grub eradicator on the market. Merit. Fear no grub. To learn more, call 1-800-331-2867 or visit BayerProCentral.com.

MERIT[®]

**BACKED
by BAYER.**



Bayer Environmental Science

Bayer Environmental Science, a business group of Bayer CropScience | 95 Chestnut Ridge Road, Montvale, NJ 07645 | Backed by Bayer and Merit are trademarks of Bayer. | Always read and follow label directions carefully. | ©2004 Bayer CropScience



Breakthrough Series – Need Direction?

84

What working with a consultant can - and can't - do for a small business.

03.05

> > > Features

110 Best Of Web — Marked For Profit

There's a cost associated with materials and labor, but which should be marked up more? Lawn & Landscape Online Message Board users offer their opinions on which is more advantageous.

118 Walk, Don't Run

Getting into those hard-to-reach places while saving contractors money is the walk-behind mower's specialty.

128 What's Growing in Your Clients' Beds?

Keeping clients happy means keeping weeds out of their ornamental beds.

138 Strike First

Lawn care operators can minimize late-season customer complaints by including grub control in their annual programs.



**DIESEL MODELS
NOW AVAILABLE**

**The
evolution
of the
species.**



©2003 The Toro Company

Introducing the Toro® Z500 Series. Finally, a mower you can fine-tune to conquer any condition. Its new TURBO FORCE™ deck features a unique no tools adjustable front baffle. Open it wide to conserve power and increase mowing speed. Close it down for micro-sized particles and maximum discharge velocity. Or choose the perfect in-between setting in just seconds. Rugged? All Z500 Series decks have 5.5" deep, high-strength, 7-gauge steel construction top to bottom. Plus the industry's largest cast iron spindle assembly with tapered roller bearings. To learn more, contact your Toro landscape contractor equipment dealer or visit toroZ500.com.

TORO. Count on it.

USE READER SERVICE # 11



> > > Features

150 Selling Service
Adding on irrigation maintenance and repair work can create steady revenue and establish life-long customers.

160 Pricing Irrigation Service Work
Follow these detailed steps to avoid the potential pitfalls that can occur when pricing irrigation maintenance services.

174 Healing Hands
Wet weather and increased media attention kept tree care contractors busy battling disease last year, and many in the industry expect the same in 2005.

182 The Learning Tree
Younger plant materials make up the bulk of design/build work, which is why contractors should empower themselves with the proper planting knowledge.

190 Tree Care by the Numbers
Market forces make it imperative that tree service providers know their numbers and the margins that they contain.

194 In Sickness and in Health
As health care costs increase, so do your options. Get the Rx you need.

200 Product Spotlight – Keep On Truckin’
Heavy-duty trucks aren't just the way your crews get from here to there. Having a clean, well-appointed vehicle also makes a good impression on your clients. Check out the products from these truck manufacturers and dealers to find the model that keeps your company on the road and in the spotlight.

204 Product Spotlight – Haul Off!
Green industry professionals need an effective way to transport and store everything from maintenance equipment to irrigation inventory. Check out these trailers and find the model that best fits your service mix.

No more mixing. No more spraying. No more call-backs! Simply spread right from the bag - whether conditions are windy or calm, wet or dry - to kill a wide variety of weeds. Get the same reliable Confront you have always used, or for residential turf, try one of our new formulations. Want to save even more time? Use our

New LebanonTurf Granular Confront®. Any weed, Any turf, bring it on!

Confront Team combination to control broadleaf weeds and prevent crabgrass with a single application. Visit your LebanonTurf Dealer, or call 1-800-233-0628 to find out more. And for a free copy of our weed ID booklet visit www.LebanonTurf.com/promotions and enter coupon code LL3035.



Finally, a granular herbicide that actually works.



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

Confront is a registered trademark of Dow AgroSciences LLC

USE READER SERVICE # 12



Lawn & Landscape

> > > Features

205 Product Spotlight – A Brighter Path

After night falls, don't let your clients stumble down the stone walkway you just installed. Take a look at these path, step and other lighting options to make a great upsell and brighten the way for your clients.

208 Product Spotlight – Walking the Line

Without the proper equipment, even the most well-maintained lawn can look a little rough around the edges. Here are 10 power edger products that can straighten out those lines and give properties that expertly manicured look your clients crave.

210 Product Spotlight – Double Down

Making two applications at the same time can be a great efficiency booster. Try these fertilizer/pesticide blended products for effective turf fertilization and simultaneous control of weeds or insects.

Departments

- 14 Editor's Focus
- 16 Letters to the Editor
- 18 Sales & Marketing
- 28 Business Operations
- 30 Human Resources
- 34 Industry News
- 56 Market Trends
- 60 Celebrating 25 Years
- 62 Calendar
- 72 Lessons Learned
- 76 Business Opportunities
- 212 New Products
- 220 How We Do It

LAWN & LANDSCAPE (ISSN 1046-154X) is published monthly. Copyright 2005 G.L.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 changes to LAWN & LANDSCAPE, 4012 Bridge Avenue, Cleveland, Ohio 44113.



Powerful enough to cut just about anything. Including your operating costs.

This isn't just some wimpy 4-stroke. This is the revolutionary 4-MIX®. And it's the muscle behind a full line of landscaping equipment that's capable of slicing your overhead to pieces. Unlike other 4-stroke engines, the 4-MIX runs on a 50:1 fuel mixture, and actually puts out more horsepower and torque than a conventional 2-stroke of equal size, while weighing far less than a conventional 4-stroke. It's also highly fuel efficient, exceptionally durable, and clean enough to beat 2005 EPA emissions standards without breaking a sweat. So you can work faster. And strengthen your bottom line. Are you ready for a STIHL? 1-800-GO-STIHL • www.stihlusa.com



STIHL®



> > > best of the web

It's not uncommon for small green industry businesses to do great work and still find they're losing money. In many cases, the low profit problems stem from contractors not charging enough for their time and materials. Recently, participants on the *Lawn & Landscape* Online Message Board discussed their approaches to marking up prices and whether material markups are more important than marking up the cost of labor. Check out this month's Best of the Web feature on page 110 to see what participants had to say, then visit www.lawnandlandscape.com/messageboard to share your thoughts on the matter.



lawn & landscape online store

From turfgrass and insects to motivation and business management, the *Lawn & Landscape* Online Store has the books, flash cards, software and other educational aids your company needs to stay up to date on the latest industry knowledge and know-how. Here's a sneak peak at the variety of titles and materials available at www.lawnandlandscape.com:

- **Lawn & Landscape Technician's Handbook.** An in-depth field guide covering more than 60 commonly encountered turf and ornamental insect pests. Get detailed pest identification information with illustrations and a full-color photo identification section featuring more than 50 insects.
- **The Employment Genie.** Written by human resources expert and *Lawn & Landscape* columnist Jean Seawright, this multifaceted manual will help you simplify employment practices, limit liability, ensure consistency and make better hiring decisions.
- **JobTalk System – Landscaping Edition.** From Tex-Mex Communications, this audio CD and companion field guide and home study manual will help you communicate more effectively with your Spanish-speaking workforce. You'll find the most common words, terms, phrases, instructions and requests relating to each phase of the landscaping process translated into Spanish.



online extras

Lawn & Landscape's quality reporting doesn't end just because you reach the end of an article. Every month, we feature additional information in the Online Extras section of *Lawn & Landscape* Online. Find the following articles on www.lawnandlandscape.com now and check back every month for more stories not appearing in print!

- Check out this issue online for examples of promotional postcard mailers that some irrigation system manufacturers can provide or sell to contractors to help them with marketing their services.
- Also, check the Online Extras section to learn how one tree care contractor has been affected by neighbor notification laws and how he's handling the issue.
- After you read this month's Best of the Web feature on page 110, visit the Online Extras section for a look at the sample work proposal one company uses in its business. Then, visit the Business Forms section online for other customizable proposals and forms.

web tools

Daily News

Green industry news updates every day.
www.lawnandlandscape.com

Industry Events

A comprehensive list of conferences, trade shows and seminars throughout the industry.
www.lawnandlandscape.com/events

Business Forms

A diverse collection of forms to help you run your business more effectively.
www.lawnandlandscape.com/tools

Message Board

The industry's most interactive message board.
www.lawnandlandscape.com/messageboard

Industry Links

A user-friendly industry index containing categorized information about contractors, dealers and suppliers.
www.lawnandlandscape.com/links

Associations

An easy-to-navigate directory of local, state, national and international trade associations.
www.lawnandlandscape.com/associations

Product Directory

A growing database of industry products, including photos and supplier contacts.
www.lawnandlandscape.com/product

Marketplaces

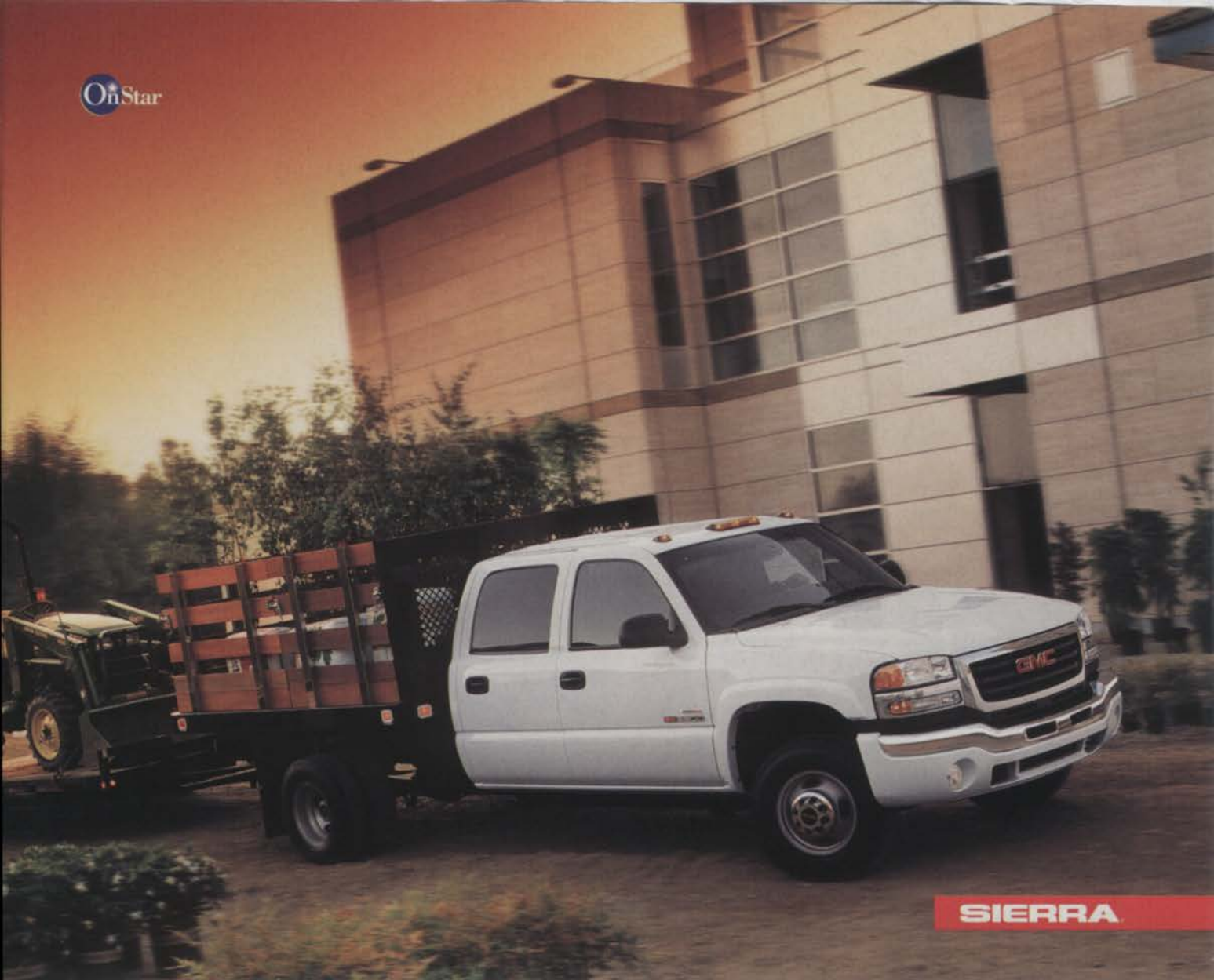
An interactive listing of manufacturers and suppliers.
www.lawnandlandscape.com/marketplace

Online Store

A one-stop shop for industry-related books, software and more.

www.lawnandlandscape.com/store

(GIE Media has decided to support relief efforts for the victims of the Tsunami in Asia. While we feel strongly in this cause, we realize your choices may not reflect ours. Upon your request, we can contribute 10 percent of our revenue from your online book order to Habitat for Humanity's Asia Tsunami Response Fund. If you wish your sales to be included with this effort, please enter HATTAT in the promotional code box when placing your order.)



SIERRA

MIGHTY. QUIET.

PRESENTING THE POWERFUL AND SURPRISINGLY QUIET GMC® SIERRA®

Jackhammers. Bulldozers. Impatient foremen. There's enough commotion on the job site without your truck adding to it. So our engineers designed the GMC Sierra to provide some peace and quiet. This impressive pickup offers a choice of incredibly powerful yet surprisingly quiet engines. Like the optional DURAMAX™ 6600 Turbo Diesel V8 that delivers 310 hp @ 3000 rpm and 605 lb-ft torque @ 1600 rpm. It offers exceptionally smooth, quiet operation, thanks to an innovative deep-skirt block design and common rail fuel injection that helps control noise, vibration, and harshness. Even the available Allison® transmission is engineered for smooth shifting and quiet operation. The GMC Sierra. You should hear what you're missing. Visit WWW.GMC.COM or call 1-800-GMC-8782.

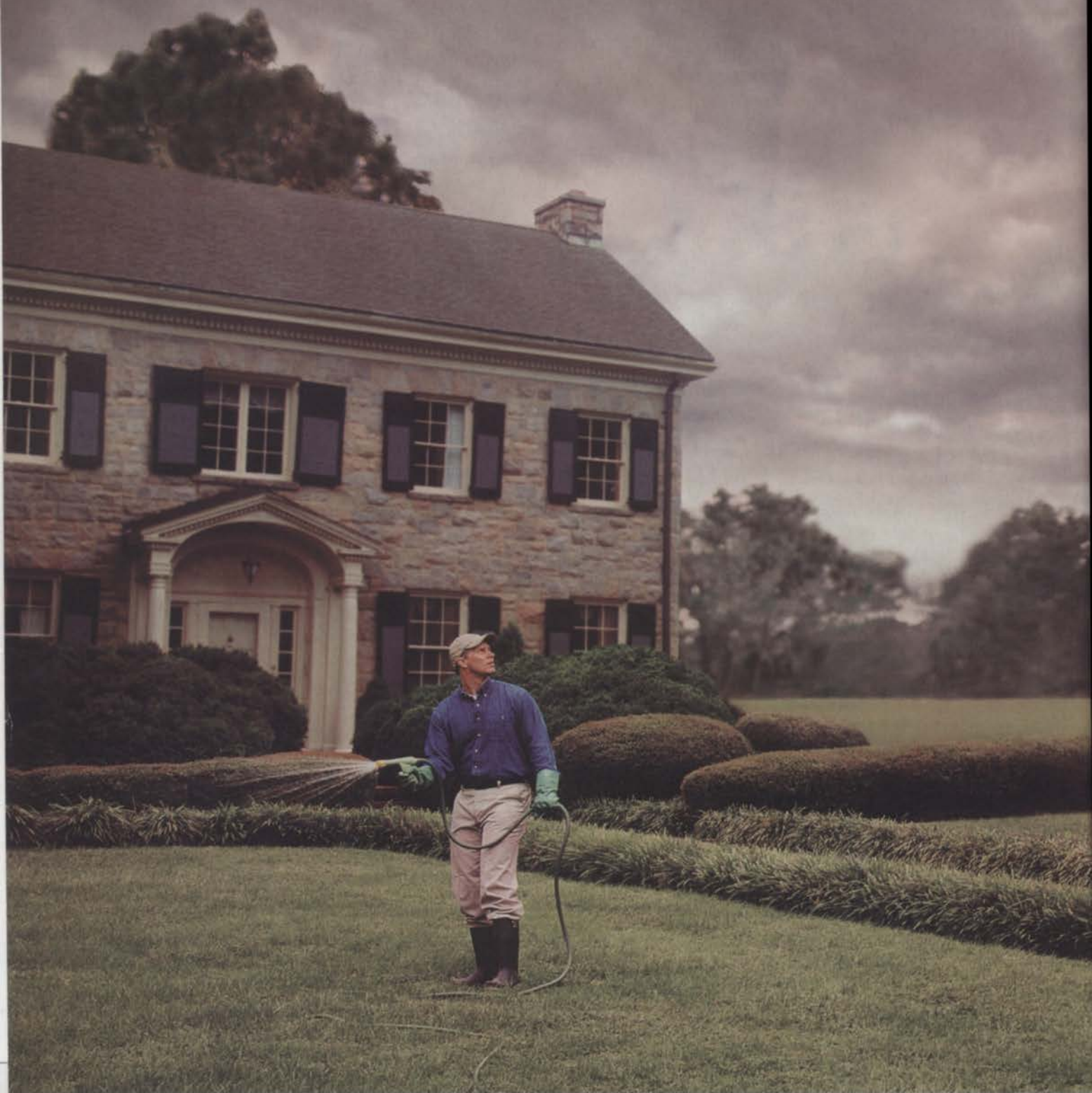
OnStar available on select GMC models. OnStar and the OnStar logo are registered trademarks of OnStar Corporation. Call 1-888-4ONSTAR (1-888-466-7827) or visit www.onstar.com for system limitations and details.

Vehicle shown with equipment from an independent supplier. See the owner's manual for information on alterations and warranties.

WE ARE PROFESSIONAL GRADE:

GMC

syngenta



If you feel that your pre-emergent must be applied within a tight timetable, you're not using Barricade® herbicide. Our unique non-staining formulation allows for earlier spring applications. And low solubility means greater length of control. There's even flexibility in formulations — liquid, wettable granular, or on fertilizer.

Important: Always read and follow label instructions before buying or using this product. ©2005 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Barricade® and the Syngenta logo are trademarks of a Syngenta Group Company.



You don't have to work within a
small window to control crabgrass.

Let Barricade give you the flexibility you need to run your business.
For more information, call the Syngenta Customer Resource Center at
1-866-SYNGENTA or visit us at www.syngentaprofessionalproducts.com.



USE READER SERVICE # 14

roger stanley



Solving the People Puzzle

"People are our most important asset" is a common statement in the business world, but it is often nothing more than lip service. That conclusion was made by Sam Geist, of Geist & Associates, Markham, Ontario, Canada and the featured speaker at the Professional Landcare Network (PLANET) Executive Forum in Puerto Rico, February 10 through 13.

Geist's main point over the three-day session was that "execution is a strategy" – in other words, getting things done is a competitive business advantage in its own right. But getting things done means getting people to act and that can break down for a number of reasons.

In two breakout sessions I participated in, contractors wavered between the opinion that things back at their companies needed to change drastically, even if that meant getting rid of people who could not get it done, and others who favored an approach involving coaching, training, giving specific direction, empowerment and adherence to company values.

Both approaches are valid in my opinion, but the key factor is the quality of the employee. If someone is incapable of doing the job or not willing, then no amount of training or coaching is going to make him or her perform to expectations. Other employees might be capable of taking performance to the next level if given the right tools and environment.

Everyone agrees that it starts with hiring the right people. Hiring right starts by defining what the right person would be and that depends upon what kind of company you are to your customers. For example, if you are big on client service that requires a certain kind of employee.

Knowing the skills and attitudes you need lets you hire against that criteria. Dave Zerfoss, president of Husqvarna, told his Saturday breakout group that his company now looks into an applicant's "behavioral profile" – how the candidate has performed in previous jobs as an important hiring criterion. Two contractors said they actually hire people and put them to work right away to allow a crew to evaluate them. If the crew says "no," the new employee is fired within a week or two.

If you have hired well but then get into problems with an employee, then you and the employee share a responsibility to find out what the issues are and determine the solution. The company is owed productivity. The employee, who has contributed in the past, deserves an opportunity to discuss what's going on and what might be done to correct the issue.

Finally, good employees need the right job environment to shine. One of the biggest workplace issues, Geist said, is in the area of true communication. He explained, "The trick for employers and employees is to connect the 'u' and the 'i' in the word 'communication.'"

RON LOWY Publisher
rlowy@gie.net

ROGER STANLEY Editor-in-Chief & Associate Publisher
rstanley@gie.net

NICOLE WISNIEWSKI Managing Editor
nwisniewski@gie.net

LAUREN SPIERS Web Editor
lspiers@gie.net

KATHY FRANZINGER Associate Editor
kfranzinger@gie.net

JONATHAN KATZ Associate Editor
jkatz@gie.net

www.lawnandlandscape.com

MARK ROOK Creative Director

HELEN DUERR Director, Production

SAMANTHA GILBRIDE
Advertising Production Coordinator

CHRISTINA HACKEL
Marketing Coordinator

CINDY CODE Account Manager
Specialty Chemicals
ccode@gie.net

DAVID BLASKO Account Manager
dblasko@gie.net

KEVIN YATES Account Manager
kyates@gie.net

MIKE DIFRANCO Account Manager
mdifranco@gie.net

DAVE SZY Account Manager
dszy@gie.net

JOHN CURRID Account Manager
jcurrid@gie.net

ANNEMARIE GILBRIDE Internet Marketing Coordinator
agilbride@gie.net

MARIA MILLER Conference Manager

JENNIFER HALAS Classified Advertising Manager
jhalas@gie.net

CORPORATE

RICHARD J. W. FOSTER President and CEO

DAN MORELAND Executive Vice President

DOUG ADAMS Director of Marketing & Research

JEFF FENNER Director, Conferences & Seminars

JAMI CHILDS Director, Business Resources & IT

HEIDI SPANGLER Director, Circulation, Books & Database

KELLY ANTAL Manager, Accounting Department



Lawn & Landscape

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

The most productive family of mowers also works hard on your bottom line.

0% FINANCING
FOR A LIMITED TIME*



Gateway Walk-behind

- 22 hp
- 52-in. deck
- Exclusive flip-up wing saves space and time



Scamper/Scamper HG Walk-behinds

- 15-17 hp
- 36-52-in. decks
- Unique hydro controls means there's no learning curve



Super Surfer Stand-on

- 18-25 hp
- 48-61-in. decks
- Up to 30 percent faster than a walk-behind



Chariot Riders

- 17-25 hp
 - 48-61 in. decks
- Chariot LX (shown)**
- 25-28 hp
 - 61-72 in. decks
 - Deep decks make quick work of big jobs

Get ready for some real savings. From machines that make the most of any moment. All from a company that never discounts the possibility of what great engineering can do. So stop by for a test drive. If you haven't experienced the performance of a Great Dane, it's about time. Visit our website to locate a Great Dane dealer near you.

www.GreatDaneMowers.com

GREAT DANE

It's about time.

USE READER SERVICE # 15

*Offer ends 03/31/05. Some restrictions apply; other special rates and terms may be available, so see your dealer for details and other financing options. Available at participating dealers. Subject to approved credit on John Deere Credit Revolving Plan, a service of FPC Financial, f.s.b. 0% APR is for qualified buyers. A \$0.50 per month minimum finance charge may be required. Upon default the interest rate may increase to 19.8% APR.

To the Editor,

The four resolution points you highlighted in your January 2005 *Lawn & Landscape Editor's Focus* are excellent. Business operators would be well advised to understand them, take them to heart and apply them. It is critical for sales training. If the sales people understand the business and job costs, recognize the value we as landscape contractors bring, understand what the company, they and their families deserve, the selling backbone is strengthened.

Knowing when to say "No" is clearly a formula for profit as well as a system for avoiding loss. Recognizing time wasters is vital to a business as well. You refer to anyone that thinks their pricing is outlandish to refer to resolution Nos. 2 and 3. I would just add to include resolution No. 1 as well. This

is an excellent article with great points for anyone listening. We're looking forward to a profitable and prosperous 2005!

Regards,

Lawton Unrau
Action Irrigation & Landscaping Contractors
Lake City, Fla.
www.actioninc.biz

To the Editor,

I really enjoy your magazine.

I was thinking about selling my company until I read the *Lessons Learned* article in the November 2004 issue of *Lawn & Landscape* about the man who got fired by the person who bought his business and did not pay him.

Also, as I look at some of the reports of revenue of the larger companies, it makes me feel good because we have very little debt and will do more than \$750,000 this year. Not too bad for a guy who dropped out of college to cut grass, and who had a wife and little baby boy who was 8 years old at the time.

We appreciate your publication!

Sincerely,

James A. Martin Jr.
Gulfside Landscaping
Pensacola, Fla.
www.gulfsidelandscaping.com



C & S TURF CARE EQUIPMENT

Don't waste time on costly repairs of inferior equipment.

The Turf Tracker Time Machines are light years ahead of the competition.



SS10012

Starting at
\$5,995.00



SS8030

Treat Your Lawns Right!

1-800-872-7050
www.csturfequip.com

USE READER SERVICE # 16

letters

Lawn & Landscape magazine welcomes letters from its readers. We feel that your honest feedback about our publication – whether it's positive or negative – is crucial to our future success. We take your comments very seriously and are always willing to respond or answer any questions you might have. To submit a Letter to the Editor, please send the letter via mail to Nicole Wisniewski's attention at 4012 Bridge Ave., Cleveland, Ohio 44113, or e-mail it to her at nwisniewski@gie.net. You can also call her at 800/456-0707.



U.S. LAWNS

**NO ONE KNOWS THE
LANDSCAPE MAINTENANCE
INDUSTRY LIKE WE DO.**



**Planning to start a landscape maintenance company?
Already in the landscape maintenance industry?
Then let U.S. Lawns show you how to start or
convert your business and grow with the leader
in the commercial landscape maintenance industry.**

**Our four ideals, Trust, Quality, Service and Value,
along with a "No Job is Too Big or Too Small" philosophy,
make U. S. Lawns a "cut above" the rest.**

- Superior Financial Management
- Ongoing Support
- Low Capital Investment
- Corporate Purchasing Power
- Financial Assistance
- Sales & Marketing Guidance
- Protected Territories

To find out more about us and the opportunity U.S. Lawns can offer you, contact:

U.S. Lawns

4407 Vineland Road • Suite D-15 • Orlando, FL 32811

Toll Free: 1-800-USLAWNS • Phone: (407) 246-1630

Fax: (407) 246-1623 • Email: sales@uslawns.net

Website: www.uslawns.com





Not Your Average Joe

Joe Swartz was a great landscaper and a wonderful mentor, teaching me by example how to be a better businessman, father, son and leader. He was in the business for as long as I can remember, installing landscapes, maintaining them, mowing vacant lots, and dabbling a bit in making mulch and compost. That dabbling turned into quite an endeavor as his company, Swartz Mulch, became Dayton's biggest and best composting and mulch-processing operation. One evening in January of this year, Joe slipped on the ice and died from complications at the far too young age of 54. I want to share with you some of the many lessons I learned from him.

I met Joe when I was just a 17-year-old kid who knew and had nothing but ambition. Always generous with his time and knowledge, Joe showed me how to seed a yard and how to operate a skid-steer loader, which I found to be quite fun. He even let me run the enormous pay-loader on his farm. When the storage space at my parents' house was no longer large enough for all of the equipment I had acquired, Joe made room on his farm for me and said I could pay what I could afford. He knew it wasn't much, and that was fine with him. He also sold me mulch at a discount and tried to help me any other way he could. I had six members on my team at the time and we were all enormously fond of Joe, of his smile and his small acts of kindness.

He would never watch you work without offering to pitch in. He told me the logo that I originally designed for my company looked great after he overheard someone making fun of it. He introduced me to chocolate-covered frozen bananas and a number of good jokes I can't write about in this column. He would never go to the doughnut shop without returning with some for everyone.

Joe was also a savvy marketer of his busi-

ness. He preferred old trucks, knowing they attract more attention than new ones. He advertised in small weekly newsletters because, he said, they were affordable and he knew his customers read them. I asked him how he knew that and he confidently said, "Because our phone is ringing more." He bonded with his customers through his generosity and wit. If you ordered 3 yards of mulch, he gave you 3½ yards. He made up little wooden signs for his company and climbed up telephone poles to hang them on busy streets where he knew people would follow them to his farm. When you arrived at his place, it was clean and neat, and he made you feel at home. He had an infectious personality that always made you want to come back and see him again. He didn't need to read the book *How to Win Friends and Influence People*; he already had Author Dale Carnegie beat.

When my father passed away unexpectedly a few years ago, Joe called to say he was sorry and offered to help me any way he could. He mowed my father's pastures for me while I tried to get the place ready to sell; he refused to accept payment. He heard I had written a book and after reading it, he called me at home to tell me how much he enjoyed it. He told all of the landscapers who came into Swartz Mulch to read it. You see, Joe was a master at instilling confidence in others. He knew better than anyone that if you take an interest in others, they will take an interest in you. He had a remarkable way of helping you see in yourself what you didn't even know you had. This is a talent only the best salespeople have, and Joe Swartz was one of the best. He was also a wonderful mentor and an extraordinary friend. I'll do my best to honor his memory by running my business the way he ran his — with professionalism, savvy and kindness. He was no average Joe. ^{LL}

marty grunder

is a speaker, consultant and author, as well as owner of Grunder Landscaping Co., Miamisburg, Ohio. He can be reached at 866/478-6337 and via www.martygrunder.com.

Best-Selling Brand of Mowing Equipment for the Landscape Professional

eXmark
NOBODY DOES IT BETTER

INNOVATIONS

Featuring...

The Navigator™

Deliver a SIGNATURE landscaped appearance.

THE
2005
Exmark Guide to
NEW
PRODUCTS

Lazer Z XS

High-horsepower, heavy-duty design.

Metro 26

Increase productivity by up to 25% or more!

The E-Z Rider

The NEW STANDARD in stand-ons.

Since Exmark opened its doors in 1982, the company has never once tried to be all things to all people. All the company does is build the mowing systems more landscape professionals rely on to generate greater profitability.

When landscape professionals talk about how Exmark might improve its mowing systems, the company listens and then responds with innovative solutions that routinely raise the bar in regard to power, performance and productivity.

For instance, when we were asked if the Lazer Z[®] operator controls could be moved to a more convenient location, we challenged our engineers to develop a better solution. As a result, the primary controls — including throttle, choke and blade engagement — were moved to the top of the right-hand fuel tank.

Continually talking with landscape professionals is a key reason why Exmark is able to deliver design solutions that not only work to elevate power and performance, but also improve operator comfort, safety and convenience.

Another innovation that resulted from talking with industry pros is our Enhanced Control System (ECS). Replacing traditional pistol grip controls, it turned the walk-behind world upside down by providing greater comfort and enhanced productivity while reducing operator fatigue over the course of a typical workday.

The bottom line is, Exmark's design philosophy is not just about horsepower, productivity and performance, but how:

- ***power works to deliver a quality-of-cut that ensures customer satisfaction...***
- ***productivity works to cut more grass in less time so more jobs get done each day, and...***
- ***performance works to increase profits by reducing maintenance and downtime.***

You can trust that Exmark has done everything in its power to prepare your mowing system before it arrives — so when it does, you can get on with the business of turning an even greater profit.



FOCUS. LISTEN.



INNOVATE.

According to recent
survey results,*

19 out of 20

Exmark owners
would recommend
our brand to
a friend without
hesitation.



eXmark
NOBODY DOES IT BETTER

www.exmark.com

Also available in Spanish.

*Results based on 2004 Wise Research Associates survey conducted with landscape professionals.

LandscapePro
EQUIPMENT COMPANY

"The Lazer Z XS...offers a level of power that until now has not been available in air-cooled models."



LAZER Z XS

MORE POWER. MORE PERFORMANCE.

- A** Enhanced strength engine and deck frames stand up to the toughest mowing conditions.
- B** Powered by 31-hp air-cooled BIG BLOCK V-Twin.
- C** Heavier-duty drive system components include 21cc Hydro-Gear variable displacement pumps and Parker/Ross high-torque wheel motors.



Exmark unleashes the powerful NEW Lazer Z[®] XS.

Exmark has added an innovative new series to its popular line of Lazer Z mid-mount zero-turn commercial mowers. In fact, the new Lazer Z XS is the most powerful, air-cooled mower the company has ever produced.

"The Lazer Z XS is ideal for operators who want a larger, more powerful mower, but don't want the complexities and maintenance of a liquid-cooled powerplant."

said John Cloutier, marketing communications manager for Exmark. "It offers a level of power that until now has not been available in air-cooled models."

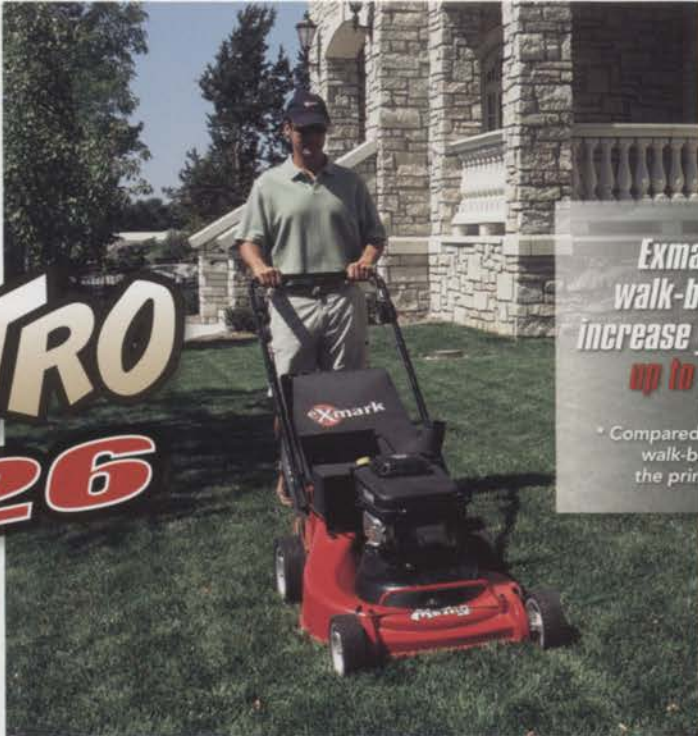
In testing, Exmark found that the new Vanguard™ 31-hp BIG BLOCK V-Twin engine perfectly suited the power, torque and durability criteria set for the Lazer Z XS. It includes an Advanced Debris Management (ADM) system, which simplifies maintenance while contributing to cooler and cleaner engine operation.

The Lazer Z XS uses heavy-duty frame and drive system components to harness its increased power and torque capabilities. The drivetrain features high-capacity, fan-cooled hydraulic pumps and large-displacement wheel motors for added durability. With Exmark's exclusive UltraCut™ deck, the Lazer Z XS mows up to seven acres per hour.

Ten years after the introduction of its first Lazer Z, Exmark has again set the industry standard for productivity and performance. More than just horsepower, its heavy-duty design and maneuverability make the Lazer Z XS a cut above anyone else.



METRO 26



*Exmark's innovative walk-behind mower can increase your productivity by up to 25% or more.**

* Compared to a typical 21" commercial walk-behind that is utilized as the primary production mower.

Add revenue-generating versatility, performance and productivity to your fleet.



Looks can be deceiving. At first glance, the Metro® 26 may look like a lot of other walk-behind mowers. However, its superior balance and maneuverability make it equally effective for both finish work and as a primary production mower.

Named for its exclusive 26-inch cutting deck, the Metro 26 has created a whole new category of walk-behind mower. Its lightweight design, in combination with mower stance, rear engine positioning and larger tires, delivers exceptional control while greatly reducing turf compaction.

The cutting deck is constructed of lightweight cast aluminum to enhance maneuverability, and includes a heavy-duty steel deck guard for added durability. A single-point rear height adjustment system makes it easy to change cutting heights from 1 to 4 inches in 0.5-inch increments.

Powered by a 6.0-hp Kawasaki® engine, the Metro 26 offers speeds from 2.0 to 4.1 miles per hour. When used as a primary production mower, it can cut 1.1 acres per hour — up to 25 percent more than a typical 21-inch walk-behind.

With the innovative Metro 26, Exmark has introduced a whole new category of walk-behind mower. Whether it's employed for trim work or as a primary production mower, it will deliver profit-generating performance to your mowing equipment fleet.

INCREASED PRODUCTIVITY WITH EXCLUSIVE PERFORMANCE FEATURES



Heavy-duty drive system assures maximum durability and performance.



Belt-driven spindle design protects crankshaft from potential damage due to blade impact while providing an exceptional blade tip speed of 18,500-fpm.



Commercial-grade spindle assembly utilizes the same sealed and non-greasable design as Exmark's proven Metro gear-drive walk-behinds.



3-bushel bag provides more capacity than typical 21" bagging systems.



The Navigator is engineered to exceed the expectations of your most demanding customers.

NAVIGATOR

Exmark engineering and advanced technology delivers a signature landscaped appearance.



Ten years later, it feels a lot like 1995 again. That year, Exmark revolutionized the mid-mount zero-turn market with the unveiling of its innovative Lazer Z.

With the introduction of the Navigator, Exmark is set to redefine the cut quality and performance expectations for out-front deck mowers with dedicated grass collection systems.

"Our customers asked us to design a new mowing system that leverages advanced engineering to deliver a signature finish and appearance, while at the same time increasing mowing speed and precision,"

said John Cloutier, Exmark's marketing communications manager.

Available with a 20- or 27-hp Kohler® Command™ SP V-Twin engine, the Navigator delivers a forward speed of up to 7.0 mph. Combined with the rear discharge deck design and two-sided trimming feature, it makes short work of highly landscaped properties.

Delivering a superior quality of cut at faster mowing speeds, the Navigator offers 42- and 48-inch deep deck options with a large 5- x 11-inch blower that produces maximum air-flow and optimum vacuuming performance.

The integrated collection system deposits clippings into a large 9.5-bushel (76-gallon) collection hopper through an innovative baffled discharge diffuser design that effectively disperses clippings, allowing full capacity utilization to lengthen emptying intervals.

The Navigator was also designed for easier serviceability and less overall maintenance. Lubrication points have been minimized and an open design, including a fuel tank frame with hinged mountings, provides easy access to maintenance and service components.

Once again Exmark engineering has stepped to the forefront and elevated the capabilities of a dedicated bagger to unrivaled levels of quality and efficiency. With the Navigator, exceeding the expectations of your most demanding customers is in the bag.

**ULTRA-SMOOTH OPERATION
WITH EASIER SERVICEABILITY
AND LESS MAINTENANCE**



• **FeatherTouch Control System** delivers effortless, precise turning and ultra-straight mowing lines.

• **Infinite speed control** allows operator to set and sustain an optimal mowing pace of up to 7.0 mph.



• **Flip-up deck** enables quick, upright positioning for underside cleaning and blade replacement.

• **Compact design** makes it easier to maneuver around obstacles, even in tight, confined spaces.



Available Spring 2005 in limited supply.

BIG innovations sometimes come in small packages. Despite its diminutive size, the E-Z Rider stand-on system provides an affordable upgrade to any Exmark walk-behind — greatly enhancing overall productivity and operator comfort.

"The E-Z Rider is engineered to integrate seamlessly onto Exmark walk-behinds. With features like the QuikMount tools-free installation system, and commercial-grade components throughout, the E-Z Rider delivers unmatched performance and reliability to the landscape professional,"
said John Cloutier, Exmark's marketing communications manager.

The bearing assemblies in the platform swivel and wheel are sealed — dramatically reducing the need to grease to only an annual basis. A large, semi-pneumatic tire with exclusive "No Flat" design eliminates irritating repairs and maximizes uptime.

The E-Z Rider is constructed of commercial-grade components to extend the service life far beyond that of traditional sulky designs. Added protection comes from Exmark's **1-year limited commercial warranty.**

Exmark innovation doesn't always mean a big, powerful machine loaded with flashy components. It simply means engineering commercial-grade solutions that work to **cut a lot more grass in a lot less time — helping you generate higher profits.**

"Our exclusive stand-on design offers landscape professionals an unmatched level of performance, reliability and ease of use."

The New Standard in Stand-Ons

E-Z Rider



Exclusive performance & reliability advantages.

- A** Convenient, spring-loaded latch enables the operator to easily fold-up and secure the E-Z Rider to the engine frame, rather than the mower's handles.
- B** Expanded operator platform with foot guards provides greater room and stability with added protection from foot impacts.
- C** Larger 11" x 4" x 5" wheel reduces turf compaction while increasing operator comfort and smoothness of ride.
- D** Innovative QuikMount system enables operator to easily attach and detach the E-Z Rider from a walk-behind in seconds without the use of tools.



"I'm very happy with the people behind the Exmark label."



Form No. 103-9771



www.exmark.com

Exmark Mfg. Co., Inc.
2101 Ashland Avenue, P.O. Box 808
Beatrice, NE 68310-0808

Exmark is more than just mowers. It's people working to deliver an unmatched level of satisfaction. And without question, Exmark dealers — more than 1,200 strong — are the people landscape professionals trust most to help make their job easier and more profitable. To locate your nearest Exmark dealer, call **888-EXMARK1**.

Reinforcing these dealer efforts is our **Customer Support Group**. Exmark is one of a select few companies with a dedicated team of people who work directly with landscape professionals. This one-on-one approach keeps us in close contact with the market.

Further strengthening owner confidence is Exmark's **2-Year Limited Warranty**. You can trust that, when you buy an Exmark zero-turn mower, your complete satisfaction is assured because parts and labor are covered.

"I've owned an Exmark for awhile, and I'm not only very happy with the mower, I'm very happy with the people behind the Exmark label. They're a BIG reason why Exmark has the advantage over the other mower companies."

— John Gamba, Connecticut

■ ■ ■ **GREAT financing going on NOW!** ■ ■ ■

Buy Now, Pay Later • Low A.P.R. • Low Monthly Payments

See your dealer or visit www.exmark.com for more information.

Exmark innovation comes in a brand new size.

26

METRO
26

*Looks can
be deceiving.*

At first glance the Metro® 26 may look like a commercial 21" mower. However, when you start the engine and begin mowing, you'll immediately feel the enhanced performance. With superior comfort and control, it delivers the balance and the maneuverability you'd expect from smaller machines. Within moments, you'll notice an increase in productivity, allowing you to cut a lot



more grass in less time than typical 21" mowers. And its enhanced durability will help you stay productive over the long haul. Exmark has created a whole new category of walk-behind mower—the **Metro 26**.

To find an Exmark dealer near you or to order our free Landscape Professional Mowing Guide DVD, please call or visit us online.



Exmark's innovative walk-behind mower can increase your productivity by up to 25% or more.*

*Compared to a typical 21" commercial walk-behind that is utilized as a primary production mower. Actual results may vary.

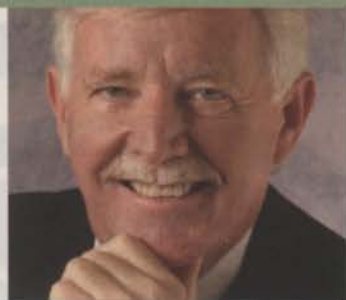


1-888-EXMARK1 • www.exmark.com

Web site also available in Spanish.

Best-Selling Brand of Mowing Equipment for the Landscape Professional

USE READER SERVICE # 18



Drive Up Design Sales

Spring is here for most of us and with the need to grow your business, you should have a definite game plan on how to achieve this growth. Here are a few thoughts to consider for the spring sales push.

As design/build contractors, your chore all year is to keep producing proposals. As opposed to maintenance firms where jobs continue generating work all year, once you sell a job and it is produced, you need another sale to feed the production. Additionally, design/build contractors can run into problems that maintenance contractors rarely have to worry about.

For example, prospective clients will call your office asking for a quote and, more than likely, a design as well. Many companies that take this approach run out the door, drive to meet the client, return to the office, produce a design, drive back to the client's property and present the proposal only to hear, "Thanks—we'll think about it," but never hear from that prospect again. Spending your time, money and talent to go through this process is a cost to the company, especially if the client goes with another contractor.

So what went wrong? First of all, individuals receiving these requests should have a specific script to follow that's designed around qualifying the potential client. Second, make sure you charge for your designs and state during the phone call with the prospective client what those charges are. Charging for designs is important because you are a professional, you are good at what you do and deserve to be compensated for all your work. If you state that you charge for designs, this alone will help tremendously in qualifying the client. While there's no precise answer to the question of what you should charge, try estimating the average amount of time you spent driving to prospective clients' properties last year and

then apply your hourly rate. Ultimately, your design fee could range anywhere from \$250 to \$800.

Also let the prospect know immediately that the design fee is refundable if you are awarded the work. This is a win-win situation: You're compensated for your time and talents and the client gets a great landscape and his or her deposit is applied to the cost of the project.

With a system in place for qualifying potential clients, your job becomes to increase your visibility and sales. Remember that sales is a numbers game: The more spaghetti you throw on the wall the more will stick. You must produce proposals in order to close a sale. Therefore, instead of being focused on the amount of dollars or number of jobs you sell, focus primarily on the number of proposals. How many proposals did you submit this week? What is your goal for next week and the remainder of the month? Next month? If you answer all this now, you're beginning to focus on growing your business.

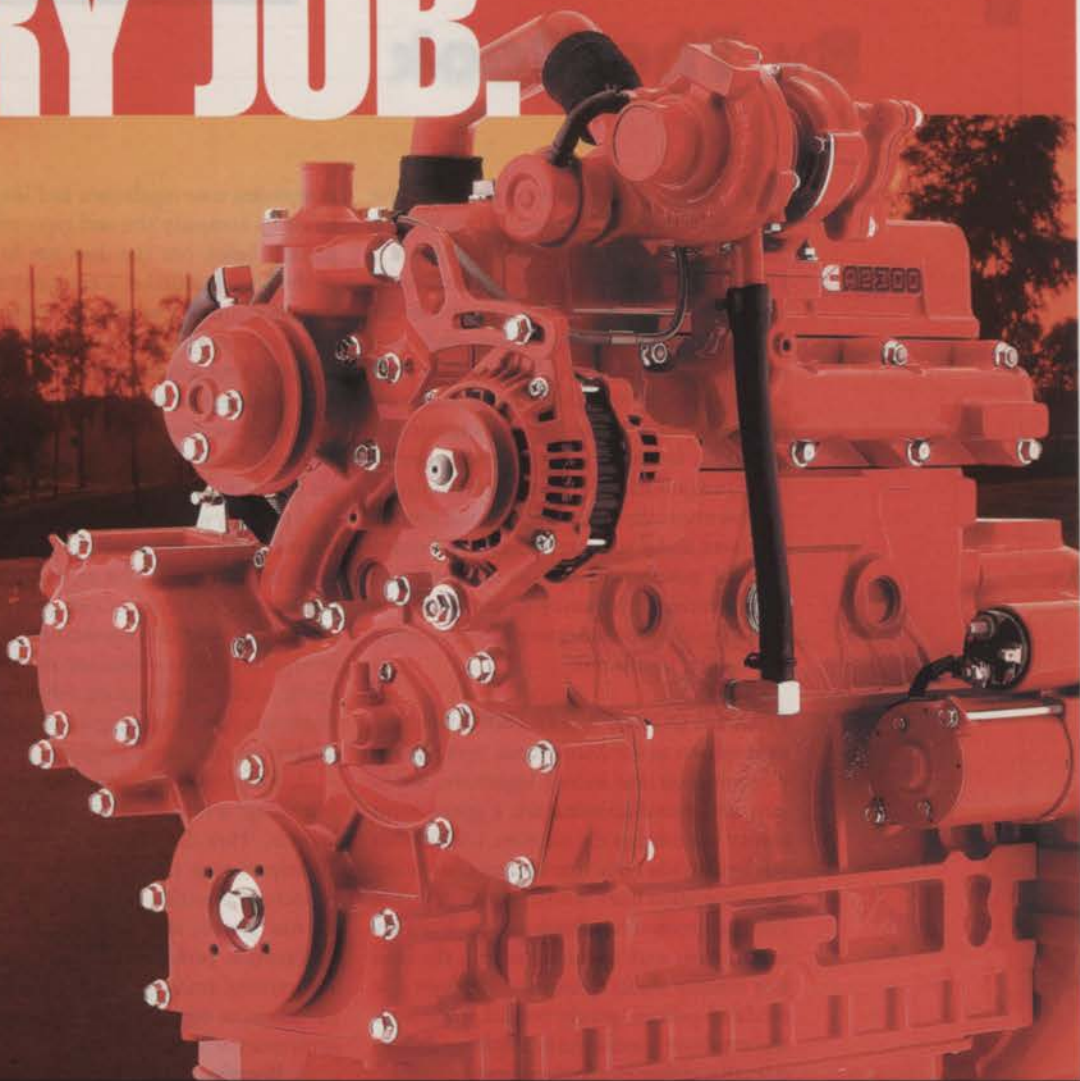
Having a good estimating system that forces you to consider and include all the functions that it takes to complete a job also will help you. All too often, I see contractors that can fairly accurately guess how long it takes to plant a 5-gallon shrub or install a 3-inch caliper tree. However, they miss the details such as clean-up hours, loading and unloading, travel time, etc. These all add up and rob you of the profits you thought you had in the job. List these items on your estimate sheet to remind yourself to insert extra labor-hours to cover that portion of the job.

Finally, raise your prices. Very possibly, you could add another \$50, \$100 or \$500 to a lot of jobs and still receive a signed contract. After you estimate everything, add a few bucks on your next job. I bet you still get it. Here's to your profits and sales. **ll**

jack mattingly

is a green industry consultant with Mattingly Consulting. He can be reached via e-mail at jkmattingly@comcast.net, through his Web site www.mattinglyconsulting.com or at 770/517-9476.

EVERY™ JOB.



Looking for a diesel with the durability and dependability of a Cummins in the 31-85 hp range? Our A Series and B3.3 engines fit everything from tractors and mowers to skid steers. Tier 2 certified, compact and easily serviced with optional single-side maintenance, these engines can be spec'd to meet every need. Plus, Cummins Advisor software ensures a seamless integration of engine and equipment – for quality performance the first time, every time. For details, see www.everytime.cummins.com or your local Cummins distributor. We've got the engines to handle the job. Every job.





By The Book

Let's face it – as an employer, you don't have many "rights" left anymore. In fact, by now, most employers have learned that there's a huge caveat to one of the few, but important, rights that they do have – the right to exercise "employment-at-will." In reality, while you may have the legal right to let an employee go at any time with or without notice, you must be able to prove through documentation that the reason for the separation (termination or layoff) was job-related and non-discriminatory. In other words, the burden of proof is on you, the employer, and if you cannot meet this burden of proof, government agencies like the Equal Employment Opportunity Commission will automatically assume you are guilty of violating one of their regulations.

PROPER DOCUMENTATION. So what's an employer to do? Many times, even though a termination was indeed legitimate, necessary, and non-discriminatory, a government agency has ruled to the contrary. Often, what was lacking was some type of clear, convincing documentation like a written warning, policy, job description or handbook receipt. Worse yet are the cases *with* documentation – the kind that actually works against the employer like outdated policies, poorly worded reprimands and employee handbooks or employer-drafted rules that violate employment regulations.

When was the last time you analyzed your company's policies? If it's been a while, you may want to take a close, hard look at them. Better yet, ask a professional to do so for you. Policies that are outdated, confusing, punitive or noncompliant could land you in a legal mine field.

SEVEN ITEMS TO INCLUDE. A typical handbook is 30 to 40 pages in length and, because of unique differences in industries,

companies, state regulations and laws that are based on company size and type, contrary to popular belief, one size does not fit all. One of the biggest mistakes a company can make is implementing a handbook written by a fellow employer/friend for an entirely different business. Your handbook should be unique to your organization and effectively capture and communicate your style, your culture and your business philosophy – not your buddy's. Don't get lazy here. There's too much of a risk.

A properly written handbook should include the following sections and policies:

1. Introduction. This section explains the purpose of the document and usually includes a brief history of the organization, a welcome letter, your mission or business philosophy and a policy outlining the nature of the employment relationship and including all of the necessary disclaimers and at-will language.

2. Employee Development. One of the first things a typical new employee wants to know is, "How do I advance at this company?" To help manage this expectation, you'll want to include a section with policies related to internal growth and development including, for example, performance appraisals, internal and external training, educational assistance, advancement opportunities, performance and anniversary rewards, and others.

3. Benefits. New employees can't wait to read about their benefits so why bury them in the back of the book? We recommend that the benefits section of your handbook be placed right in the front of the manual. This section should include all of your benefits, such as vacations, holidays, personal or sick time, leaves of absence, all insurances and special company benefits, such as discounts on products or services, flexible scheduling or employee-referral bonuses.

In the next issue, we'll cover four more items all employee handbooks should include. **LL**

jean i. seawright

is president of Seawright & Associates, and she can be reached at 407/645-2433 or jseawright@seawright.com.

“this is
the REAL DEAL.”



George Pruitt of Bio Landscape & Maintenance gets a hefty Green Fleet discount when he buys any 3 John Deere mowers, tractors or Gators™ at one time—then on *all* his John Deere purchases for a full year.



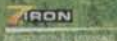
“John Deere does more work for every dollar I put into it. And with the discount they give me, my dollar *buys* more. This is an \$11 million company. John Deere helped us get that way. We’re a green fleet—period.”



JOHN DEERE

Start saving now. Schedule a Free Demo at www.MowPro.com.

Nothing Runs Like A Deere™



See your dealer for offer details. John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.

USE READER SERVICE #20

MORE THAN A MACHINE. OR A TOOL. OR A TRENCHER. **DITCH WITCH.**



Ditch Witch®

SK500

 **Ditch Witch®**
GROUNDBREAKING™

STOP BY TO SEE US IN BOOTH #C-6305 AT CON EXPO.

USE READER SERVICE # 21

> survey says



Landscaping = Second Most Popular Home Improvement Project

DES MOINES – Indoor/outdoor livability will play a more significant role in the homes and gardens of the future than ever before, according to *Better Homes & Gardens* magazine.

Nearly 60,000 Americans responded to the magazine's Better Home Better Living contest and survey, and many reported that outside areas are becoming extensions of the American home's indoor living spaces with patios, barbecue centers, decks and other areas essentially serving as "additional rooms."

Survey respondents also said:

- Building a major garden or landscaping project is the second most popular home improvement choice among respondents when asked what they would do with \$20,000.
- The No. 1 reason that Americans give for remaining in an existing home is "watching something grow that I have planted," such as a tree or garden.
- 88 percent of survey respondents said that "a neighborhood that's walkable" is important to them – more so, in fact, than spacious rooms or acreage.
- 92 percent said that "looking great from the curb" is an important quality in their selection of a home.



ASIAN TSUNAMI DISASTER

Industry Equipment Makers Provide Tsunami Cleanup Help

Makers of heavy equipment are providing help to areas of southern and Southeast Asia stricken by the recent devastation and aftermath caused by the Dec. 26, 2004 earthquake and related tsunamis that have claimed more than 200,000 lives. They include:

- Caterpillar, Peoria, Ill., says its dealers in the Asia Pacific region have made equipment, personnel and other resources available to aid in recovery and cleanup efforts. At the corporate level, Caterpillar is working with its dealers to make additional equipment available to government agencies and non-governmental agencies working in the region.

The Caterpillar Foundation has

committed \$1 million to ongoing relief and recovery efforts in the region. The contribution from the foundation will be divided between The International Committee of The Red Cross & Red Crescent, Oxfam, and The Salvation Army.

Additionally, the company announced that donations to relief efforts by Caterpillar employees, retirees, Caterpillar directors and employees of Caterpillar dealers will be matched by the company up to \$2,000 per person.

- JCB, Savannah, Ga., has announced that it will send an initial \$1 million worth of machines to help disaster relief efforts in the wake of the tsunami.

continued on page 36

NEW!

BACKED BY SOLID SCIENCE

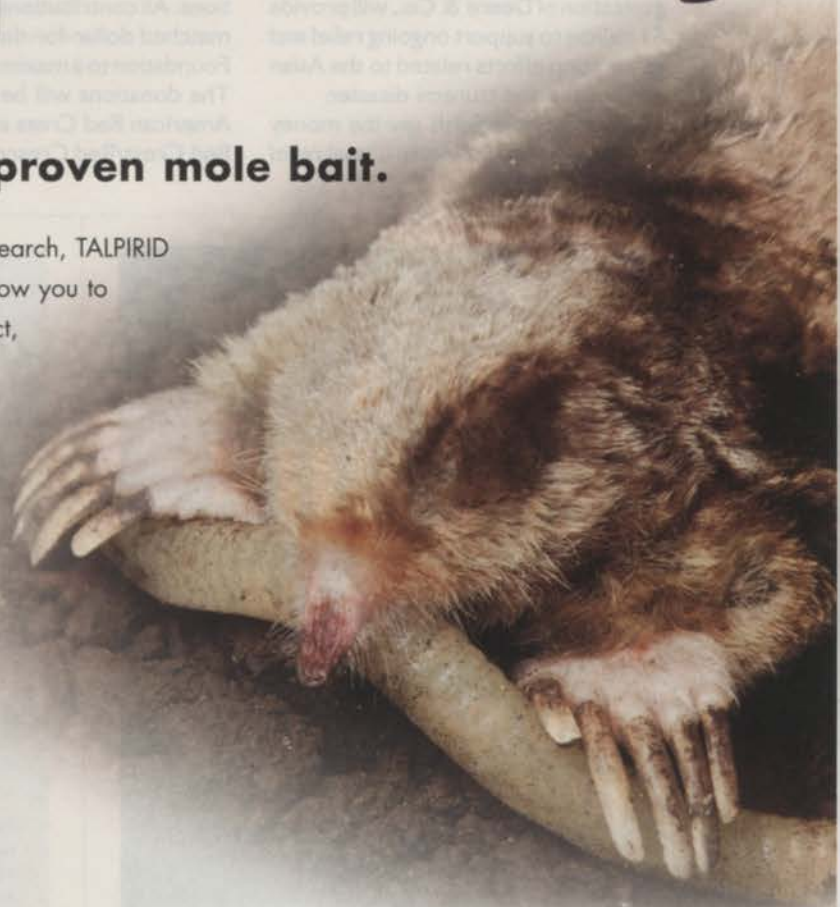
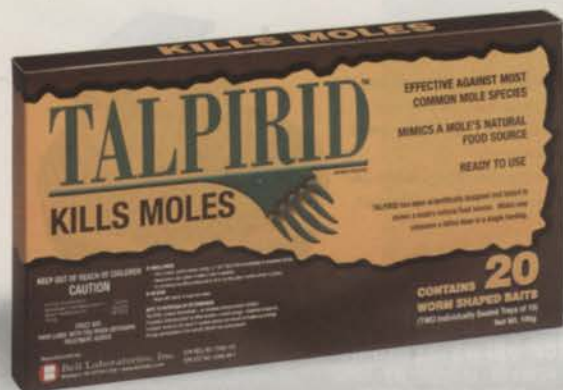


Introducing **TALPIRID™**.
The industry's first & only proven mole bait.

The result of more than 3 years of groundbreaking research, TALPIRID redefines the concept of mole control. TALPIRID will allow you to open up new revenue sources by providing the product, program and technical support to ensure reliable, on-going success.

Designed and developed by Bell Laboratories, TALPIRID is backed by solid science and proven through both lab-and-field efficacy studies. Don't let this incredible revenue opportunity pass you by.

Contact your Bell distributor today for more details.



TALPIRID™
The Bottom Line
In Mole Control



Bell Laboratories, Inc.
Madison, WI 53704 USA • www.talpid.com

USE READER SERVICE # 149

continued from page 34

Five JCB backhoe loaders have been airlifted to Andaman and Nicobar Islands, and other machines have been donated to Tamil Nadu, India, Sri Lanka, Malaysia, Indonesia and Thailand.

Anthony Bamford, JCB chairman, says that earth moving equipment will be of paramount importance in the early stages of the relief effort in helping to remove debris. "The scale of the disaster is even bigger than we first anticipated," Bamford says. "We are doing everything we can to get the job done."

- A charitable foundation affiliated with John Deere Construction & Forestry Co., Moline, Ill, has also announced a tsunami relief donation. The John Deere Foundation, the philanthropic organization of Deere & Co., will provide \$1 million to support ongoing relief and restoration efforts related to the Asian earthquake and tsunami disaster.

Foundation officials say the money will be provided for international relief

efforts through the American Red Cross. "This disaster has touched all of us deeply as individuals," says Deere & Co. chairman and CEO Robert Lane. "Our heartfelt thoughts and prayers go out to all who have been affected by this unimaginable disaster." Lane also serves as vice president and a director of the John Deere Foundation.

Deere also has communicated to company employees information on how they can individually contribute to agencies working on the international effort to respond to the tragedy, including the American Red Cross and dozens of other organizations.

- The Toro Co., Bloomington, Minn., is encouraging its employees to contribute to this effort with monetary donations. All contributions received will be matched dollar-for-dollar by The Toro Foundation to a maximum of \$100,000. The donations will be directed to the American Red Cross and International Red Cross/Red Crescent.

"We hope to help meet immediate and long-term needs of those affected in Indonesia, Sri Lanka, India, Thailand, Somalia, Malaysia and Maldives," said Ken Melrose, The Toro Co.'s chairman and CEO. "The employees of Toro will work together to help make a difference to all who have been shattered by this tragedy."

In addition to monetary donations, Toro's employees and channel partners in the region are working to identify additional opportunities to provide assistance, products and support in the international restoration effort over the coming months.

- Textron, Providence, R.I., parent company of Jacobsen, Ransomes, Ryan and other green industry equipment brands, announced that it will donate up to \$750,000 to assist with relief efforts. The donation includes an initial company contribution of \$250,000 to the American Red Cross International

continued on page 38

ADD A REVENUE STREAM AND MAXIMIZE YOUR PROFITS.

Want a way to build equity in your business and become part of a team of true professionals? Consider a **Weed Man** franchise. You'll get unrivaled support from a company with 35 years of proven industry experience, not to mention a tangible way to maximize your growth. Call 888.321.9333 for more information or for a free consultation.

Weed Man

www.weed-man.com

USE READER SERVICE #22

Auto Mist Insect Control System

- Mists automatically
- Programable times
- Kills moquitos & biting insects
- Proven effective

Areas of Use

- Yards
- Patios
- Decks
- Recreational Areas
- Zoos
- Kennels
- Livestock Housing
- Commercial Areas

Automatic Mosquito Control

Everyone agrees, biting insects are a nuisance! Bring back the pleasure of back yard summer enjoyment. **How?** Automist systems! Our system controls biting insects 24/7 which leave more time for recreation.



United Spray Systems, Inc.
PO Box 86 Le Sueur MN 56058
800-950-4883

www.automist.com

since 1985

USE READER SERVICE # 23

Some things naturally **STINK!**

Your herbicide shouldn't be one of them.

Everyone wants weed-killing power but no one wants a lingering odor that makes being near the treated turf an unpleasant experience.

Escalade™ Low Odor's unique combination of Dicamba, 2,4-D and Fluroxypyr controls over 100 broadleaf weeds, including oxalis, plantain and has unsurpassed control on clover. This devastating effect on weeds adds to your bottom line with reduced callbacks.

But your nose and eyes will notice the real difference when you open the jug – less odor and a much clearer liquid. The reason is the addition of 2,4-D TIPA, a highly refined ingredient available only from Nufarm.

*Make everyone – especially their noses – happy.
Use Escalade Low Odor.*



ESCALADE™ *Low Odor*

Contact a Nufarm representative or your local distributor for more information:
800-345-3330 • www.turf.us.nufarm.com

™ Escalade is a trademark of Nufarm Americas Inc.



USE READER SERVICE # 24

Home of Riverdale Brands

continued from page 36

Response Fund's tsunami relief efforts, in addition to a \$250,000 grant for a dollar-for-dollar match of employee contributions to the organization.

"On behalf of Textron employees worldwide, our heartfelt sympathies go out to all who have been affected by this devastating tragedy," said Lewis Campbell, Textron chairman, chief executive officer and president. "Our employees have a long history of mobilizing to support their communities during times of crisis. As part of the global community, our greatest hope is that this contribution may touch the lives of those in need."

This effort accompanies a variety of local efforts initiated by Textron businesses and facilities worldwide in support of tsunami relief in affected regions.



ASIAN TSUNAMI DISASTER

Irrigation Association Members Contribute to Tsunami Relief Efforts

In the wake of the tsunami that crashed into nearly a dozen South-east Asian nations, members of the irrigation industry are showing their generosity and making contributions to relief efforts.

For instance, Claude Laval, president, Claude Laval Corp., Lakos Filtration Systems Division, Fresno, Calif., decided to give charitable contributions to the tsunami relief efforts in the names of his industry friends, some of whom are located near the area where the tsunami occurred. In relation to

the green industry, Claude Laval Corp. manufactures pumps and filtration products for irrigation systems, though the company also produces filtration products on an industrial level. On that side of the company, Laval says some of the company's oldest distributors are in India, Indonesia and Thailand, making them long-time friends in addition to colleagues.

Though Laval prefers to keep the level of the company's donation private, he notes that a portion of the funds went to the Aceh province of Indonesia—one of the areas hardest hit by the tsunami. Sadly, Laval says his distributor in Indonesia lost several family members to the

continued on page 40



How do YOU make Landscaping Easier, MORE Profitable?



Tree Care • Landscape Design

Landscape Management

Turf Management • Pond Care



By Using EXPERT Tools!

The most effective mycorrhizal inoculants available
 Biofertilizers for long-lasting fertility
 Safe, environmentally friendly products
 Easy to use, expert results

Today's Technology for Tomorrow's Environment™

For additional product information or distributor locations Call: 1-800-421-9051 or go online to www.planthealthcare.com

USE READER SERVICE # 25



IT'S WHAT'S INSIDE THAT COUNTS.

To know how good your equipment is, you have to go inside it ... all the way down to the engine. Commercial-grade Kawasaki Engines deliver unmatched power, durability and reliability — that's why they're considered the Critical Component for top performance. You'll find them driving Kawasaki's own handheld Power Products (a full line of best-in-class string trimmers, hedge trimmers, edgers and backpack blowers), plus mowers and industrial equipment made by leading OEMs. Every model starts easier, performs stronger and lasts longer.

When it comes to power equipment, it's what's inside that counts. And inside the very best models are Kawasaki Engines.

FOR MORE INFORMATION ON OUR COMPLETE LINE OF PRODUCTS OR TO LOCATE YOUR NEAREST DEALER, VISIT WWW.KAWPOWR.COM, OR CALL 1-877-KAWPOWR.

Kawasaki
Engines/Power Products

continued from page 38

tsunami disaster, making the donation that much more important. "People in that area of the world are often very poor to begin with, so any aid that can be sent is helpful," he says. "Rather than go through a national agency, we chose to donate to relief efforts immediately in the affected region."

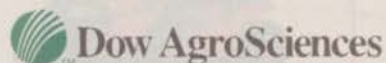
Another Irrigation Association member making donations to the tsunami relief effort is Rain for Rent, Bakersfield, Calif. The company's Vice President Mike Grundvig notes that he issued a reminder to employees of the company's commitment to match staff members' charitable donations.

"The matching program has been in place for about six years," Grundvig says. "After the tsunami disaster, we sent an e-mail to our employees to remind them of the program and suggest that they consider contributing."

Grundvig says Rain for Rent has about 800 employees and the donation program is set up to match employees' donations up to \$100.



ASIAN TSUNAMI DISASTER



Dow Contributes \$5 Million to Tsunami Relief

MIDLAND, Mich. – The Dow Chemical Co., parent company of Dow AgroSciences, a manufacturer of professional turf, ornamental and technical products, announced that it will make a charitable contribution of \$5 million to the relief efforts underway for victims of the recent earthquake and subsequent tsunamis in Southeast Asia and the Indian sub-continent.

"As we've all seen, the reports and images from the tsunami-stricken regions in Southeast Asia and the Indian sub-continent are at once incomprehensible and heart-breaking," said Andrew Liveris, Dow president and chief executive officer in making the announcement. "At times like

these, we all struggle to come up with meaningful ways to contribute and help those who have lost so much."

Dow is responding to the disaster with a pledge of \$5 million in aid, which is broken down into three corporate donations, including:

- A \$1 million monetary contribution to the American Red Cross International Response Fund, which is dedicated to providing immediate, vital help the victims in need.
- Up to \$1 million in matching individual contributions from Dow employees. Dow has more than 40,000 current employees and 70,000 retirees around the world.
- An additional \$3 million in the

continued on page 42

Scott[™] LITE

CHIPPER
BODY



IDEAL FOR TREE AND LAWN DEBRIS



- 56" sides
- 30" 2-pc. endgates
- Doghouse in front bulkhead for front mount hoist
- Standard long skills for scissors hoist installation
- (Optional) Aluminum top
- Available in 8'-12' lengths with wood or aluminum floors
- Knocked down for economical shipping
- Easy dealer set up

MANUFACTURED BY
TAFCO EQUIPMENT COMPANY

HWY. 16 WEST
BLUE EARTH, MN 56013
507.526.3247
WWW.TAFCOEQUIP.COM

USE READER SERVICE # 27

Cutter's Choice
CHAINSAW supplies
at Discount Prices!

CHAINSAW PARTS
including guide bars,
sprockets, saw chain,
sharpening accessories
and safety wear!



Free
Catalog!

2008 East 33rd Street
Erie, PA 16514
1-888-288-8371

www.cutterschoice.com

USE READER SERVICE # 28

We have yet to meet a foot we couldn't fit. By today's standards, it seems a dated philosophy. But when you make shoes to fit a foot instead of a quota, the way you go about it is decidedly different. Unlike other shoemakers, we build more than one hundred different combinations of sizes and widths, so our shoes match the unique shape of each foot. The result is an unrivaled level of fit. And comfort that lasts all day. So, whether you're a size 4B or a size 18D, Red Wings are built to fit.

Wear a hard hat or they may outlast you. A machine simply can't do what we do. We hand stitch our leathers. Engineer our soles and other materials to the specific jobs of our customers. Attach soles to uppers with sturdy thread, not just glue. We do this and more not because it's cheaper, but because it's better. Ask a man framing a house. A woman on a road crew. They'll tell you our shoes are built to last. See our shoes and find a store at redwingshoes.com.



continued from page 40

form of vital products, technology and funds to assist in the longer-term reconstruction efforts.

Dow plans to work with national governments, relief agencies and other interested parties and organization in the affected regions to determine how best to provide support to those in need.

"Through these efforts, we hope to be able to provide tangible and meaningful aid to the survivors, in both the immediate days ahead and into the future, as they begin to rebuild their homes, their communities and their lives," Liveris said, also acknowledging Dow's presence in Asia.

"While no Dow operations were directly impacted by the tsunamis, it is important to support the region at this difficult time," he said. "The people of Dow are known for their community outreach. Nowhere is that outreach needed more than in these villages, towns and rural communities affected by this natural disaster."



A LOOK AHEAD

RISE President Shares Lawn Care Industry Outlook

WASHINGTON, D.C. – Allen James, president of Responsible Industry for a Sound Environment (RISE) has released his 2005 outlook for the specialty pesticide and fertilizer industry. Reviews of regulations under the Endangered Species Act and the Clean Water Act, as well as local pesticide and fertilizer bans, continue to be top concerns for the industry.

"In the administration's second term, I see a number of issues that will affect our industry during 2005," James said. "First of all, I believe that the Endangered Species Act (ESA) needs to be updated. The regulation of pesticides versus the ESA continues to be a battleground that hampers our industry without

benefit to the public. Change is needed right now."

James also says the Clean Water Act (CWA) and its related National Pollution Discharge Elimination System (NPDES) permit requirements, as applied to certain pesticide applications, need to be monitored by industry this year. He believes the activists will continue to use these issues to oppose the industry and hamper efforts to sell and apply pesticides used in or near water.

Fortunately, the EPA just released an interpretive statement and proposed rule that reflect EPA's long-standing policy that a CWA permit is not required where application of a particular

continued on page 47





Agri-Fab™

Hook up with the leader



Agri-Fab®
303 West Raymond Street
Sullivan, IL 61951
(217) 728-8388
(217) 728-2032 FAX
www.agri-fab.com

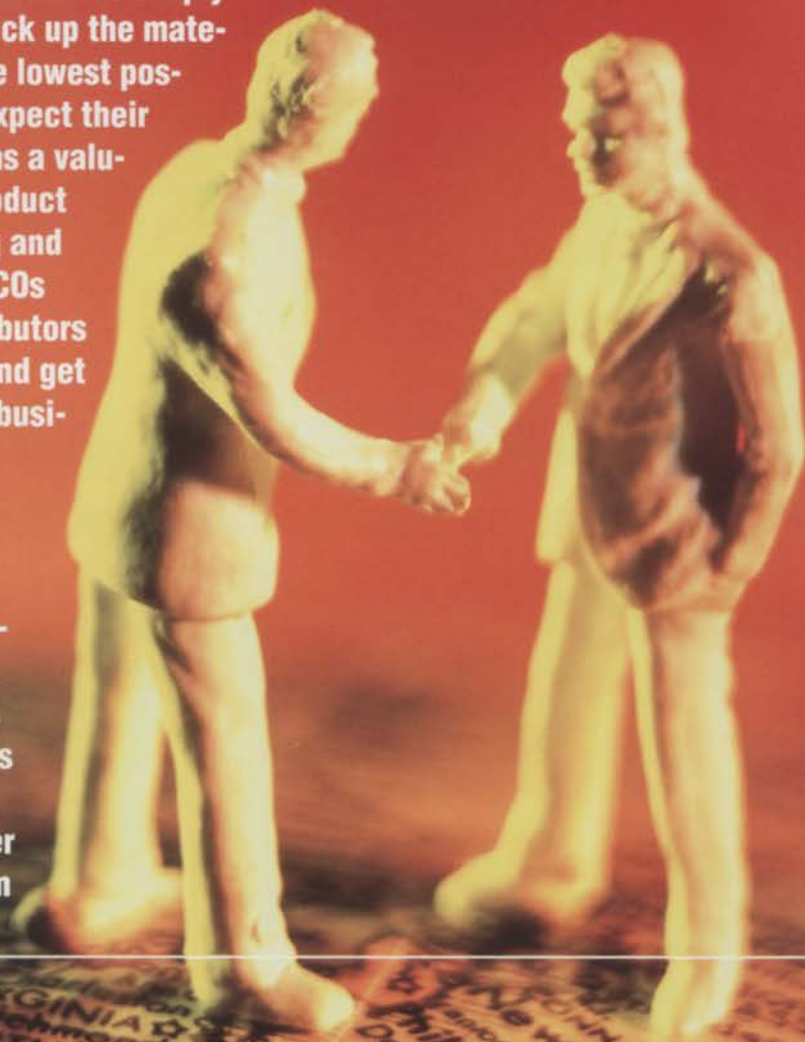
From spot weed control to large area fertilization, our complete line of sprayers offers the efficiency, capacity and safety you need for just about any spraying job. Choose from models with 15 to 45 gallon capacity tanks and in-line units for any size yard. All have easy-to-grip handgun hoses for efficient operation and complete control in liquid spray direction.

USE READER SERVICE # 30

Distributor Partnerships

All lawn care operators (LCOs) depend upon their distributor for products, but not all of them get the same level of service. Some LCOs view their distributor as simply a place to buy and pick up the materials they need at the lowest possible price. Others expect their distributor to serve as a valuable resource for product information, training and technical support. LCOs who view their distributors as partners expect and get more value for their businesses.

The same holds true for the relationship between manufacturers and distributors. Distributors serve as an essential business channel, but manufacturers that partner with distributors gain important benefits.



We Don't Make The Turf.
We Make It Better.

 **BASF**

The Chemical Company

Sponsored by **BASF Professional Turf**

Manufacturer-distributor partnerships matter to lawn care operators. Distributors depend upon manufacturers for much of the product information, training and technical support that they provide to their lawn care customers. So, the stronger the manufacturer-distributor partnership, the more value the distributor can deliver to the lawn care operator. Put simply, the distribution is at the center of a win-win-win relationship between the manufacturer and lawn care operator.

BASF's Market-Driven Approach

The underlying business philosophy of BASF is to be a market driven company. We are in business to serve our customers' needs, not the other way around. While it is easy to use the words "market driven," the way a company conducts its business demonstrates whether or not it is so. BASF's market-driven approach is evident in our commitment to provide lawn care operators with the quality products and support needed, whether those products are proprietary to BASF or are post-patent products. The fact is, you want quality products and support that solve your business needs. Our job is to deliver them.

Recently we did this by introducing a new proprietary chemistry, Insignia® fungicide for lawn care. We also made improvements for another BASF proprietary product, Pendulum® AquaCap™ pre-

who serve all lawn care companies in that market area.

BASF has always been dedicated to true distributor partnerships. BASF sales specialists spend all of their time and resources supporting distributor sales staff. BASF sales specialists are not solely focused on selling, instead the majority of their time is spent communicating with distributors, holding training meetings for lawn care operators at distributor locations, and visiting lawn care companies with the distributor sales representative. Most lawn care operators value working directly with their distributor sales representative. BASF prefers to do so as well.

Partnership with distributors is also a pragmatic business philosophy. There are more than 30,000 lawn care companies in the United States and Canada. No manufacturer can afford to hire enough sales people to serve all of its customers. In fact, full-service distributors combined require an estimated 800 to 1,000 sales representatives to do the job. These 800 to 1,000 individuals are the front line for industry services.

BASF's belief is that the best way to serve the 30,000 lawn care companies is by serving and empowering its distributor partners. To accomplish this BASF has an experienced and dedicated team of 16 individuals – two sales managers (one with a northern focus, one with a southern focus), two market development specialists (both with advanced degrees, and one focusing

The bottom line is that BASF must earn your business by giving its distributors the products and resources they need.

emergent herbicide. And we introduced a new post-patent product, Bifenthrin Pro insecticide. Beyond the introduction of new products, BASF supports the industry with a robust research and development program that has dedicated \$1.5 billion in agricultural products research and development in the past five years as well as several hundred million dollars in plant biotechnology efforts.

BASF's market driven business philosophy extends to its partnership with distributors. A manufacturer can work with distributors in one of three basic ways. First, it can be dedicated to a true partnership with distributors. Second, it can try to ignore distributors by selling as much directly to lawn care companies as possible. Third, it can try to combine both approaches – have its field sales staff work directly with the larger regional and national lawn care companies, then depend on distributors to reach the smaller companies.

Most manufacturers take the third approach because it gives them the most direct control of large-volume purchases. However, there are two potential problems with taking that approach: It treats distributors as subcontractors rather than partners; and it divides the manufacturer sales representative's attention – time spent with key customers must be taken away from working with the distributor sales people


on the north and one on the south), and 12 district managers, most of who have 15 to 20 years of industry experience.

Market Driven Benefits

A distributor partnership delivers a competitive advantage for BASF, its distributors and lawn care companies. The benefits of BASF's win-win-win dedicated distribution approach include the following:

- More energy – This is possible because BASF sales specialists do not directly "control" the majority of their sales in their geographies by selling directly. Instead, they depend upon their distributor sales representatives. This means the BASF sales specialist must give every distributor sales representative all the information, resources and support he or she needs to sell and service their lawn care customers. The bottom line is that BASF must earn your business by giving its distributors the products and resources they need to earn your business.
- Clearer communication – Partnering with distributors means that you get the same straight facts from BASF and your distributor. You won't hear your distributor sales representative tell you one thing about a BASF product only to hear something

**BASF, 26 Davis Drive, Research Triangle Park, NC 27709.
Call (800) 545-9525 or visit www.turfacts.com.**



different from your BASF sales specialist. In fact, you are not likely to ever have your BASF sales specialist visit you in person unless your distributor sales representative comes along.

- True two-way communication – Spending maximum time with distributors and lawn care operators in distributor meetings helps BASF hear and respond to market needs. This communication is critical to the company's core market driven philosophy. And it delivers tangible results. For example, feedback from a distributor meeting with lawn care companies led to the creation of a new 1.5 ounce package for Drive® herbicide – a package size more in tune with the needs of lawn care operators vs. the standard one pound container.

- Consistent support – BASF provides all full-line distributors with consistent product support and training for its entire product line. If the product label has BASF on it, then BASF gives it the same level of service.

- Maximum value – BASF works with distributors to communicate special promotions based on your needs. Your BASF sales specialist communicates regularly through e-mail, telephone and in person with distributor sales representatives and distributor management to communicate all special company programs. So, if you used 10 cases of a product last year, and this spring there is a special early order promotion for that product, your BASF sales specialist and distributor sales representative will team up to make sure that you are aware of the opportunity so you can take full advantage of it.

Getting Maximum Value

Getting maximum value from your distributor begins by expect-

ing more and being willing to partner with him. Leading lawn care operators have learned to select a primary distributor – one that carries and supports all the major products they use. That distributor should be focused on providing you with real value. If the distributor is all about low price, then a lack of support and training will be the trade off. What you really want and need from your distributor is someone who understands your business and is looking out for you.

After you have selected your key distributor, then give as much of your business to them as possible. Doing so gives you the right to expect more from them in terms of training, technical support and friendly business advice, and it makes it important to them to maintain the business relationship. A partnership means being added to their mailing list, being invited to training sessions and having your distributor sales representative become familiar with your business. Your distributor sales representative might be the one to alert you to new pest, weed or disease problems in the area. He or she will let you know about new equipment and products. He or she might even be the source for the lead on the next key employee you hire. It's about a relationship that goes deeper than selling and buying products.

Lawn care operators should depend upon their distributor for at least four things:

First, to provide the products and product knowledge that you need. Distributors should stock the products, offer container options, and be able to deliver the product when needed so you can avoid warehousing it. Your distributor should be very knowledgeable about the products you need.

Second, be an expert source for product program information, such a pricing, terms, label changes and pest-product match ups. BASF relies upon its distributors for feedback about company product successes, questions or opportunities

Third, training to help you and your employees become more professional. Training can be product-specific, or involve proper application, customer relations or technical training that earns Continuing Education Units (CEU's) to maintain certification and licensing. Training is a priority for BASF sales specialists, and they have the ability to customize it for their territory.

Fourth, promote product stewardship to advance industry professionalism. The industry's reputation is only as strong as its weakest link, so distributors play a central role in helping lawn care operators apply product correctly and accurately. Much of the industry's advancement in professionalism is due to distributor training. BASF works with its distributors to help advance industry progress.

There are no secrets or shortcuts to success in business. For manufacturers, distributors and lawn care operators it's all about serving the customer's needs, communication, partnerships and meeting expectations. As a market leader, BASF is committed to serving the turf and ornamental market in a way that delivers true value and lets our business partners and their customers truly win.

Your career is too important to rely on products that are "good enough." You need **better**. And BASF delivers. Our comprehensive portfolio of products offers control of hundreds of turf diseases, weeds and insects. Control you can trust. **Better** control.

BetterSolutions.

BetterResults.

In the last five years alone, BASF has invested more than \$1.5 billion in agricultural products research and development as well as several hundred million dollars in plant biotechnology. And it shows. Test after test proves we push our products to perform **better**. That's the commitment you can count on from the world's leading chemical company.

That's the bottom line, isn't it? And that's what you'll get with BASF. **Better** turf with maximum efficiency of labor and resources. Put us in your rotation and let us prove it. You'll be **better** off.

BetterTurf.

Find out more:
turffacts.com

Find a distributor:
800-545-9525

We Don't Make The Turf.
We Make It Better.

 **BASF**
The Chemical Company

Always read and follow label directions.

Amdro, Basagran, Curalan, Drive, Emerald, Image, Insignia, Pendulum and Sahara are registered trademarks and AquaCap is a trademark of BASF. ©2005 BASF Corporation. All rights reserved. APN 05-14-002-0105

USE READER SERVICE # 31

continued from page 42

pesticide to or over water is consistent with requirements under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA).

As always, the threat of local bans on pesticides and fertilizers continues to be in the forefront of the industry's outlook for the year. James sees the trend continuing in small communities with a focus on the so-called cosmetic use model that originated in Canada.

"We are watching the entire United States, but particularly the border states of New York, Connecticut, Maine, Wisconsin, Minnesota, and Washington for any activity relative to banning pesticides, especially for outdoor lawn care and parks," James stated. "I would like to remind industry associates that, fortunately for those of us in the United States, most states have state preemption laws that override local bans. However, there is a growing effort among activists to overturn state preemption, and in some cases, to secure bans in violation of state law in hopes that state legislators will change the law."

RISE is currently suing the City of Madison and Dane County, Wisconsin for just such a violation of state law. "The City of Madison and Dane County have overstepped their boundaries," James explained. "If we allow these bans to be instituted, we are completely ignoring preemption and what it stands for."

Activists have been unsuccessful pushing bans at the federal level, so they are now using the Internet to move to the local level in order to reach local government officials, according to James. "The wheels of change at the local level move more quickly and activists are using that reality to their advantage," he stated.

The spread of West Nile virus also continues to be a concern for industry officials. "We are watching where West Nile virus is detected. I think there will be continued efforts by some groups to ban spraying for the virus," James predicted. "Although we will likely see a diminishing amount of activity because the activists haven't had very much luck. They have been ineffective in securing bans mainly because the public demands the use of the products. RISE will continue to educate the public on the efforts to protect against West Nile virus and insect-borne diseases through responsible pesticide use."

The issue of bio-monitoring, the measurement of environmental chemicals in the human body, continues to loom. Industry supporters must continue to insist that this measurement be conducted through scientifically valid reporting. James anticipates an increase in claims of "chemical trespass" against pesticides by industry opponents. Increased allegations by activists that

any detection of pesticides in human blood indicates harm to humans will be the theme of this movement. "The fact that the minor detection of pesticides in the human body does not indicate any harm is unimportant to activists," James said, "so we expect outcries by activists if bio-monitoring indicates any detection of pesticides in human blood. Bio-monitoring will serve as a rallying point for individuals that claim chemical sensitivity, and we have already begun to see some increased activity." Industry officials believe that individuals who claim chemical sensitivity will use bio-monitoring to further justify their feelings that chemical trespass is causing their illness.

According to James, all of these new claims tie into the continued misuse of the so-called "precautionary principle" belief. In application, activists want the precautionary principle to keep pesticides from earning registration or remove them from the market if any risk is found. Risk of any kind is not acceptable to those who oppose the pesticide industry.

"For RISE and the industry to overcome misinformation and propaganda, we need grassroots support and interaction," James asserted. "I would encourage state and local associations across all industry segments to become more aware of and involved with RISE."

> LABOR SOLUTIONS



PLANET & ANLA Take on H-2B

WASHINGTON, D.C. —The Professional Landcare Network (PLANET) isn't taking its time easing into its first year as a new green industry association. Members from the new organization, formed by an ALCA/PLCAA merger made official in January, met just a few days into the new year with representatives from the American Nursery & Landscape Association (ANLA) and other industries to tackle the issue of H-2B. Together, the group discussed problems stemming from the H-2B visa cap, potential solutions to those problems and opportunities to collectively bring about changes to the program in the near future.

Though becoming more popular for companies exhibiting seasonal labor needs, the H-2B program has become problematic for many industries since early 2004. The government-regulated program, which brings legal laborers into the United States from foreign countries, maintains a

cap of 66,000 visas to be issued to companies looking for foreign workers to supplement their labor needs. In 2004, the cap was reached on March 9, leaving companies that needed workers later in the year out of luck. This year, the 66,000-visa limit was reached more than two months earlier on Jan. 4. As it stands, the United States Citizenship and Immigration Service has stopped issuing H-2B visas, leaving companies that had yet to request their workers shorthanded for the remainder of the fiscal year.

"I expect there will be a much bigger constituency of individuals and companies advocating for H-2B reform this year than there were last year," noted Libby Whitley, president of Mid-Atlantic Solutions or más Labor, a Virginia-based H-2B provider company. Whitley noted that of her clients with dates of need earlier than March 1, 2005 and

continued on page 50

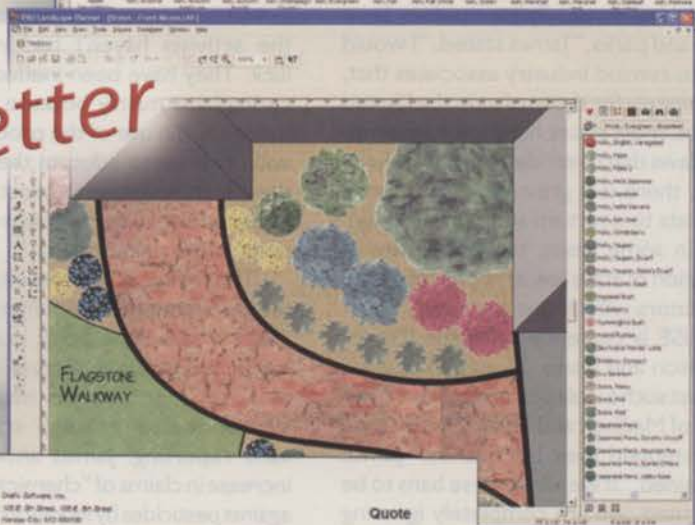
Sell Better

Plan Better

Bid Better

ENTRANCE LANDSCAPE

PLANTS \$600
LABOR \$400
SIDEWALK \$1200
LIGHTING \$800
\$3000.00
TRY 210.00
\$3210.00



Quote

Quote Number: 1007
Quote Date: November 05, 2010
Valid Through: 12/4
Expiration Date: December 05, 2010
Terms:
Project Status: Ready For Bid
Project Name: Main Front Walk
Project #: 2010-12

Item	Item Code	Description	Quantity	Unit Price	Estimated Price
001010	7.00	4x6, Blue Pavers	1.00	\$67.00	\$67.00
PLD-07	0.00	Installation/Concrete	1.00	\$170.00	\$170.00
19000	3.00	3'-6" Birch, White Bark	1.00	\$60.00	\$60.00
30110	4.00	Archie, Pine	2.00	\$60.00	\$120.00
30100	3.00	Juniper, Blue Chip	2.00	\$97.50	\$195.00
19010	2.00	Heads, Japanese Umbrella	1.00	\$275.00	\$275.00
PLD05	0.00	Water Features	4.00	\$10.00	\$40.00
PLD10	0.00	Curbs/Edging	4.10	\$23.00	\$94.30
0.00	2.00	Flagstone Walkway	220.00	\$5.00	\$1,100.00
		Prep Work	1.00	\$100.00	\$100.00
Totals:					\$1,911.30
Per Estimate:					\$0.00
Tax:					\$164.17
Total:					\$2,075.47

"I've lost track of how many times
PRO Landscape has paid for itself."

Brett Seltz, Grasshopper Lawn & Landscape, LLC.

Create a "life-like" before and after image of a landscape using a picture of the customer's house or building. Drag and drop plants, hardscapes, water features, night and holiday lighting.

"Pro Landscape allows my customers to visualize their landscape design."

Robin Freeman, President, Freeman Landscape, Inc.

Using professional CAD technology you can easily create detailed 2-D site plans that accurately represent the placement of plantings, hardscapes and sprinkler systems.

"The time I save from drawing by hand alone, is worth the cost of this fantastic program."

Joe Vitale Jr., Vitale Landscape

Automatically generate a bid directly from an image or CAD plan using your prices. Create a material list and plant information you can give to the customer in one mouse click.

"One mouse click generates the bid, a second sends it to my accounting software...Amazing."

Chris Walter, Cole's Creek Nursery

**60-day
money-back
guarantee!**

PRO Landscape™

The Standard In Landscape Design Software!

(800) 231-8574

dräfix software, inc.

www.lawnandlandscape.com/prolandscape

USE READER SERVICE # 32

TOOLS FOR YOUR TRADE

The Attachment Authority for Compact Tractors



- Industrial Grapple Buckets
- 4-in-1 Buckets
- Quick Attaches
- Full Line of Buckets
- Tooth Bars

PRESEEDER® LANDSCAPING TILLER

THE FINEST IN SEEDBED PREPARATION

- Carbide Teeth
- Durability & Dependability
- 3-Year Warranty



'scape rake



NEW!

The better landscaping rake

- Carbide Teeth
- 2-Year Warranty
- Low-Cost Seedbed Prep

Level Best LASER GRADING BOX

On-Grade... Automatically

- Tractor & Skid steer models
- Accurate to 1/4"



ATI
CORPORATION

New Holland, PA
1-800-342-0905
www.preseeder.com

USE READER SERVICE # 33

industry news > >

continued from page 47

who filed their applications no later than 120 days prior to that need date, 95 percent received their visas. For clients with later dates of need or who did not meet deadlines, only 70 percent had their requests granted.

"Last year was the first time the cap was really enforced and we saw smaller companies or companies using H-2B for the first time be affected by the cap," Whitley says. "This year, more and larger companies were affected."

In some respects, Whitley and PLANET and ANLA representatives believe this harder hit could work to the group's advantage in terms of organizing a grassroots effort for H-2B reform. Though Congress made attempts last year to temporarily fix the cap issue and make permanent changes to the program, the 2004 elections prevented more legislators from taking on the H-2B issue.

This year, with more companies in numerous industries impacted by the visa cap, the budding coalition hopes to bring H-2B reform to the legislative forefront.

"Growth in the H-2B program has been enormous in recent years," says Jim Holt of the Washington, D.C.-based law firm McGinnis, Norris & Williams, which works with many ANLA members on immigration issues. "It's very important to employers in the green industry and many other industries, but labor unions and



In a meeting with the Professional Landcare Network, Bob Dolibois (standing), executive vice president of the American Nursery & Landscape Association (ANLA), moderates a brainstorming session of possible solutions to the H-2B crisis. Photo: Lawn & Landscape

anti-immigration groups see the program as a threat. As we move forward, we need to get more companies involved in a grassroots effort to make the issue known, and we need to stress the economic importance of the program in keeping small businesses functioning. Also, we have to highlight the fact that if employers can't rely on this program, which brings employers and employees together legally, more businesses will look for 'alternative' workforces and end up hiring more illegal labor."

The combined meeting between PLANET and ANLA, held Wednesday, Jan. 12, was attended by PLANET President Dan Foley, Secretary/Treasurer Maria Candler; Director of Government Affairs Tom Delaney; members Chuy Medrano, Cocal Landscape, Denver, Colo., and Terri Feldhaus, Chapel Valley, Ellicott City, Md.; ANLA member Pete Haran of Lipinski Landscape & Irrigation and ANLA's legislative policy committee; and PLANET government relations consultants David Crow and Laurie Flanagan. Also attending the meeting were Bob Dolibois and John Meredith from

continued on page 52

FREESTANDING WALLS

TWO IDENTICAL FACES, ONE UNIQUE ADVANTAGE.

WHEN IT COMES TO FREESTANDING WALLS, TWO-FACED IS A GOOD THING. With VERSA-LOK Standard, creating beautiful freestanding walls that look great from both sides is a snap. Solid characteristics and our splitting grooves make field modifications easy and consistent. Because the same product is used for freestanding and retaining walls, VERSA-LOK provides a seamless transition



between all design elements for a unified,

VERS A-LOK is the industry's only solid, top-pinning system.

harmonious look. One more advantage to add to the long list of features that make VERSA-LOK construction- and design-friendly.

TWO PRODUCTS, ENDLESS POSSIBILITIES.

In addition to the incredibly versatile Standard product, VERSA-LOK also makes Mosaic®, the hardest-working random-pattern product in the industry. Our simple, three-unit system not only enables you to build strong and beautiful walls, it handily accommodates soil reinforcement for random-pattern walls of any height. It all boils down to this: You can do more, and do it easily – with VERSA-LOK.



Mosaic's random pattern creates visual appeal.

MODERN MARVEL No.17
FREESTANDING WALLS

CREATE YOUR OWN MARVELS. For more information and everything you need to start creating modern landscaping marvels, call 800-770-4525 or visit www.versa-lok.com.



Private Residence,
Chisago Township,
Minnesota, in VERSA-LOK
Weathered Standard

VERSA-LOK[®]
Retaining Wall Systems
Solid Solutions.[™]

Oakdale, Minnesota
800-770-4525 • www.versa-lok.com

continued from page 50

the American Nursery & Landscape Association, agents who process H-2B applications, and representatives from state landscape associations, the canyery business and the horse training and breeding industry.

In organizing a plan that would potentially be proposed to Congress, the group brainstormed a variety of solutions to the H-2B cap crisis, including elimi-

nating the cap completely, exempting certain workers and rethinking how and when visas are counted against the cap. Ultimately, a multiphase plan was developed that would eliminate the cap over three years. The group made a presentation of their plan to the Essential Worker Immigration Coalition (EWIC) in a second meeting the following day.

"The EWIC group has been advocating comprehensive non-agricultural labor reform for many years and it works on a wealth of programs to help service sector communities," explains Meredith, ANLA's director of legislative relations. "While their biggest consideration is what is politically feasible, EWIC is well-informed on who's doing what on Capitol Hill and can help us refine our message and get results. Because it's such a strong group that covers a broad range of industries, working with EWIC is a logical starting place for our own H-2B coalition."

During the Thursday meeting, Candler says the group devised an altered approach to H-2B reform, which will become the cornerstone for an eventual presentation to Congress.

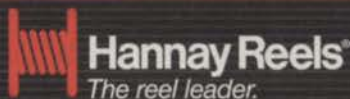
"After a lengthy discussion, we determined the only viable political option to address the cap in the short term is to ask Congress to permanently exempt from the cap workers who have participated in the H-2B program at any time during the past three years and to direct the U.S. Citizenship and Immigration Services to immediately resume processing H-2B applications on the day the bill is signed into law," Candler explains.

"This option was deemed to have the greatest likelihood of success since many senators and members of Congress are already working on similar legislation," she adds. "Workers who have used the program before have proven that they will return home after their seasonal work in the United States is complete, which eliminates strong objections from influential legislators who argue that increasing the number of H-2B workers will increase the number of illegal immigrants in the United States. In fact, the opposite is true; the H-2B program provides a means by which employers can legally access the workers they so vitally need. The closing of the cap so early in the year could actually lead to an increased use of illegal workers because no Americans can be found to do these jobs."

Additionally, Candler says the group determined the lack of H-2B workers to be largely a small-business issue that could have a negative effect on the U.S. economy in terms of job loss and fewer equipment purchases. For example, companies that are not able to employ

continued on page 54

FAMILY OWNED AND OPERATED SINCE 1933



Hit the ground running with Hannay.

Hannay premier quality reels give you a working advantage right from the start, outperforming and outlasting every other brand.



- Available as portable units, wheeled, or truck- or trailer-mounted
- Built to order
- Highest quality and unsurpassed service

Applications include:

- Watering and irrigation
- Lawn spraying
- Hydro-seeding
- Onsite electric power and tools
- Pest control
- Area washdown
- Pressure washing equipment
- Hydraulic tools and equipment



Download or call for your FREE catalogs
<http://go.hannay.com/H23> 877-GO-REELS

USE READER SERVICE # 35



Why Are We The HARDSCAPE INDUSTRY SUPPLIER??

TOOLS of the TRADE



SPLITTERS

PAVERCART

SANDPULL PRO

6'x9'x45" MARKER

PAVERPACKER Model #50

Vocational Training Manual

English & Spanish



Written and edited by Industry Experts.

Supports Industry Standards from ICPI and BIA.

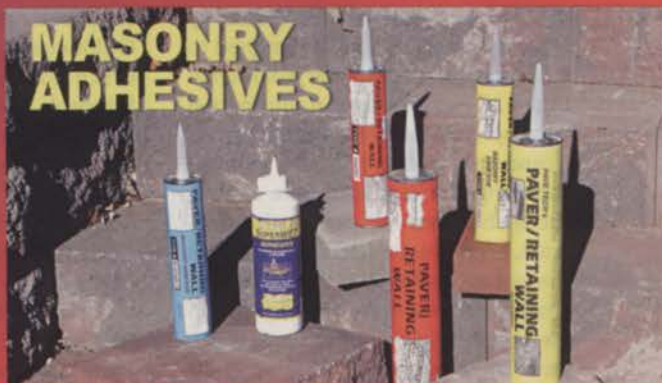
SANDLOCK



25 lb. Pail 2 lb. Tub 40 lb. Bag

ORGANIC JOINT SAND STABILIZER ADDITIVE

MASONRY ADHESIVES



PAVE TECH'S

PAVE CHEM

SEALERS, CLEANERS AND ADHESIVES

PAVE EDGE

PAVER EDGE RESTRAINT

- Rigid, Flexible and Industrial
- Strong PVC Compound
- The Only Self-Supporting Edge
- Permanent and Invisible



NO COMPROMISE

SEALERS/JOINT SAND STABILIZATION

PAVERGUARD

High Gloss Acrylic Sealer for Concrete

PAVERPREP-GUARD

Recoating for Sealed Pavers

SILOXAGUARD

Siloxane Sealer for Clay and Concrete

PAVERECOGUARD

Water Based Sealer for Concrete

SANDLOCK

Organic Joint Sand Stabilizer Additive

CLEANERS

PAVERPREP

Efflorescence Cleaner

PAVERDETERGENT

Degreaser, Stain and Spot Remover

PAVERDE-STAINER

Rust and Severe Stain Cleaner

ICE MELT/ADHESIVES

PAVERS SAFE

Ice Melt for Concrete and Clay Pavers

TYPE I, TYPE II, TYPE III & IV

Adhesives for all Masonry Applications

continued from page 52

H-2B workers have a directly reduced need for American workers to serve as foremen or account managers for those crews, resulting in less hiring. Simultaneously, companies will scale back expansion plans and equipment purchases because of their reduced workforces.

Overall, the combined PLANET/ANLA group called for public and congressional education on H-2B and its impact on the American economy. By February, the organizations' hard work had paid off in part. On Feb. 10, the "Save our Small and Seasonal Businesses Act" was introduced to the Senate, engaging Sen. Judd Gregg (R-N.H.) and Sen. Barbara Mikulski (D-Md.), along with 15 other cosponsors in the Senate. According to a news release from PLANET, a bill with the same name also has been introduced in the House of Representatives.

PLANET hopes to push the bill through to President Bush's desk by March. The bill, S. 352, is designed to be a short-term (two-year) solution to the H-2B visa shortage, in anticipation of comprehensive immigration reform. If enacted, the bill would exempt returning workers who have already successfully participated in the program. Employers must still go through the visa application process, however, employees who have participated in the program in one of the past three years by coming in through the H-2B process and then returning to their home countries after completing their employment, would not be counted against the cap.

Additional information regarding the details of the bill can be found at www.lawnandlandscape.com. Additionally, anyone interested in working on the grassroots push for H-2B reform should contact PLANET at 800/395-2522 or ANLA at 202/789-2900 for more information on how to get involved. Industry members are encouraged to write, phone and fax their legislators to make them aware of the H-2B issue and the urgent need for reform.

"I may be politically naïve, but I told all my clients to fax Congress three times a week and regularly craft new letters to explain the issue," says Bob Wingfield, president of H-2B provider Amigos, Dallas, Texas. "That's where this change has to start."



ASSOCIATION NEWS

Project EverGreen Elects 2005 Leaders

Project Evergreen welcomes new officers to its 2005 board of directors, including newly elected President Paul McDonough of LESCO. Other officers elected include Cindy Code of *Lawn & Landscape* magazine as first vice president, Chris Kujawa of landscape architecture and maintenance firm Kujawa Enterprises as second vice president, Bill Klutho of John Deere Worldwide Commercial & Consumer Equipment Division as secretary, and Tom Delaney of the Professional Landcare Network as treasurer.

Also elected to the board were: Cynthia Amos, The Irrigation Association; Scott Frith, Lawn Doctor; Norman Goldenberg, TruGreen ChemLawn; Bruce Hunt, The Brickman Group; Chris Schmenk, The Scotts Co.; Gary Trinetti, The Garick Corp.; Jeff Bollig, Golf Course Superintendents Association of America; Sandra Burns, The Davey Tree Expert Co.; Ron Johnson, Syngenta; Rich Kalik, BASF; Anita Matlock, Toro Irrigation; Steve Trusty, Trusty & Associates; Kristin Van Veen, Responsible Industry for a Sound Environment; David Zerfoss, Husqvarna; Tom Hofer, Spring-Green; Tim Maniscalco, Dow AgroSciences; and Kirk Hunter, Turf-grass Producers International.

Immediate Past President Phil Fogarty of Weed Man USA cites McDonough as an excellent choice to lead the organization and help achieve its goals. For 2005, these goals include reaching a target of \$1.1 million in cash and donated services for the trade and consumer media campaign launched last year. The national campaign was established to inform U.S. consumers of the positive effects of well-maintained green spaces, including lawns and landscapes, sports turf, golf courses, parks and other areas. In 2004 Project EverGreen received orders for more than 100,000 consumer "thank you" pieces, designed for service providers to distribute to consumers, thanking them for maintaining their yards and landscapes.

A broad range of other goals included in the 2005 plan include the following:

- Developing a Project EverGreen tagline



- PROJECT - EverGreen

for supporters to use at their businesses and on product materials.

- Continued development of consumer pieces for professionals to distribute to their customers.
- Generating news releases and feature stories for media outlets to describe the benefits of green spaces.
- Continued presence at industry trade shows and other venues.
- Consideration of a special consumer advisory council to advise Project EverGreen on marketing activities.
- Creation of pilot landscape projects in to-be-determined cities for consumers to view in 2005.
- Continued national surveys of consumers, suppliers and end-user professionals to gauge attitudes and opinions about the green industry and the products and services used to maintain green spaces.
- Continued development of the organization's Web site.

These new goals are based on some of Project EverGreen's 2004 accomplishments, including reaching nearly \$1 million in cash and in-kind services.

McDonough is eager to move forward with Project EverGreen's 2005 plans. "We were very successful with our initiatives and our efforts to gain visibility in the marketplace in 2004," he says. "Now we want to build on that success and take it to the next level." For more information on Project EverGreen, contact Executive Director Den Gardner at 877/758-4835 or visit www.projectevergreen.com.



GAS KILLING PROFITS?

To find out how to cut more
acres of grass per gallon of gas,
Visit:

www.dixiechopper.com

Models ranging from 20HP to 50HP
and deck sizes from 36" to 72"



For 25 Years Dixie Chopper has been building the most
productive machines in the industry. Experience the
difference today at your nearest Dixie Chopper dealer.





SUGGESTIONS

CONTACT YOUR COMPETITOR'S CUSTOMERS

Another way to seek out market pricing in your area is to talk with customers of other local contractors. Find out from these potential clients if they're satisfied with the service they're getting and what they expect to pay, say Authors and Career Coaches Paul and Sarah Edwards. "As you establish rapport with these people, chances are, you'll be able to find out what they're paying now. In the interest of finding out if they can get a better price for equal or better service, most people will provide you with such information."



LOCAL MARKET BENCHMARKS

Researching Competitors' Pricing

In a recent article on Entrepreneur.com, Authors and Career Coaches Paul and Sarah Edwards responded to a reader's question on how to research competitors' prices as she started up her own business. Landscape contractors also can benefit from these tips on how to get the skinny on your competition.

1. HIT THE NET. In the green industry, some business owners – particularly those who perform lawn care or lawn maintenance services – post their prices on their company Web sites. "They know that prospective customers want to know this information, and posting the price serves as a screen to save the time of talking with people who are simply price shopping or who aren't truly prospects for their services," the Edwardses say. "Of course, this isn't true for all businesses, particularly those that provide highly customized services." Landscape design/build firms would certainly fall into this category, as each project is different from the next and prices for labor, materials, etc., can change dramatically from job to job.

2. HIRE SOMEONE TO CALL COMPETITORS FOR YOU. The caller must be prepared to answer some screening questions during the process. As such, someone who has purchased lawn care

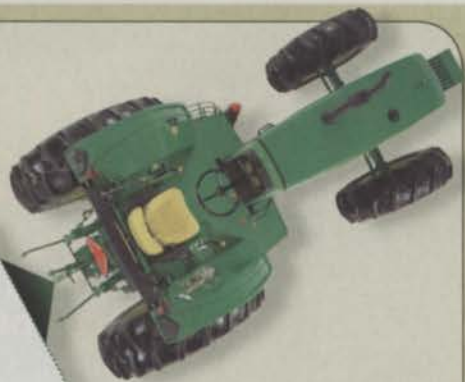
Landscape Attachments

Unleash Your Potential

Turn your tractor into the ultimate workhorse with the Frontier family of landscape attachments. Frontier rear blades, box blades, grooming mowers, rotary tillers, and pendular spreaders are just some of the tools that can help you unleash your property's potential. Each one is compatibility tested to maximize the performance of your John Deere tractor.

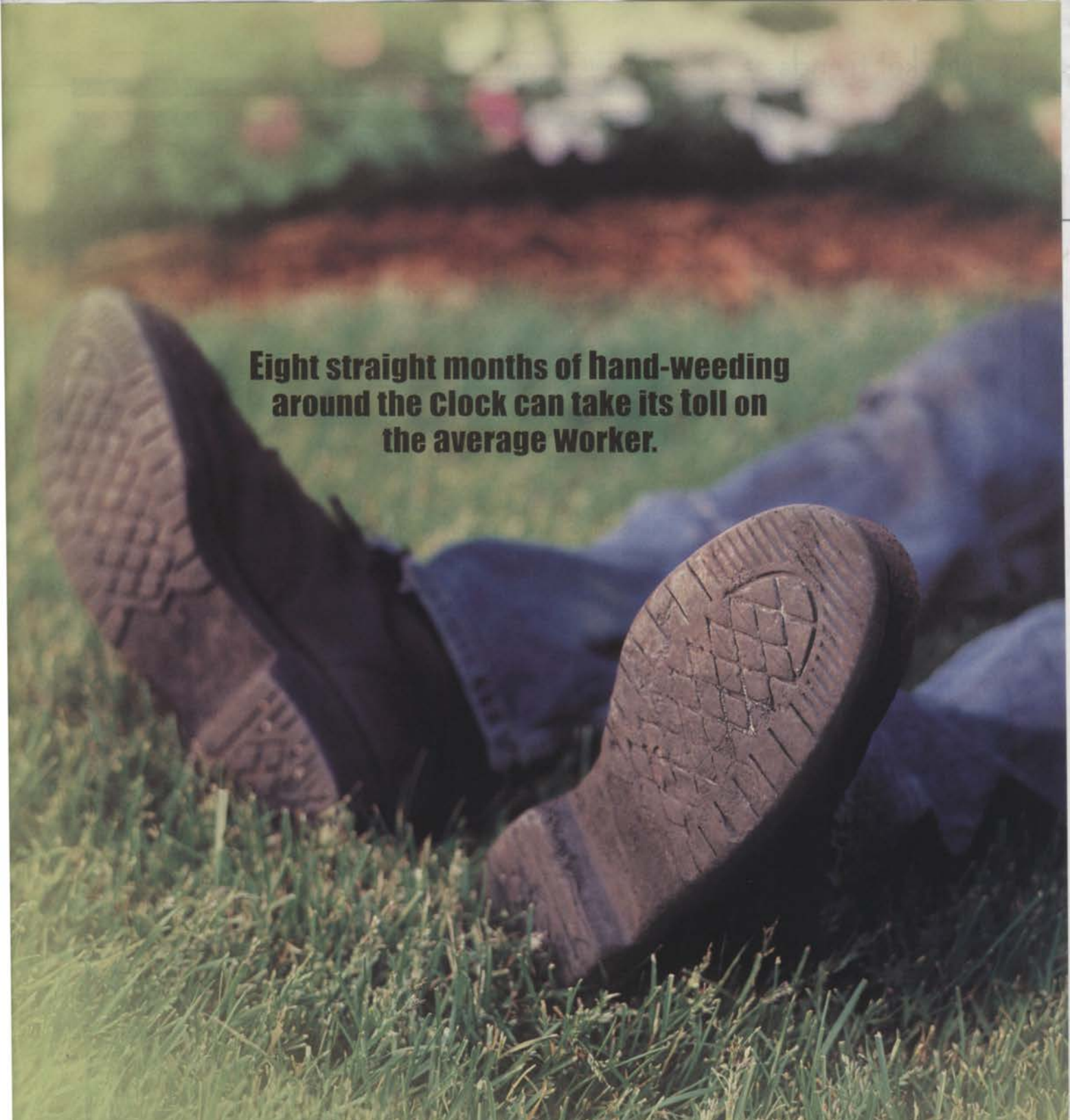
So, whether you're grading a driveway, seeding your grounds, mowing grass or tilling your fields, Frontier helps you get the job done quickly and easily. You'll also save valuable time with the John Deere iMatch™ Quick-Attach Hitch System. It lets you move from one Frontier attachment to another in record time!

The possibilities for your property are endless —and so are the tools from John Deere and Frontier. See your John Deere dealer today.



www.BuyFrontier.com

USE READER SERVICE # 38



**Eight straight months of hand-weeding
around the Clock can take its toll on
the average Worker.**

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

It won't do your bottom line any good, either. Research shows that hand-weeding can knock your profits for a loop in no time. Maybe that's why so many nursery operators and landscapers are choosing the superior control of Snapshot® specialty herbicide. Snapshot can be used over-the-top of more than 413 field-grown and 235 container-grown ornamentals, for control of 111 broadleaf weeds and annual grasses – for up to eight months. That's more than any other preemergence product on the market. Plus, it's gentle on ornamentals. This year, knock out weeds and grasses – instead of your workers – with the proven performance of Snapshot.

Day and Night. Month after Month.

Dow AgroSciences

Snapshot®

Specialty Herbicide

*Trademark of Dow AgroSciences LLC
Always read and follow label directions.
www.dowagro.com/turf 1-800-255-3736

> SUGGESTIONS

QUESTIONS TO ASK YOURSELF WHEN FORMING A PRICING STRATEGY

Consider these questions as you start thinking about gathering pricing information.

1. What pricing strategy do you want to pursue?
2. Are you going to quote prices on the lower end of the range of what others are charging?
3. Are you going to find the high and low, then split the difference?
4. Do you want to offer top-of-the-line service and prices higher than the competition?

> RESEARCHING COMPETITORS PRICING

services in the past is best suited to this type of market research interviewing.

3. CONTACT SIMILAR BUSINESSES YOU WON'T BE COMPETING WITH. In the green industry, trade shows and roundtables are ideal situations for contractors to pick the brains of their industry colleagues without worrying about having to compete with those individuals later on. For instance, a business owner in Massachusetts could easily find out from a Connecticut-based contractor how his company charges for snow removal services. Both in New England, these contractors are likely to experience similar amount of snowfall from year to year, which makes the markets comparable. It's unlikely, however, that their businesses are close enough in proxim-

ity to have overlapping client bases. The Edwardses advise identifying comparable companies in cities similar to your own (in terms of cost of living, type of industries and so on), and then contact them by phone or search for them on the Web. "You can be upfront with them about your plans, pointing out that you'll be working in a different community," they explain.

4. CHECK OUT PRICING WEB SITES. "Depending on your industry, there may be a trade association or a Web site that collects and publishes pricing data," the Edwardses say. "Keep in mind, however, that industry reports are based on national or state averages and may not be applicable to your community or clientele. But at minimum, they can give you a ballpark idea."



THE IDEAL 8-30' solution

ULTIMATE DESIGN FLEXIBILITY

Compared to fixed-arc sprays, single-stream rotors or a system comprised of both, MP Rotators deliver significant performance advantages, great design flexibility and for those applications requiring 6" or 12" high-pop rotors — impressive cost savings. The **MP1000** (8-15'), the **MP2000** (13-21') and the **MP3000** (22-30') can be combined on the same zone, maintain a matched precipitation rate — even after arc and radius adjustment, perform better in wind and virtually eliminate runoff due to their low precipitation rate.

Save water, solve problems.



Walla Walla Sprinkler Co. Tel: 509.525.7660 info@mprotator.com

WWW.MPROTATOR.COM

USE READER SERVICE # 42

Where would we be without
the intelligent use of pesticides?



Meeting homeowner and property management demands for high-quality landscapes is your job. Making sure you have critical tools to manage turf, trees, and ornamentals is ours. RISE works with federal, state and local governments to promote and defend your ability to use pesticides and fertilizers intelligently and effectively. By working together, we can preserve our practices and ensure that our industry remains strong and healthy. For more information about RISE, visit www.pestfacts.org or call 202-872-3860.

©2003 RISE® All rights reserved.



Responsible Industry
for a Sound Environment

Top headlines from 1990-1994 Lawn & Landscape's first 25 years

May 1990 – Green Industry Representatives Participate in 'Day on the Hill'.
Sixty from PLCAA and Monsanto launched the first-ever Day on the Hill.

July 1990 – Prevalence of Lyme Disease Spreading.
The tick-borne disease is now being reported in just about every state.

September 1990 – Scientific Data Opens the Door for Interior Plants.

A recent NASA study proves that interior plants benefit environments and people.

November 1990 – New Specialty Coalition 'Rises.'

Responsible Industry for a Sound Environment (RISE) has been created.

April 1991 – Blower Bans.
Numerous California communities are putting limits on blower decibels and hours of operation.



EDITOR'S NOTE: This year, Lawn & Landscape begins its 25th year of service to the industry. To help celebrate this milestone, each 2005 issue of Lawn & Landscape will reflect on the people, companies and events that have shaped our industry.



May 1991 – Horticultural Waste Dilemma Spurs Interest in PGRs.
Plant growth regulators are a new option to reduce mowing and yard waste disposal issues.

October 1991 – Savvy Contractors Aligning Themselves with Xeriscaping.

It's a new way to have beautiful landscapes with water conservation.

October 1991 – The Cold War: Strategies for Snow Removal.

Snow removal has become a booming business opportunity.

March 1992 – Housing Starts Inch Up.

A housing start upturn in the fourth quarter could be a positive indicator that the economy is moving out of the grip of the recession, and contractors' optimism about business is rising.

May 1992 – Landscape Fabrics: Covering New Ground.

Synthetic landscape fabric materials are catching on as a new tool for weed control in landscaped areas.

August 1993 – Hurricane Andrew Aftermath.

One year after the hurricane, Florida nursery growers are reporting that most of the devastated plant stock has been replaced.

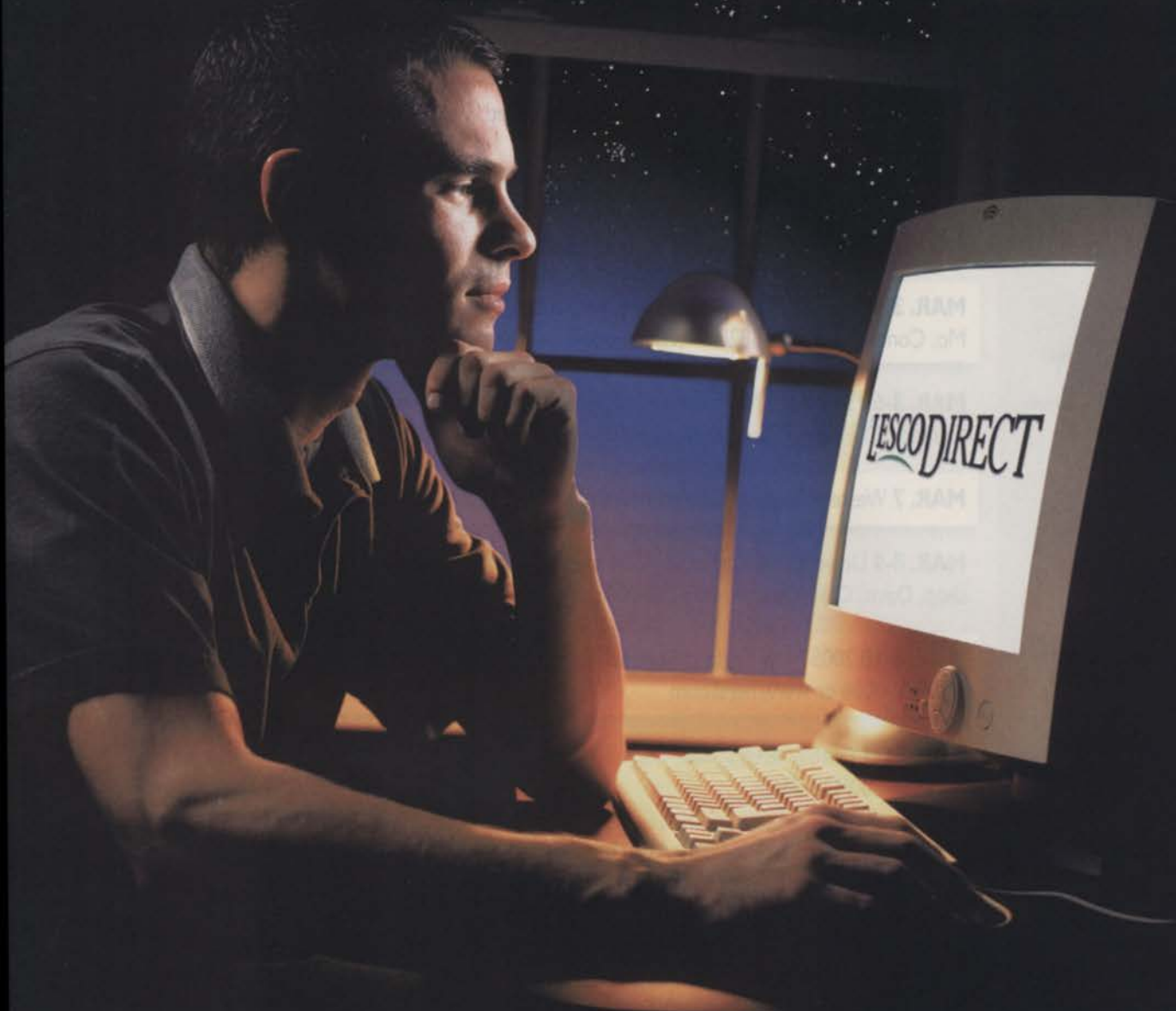
February 1994 – Expect Interior Rebound.

A slump for the interiorscape market is coming to an end, especially among the mid- and large-sized firms.

May 1994 – Landscape Lighting is Opportunity.

New low-voltage lighting technologies and product options are creating new business opportunities for landscape contractors.

LESCO IS NOW OPEN 24/7



NOW, YOU CAN ORDER THE PRODUCTS YOU WANT WHEN YOU WANT THEM, THANKS TO LESCODIRECTSM, THE INDUSTRY'S LARGEST E-COMMERCE WEB SITE.

Here's how:

1. Visit www.lesco.com.
2. Use your LESCO customer number to log in to your account. Or, new LESCO customers can create an account online.
3. Make your purchases via LESCO's product catalog.

4. Pick up the product at the nearest LESCO Service Center[®] the next day.

Shopping is just that easy. Now, you can make your purchases when it's convenient for you.

LESCO[®]
www.lesco.com



CALENDAR

Calendar Note

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.

MAR. 1-3 Western Pennsylvania Turf Conference and Trade Show, Monroeville, Pa. Contact: 717/243-1349

MAR. 2-4 Work Truck Show 2005 and 40th National Truck Equipment Association Convention, Indianapolis, Ind. Contact: 330/666-3450

MAR. 3-4 Missouri Community Forestry Council 12th Annual Conference, Osage Beach, Mo. Contact: 573/636-3828 or www.mocommunitytrees.com

MAR. 3-6 15th Annual Nashville Lawn & Landscape Garden Show, Nashville, Tenn. Contact: 615/876-7680 or www.nashvillelawnandgardenshow.com

MAR. 7 Western Regional Conference, Buffalo, N.Y. Contact: 518/783-1229

MAR. 8-9 University of California – Davis Extension Agricultural Health and Safety Workshop, Davis, Calif. Contact: 800/752-0881 or www.extension.ucdavis.edu/agriculture

MAR. 8-10 2005 New England Regional Turfgrass Conference, Providence, R.I. Contact: 401/848-0004 or www.nertf.com

MAR. 9-11 Grandy & Associates' Basic Business Boot Camp, Sioux Falls, S.C. Contact: 800/432-7963

MAR. 10-12 Tree Care Industry Association Expo Spring & Outdoor Demo Day, Long Beach, Calif. Contact: 800/733-2622 or www.tcia.org

MAR. 10-13 Pennsylvania Green Industry Foundation Garden Expo, Harrisburg, Pa. Contact: 717/234-8126 or www.pagardenexpo.com

MAR. 15-17 Grandy & Associates' Basic Business Boot Camp, Owensboro, Ky. Contact: 800/432-7963

MAR. 16-17 17th Turf & Irrigation Conference: "Racing for the Green," Milwaukee, Wis. Contact: 800/785-3301

MAR. 17-18 Mid-Atlantic Interior Landscape Conference, Malvern, Pa. Contact: www.pafloral.org

MAR. 18-19 Jacksonville Horticultural Trade Show, Jacksonville, Fla. Contact: 904/292-1117.



www.lawnandlandscape.com

Industry Leader Profile:



An Employee-Owned Company

Focused For Growth In The Green Industry



EXPERIENCED INDUSTRY SERVICE LEADER

PBI/Gordon Corporation, based in Kansas City, Missouri has a history of providing innovative products designed for the professional turf and ornamental industry.

The history of the company helps explain this focus and dedication. Originally Private Brands Inc. (PBI), PBI/Gordon was founded in October 1947 to service the manufacturing needs of large agricultural chemical companies.

The company's values included reputation, innovation and synergy. This solid foundation has been central to PBI/Gordon and what it does. Key events in the company's steady growth and success included the introduction in 1969 of its first proprietary chemistry - Trimec® Herbicide, originally introduced as FAIRWAY® Herbicide containing Trimec. One year later the company became PBI/Gordon Corporation, its name today. Commercial, sports, golf and

residential turf management was booming and Trimec became the leading herbicide used for broadleaf weed control.

Trimec remains the leader in broadleaf weed control. Grandfather of all three-ways and, since going off patent in 1983, the most copied post-emergent broadleaf herbicide, Trimec has set the standard for the past 35 years.

Today, PBI/Gordon is proud to offer turf care technologies that the company founders in 1947 could not have envisioned were possible. PBI/Gordon professional products are state-of-the-art for weed and insect control. Product features include active ingredient synergies, application flexibility, ease-of-use, low odor, "caution" signal words and product stewardship. A company truly dedicated to the turf business, PBI/Gordon's product development focus is centered on the needs of the professional greens industry.

From the makers of
TRIMEC® Herbicide

A Tradition of Industry Firsts

While best known for Trimec Herbicide, the company's innovations in products and industry support have included a number of industry firsts. PBI/Gordon was the first company to:

- Develop specialized formulations for the professional turf manager
- Develop products which reduce the amount of chemical required for professional results
- Formulate a low-odor broadleaf herbicide
- Introduce a plant growth regulator for fine turf
- Introduce a spray-on iron for fast, 24-hour cosmetic green-up
- Offer specimen labels (including Spanish) and MSDS's online at no cost



PBI was also the first industry supplier to offer an educational weed identification web site. This non-promotional web site, used in Penn State's online Turf and Ornamental Weed Control course, provides regional weed germination and weed identification information as well as weed control options.

"At PBI/Gordon Turf & Ornamental is not a sideline business, but the primary focus, and the company is proud to be a leader in this exciting industry."

Bill Brocker, Vice President -Marketing





SURGE® BROADLEAF HERBICIDE FOR TURF

Surge® is energized with sulfentrazone. In synergy with dicamba and two proven phenoxy active ingredients, the end result is that customers see weeds that turn brown and dry up within 24 to 48 hours of application. Weeds are dead within as little as two weeks.

- Reseed three weeks after application
- Effective even up to temperatures of 90° F
- Labeled for both warm and cool season grasses
- Delivers outstanding control of spurge, knotweed, oxalis, dandelion, clover and other summer weeds in residential and commercial turf
- Suppresses yellow nutsedge
- Rain-fast within six hours
- Low-odor

“Surge gives turf care professionals fast-acting warm weather broadleaf weed control in a water-based formulation.”

Doug Obermann, Product Manager, PBI/Gordon



AZATROL® EC INSECTICIDE

Azatrol® EC is a broad-spectrum insecticide with multiple modes of action, making it an effective counter against the development of insecticide resistance. The active ingredient is a professional grade of azadirachtin, a complex botanical insecticide/miticide. Depending upon the insect pest and its stage of development, the active ingredient can interfere with reproduction, serve as an insect growth regulator or serve as an anti-feedant. It also repels most insects from treated plants. Azatrol is an ideal component in an Integrated Pest Management (IPM) program.



- Labeled for indoor or outdoor use
- Controls chewing and sucking insect pests on turfgrass, ornamental flowers, trees, garden vegetables and interiorscapes
- Certified organic insecticide
- Low mammalian toxicity
- Low-odor
- “Caution” signal word

“With Azatrol we’re bringing nature back into the equation.”

Kevin Cooper, Cooper’s Landscape Management



SPEED-ZONE® BROADLEAF HERBICIDE FOR TURF

Speed-Zone® Broadleaf Herbicide offers the fastest broadleaf weed control available. A combination of four active ingredients – carfentrazone-ethyl, 2,4-D, MCPP and dicamba – works synergistically in SpeedZone to take out the toughest broadleaf weeds fast, with visible results noticeable in just hours. Weed death occurs in 7-14 days. Outstanding for cool-weather control, it can be applied right up to the first killing frost.

- Rain-fast within three hours
- Reseed two weeks after application
- Low-odor
- Ideal for use on residential turf, parks, schools and similar sites
- "Caution" signal word.



"We switched to Speed-Zone exclusively and got our best broadleaf control ever."

Mike Graham, Landscape Concepts Management

Speed-Zone can be used on cool- and warm-season turf grasses, and a special Speed-Zone Southern formulation is also available to handle problem weeds on sensitive southern turfgrass. A formulation containing MCPA instead of 2,4-D is also available as PowerZone® Broadleaf Herbicide for Turf.



Not just a herbicide company any more

PBI/Gordon's professional product line also includes plant growth regulators and biostimulants, as well as anti-transpirant, pond management and other problem-solving products.

For more information, visit www.pbigordon.com or call 800.821.7925.



Innovative products to meet changing needs

Discovering new and better ways to do business is what leaders do. PBI/Gordon's history is one of building the turf business with its distributors and end-use customers. The company's basic tradition is one of creating synergies - in their products, in their business relationships and in the markets they serve. In 1994, PBI/Gordon became an employee-owned company. The guiding principle - that of never compromise integrity - remains as steadfast today as it did 50 years ago. Employee-owners know that it is their integrity more than anything else that will ensure the company's long-standing success. Employee pride in the business and commitment to excellence is paying off. For the past ten years, PBI/Gordon's private stock has outperformed the S&P 500.

The company has a professional field staff, live people answering toll-free telephone lines, and employees who are active at the state, local, federal and industry levels. PBI/Gordon employees have an accumulation of industry experience which is shared freely for the advancement of industry professionalism and growth.

While commercial and consumer business units broaden and strengthen its overall business,

PBI/Gordon's focus remains on the turf market. Today, PBI/Gordon markets the broadest line of turf and ornamental products in the industry, including herbicides, insecticides, fungicides, plant growth regulators, micronutrients and biostimulants. And more new products are coming. PBI/Gordon has signed secure confidentiality agreements and has

"At PBI/Gordon we believe that our reputation for quality products, excellent service and business integrity must be earned daily in the marketplace. And we're here, every day, protecting your turf."

Mark Miller, Vice President of Sales



actively pursued international connections to new compounds.

An increase in the number of chemistries coming off patent in the coming years creates a significant opportunity for PBI/Gordon. Superior formulation capabilities and expertise in the professional greens industry give them an ideal situation for the development of new products using post-patent active ingredients. Modern facilities for laboratory and field research include a research facility and a Good Laboratory Practices (GLP) lab.

PBI/Gordon's commitment is to developing optimum formulations for the specialty markets it serves. To support its quality products it is also committed to providing the services and product stewardship efforts needed by turf professionals, distributors, suppliers and other stakeholders.

PBI/Gordon is targeting further growth in the professional greens industry markets. As these markets continue to grow and evolve, PBI/Gordon will continue to provide new and innovative products and services to meet changing needs.

At PBI/Gordon Turf & Ornamental is not a sideline business, but the primary focus and the company is proud to be a leader in this exciting industry.



Unleash The Power!

ZAP Warm-Weather Weeds

Spurge, knotweed and clover are no match for the power of new Surge® Broadleaf Herbicide For Turf. Energized with sulfentrazone, Surge has the power and speed to knock out tough broadleaf weeds fast. And it even suppresses yellow nutsedge!

Visual results in 48 hours – now that has a powerful effect on call-backs.

Your customers will be pleased with the speed and performance. You'll be pleased with the economy of Surge's water-based amine formulation!

**Put the power of Surge to work
for your business this year!**

- ⚡ Energized with Sulfentrazone
- ⚡ Warm Weather Weed Control
- ⚡ Reduces Call-Backs
- ⚡ Rain-Fast in Just 6 Hours
- ⚡ Designed for Residential and Commercial Turf
- ⚡ Low Odor



G pbi / GORDON
CORPORATION

An Employee-Owned Company

1-800-821-7925
surge.pbigordon.com

From the makers of
TRIMEC Herbicide

Lawn & Landscape

WEED AND INSECT MANAGEMENT



S • E • M • I • N • A • R • S

If Your Company Offers Weed and Insect Management Services, Then These Seminars Are **MUST Attend Events!**



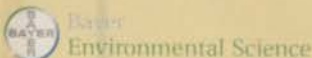
SEMINAR SCHEDULE

North Seminar
August 3-4, 2005
Cleveland,
Ohio

South Seminar
August 17-18, 2005
New Orleans,
Louisiana

SPONSOR PARTNERS

TITLE SPONSOR



AFFILIATE SPONSORS
Nufarm Turf & Specialty
PBI Gordon

WHY YOU SHOULD ATTEND

- A comprehensive, targeted education program designed to cover current topics and issues impacting weed and insect management issues, practices and services.
- A speaker faculty of leading researchers, consultants and industry professionals ready to share their knowledge with you.
- Solutions you can use right away to enhance your company's performance.
- Convenient locations – Cleveland and New Orleans.
- Earn CEUs credits for attending.

TO REGISTER:

call 800/456-0707 or visit

www.weedinsectseminar.com

Business VOWS

by jonathan katz

Successful business partnerships require a higher level of trust than most relationships. After all, partners are usually privy to financial information and business strategies that other associates and outside parties shouldn't know about. Landscape Contractor Glenn Jacobsen says he has never been a big fan of business partnerships but has made one exception during his career.

Jacobsen's wife, Melissa, is chief financial officer of his Midland Park, N.J.-based design/build company, Jacobsen Landscape Design and Construction, and is considered a partner in Jacobsen's business, he says. With his wife on board, Jacobsen says he knows the company's financials are in safe hands because of the matrimonial bond the two have. "It's hard to hire somebody from the outside who you can have complete trust and confidence in because it's just a job for them whereas for Melissa and I it's our job, livelihood and future," he says.

Husband and wife teams can work, but there are obstacles involved. Business couples often find themselves challenged trying to balance their personal lives and work relationships. Through the years, Jacobsen

and his wife have developed a strategy for making their partnership work.

Why did you bring your wife into the business? She has a financial and marketing background and was in the corporate world when we were first married. When we had children is when we decided we wanted her to spend more time around the children vs. in the corporate world. That's when she started working for the company, which was about 10 years old at that point. We did it for convenience and because she's smart financially – she has her master's degree in marketing and advertising – and could help the business with these skills.

What are her responsibilities? Her title is chief financial officer, and we have a controller we hired a year ago because the company is growing and we wanted to transfer some of the stuff that she did to him. She's never worked full time in this business. She's always been a two-day-a-week person.

Does having her there only two days a week play a role in your success as





Photo: Jacobsen Landscape Design & Construction

partners? Absolutely. I work 50 to 60 hours a week. If I were to see her for those 50 to 60 hours and then go home to see her – I wouldn't recommend that at all. Even when I'm here and she's here I don't really see her. We'll have lunch together and maybe an hour meeting once a week, but it's not like we work in the same office. Maybe some people can do that, but that is not for us. I think the key is having the separation of job skills and space. She works closely with the office staff, and I don't really do a lot of work with the office staff. She obviously doesn't do anything with the production staff, and that's what I'm involved with.

What are some of the challenges of working with a spouse? The No. 1 challenge is keeping things separated between business and home. We always

have rules about what we can talk about at work and what we can talk about at home. When our kids were little we always made sure we didn't talk about business at dinnertime. I'm not saying we never talked about business at home because I'd be lying if I told you we didn't, but we definitely curtailed it. We always kept it away from our children because we didn't want our children to hear about some of the business stuff that we dealt with. The other challenge is there's a balance here at work where I'm in charge, and there's a balance at home where she's in charge. That's how we've worked it out. When she's here, it's my thing. When I'm home, it's her thing. And this setup takes unique personalities to make it work.

Another challenge is making sure some of the stuff you deal with in business doesn't affect your personal

relationship. If there's a bad client or a headache account or legal troubles, you have to make sure those matters don't complicate your personal relationship. Our personal relationship is first and our business relationship is second, and that's not easy to do either.

The seasonal demands of this job are obviously challenging as well. Eight or nine months a year is pretty demanding, so you have to make sure your marriage isn't strained because of that.

How do you overcome these challenges? The trick to our success is that we both do separate things. We don't come into the office together very often, and I would recommend that to anyone who has a husband and wife team. Make sure you have separate areas of expertise and keep that separation. You have to know what you're good at and what you're not good at and give yourselves each room to do it.

What are some advantages of working with a spouse? The No. 1 advantage is trust. I can trust her and she can trust me because we're in this together. I have a lot of employees, and

I'm not saying I don't trust them, but there's definitely a different trust level that's involved with a husband and wife team because you're in it together. We've had some employees come and go through the years, but we're still here. The second advantage is that we have different skill sets. I'm a little bit more common sense oriented and entrepreneur driven. I'm a little bit more

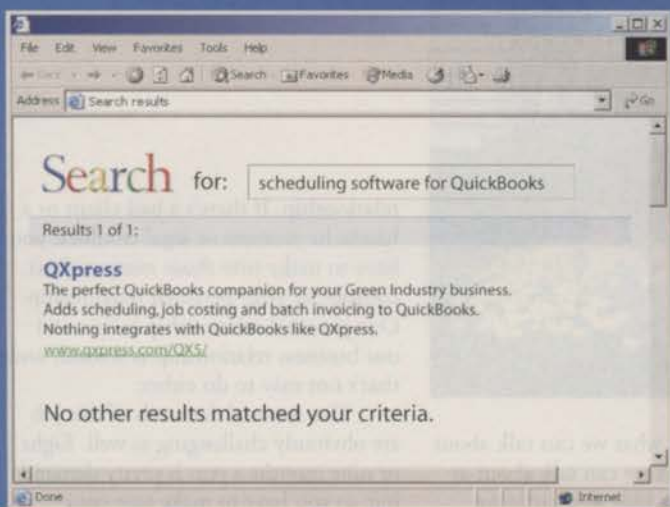
of a risk taker than she is. She's a little bit better with financials and numbers. She's also a little bit more conservative. So some of the things I do as an entrepreneur she'll keep me in check on as far as financials, making money and that kind of stuff. That's where there's a balance between her skills and my skills. You've got to keep them separate and know which ones you're in charge

of. That's like at home – anything in the house as far as decorating or keeping the house clean or whatever is her domain. And the outside is my domain as far as the landscape. That's the way we separate the house. I don't tell her what to do in the house. She doesn't tell me what to do outside the house. We'll talk about it – if I don't like where the couch is, I'll say something but she can overrule it. And if she doesn't like the way something looks in our outside landscaping, she'll tell me about it and I'll decide whether I want to change it. But, again, you've got to make some lines of delineation. That's the way we make it work.

How do you resolve work-related conflicts or disagreements? I guess the answer to that is communication. The first thing is you have to be able to communicate that problem – good, bad or what not. You have to be able to talk about it. The way we work it out in our business life is we communicate it and then I have the final decision in the business world. I'm the president of the company, and it's my thing. That's the way it works. I'll obviously take her opinion. Sometimes I'll listen to it. Sometimes I won't listen to it. Basically, as the owner of the company, I have to make the final decisions sometimes, and she has to agree with it – right or wrong. Sometimes she does and sometimes she doesn't. But it's ultimately my decision because I have to make it. When I'm at home I wouldn't say it's the other way around, but it's the same way we deal with it. If the kids are having a problem, we will talk about it and then one of us will make the decision at home.

Why wouldn't you take on other partners? This partnership works because there's 100 percent trust at both levels. Say I was partners with my brother. I know there are a lot of partners who are brothers in this business, but brothers can dissolve. I'm not saying a husband/wife team can't dissolve either, but partnership on a marriage level and a business level is different than a partnership when it's just on a business level. I'm not a partner personality. But she is my partner in business, and she's my partner in life. And she's the only partner I'd ever want. If you're together via a marriage bond, you're in everything together, and that's the way we look at it. **LL**

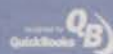
Searching for QuickBooks-integrated scheduling software?



Your search is over.

QXpress

QXpress is a true QuickBooks add-on that turns your favorite accounting package into top-rated, industry-specific management software by adding scheduling, job costing and invoicing capabilities. So you don't have to learn a whole new system, you just add functionality to your existing QuickBooks.



Call 1.877.529.6659 or visit www.qxpress.com/qx5/ for a FREE trial version

QuickBooks is a registered trademark and service mark of Intuit Inc. in the United States and other countries. QXpress is a registered trademark of Alorac Incorporated. QXpress and the "Designed for QuickBooks" logo are trademarks and/or registered trademarks of Alorac Inc. All rights reserved. The site by Alorac Inc. does not signify endorsement or sponsorship of Alorac's software by Intuit, and Alorac is not responsible for its software and its success and maintenance of the software.

USE READER SERVICE # 43

THE POWER OF Z

REDMAX STRATO-CHARGED™ TRIMMER SERIES



BCZ3000S

29.5cc, Strato-Charged™ Engine
No Catalytic Converter
Pure 2-Stroke Technology
No Valve Maintenance Required
Free Flow™ System
Light, Weighs Just 11.2 lbs.
2.5" Large Diameter Clutch

Pro Grade PT104 Plus Trimmer Head
Solid Steel Drive Shaft
Durable 4-Bearing Gear Case
300 Emissions Durability Hours
2 Year Commercial Warranty
Fixed Line Head Ready
"W" Handle Model Available

Are You Ready to Unleash the Beast?

BCZ3000S

PRO GRADE BRUSHCUTTER / TRIMMER
FOR HEAVY DUTY APPLICATIONS



RedMax®

**ZENOAH
KOMATSU**




Komatsu Zenoah America, Inc.

4344 Shackleford Road, Norcross, GA 30093

Phone: 800-291-8251 Fax: 770-381-5150 www.redmax.com

The Best Defense



IF YOU THINK
HE'S UGLY,
WAIT 'TIL YOU SEE
WHAT HE CAN DO
TO YOUR LAWN.

by jonathon katz

Lawn Care Operator Jack Robertson shares how his company implemented a successful preventive grub control program.

About 20 years ago, Jack Robertson didn't have many options for controlling grub problems. His Springfield, Ill.-based company Jack Robertson Lawn Care had always provided grub control service, but at the time, a curative approach was the only method available. Then, a new product showed promise for managing grub infestations in its early stages, providing Robertson with a new marketing opportunity.

Robertson started encouraging his customers to select preventive grub control treatments as part of their annual programs. The application is now part of the company's full lawn care program, and Robertson says customers couldn't be happier. The service is averaging 7-percent growth in revenue each year, which is consistent with the company's overall growth, according to Robertson.

CONSTANT CONTROL. Grub control is one of the least profitable services for Jack Robertson Lawn Care, accounting for about 15 percent of the company's total revenue, but without it Robertson says he'd

likely have many dissatisfied customers. "Grubs become an emotional issue for the customer because they can touch them and see them and it's at the end of they year and now here comes a problem that they don't want to deal with," he explains.

And customers don't always understand at season's end why their lawns are browning after they paid for a lawn care program that was supposed to keep their lawns green, even if grub control wasn't part of the deal, Robertson says. This was often the case years ago when Robertson applied curative treatments after the problem was already visible.

But with preventive treatments, Robertson is now making less return trips to his customers' properties, which allows technicians to concentrate on their scheduled stops as the season winds down, Robertson says. "It's one of the most beneficial applications for our customers and for ourselves because we don't have to deal with the problem later on," Robertson says.

The preventive treatments also put the applicator back in control. The older pes-

continued on page 78

NEW OPTIONS

Flow Control • Male x Male and Male x Barb Configurations

Rain Bird® has given its DV valve another new twist.

Install Confidence.™ Install Rain Bird® JTV Valves.

Rain Bird's JTV valve provides these competitive advantages:

- **No-tools easy-access design**—threaded bonnet provides quick and convenient disassembly.
- **Proven reliability**—operating range and specifications similar to those of the industry-leading Rain Bird DV valve.
- **Value and flexibility**—competitively priced and available with flow control in female x female, slip x slip, male x male and male x barb configurations to enhance installation and system fine-tuning.

For more details about Rain Bird's new JTV valve, visit www.rainbird.com. For a personal demonstration, see your authorized Rain Bird distributor.
Install Confidence. Install Rain Bird.



RAIN BIRD®

USE READER SERVICE # 45

ticides were effective, but they required that applicators treat the problems as they occurred. They also meant that the customers were responsible for watering the product in after the applicators left the property, according to Robertson. "Now we have better control over when we put the application down," Robertson says. "I can't be at every property on Sept. 10, but with the

preventive product, I have a 60-day window to put it down, which means there's no rush. With the curative product, there can be a lot of rush, and you don't want to do that because then you're doing lawn care on demand, and that's not going to be as cost effective as scheduled treatments."

But implementing a preventive grub control program didn't come

without challenges. The first preventive product available to Robertson didn't provide the same control as the curative pesticides, so Robertson returned to managing grub infestations the old-fashioned way. Then, manufacturers introduced newer products with longer application timeframes and residual effects. Robertson researched the products and performed his own trials before selecting one, he says. He also checked which ones could be combined with fertilizer so he could cut labor costs by making dual applications.

The new insecticide Robertson eventually selected provided the type of control he realized from the older curative products, so by the late 1990s he made it part of his full lawn care

"Grubs become an emotional issue for the customer because they can touch them and see them and it's at the end of the year and now here comes a problem that they don't want to deal with."

- Jack Robertson

program. The new treatment improved the efficacy and planning of Robertson's grub control program but selling it was a different story.

THE SALES PITCH. Often times, customers are hesitant to pay for a treating a problem that may not already exist. "In the beginning, the preventive service was a harder sell because you're trying to explain it to the customer in March, which makes it easy for them to say, 'I'll get back to you on that' because

Hook-All Hooklifts

Increase Your Truck Utilization by Using One Truck for Multiple Purposes. Units available for single axle, tandem axle and triaxle trucks.



Lift, Load,
Leave or
Dump!



800-851-8938
COME VISIT US AT WWW.AMERICANROLLOFF.COM



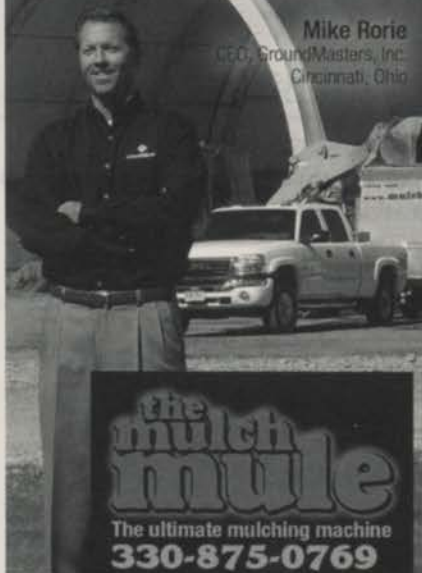
MANUFACTURED EXCLUSIVELY BY:
AUTOMATED WASTE EQUIPMENT
PO Box 8787, 3 Tennis Court, Trenton, NJ 08638

USE READER SERVICE # 47

Mikey Likes It!

"I have found that the Mulch Mule has increased our productivity from 1 to 2.5 yards per man hour at all four branch locations. We will buy more!"

Mike Rorie
CEO, GroundMasters, Inc.
Cincinnati, Ohio



the mulch mule
The ultimate mulching machine
330-875-0769

www.mulchmule.com

And So Do We!

- Arnold's Landscaping**
Mansfield, Ohio
- Corso's Flower and Garden Center**
Sandusky, Ohio
- D.W. Burr Landscape and Design, Inc.**
Simsbury, Connecticut
- Environmental Management Services, Inc.**
Columbus, Ohio
- Fredericks Landscaping**
Cincinnati, Ohio
- Greenbrier Farms Landscaping of VA, Inc.**
Chesapeake, Virginia
- GroundMasters**
Cincinnati, Ohio
- Frate Landscape Services**
Novelty, Ohio
- Impulletti Landscaping**
Novelty, Ohio
- James Martin and Associates**
Vernon Hills, Illinois
- James River Grounds Maintenance**
Richmond, Virginia
- K&D Lawn Care Service, Inc.**
Norton, Virginia
- Pattie Group, Inc.**
Novelty, Ohio
- Peabody Landscape Construction**
Columbus, Ohio
- Schill Landscaping and Lawn Service, Inc.**
Sheffield Village, Ohio
- The Munie Company**
Caseyville, Illinois
- Turfscape, Inc**
Twinsburg, Ohio

USE READER SERVICE # 46

you're not making the application until later in the year," Robertson says. "But once a customer has a grub problem, they don't want it again so you tell them that you have a good product that you can put down in a timely fashion that will work, and they're generally happy and will take the grub application to prevent future infestations."

Robertson markets his grub control as part of the company's entire lawn care package but customers can opt out of it if they want, he says. The company's full lawn care program includes an early spring application, late-spring application, summer application, white grub management, fall application, late-fall application and power core aeration. For customers who don't select grub control, Robertson will note in their annual renewal letters that they're not scheduled for preventive grub control. Those letters generally result in a response rate that's less than 2 percent, according to Robertson. Shortly before the application season begins, Robertson sends follow-up letters to customers who haven't selected grub control to remind them they're not covered. The second round of letters usually results in a 5-percent return rate, Robertson says.

One problem LCOs often encounter when marketing grub control is that customers don't always understand the severity or impact of grub infestations. Robertson sometimes shows pictures of grubs and grub damage so customers can visualize potential problems. "We don't distort or exaggerate things because every lawn has grubs," Robertson says. "We just try to be realistic. We tell them that grubs can be a problem and can cause severe damage to a lawn, so we offer grub control."

Robertson also tries to educate these customers on various lawn care issues through his weekly newsletter, *Turf Times*. Robertson distributes the newsletter from the end of April through October, he says. The publication is typically one page with black print on colored paper. In the newsletter, Robertson can present projections of possible grub infestations for the upcoming year or relate his technicians' experience in the field to customers who may be vulnerable to grub problems, he says. The publication also includes information about rainfall amounts, common weeds and a white grub's life cycle so

customers know the value of preventive treatments. Robertson spends about \$3,000 annually to publish *Turf Times*, he says. That cost includes printing expenses and employee labor. Robertson's secretary designs the newsletter, and Robertson writes most of the content. Technicians hand-deliver the newsletters to customers after completing applications at their properties. Robertson

estimates that his total publishing and distribution costs would rise to more than \$10,000 if he mailed the newsletters. After completing an annual grub control application, technicians leave a follow-up leaflet that further informs clients about what services were performed and what they can do to ensure the best results. From the notice,

continued on page 83; sidebar on page 82

GROUNDSCKEEPER PRO

BUSINESS SOFTWARE for

Lawn Care & Landscaping

Scheduling	Estimating	Accounts Receivable
FREE Trial	Routing	Pesticide/Herbicide Tracking & Reporting
	Contracts	Expenses/Costs
	Invoicing	Time & Materials
	Income Reports	

Get your FREE Trial at: www.adkad.com/freedemo.htm or 1-800-586-4683

USE READER SERVICE # 49

CASCADE LIGHTING, INC.

The World's Finest Decorative Outdoor and Landscape Lighting

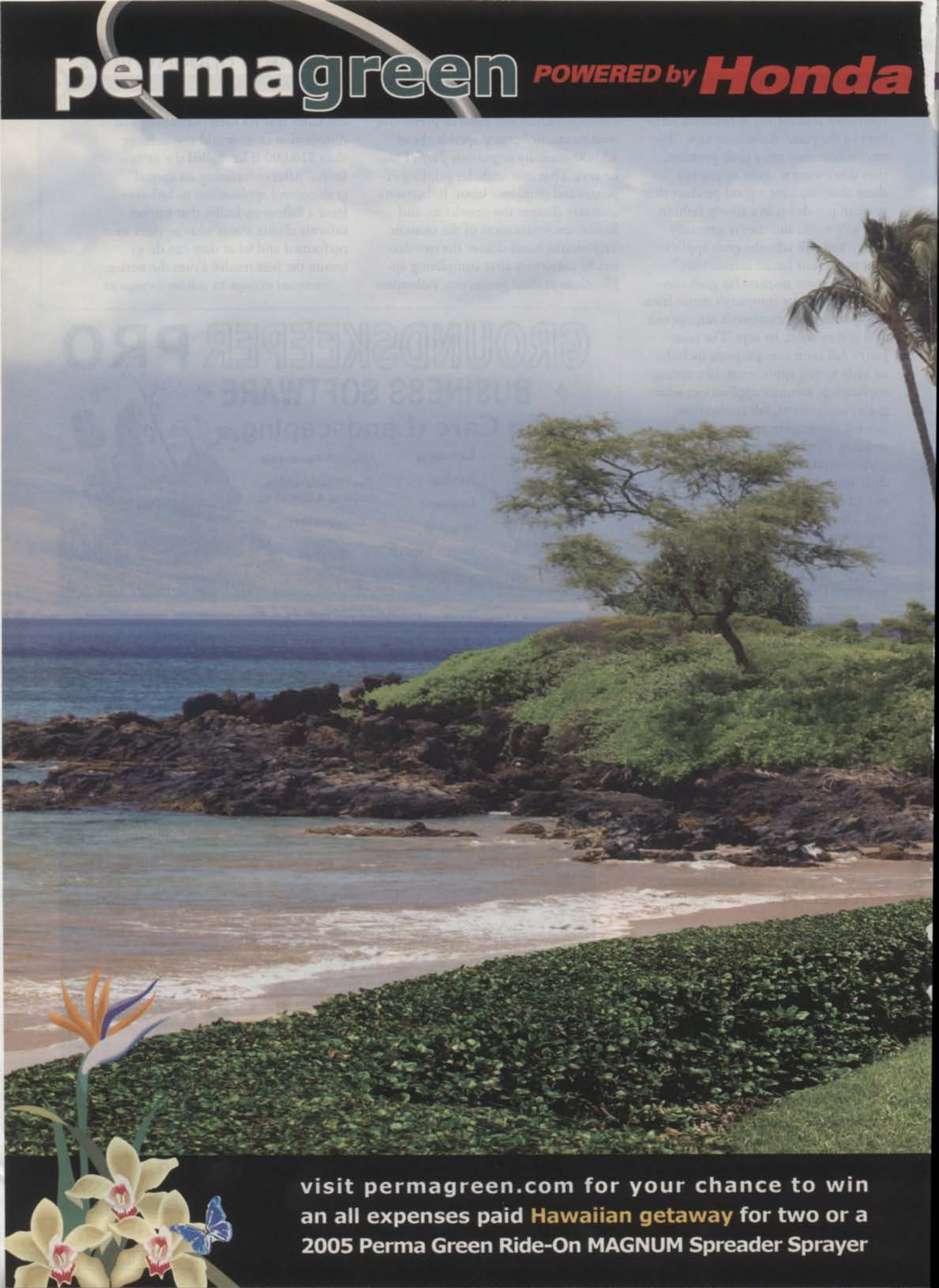


Visit our web site at www.cascadelighting.com

- HADCO NIGHTLIFE
- NIGHTSCAPING
- KIM LIGHTING
- LUMIERE
- COPPERMOON, INC.
- KICHLER
- LIGHTFARE BY ROCKSCAPES
- HINKLEY LIGHTING
- STONE MANOR LIGHTING
- ESCORT
- DINICO
- DESIGNERS FOUNTAIN
- MAXIM
- FOCUS LANDSCAPE LIGHTING
- B-K LIGHTING
- X-10 PRO
- FLEXLIGHT - ROPE LIGHTING
- VISTA LANDSCAPE LIGHTING
- TAHOE
- OASE
- DABMAR
- AL'S GARDEN ART
- LUMITECH
- LIGHT CRAFT
- ARROYO CRAFTSMAN
- HANOVER
- HUNZA
- PROGRESS LIGHTING
- GREENLEE
- VILLAGE LIGHTING

USE READER SERVICE # 48

permagreen POWERED by **Honda**



visit permagreen.com for your chance to win
an all expenses paid **Hawaiian getaway** for two or a
2005 Perma Green Ride-On **MAGNUM** Spreader Sprayer

...welcome to paradise



© 2004 Permagreen Systems, Inc. All rights reserved.

800.346.2001
permagreen.com

USE READER SERVICE # 50



how other LCOs market grub control

Because grub control can be a challenging sale, lawn care operators (LCOs) need to know when and how to market the service.

Battle Creek Landscape Service, Battle Creek, Mich., sends bids for its grub control program by the end of January so the company can follow up with customers before the season starts, says Operations Manager Chris Ostrander. The company doesn't market grub control specifically but is starting to include the service on its fertilization contracts.

"It kind of gives us an idea of where we need to be as far as sales are concerned," he says. "We want to make sure we wind up with the maximum amount of work we can have going into the spring so that gives us time to do a little planning – we can see if we lost accounts or gained accounts."

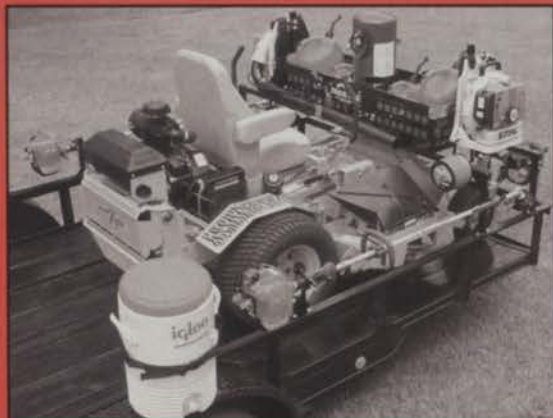
John Lucas, owner, Lucas Lawns, Medina,

Ohio, encourages customers to select grub control when he's selling other services but says he doesn't resort to scare tactics. "I don't sell grub control the same way I sell weed control," Lucas says. "I will tell customers that they will have weeds and that I will take care of them, but I won't tell them they will have grubs and that their lawns will be wiped out. I just say you might have grubs and try to sell it as insurance."

Lawn Pro of Johnson County, Lenexa, Kan., sends letters to customers who aren't receiving grub control, informing them that the service is available and how much it costs. Sometimes the best marketing tactic is simply letting an established customer know when a grub problem is occurring, says the company's Staff Consultant Gil Chappell, adding, "Usually it takes one grub outbreak and the customer becomes converted quickly."

TRAILER MATE*

Designed by and created for the commercial cutter!



ORGANIZATION TO THE NEXT LEVEL!

The Pro Series gives you the ability to store three trimmers, two backpack blowers, an air tank, a water cooler, trimmer line, multiple gas tanks, and other misc. items.

1-888-844-JIMS
www.junglejimsap.com

Visit our web site for more exciting details!

* patents pending

USE READER SERVICE # 51



Proven Professionals Nail It Down With EdgePro®

PATENT NO. D378,857

After every paver is perfectly placed, depend on EdgePro Paver Restraint for the finishing touch. EdgePro is heavier and more durable, yet is flexible and easy to use. Our extra-strength rigid design is great for long straight edges and our flexible design preserves the curves that you create.

So, what's holding you back? Contact us now for more information on the paver restraint known as "The Professional Choice."

EdgePro is made in the USA

MANUFACTURERS OF PROFESSIONAL EDGING PRODUCTS



1-800-EDGEPRO



www.edgepro.com

(1-800-334-3776)


dimex@dimexcorp.com

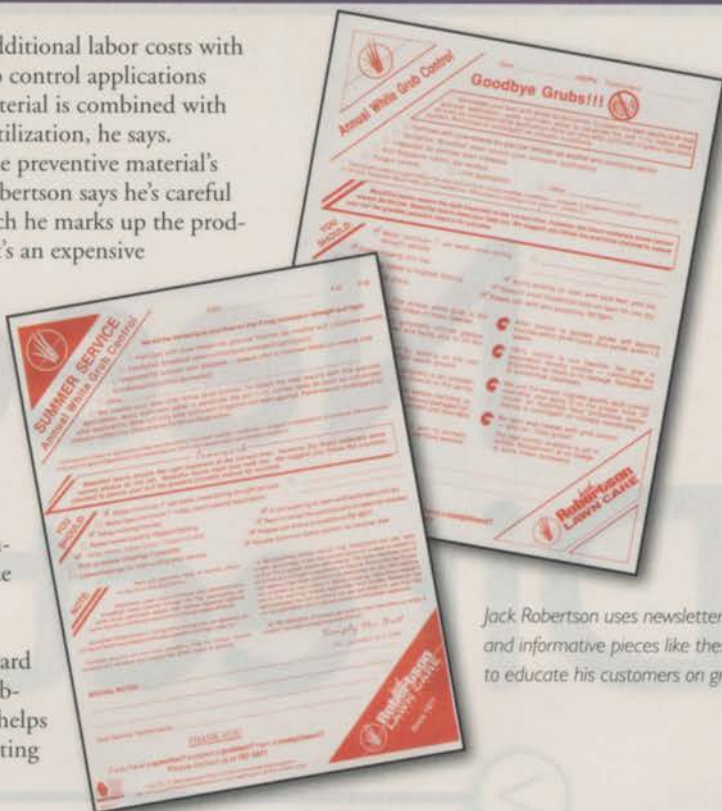
USE READER SERVICE # 52

customers receive information about when to water their lawns, when they can mow and when they can walk on the lawn.

Robertson estimates that 85 percent of his clients select preventive grub control treatments. Technicians usually apply the grub control in late spring. Robertson charges an average of \$7 per 1,000 square feet for his grub control service, which includes his labor, materials and overhead costs. The product costs more than the curative material, but Robertson says his application charge for the curative is usually more because it requires a special trip and additional labor. Robertson typically charges \$10 per 1,000 square feet for curative applications, he says. Robertson says he's not sure of the exact difference in cost between curative and preventive products, but industry experts say granular curative products cost about \$80 per acre whereas preventive products can cost up to \$120 per acre if they're mixed with fertilizer. Robertson

doesn't incur additional labor costs with preventive grub control applications because the material is combined with his summer fertilization, he says.

Despite the preventive material's higher cost, Robertson says he's careful about how much he marks up the product. "Because it's an expensive product, you can overprice it to the point where the customer doesn't want to take the grub control," he says. "But I feel our customers feel the value of it because many of them have seen or heard about grub problems, and that helps with the marketing part." 



Jack Robertson uses newsletters and informative pieces like these to educate his customers on grubs.

GOT ENOUGH COVERAGE?

- Protect yourself and everything you hold dear with an umbrella policy from Weisburger Insurance.
- It will cover you for losses that don't fit under your other policies. AND ups the number and size of customers willing to sign up for your kind of service.
- For added protection when you need it against that sudden downpour, get up to \$25 million dollars more in umbrella coverage to keep safe what means the most to you.



LET US HELP YOU PUT AT LEAST ANOTHER MILLION IN THE BANK!

Call 800-431-2794 or e-mail us at info@weisburger.com and see how we can improve your coverage.



WEISBURGER INSURANCE BROKERAGE
A Division of Program Brokerage Corporation

5 Waller Avenue • White Plains, NY 10601

Phone: 800-431-2794 • Fax: 914-428-0943 • www.weisburger.com

USE READER SERVICE # 53



Need Direction?



Even independent businesses can benefit from outside advice. Industry contractors and professional business consultants share their insights into what working with a consultant can – and can't – do for a small business.

by lauren spiers

In an age of infomercials and talk-show psychology, there's no shortage of advice available to people who want to better themselves or overcome personal challenges. But despite the stigma sometimes attached to buying into such offers (i.e., "But Dr. Phil said..."), there is truth in the notion that an outside observer can lend a new perspective to daily challenges.

In the world of green industry business, owners and managers spend each day handling customer requests, supervising employees, routing crews, estimating jobs, managing cash flow – and that's just before lunch. Coordinating every aspect of business operations is no small feat and companies that do so successfully often have the helpful guidance of a business consultant behind them in one area or another.

According to a *Lawn & Landscape* Online poll, 16 percent of contractors have ongoing relationships with one or more busi-

ness consultants and an additional 9 percent have hired consultants in the past for help with specific projects. 10 percent of respondents said they plan to hire a consultant in the next 12 months and 6 percent are looking ahead and planning to form a consultant relationship within five years.

Knowing that 40 percent of industry professionals have an interest in business consultants, the question becomes: What gives these services so much weight and how can contractors tell if they're in need of some outside advice? Moreover, if a business owner identifies the need for a consultant, how can the contractor know that he or she is hiring the right advisor for their company? Consultants throughout the industry have many and varied answers to these questions, but one thing is clear across the board: Good chemistry is the key to making contractor-consultant relationships work.

continued on page 95, sidebar on page 86



> case study 1 — learning from experience

A number of green industry professionals who love the work they do will also note that their abilities to run companies don't always match their skills in manicuring lawns or designing unique landscapes. Jeffrey Johns, owner of Coastal Greenery, Brunswick, Ga., acknowledged that fact about his own business in 2000 and looked for someone he could trust to get the company's financials in order.

"The problem we had was too much overhead," John explains. "We had new trucks, logos, company uniforms and a beautiful facility. The professional aspect that we were presenting to our customers was exceptional — we just weren't charging enough and kept losing money. I knew how to cut grass and install plants, but the financial end wasn't there."

Not wanting to close up shop, Johns decided to reorganize and hire a business consultant from a firm he had seen advertised in industry publications. Even without much research, Johns felt he had made the right choice for the company and looked forward to some positive results.

"Unfortunately, it turned out to be a very negative experience," Johns says. "The consultant we worked with had a lot of clients and didn't take the time to learn about our company or communicate with me. He drove in one day, without even calling me to find out what we were getting into. When he got to our facility, I gave him our profit-and-loss statement, he took out his laptop, took over my desk and started punching numbers into a computer program, but there was no interaction between he and I during the process."

By the end of the day, Johns was left with little light shed on his financial problems. "The consultant told us, 'You have too much overhead for the amount of revenue coming in,' and that I had to fire two people to get back on track," he says. A difficult step, Johns reduced his 11-member staff to nine the next day, but the company's problems still weren't solved. Ultimately, Johns was left with a \$1,700 bill for services rendered and in a tough position. "The situation really created bad morale for the rest of my employees and I still didn't have any real understanding of where we were going wrong," he says.

Financially, Johns wasn't able to get a second consultant's opinion on his business operations right away and the first consultant had left a bad taste in his mouth. But by 2001, after getting inspired by watching other contractors who were becoming successful in the business, he was prepared to take the consultant route again. This time, Johns did his homework. "This time, I knew I was looking for someone who had a landscaping background, but who had their main mindset in a financial and operations standpoint," he says. "I researched three consultants and interviewed them just as if I were hiring another employee."

In the end, Johns hired Jack Mattingly of Mattingly Consulting, Woodstock, Ga., noting that Mattingly fit well with the company's culture and goals. In order to keep costs down, Johns traveled to Mattingly's office for their first meeting in January 2001. "Jack gave me some preliminary ideas based on what he saw in the financials I brought with me and it was nothing in the world of firing employees," Johns says. "By the following March when he came to visit Coastal Greenery, he had carried my financials with him for several weeks, so no one's time was wasted when he arrived."

For their second meeting, Johns says Mattingly spent two days at the company's facility, the first of which was dedicated to implementing a budget that would help the company run better. This was followed by a day spent creating scheduling and tracking systems for the operations side.

Including numerous phone calls after their meetings, Johns says it took about three months to fully implement the systems Mattingly helped the company create. Now, two years later, the hard work and live-and-learn consultant experiences have paid off. "The second year, our profit returns were up so much that I opened a money market account and now we maintain almost \$100,000 in that account," Johns says. "I knew for my business to thrive, I needed someone to come in and help us change things for the better. It took time and a bad experience to find that right person, but I made the necessary changes because I wanted to succeed."

Get more done in a day. Bobcat equipment offers the possibilities and the profits.

THE
LANDSCAPE
SPECIALISTS



Bobcat

One Tough Animal

Land Clearing

Why bulldoze down everything in sight with large equipment? Only Bobcat provides the machines and attachments to choose which trees and landscape features stay and which ones go—giving your customers the option of keeping mature landscape features and saving you money on new trees, fill and other materials.



For more Bobcat information specific to

Hardscaping

Rock ornaments, concrete patios and ponds are often installed in hard-to-reach places. Eliminate agonizing hand labor and get jobs done faster by using Bobcat attachments.

- Backhoe
- Dumping Hopper
- Vibratory Roller
- Clamp
- Concrete Pump
- Concrete Mixer



Customers say...



Without our T300 we'd lose a lot of work days to rainy weather. Plus, it doesn't leave ruts in the ground. And we don't have to worry about flat tires. I'd been waiting for a Bobcat track loader with the high lift capacity of this machine.

Brian Benford
Evergreen Forest Products
Wilmington, North Carolina



By eliminating repair work, the (all-wheel steer loader) saves us at least an hour a day. We work on some pretty nice yards and the last thing you want to do is spend time and money repairing turf. Also, we can turn on asphalt driveways on hot summer days without leaving marks.

Jerry Hodgson
Jerry's Tree Service
Chetek, Wisconsin



For more Bobcat information specific to

Turf Installation

Only Bobcat offers all the attachments you need to install turf. Start with faster soil preparation and finish by applying turf quicker than by hand. The faster you get it installed, the sooner you can get on to the next job.

- Tilt-Tatch
- Box Blade
- Landplane
- Tiller
- Soil Conditioner
- Landscape Rake
- Seeder
- Sod Layer



Landscaping, go to www.bobcat.com/0459

Site Maintenance

Bobcat equipment makes cleaning your jobsite a simple task rather than a time-consuming chore. And anything that makes your jobsite look better makes you look better.



- Grapple
- Angle Broom
- Whisker Broom
- Sweeper/Gutter Brush

Sweep, collect and dump dirt and debris.

Easy handling of brush and debris.

Sweeps flush to curb or wall.

20-30 times faster than hand sweeping.

Irrigation Installation

With the right attachments, you can easily add irrigation installation to your landscape business. By purchasing versatile Bobcat equipment and attachments rather than dedicated equipment, you utilize your entire fleet and add a new aspect to your business.

Auger



Digs holes for valve boxes.

Trencher



Trenches in water lines.

Plants, Trees & Shrubs

If you do your job well, the trees and plants will look as if they've always been there. Your work will appear effortless — because Bobcat machines and interchangeable attachments make hard work easy. And with Bobcat, that pretty much sums it up.



Unloads and transports trees.



Quickly digs holes for planting.



Relocates existing trees.



30 in., 34 in., 36 in., and 44 in. models available.

- Pallet Fork
- Auger
- Digger
- Tree Spade



Utility Blade



Backfill trenches.

Trench Compactor



Compress soil after installation of pipes.

Vibratory Plow



Place flexible pipe with minimal disturbance.

No one offers more compact equipment!



Skid-Steer Loaders

Bobcat leads the industry with more standard features, including engine and hydraulic systems monitor with shutdown – and with options and accessories like the Power Bob-Tach® mounting system – plus more available attachments than any competitor.



Mini Track Loaders

More than 20 available attachments mean you can work where only shovels and wheelbarrows could before. Easy to operate, economically priced – the only mini track loaders offering a removable platform to give you ride-on or walk-behind capability.



Compact Track Loaders

After a heavy rain, tracks get you back on the job sooner. A solid-mounted track undercarriage provides consistent tractive effort for extra pushing power and smoother leveling.

All-Wheel Steer Loader

Four steerable axles minimize turf damage and marks on concrete or asphalt. Less repair plus lower on-site costs equals more profit for you! All-wheel steer loaders come standard with joystick controls and two-speed.



ZHS Compact Excavators

The world's first compact excavators with 320 degrees of unrestricted motion. The FastTrack® drive system allows travel speeds over 5 mph, making these ZHS machines the fastest compact excavators in the industry.



Loader Backhoes

With four-wheel drive, all-wheel steer and standard Bob-Tach™ and X-Change® attachment mounting systems, Bobcat loader backhoes bring versatility and power to every jobsite.



Toolcat™ Utility Work Machine

The world's one and only utility work machine – an attachment carrier, loader, pickup truck and utility vehicle all rolled into one. Plus, more than 25 attachments are available.

Utility Vehicles

Three different models – including a new 4x4 unit featuring the IntelliTrak® drive system, which automatically engages and disengages four-wheel drive.



VersaHandler® Telescopic

Reach over sidewalks or fences and preserve the existing landscape while creating a new one. VersaHandler telescopic tool carriers are ideal for transporting landscape materials, placing sod, grading, stacking and building retaining walls.



Bobcat®

www.bobcat.com/0459

Toll-free for all-new CD-ROM and Buyer's Guide:
1-866-823-7898 ext. 0459

One Tough Animal.



continued from page 84

IDENTIFYING THE NEED. The men and women running green industry companies are true entrepreneurs, oftentimes investing their own capital to start building their small businesses and using their own skills and creativity to manage everything from accounts receivable to hiring to marketing. Business consultant Jeff Zindel notes that it's precisely this attitude that keeps many contractors from asking for third-party input in the first place.

"Almost every client who calls me the first time has said they feel embarrassed that they're calling because it's like they're admitting that they don't have all the answers for their business," says Zindel, president of Jeffrey W. Zindel Business Consultants, Omaha, Neb. "But the fact is that no one can be an expert at every aspect of business. By acknowledging that, these business owners are helping their companies by finding someone who can point them in the right direction in areas where the

business owner doesn't have as much expertise. In those cases, I tell them it's the people who don't acknowledge their weaknesses and, therefore, don't make a phone call, who are going to end up struggling down the line."

Bob Losyk agrees. "A business consultant is someone you bring in to do things that you can't do, you don't know how to do, or you don't have time to do," says the president of Innovative Training Solutions, Davie, Fla. "When you have a problem that no one in your company can solve, that's when you know that some outside influence can help."

Indeed, because all businesses experience challenges and plateaus at one point or another, many contractors and consultants agree that business owners should expect to solicit some outside advice at one point or another. "A company should expect to use a consultant at some point, whether it's formal or informal," says Rick Curlett, Curlett

Consulting Group, Sunriver, Ore. "The more independent businesses start to say 'I'm making money – do I want to grow more? How do I do that?' that's when an outside person can stimulate some of that thinking and force you to look at where your opportunities might be. You worked so hard to get your company to a certain point, it's hard to see beyond yourself and what you've already done to move forward."

At Twinsburg, Ohio-based, Turfscape, Director of Operations Chris White says that the company has used consultants to its advantage for nine years, sometimes bringing in individuals to solve problems and other times hiring consultants to keep problems from forming. "We're very into consultants in general – financial, sales operations, HR, strategic planning – we've worked with them in all areas of the business," he says. "We've probably brought in 15 consultants over the years to get input on challenges or problems



knowing is half the battle

While business owners and managers may look for advice from a consultant for a number of reasons, they first need to identify whether their company can benefit from an outside perspective in the first place. Getting "too close" to the business is possible for entrepreneurs who have built their own companies, which means these individuals may not recognize areas where a consultant's advice could be helpful. To remedy that situation, Kevin Kehoe, president, Kehoe & Co., Laguna Niguel, Calif., offered the following checklist to help business owners determine if and when their companies need some outside assistance.

Hiring a Consultant May be Helpful When...

- The company is growing fast and the business owner feels out of control.
- Profits are declining.
- The company starts losing good people.
- Customers leave.
- Any time the business owner wants to motivate his or her people and get them focused on a plan.
- They've scrutinized their operations and can't

determine why these things are happening. Additionally, other consultants familiar with the green industry offered these insights:

- "In my field, I recommend that owners seek outside, professional human resources advice as soon as they begin to add employees. They will need to know how to develop compliant compensation plans, reduce the risk in hiring, document performance issues and coach employees, develop employment policies that comply with employment regulations and more." – Jean Seawright, president, Seawright & Associates, Winter Park, Fla.
- "When you have a problem that no one in your company can solve, that's when you know that some outside influence can help." – Bob Losyk, president, Innovative Training Solutions, Davie, Fla.
- "A consultant can simply be someone to brainstorm with. You get caught up in your own departments and issues and you need someone to come in and act as a facilitator to foster communication between different parties and create a forum where you can bring up ideas you want to work out." – Rick Curlett, president, Curlett Consulting Group, Sunriver, Ore.

we're having or to take a look at our opportunities for the future in terms of hiring the right people and strategic planning. A lot of times, consultants see things you don't because you've been doing them internally from your own systems for so long. There may be better ways of job costing or managing time sheets, but without that outside person, you may never realize how much more effective your systems can be."

Using the tips in 'Knowing is Half the Battle' on page 95, business owners and managers can determine if their companies could use some outside input. From there, Rob Shauger says contractors need to trust that asking for advice isn't a bad thing. "A lot of people have a bad taste in their mouths about consultants - we've all heard the horror stories," says the chief operating officer, Compass Systems, Chesapeake City, Md., and owner of Advanced Application & Lawn Service, Utica, N.Y. "Especially when you've had a bad experience,

there can be a challenge getting over the idea that consultants are only trying to sell 'snake oil.' But in reality, there are a lot of people out there who want to help other folks in the business. Once you make that change in mindset, it's just a matter of doing your homework and finding someone who works well with your company."

PICKING YOUR PARTNER. When many people hear the words "business consultant," they tend to think something's wrong - the company's losing money, for instance. In some cases, such as with Jeffrey Johns, owner of Coastal Greenery, Brunswick, Ga., that may be true. Profiled on page 86, Johns hired a consultant to bring his company out of the red. However, as White points out, not all reasons for hiring a consultant are because of a company problem, nor are they all related to finances. Turfscape's array of consultants covers a myriad of business topics, specific to dif-

ferent points of the company's growth.

Knowing this, contractors must identify where their specific business challenges or opportunities lay and hire a consultant accordingly. "Different businesses have different objectives, cultures, markets, customers, talents and personnel," explains Jean Seawright, president of Winter Park, Fla.-based Seawright & Associates, which focuses on human resources issues. "A consultant's advice and solutions must fit within the client's particular condition and situation. I, for one, would never attempt to resolve an operational, marketing or financial business problem - I don't have the experience or knowledge to do so. Likewise, a marketing expert should not try to resolve complex human resource matters, most of which carry with them significant financial liability if there is a misstep." Doing so, she says, could be both unethical and a disservice to clients.

continued on page 100, sidebar on page 98



Wild On Curbing

Concrete Curbing Equipment



Turnkey Packages Available

Call for a FREE Catalog and DVD



Over 16 Stamped Curb Patterns and 20 Residential and Commercial Molds

Start your own business or add another profit center to your existing business with Tygar Curb Machinery

866-999-9506 www.tygarmfg.com

USE READER SERVICE # 55

The Most Complete Soil Inoculant Ever Created For Turf

IT'S ALIVE!

Rootgrow Inc.



Bringing Soils to Life

3 Acre Turf Kits Contain:

- Billions of Living Beneficial Bacteria (*over 90 species*)
- Millions of Living Beneficial Fungi (*over 65 species*)
- Thousands of Endo Mycorrhizae Spores (*40,000 propagules/lb*)
- Billions of Ecto Mycorrhizae Spores (*1.5 billion propagules/lb*)
- Millions of Living Nutrient Cycling Protozoa (*over 30 species*)
- Thousands of Living Beneficial Nutrient Cycling Nematodes (*over 30 species*)
- Liquid Humus and Sea Kelp Biostimulants

Tank mix these ingredients for turf applications to create sustainable living soils

For More Information Call 1-866-ROOT-GRO Or Visit Our Website www.rootgrow.com

USE READER SERVICE # 56

It's got a **DO-IT-ALL** attitude



30 to 40 Gross Engine hp

MF 1500 Series

With their productive power, versatile performance and exceptional comfort, the new MF 1500 Series compact tractors can take on an endless variety of jobs. Two models – MF 1533 (33 engine hp) and MF 1540 (40 engine hp) – deliver the features you need for the challenges you face, whether you're an estate owner, contractor, landscaper, nursery owner or grounds crew.

- **8 x 8 SynchroShuttle transmission lets you shift forward or back without stopping – great for loader work**
- **Independent PTO allows rear and optional mid PTO to operate independently or simultaneously.**
- **Cat. I 3-point hitch with position control lets you operate a wide variety of implements with precision.**
- **Full range of implements includes custom-matched loaders and backhoes.**
- **Roomy, isolated mount platform, tilt steering, logically configured controls & automotive style dash enhance operator comfort, productivity.**

Take a test drive today, and see how much you can do with an MF 1500 Series tractor.



case study 2 – valued advice

As businesses grow, challenges crop up that not all companies can handle—especially when those challenges span multiple business areas at different points in a company's life.

As such, most companies will likely hire a business consultant at some point, and some find that hiring multiple consultants with specialized expertise is more beneficial in the long term. Twinsburg, Ohio-based Turfscape finds that approaching business with a number of trusted advisors can keep minor glitches from turning into bottom line-breaking problems.

"We've learned over the years that when you're in a business, you do the same thing over and over again and you might not see that you could be doing it better," says Chris White, director of operations for Turfscape. "In recognizing the challenges we've faced over the years, we've hired a number of consultants that have really helped us see our business operations in a new way."

Currently working with a number of consultants including Jack Mattingly, Mattingly Consulting, Woodstock, Ga.; Frank Ross, Ross-Payne & Associates, Chicago, Ill.; Jean Seawright, Seawright & Associates, Winter Park, Fla.; Max Stark, Max Stark & Associates, Euclid, Ohio; as well as a sales consultant who visits the company on a weekly basis, White says Turfscape spends about \$50,000 a year on such services. "It's not just a cost—it's a value, and that's something we really emphasize in our company," he explains. "I think a lot of people don't see that value, but it's important. For instance, a consultant who can charge \$1,000 an hour may end up saving your business \$16,000 in what would have been lost profit. Even if you work with them for a full eight-hour day, you're ahead."

With each of the company's advisors focused on a different business area, White notes that there were certain points in Turfscape's growth when it made sense to bring each of them in. "Depending on the growth structure of the company, you'll reach certain plateaus that could call for bringing in someone from the outside," he says. "For in-

stance, early in the business, as you start making sales, you're going to ask, 'How do I handle this money that's coming in?' That's when hiring a financial consultant is helpful. Then, as the company grows, the owner may step back and need to find people and systems to make sure all the work he or she was doing still gets done—that's where an operations consultant comes in."

From that point, White says sales consultants can aid companies that reach revenue plateaus. Breaking through those barriers can lead to larger operations with more employees, creating the need for human resources consultants to advise on employee documentation and hiring/firing issues. Finally, with the business steadily moving forward, White says consultants specializing in strategic planning can help create business plans to solidify the company's future.

"We brought our first consultant in when we were at about \$400,000 in revenue, and it was a little painful because consultants can be expensive," he says. "But we stopped worrying about that when we saw immediate results from the tools we were given. Up to that point, we had never done budgets before and all our accounting was still in a hand-written ledger. Now we do budgets regularly and have found that it's a great way to exercise control over your business."

Beyond budgeting, White says Turfscape's consultants have taught the company about tracking job efficiency, maintaining proper employment documentation, developing a successful sales staff and preparing for the future. In terms of numbers, the company reached \$4 million in revenue for 2004, but that's not just money in the bank—it's the value of a company on the road to long-term success. "When you get to transition points in business, that's when you need the help the most," White says. "It's not cheap, but when you get this group of people around you, it's like you're building a own board of directors—a team that really holds you accountable for the work you do and helps you meet goals that make you successful as a company."

GRAVELY

WE KEEP YOU CUTTING™



Gravelly Zero-Turns move beyond mere maneuverability to deliver unmatched reliability, operator comfort, reduced maintenance and professional results you won't get from other mowers.

Every feature is engineered with the user in mind - from the short frame designed to easily fit on a trailer to the deluxe adjustable-suspension seat and maintenance - free Gravelly® XL Spindles™

USE READER SERVICE # 58

www.gravelly.com

continued from page 96

For the most part, consultants agree that specific is better in terms of matching the expertise with the challenge at hand. Next, contractors must decide—whether they want to work with someone inside or outside of the industry.

“When you’re looking for a consultant, I feel it’s best to work with someone who has industry experience, as well as financial experience,” Shauger says. “As a business owner, you want someone who’s been in the trenches, doing what we as business owners have done ourselves.”

Zindel agrees, but adds that “business is business” in many respects. While it’s important to look for someone who has had experience running or working in a small business, he says, it’s not always necessary to look within the industry for a potential partner. Losyk agrees. “A good process consultant who knows how to do things doesn’t have to be in the industry,” he notes. “A good consultant will become comfortable with the industry quickly.”

Adds Seawright, “An experienced consultant that works in multiple industries can offer clients a wealth of ideas and insight, along with a breadth and depth of knowledge that would not otherwise be available to a consultant who focuses on one particular industry.

Working with a consultant from within your specific industry can give you an awareness of how competitors address similar situations. However, in an area like human resources, a consultant with broad-based business experience inside and outside the industry could be helpful. People are people and the regulations pertaining to employment matters generally apply to all businesses.”

Regardless of the business area in which a consultant is focused, Zindel says the key to finding the right consultant with whom to form a partnership is chemistry. “The biggest part of hiring a consultant, both from the consultant’s and the client’s points of view is that you have to have good synergy,” he says. “Both parties have to feel comfortable with each other in order for the relationship to work and the problems to be solved. As they’re looking for a consultant, contractors should ask these potential business partners who they’re currently working with, what their personal experience is and if they’ve ever run a small business outside of a consulting firm. If they have, the contractor will know that this person will be able to relate to the challenges they’re facing because they’ve probably worked through them themselves.”

In his experiences hiring consul-

tants, Johns learned the hard way that thoroughly researching and interviewing potential consultants is invaluable in finding someone who will benefit the company. “The first consultant I used I had seen advertised in magazines, so I gave the company a call on a whim,” he says. “It ended up being a very negative experience for the company. The consultant was after a dollar and never took the time to get to know me or my business before telling us what we needed to do differently. Eventually, I decided to hire a second consultant and I really did my homework to make sure we had the right person.”

Among the questions Johns asked potential consultants were:

- How do you solicit new clients?
- What results should I expect after working with you?
- What are your goals for your own business?
- Do you have references I can speak with?

Beyond these points, Seawright says in a preliminary interview, contractors should ask for:

- Examples of how the consultant changed his or her clients’ business conditions.

continued on page 102



online poll

A recent *Lawn & Landscape* Online Poll asked “How much experience has your company had with business consultants?” Here are the responses:

RESPONSE	% OF CONTRACTORS
We use more than one consultant regularly	7 %
We have an ongoing relationship with one consultant	9 %
We used consultants in the past for specific projects	9 %
We plan to hire a consultant in the next 12 months	10 %
We plan to hire a consultant within five years	6 %
We’ve never used a consultant because of the cost	22 %
We haven’t had the need for a consultant	38 %

YOUR SOURCE FOR

| WASTE RECYCLING | CHIPPERS | STUMP GRINDERS |



MODEL 5680 BEAST RECYCLER®



MODEL 1890 BRUSH BANDIT®



MODEL 2800 STUMP GRINDER



BANDIT INDUSTRIES, INC.

6750 Millbrook Road • Remus, MI 49340
Phone: (800) 952-0178 or (989) 561-2270
Fax: (989) 561-2273
E-Mail: sales@banditchippers.com
Website: www.banditchippers.com

USE READER SERVICE # 59

WASTE RECYCLING

BEAST RECYCLERS®

Choose from four models from 275-1000hp for converting green waste into valuable mulch. Available towable or self-propelled.



HAND-FED CHIPPERS

BRUSH BANDIT®

Our complete line of hand-fed chippers consists of twelve models 6"-18" in diameter. Available towable or self-propelled.



STUMP GRINDERS

HIGH QUALITY, PRODUCTIVE, INNOVATIVE

Bandit's complete line of towable and self-propelled stump grinders are a cut above the rest. Choose from six models from 19-80hp.



SEE US AT THE CON EXPO
BOOTH #C5405 CENTRAL HALL

SUPPORTED BY 80 DEALERS
CALL TODAY FOR MORE
INFORMATION OR TO
ARRANGE A DEMONSTRATION.

Bandit Industries

continued from page 100

- Examples of how the consultant added value to the client's business
- Marketing materials, Web sites and lists of publications
- The consultant's resume and credentials.

"The contractor should be looking for experience, professionalism, knowledge, wisdom and proof of success," Seawright says. "The entire field of consulting is largely unregulated, so owners must perform due diligence when hiring a consultant. Many consultants obtain certifications, licenses and credentials specific to their field, such as certified public accountants, certified financial planners, or certified management consultants. I recommend that clients look for consultants who have relevant credentials, but remember that credentials are no substitute for experience."

SETTING EXPECTATIONS. In preliminary meetings and conversations with potential business consul-

ants, contractors will usually outline the challenges they're facing and find a consultant whose experience and expertise fit that need. According to Shauger, during initial meetings with consultants, business owners should be prepared to share the following items:

- A profit-and-loss statement and chart of accounts
- The company's annual budget
- An outline of the top issues the company is facing, as well as its goals
- Any forms, reports and software the company uses
- Details about how the company tracks accounts payable and receivable
- A flow chart of the company's management structure.

Many consultants note that they'll ask for these items even if the primary issue on the table isn't related to finances.

After going over these details, in the same way lawn and landscape contractors develop agreements to itemize the services they'll perform for their own

clients, consultants will generally draw up contracts, as well, highlighting the "deliverables" of the partnership – the results the business owner should expect to see – and the timeframe in which those goals will be met.

"When someone calls me for the first time, I spend at least half an hour talking with them so I can understand where they're coming from, the size of their business, and get a handle on their issue," Zindel says. "Then I put together a scope of services and outline the project in phases and how many hours each step will take so the client can manage dollars and cents."

Zindel explains that the issues clients bring to him can range from specific or defined projects they're working on, such as facilitating a strategic planning meeting, while other companies may want a consultant they can rely on for a longer-term challenge or reorganization of some area of the business. Regardless, he says the

Curbworld.com

The World of Concrete Curbing Machinery



- Curbing Machines
- Ground Prep Machines
- Lighting Kits
- Training & Support
- Custom Trailers

Curbworld specializes in helping you to design your own curbing system from the ground up with the help of our highly experienced curbing professionals.

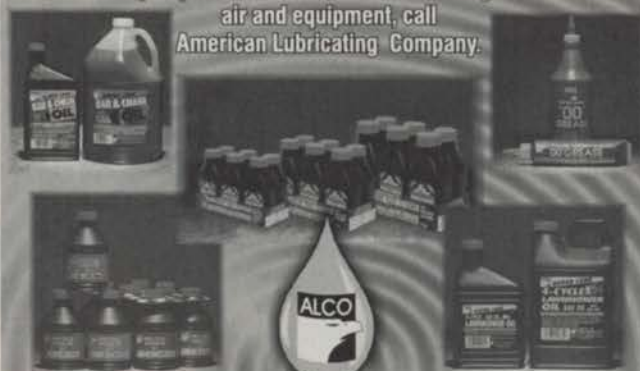
Call us for FREE Information Package!

866-287-2953 • www.curbworld.com

USE READER SERVICE # 60

EARNING YOUR TRUST ONE... ONE DROP AT A TIME

We have the most complete line of outdoor power equipment lubricants in the world. Our products meet OEM specifications and warranty requirements...at substantial savings. For cleaner air and equipment, call American Lubricating Company.



4-Stroke... 2-Stroke... Bar & Chain... Synthetics... Grease

AMERICAN LUBRICATING COMPANY

500 S. Front • Memphis, TN 38103 • www.americanlubricating.com

1-800-786-2526 or 901-527-4707

Blending Engineering Excellence with Family Pride ©FAA

USE READER SERVICE # 61



results contractors should expect will be outlined in the contract and achieved by the timeline presented.

Losyk agrees. "Our contracts begin with a situation summary – this is the situation and here's how we'll improve it," he explains. "Then, we quantify it – these are the deliverables and how we'll measure success. From there, I always include the methods I'll use to work with the client, the timeline of the project and what the client should expect along the way. We go through everything from fees, conditions and expenses as well, so there are no surprises."

Losyk says both parties should be clear about the challenges being handled and the expected outcomes of the consultant's work from the beginning. "Contractors should not expect anything more than what is in the contract," he explains. "I do everything project by project, so we have clearly defined items that we're working on. One project may lead to another one, but the

specific deliverables related to solving a problem in the company or accomplishing another goal need to be outlined in the contract."

One thing business consultant Kevin Kehoe says contractors should expect is to put a lot of their own time into tackling the issues for themselves. "Once we've established a relationship with the client, our service calls for on-time delivery of results, regular communication and complete honesty," says the president of Kehoe & Co., Laguna Niguel, Calif. "The business owner is always in control – we work for them – but they should expect to put in significant hours and lots of follow-up communication with the consultant in order to make sure their goals are reached. The client shouldn't expect miracles unless they're willing to pay for them, and they shouldn't expect the consultant to do the dirty work that will put the company on the right track."

Seawright agrees that contractors cannot expect consultants to do their work for them. "Ultimately, the owner is the one who must make the final choices, execute the advice and accept responsibility for the outcome," she says. "Consultant cannot wave a magic wand and change your business tomorrow. This is especially true when the owner happens to be the roadblock to success and is unwilling to change his or her ways."

WORTH THE MONEY? For green industry contractors like Johns and White, hiring business consultants whose methods and ideas meshed well with their respective companies has helped them create profitable, well-run businesses. At Coastal Greenery, Johns' experience with consultants has pulled profit out of the red and left the company with \$100,000 in a money market account in just a matter of

continued on page 107

THE NEW STANDARD IN GROUND-PREP

Call for Free Video • 877.788.7253 • www.absoluteinnovations.net

The RockKing™ Rock Bucket SKIDSTEER TOOL

- Quick Sweeping Passes
- Sift Rocks Only
- Low Maintenance
- Grate Sizes from 1-3"

Packages Now
Starting at
\$2395

LOOSENS
GRADES
RAKES

TR3™ Terms:
90-days same as cash
30-day money-back guarantee
Easy monthly payments
90% approval rate

US Patent
No. 5,806,605

ABSOLUTE
INNOVATIONS

USING THE ROCKKING™ WITH THE TR3™ RAKE CUTS MAN HOURS IN 1/2 ON ANY GROUND-PREP JOB!

USE READER SERVICE # 62

SCAG

Scag Zero-Turn Riders

~Simply The Best~



Dependable

Our heavy-duty design ensures long, reliable service with minimal downtime. You can count on Scag mowers day after day, year after year.

Productive

High ground speeds and maximum torque ratings get the job done fast.

Innovative

We lead the industry with cutting-edge quality manufacturing and precision designed products to provide you with "Simply The Best" commercial mowers available.

TO LOCATE YOUR NEAREST DEALER CALL 1-800-686-3128

SCAG

Simply the Best!
NO DOWN PAYMENT
NO PAYMENTS
UNTIL OCTOBER 2005
NO INTEREST UNTIL SEPTEMBER 2005

FREE
PELTOR

Headset with
purchase of any
SCAG walk behind
or riding mower.

\$65.99

Take this coupon to a participating dealer
March 1st-April 30th 2005.



AM/FM
STEREO
*model HRX52A
Coupon PE-LL-March

NEW!
Starting at
ONLY

\$5,999

ZCAT



TO LOCATE YOUR NEAREST DEALER CALL 1-800-686-3128
OR VISIT WWW.SCAG.COM

Visit our
website or see
your Scag dealer for
complete information on
current leasing and financing
programs available to help put a Scag
mower to work for you. It's one more way
Scag makes it easier for you to own the best.

PACE

Expires 5/31/05.
Marginal credit may require a down payment.
New SCAG Equipment only.
\$1500 Minimum Transaction.
***Rate is subject to credit worthiness.
Tax, freight, setup charges may apply.
All prices based on dealer participation.

"The Midwest's Distributor for Outdoor Power Equipment"

USE READER SERVICE # 63



making introductions

When Jeffrey Johns, president of Coastal Greenery, Brunswick, Ga., hired a business consultant for the first time, it cost him and the company more than just the consultant's fees and a night's hotel stay. After just a day looking over the company's profit-and-loss statement, the consultant told Johns he'd have to fire two people in order to lower his overhead costs.

"He said, 'You have 11 employees and you only need nine, so you have to fire two,'" Johns remembers. In following the consultant's advice, Johns says he ended up ending two relationships with otherwise good employees, but still didn't get the results he was promised that would help turn the business around. Moreover, the rest of the staff worried about their own positions, as well as the future of the company.

Unfortunately, real-life experiences like this, compounded by fictional situations like the movie *Office Space* where employees are haphazardly given the ax, have given business consultants a bad reputation. Sometimes resulting in heavy skepticism and suspicion from employees of client companies, business consultants suggest different approaches owners and managers should take to ensure an amiable and effective working relationship between the consultant and the company.

"One of the biggest challenges I see is the way people inside a company look at a consultant," says Bob Losyk, president of Innovative Training Solutions, Davie, Fla. "As a consultant, I'm responsible to the person who hired me, but I also want to make sure there's a good relationship with all of the people in the organization so people don't get the idea that I'm there to eliminate their jobs."

Losyk says he prefers to be viewed as an adjunct member of the staff when he starts working with a company. In doing so, he says he greets the staff and introduces himself, letting the employees know they're all on the same team working to make the company better. "So far I've been afforded a lot of respect," he says. "Some-

times you have to deal with people who have their own agendas, but you work on those issues as they arise."

Jeffrey Zindel has a similar approach. "If I can spend one full day on-site with a company, I try to get involved," says the president of Jeffrey W. Zindel Business Consultants. "In order to really understand the company, I may sit with the person who handles accounts payable and find out what their position is really like, or I may sit with the person who handles the front-line phones and find out what they really do all day. It's a very integrated situation and one that helps employees feel comfortable. I'm part of the management team and I'm there to help them make their jobs and their company successful."

Zindel says it's usually wise for the company owner or a manager to preface a consultant's visit with a staff meeting to let employees know that someone is coming in to look around. "Let them know that you're reaching out for some out-sourced information to manage the company and help everyone individually manage their departments better," he says.

Adds Business Consultant Kevin Kehoe, "Business owners should absolutely share their thoughts on hiring a consultant with their employees. They should make sure key managers agree to participate fully and that no one is losing their job because of the consultant. People worry about what they don't know, so that agreement is critical."

Even after an initially bad experience, Johns hired a second consultant to take a look at Coastal Greenery's operations and was up front about this approach with his employees.

"The second time around, I think people may still have been a little scared, but they understood where we were as a company and that this outside help was highly needed," Johns says. "Our second consultant experience was excellent and after people started seeing that the advice and systems we were being given were working, they really got excited."

continued from page 103

years. Larger companies like Turfscape, which spends as much as \$50,000 annually on consultant services, also find value in the systems, tools and ideas they've received from partnerships with consultants.

Sizewise, Coastal Greenery and Turfscape are about \$3 million apart in revenue, with Coastal Greenery breaking the \$1 million mark in 2004 and Turfscape bringing in \$4 million last year. Both companies have found success with business consultants, showing that companies of all sizes can benefit from some unbiased, third-party advice. However, business consultants don't usually come cheap, so contractors would be well advised to budget for the potential need for their services in the future. Or, if an out-of-pocket investment is necessary to make a quick change, most consultants offer manageable fee structures for services that still provide results.

"Business owners must budget for

a consultant to come in, but it's still very possible for smaller or struggling companies to find a consultant that's affordable and helpful," Kehoe says. "We do it all the time with companies that gross \$1 million or less per year. In order to make the best of those situations, it's important for the owner to focus on one or two main items that will have significant impact, fast."

Kehoe says his company works on a fee structure of daily rates with half-day minimums, tied to a defined deliverable and an agreed-upon number of days. "It's basically the day rate times the number of days," he says. "That can cost anywhere from \$2,000 to \$100,000 depending on what the client wants to accomplish. As the progress moves forward, the client can extend or cancel the commitment at any time."

Contractors also may run into hourly fees like those offered by Zindel, who specializes in small and medium-sized companies. "A small company,

to me, is in the \$150,000 to \$500,000 range," he says. "I charge \$150 per hour with a two-hour retainer and we identify at the outset how many hours it should take to accomplish the goal the company is trying to reach. If the project is expected to take 10 hours, some business owners have been concerned by the cost associated with that, but you can accomplish a lot in 10 hours and it can all be broken up over a longer span of time." Zindel adds that if the first couple of meetings indicate the need for a longer-term commitment, those hourly rates can be discounted over the course of the project.

Seawright offers other fee structures of which contractors also should be aware. "For most of our engagements, we provide a not-to-exceed cost that is based on the value of the project," she explains. "We also offer a monthly service program whereby clients receive a host of human resources-

FROG LIGHTS, LLC

TOLL FREE CALL 1-800-930-1670

email: info@frog-lights.com web site www.frog-lights.com

MANUFACTURER OF QUALITY LANDSCAPE LIGHTING FIXTURES



SPOT LIGHTS

PRICE - \$25

- Heavy Aluminum
- Max. 50 Watts 12v
- Sold with Lamp: MR 16 and wires complete
- Finish: Black
- Size: top to bottom of stake ...14.5"



PRICE - \$60

- OPERATING VOLTAGE 12v a/c
- Max Watt: 2 Watts
- Stainless steel
- Lamp: LED x 18 pieces
- LED Colors: White, Green, BlueWt.
- 2 LbsSize 14"vertical
- Very special light
- Use as a well light, underwaterlight, spot light comes with metaspikes.
- LED life approx. 11 Years.
- Put many on one circuit!



SPREADER LIGHTS

PRICE - \$29

- Heavy Aluminum
- Max: 50 Watts 12v
- Sold with Lamp: JC-BI-PIN And wires
- Finish: Black or Verde
- Size: w 5.5" d 4.5" stem 8.3"



HUGE SELECTION • EASY TO INSTALL

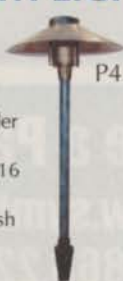
Landscape Lighting

PATH LIGHTS



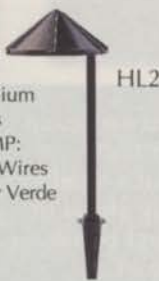
PRICE - \$40

- SOLID COPPER with brass lamp holder
- Max. 50 Watts 12v
- Sold with lamp: MR 16 and wires
- Polished Copper finish Or Verde (green)
- Size: h 30"



PRICE - \$29

- Heavy Aluminium
- Max. 35 Watts
- Sold with LAMP: JC Bi-Pin and Wires
- Finish: Black or Verde



Now BUY DIRECT
DISTRIBUTORS
WANTED

Call for information
FREE CATALOG

USE READER SERVICE # 153

related services, including unlimited telephone and e-mail consultation, in exchange for a monthly fee."

Indeed, contractors note the value in finding a consultant who's available to answer questions that company employees aren't equipped to handle. "No one here has any type of human resources background, so we want to make sure we're minimizing any mistakes we might make," says White, who participates in Seawright's monthly service. "The questions that come up for us may seem small, but they could still cause problems if her expertise wasn't available."


Of course, White adds that most contractors have unlimited access to an even wider network of business experience at no charge at all: Their colleagues. "What I've noticed about the green industry is that people are pretty free with their business information, as long as it's not your direct competitor or a neighboring company," he says. "You can call people around the country who

are more than willing to tell you how they've changed things for the better, pricing information, how they bid on a certain job, and even locally most people will do that even if they don't reveal specific numbers. We're all friends and we work with each other to make our companies and the industry better."

So why not rely strictly on other industry companies for information on running a successful business? Kehoe suggests that getting valuable information from industry roundtables is an excellent opportunity, but implementing those ideas can present new challenges. "We run several peer groups as facilitators right now," he says. "They offer great forums for idea sharing, but a lot of the people who participate in those groups still hire us or another consultant individually to help them on a specific problem or achieve a specific goal."

Additionally, Seawright notes that some business areas are too touchy for a generalized group to handle. "I always feel that it's wise to obtain insight and

ideas from others," she says. "However, in the field of human resources, because of state and federal employment regulations, legal liability and the potential financial impact of a bad decision, it's always wise to seek outside professional advice."

"The old saying, 'It's lonely at the top,' is very true and owners need someone to share their thoughts, ideas, challenges and frustrations with," she continues. "A trusted advisor or consultant who can help the owner broaden his or her perspective, frame the options and identify the real problem that needs to be solved is invaluable." 

www.lawnandlandscape.com

Find contact information for these and other industry consultants in the industry in the March Online Extras section. There, you can also read about experiences other contractors have had with consultants.



How to stay ahead of the competition.



"Joining the Symbiot team during the infancy stage was a tough decision. The proven track record of the management group convinced us. After three years, BIO has seen a very real reduction in operating costs due to the vendor alliances (P3's), huge opportunities in national sales contracts, and great networking advantages with top tier companies. We see the potential for a ten-fold return on our investment!"

Robert Taylor
Owner, BIO Landscape & Maintenance
SLN Sales Partner

Companies like BIO Landscape & Maintenance, an \$11 million company ranked in the top 100 landscape firms in the nation, know that a Symbiot partnership can help your company stay ahead of the competition. Gain that extra edge and become a partner in the Symbiot Landscape Network.

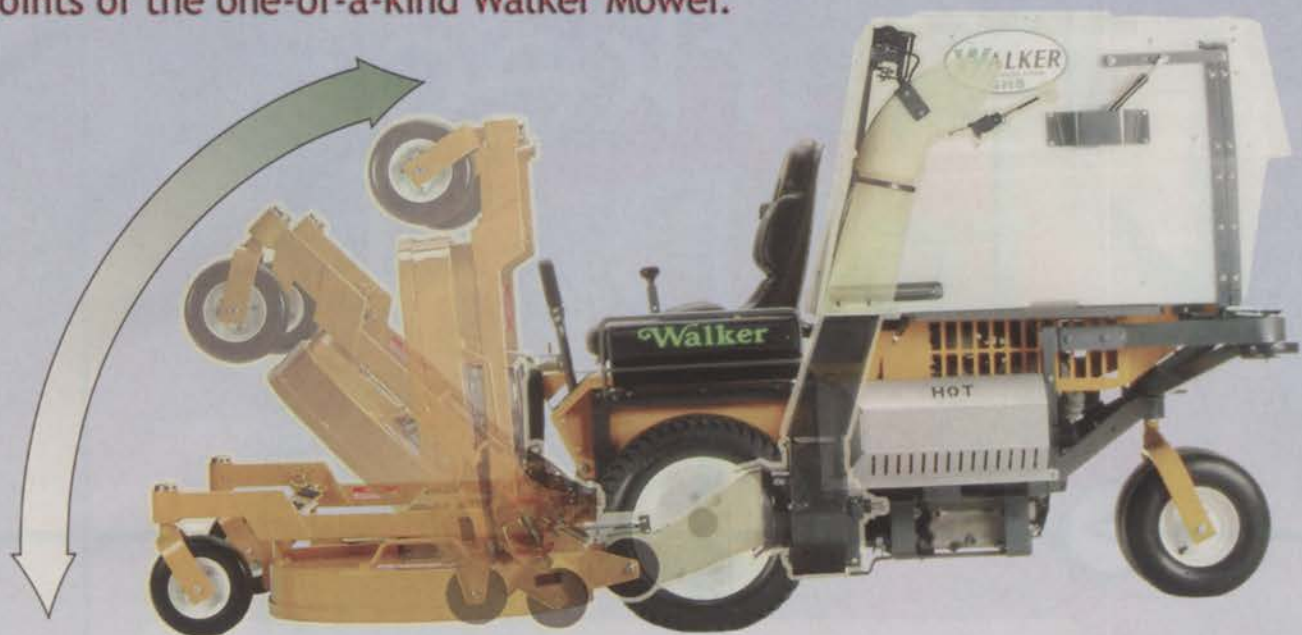
Become a Partner Today!

www.symbiot.biz/sln
866.223.9049

USE READER SERVICE # 64

What Makes Walker Different?

For almost 25 years, the Walker Mower has stood apart from the competition as a unique option for productive, high quality mowing. So, what makes the Walker different? This 3-part ad series takes a detailed look at the finer points of the one-of-a-kind Walker Mower.



3rd in a Series of 3

- Compact Overall Size
- Sound Engineering
- Unique Steering
- Grass Handling System

- High Quality Mowing/
Outfront Design

The exclusive built-in Walker Grass Handling System (GHS) is truly in a class by itself. This time-proven design efficiently moves cut material from the deck into the catcher box without adding to the overall dimensions of the tractor. It also offers precise trimming from both sides of the deck, powerful vacuum action, clog resistance, and high capacity without the bulk of typical grass catcher attachments found on other mowers. The Walker GHS is known for its superior vacuuming ability during spring and autumn cleanup when leaves, small twigs, and other debris have accumulated, but it is also recognized for its clean, manicured cut throughout the growing season.

Walker's outfront design lends itself to many unique advantages compared to other mower styles. One of the most convenient features is the tilt-up deck allowing easy access to the underside for blade and deck maintenance. The Walker design uses true deck suspension allowing the deck to "float and flex" and deliver a smooth, even cut; the deck moves independently from the tractor to follow ground contour and minimize scalping. The front-mount deck has more reach and better deck geometry for trimming closer than mid-mount decks typically used on other riding mowers. This is beneficial when working in tight areas and around low-hanging trees and shrubs. The outfront configuration is also an ideal platform for quickly mounting other highly productive attachments. Walker's outfront deck configuration distinctly sets it apart from others.

WALKER MOWERS

WALKER MANUFACTURING COMPANY

5925 E. HARMONY ROAD • FORT COLLINS, CO 80528 • (970) 221-5614 • www.walkermowers.com

USE READER SERVICE # 65

There's a cost associated with materials and labor, but which should be marked up more? *Lawn & Landscape* Online Message Board users offer their opinions on which is more advantageous.

Marked for Profit

by jonathan katz

The investment made in time and materials can pay off with the right markup. But there are varying opinions on what landscape contractors should markup and by how much. Landscape Contractor Janice Waterman asked members of *Lawn & Landscape's* Online Message Board whether or not they mark up the cost of plants and mulch before installation.

"Do any of you double or triple plant material costs?" asked Waterman, owner of Friendship Garden & Landscaping Lawn Service, Fairhope, Ala. Waterman's question sparked an in-depth discussion among Message Board participants about markup amounts and strategies.

TIME vs. MATERIALS. "We're in the business of selling production hours – period," says Andrew Aksar, owner, Outdoor Finishes, Walkersville, Md. Outdoor Finishes. "Most of our materials may have a 5- to 10-percent markup, and that's only to derive the dollar amount that we need to make per hour per man after expenses."

For warranty purposes, Aksar may markup plant material 15 to 100 percent depending on the species. Other Message Board participants agree that profits should

come more from labor markup than materials. "I think the thing to think about is you are providing a service," says Patrick Johnson, owner of Knoxville, Tenn.-based Reflective Gardens. "You are providing labor. Not to say that markups on materials are not very important, but the big picture is labor."

Reflective Gardens marks up materials 20 to 100 percent from the wholesale price, says Johnson, adding that wholesale is generally 20 to 30 percent less than retail in the Knoxville area. Contractors should avoid doubling or tripling the cost of materials because customers can compare prices at their local nursery, Johnson says, stressing the necessity of labor markups. "If anything, I would expect a contractor to be able to locate materials at a discount rate and give me a reasonable deal, and I would expect the majority of the expense to be in the labor," he says.

But contractors provide more than just labor and should make money on the materials they're using, says Dave Epstein, owner, Dogwood Landscape & Design, Islip Terrace, N.Y. "The customer shouldn't be expecting to get materials for a discount," Epstein says. "He should realize that he is

continued on page 112

"CLIP helps Riverside Tree & Landscape organize the future, granting invaluable time to build A GREAT business!"

Marty Yenawine, Manager Massachusetts Certified Landscape Professional Riverside Tree & Landscape Co., Inc.



6th Annual Fishing Expedition

In the Green Industry every minute matters. Effective, successful landscape companies work hard to make every minute count.

In February 2000, with expert *CLIP* technical support the General Manager & I created two pattern customers tailored to our professional landscape maintenance, construction and snow removal operations.

In January 2005, everything we need in our *CLIP* database allows us to actively manage & measure steady growth.

CLIP is the backbone of our organization.

With a fleet of 35 trucks & trailers, 40 employees providing full service design, construction & maintenance services throughout the year we serve a diverse, stable & growing base of commercial and residential clients - all tracked through *CLIP*.

On a dedicated server, *CLIP* is a central point of reference for management with unlimited room for growth! Based on our unique business & production experience *CLIP* stores comprehensive services for each of our clients, allowing for exacting routing, efficient scheduling, excellent crew communications and prompt billing.

With the power of the business at our fingertips client customer service has never been easier. We look forward to

answering inbound service calls with complete customer information at a glance in *CLIP*.

CLIP creates the opportunity to make valuable, proactive outbound sales calls to better serve & build our client base driving the business forward. Our focused efforts to add new clients in *CLIP* is rewarded by long term relationships that depend & trust that when they reach Riverside Tree & Landscape their questions are answered.

Renewals are a snap in *CLIP* with job costing and rapid job review based actual crew performance. Right down to our Wednesday morning training meetings, we track time in *CLIP* dedicated to learning and advancing the highest quality landscape maintenance services available in our market.

CLIP users are also an experienced professional community who apply themselves to integrated business development.

The 16th Annual *CLIP* Conference in November 2005 is an unsurpassed industry event that has remained on our calendar for five consecutive years. The *CLIP* online forum is another opportunity for *CLIP* users to resolve issues and learn from one another.

Make the MOST of your business - convert the valuable time you spend on your business to grow & profit with *CLIP*.

Call 800-635-8485 today for a FREE Demo CD.

www.clip.com

CLIP
Service
Software

continued from page 110

getting premium materials delivered to the jobsite. If your customer were to purchase supplies himself and then have to arrange to get them to his property, the cost would be right up there. Been doing it this way for more than 20 years, and it works fine in our market – I've never had any complaints. You should never be afraid to get your price, and if you settle for anything less, we all know to well you end up getting burned."

"You are providing a service. You are providing labor. Not to say that markups on materials are not very important, but the big picture is labor."

- Patrick Johnson

Contractors will usually need to markup material to recover some costs and replacement guarantees, says Frank Connerney, president, Castle Landcare, Tampa, Fla. Connerney marks up basic materials, such as common plants that have less than a 5-percent replacement rate at 10 percent, he says, adding that the company has a higher markup for larger plants with higher replacement rates.

Contractors should aim for a profit on everything they sell, including materials, says Sal Mortilla, owner, Landscaping Unlimited, Long Island, N.Y. Mortilla says he marks up all materials 200 percent, with higher markups for larger trees. And he marks up mulch, topsoil, decorative gravel and stone 100 percent plus delivery charges and then adds his labor charge, which he also marks up 100 percent.

Epstein agrees with Mortilla that everything should be sold for a profit. "Your overhead expenses are factored into your labor rates," Epstein says. "Picking up supplies for jobs is accounted for in labor rates since there is time involved on that particular job. Material markup is just like any other retailer. You get your product at wholesale and mark it up so you profit on

continued on page 116, sidebar on page 114

Call Us First For All Your Spraying Equipment & Parts Needs!

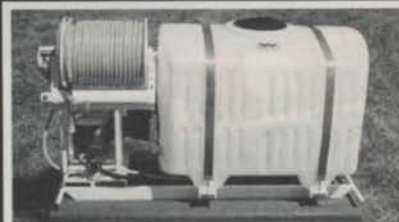
Largest North American Distributor of Many Nationally Recognized Name Brands.



When you need hose, reels, guns, fittings, tanks, pumps, or repair kits, look no farther than Westheffer.

Westheffer Co., Inc.

800-362-3110
www.westheffer.com



100, 150, 200, or 300 Gallon Tanks



185 Gallon & 90 Gallon Tanks

Custom Built Sprayers to Fit Your Needs.



MANY MODELS IN STOCK!

WESTHEFFER PREMIUM SPRAY HOSE

By **green garde**

- ◆ 300' or 400' Rolls
- ◆ Attractive Mint Green Color
- ◆ 600 psi



Truck Load Sale

3/8" ID - \$.50' 1/2" ID - \$.65'

HANNAY HONDA HYPRO GREEN GARDE SOLO TUFLEX TEE JET UDOR

USE READER SERVICE # 67

Jrco Spring Clean-up!

Tine Rake Dethatcher

- Remove embedded leaves and thatch
- Comb up matted turfgrass for quick green-up
- Gives lawn a "hand raked" appearance
- Flexible tines allow zero turning
- 36, 46 and 60-inch widths



Best money I've ever spent. The rakes do an excellent job for my business. Excellent unit. Paul - Plover, WI

Quickest clean-up! I sold my two power dethatchers. Mike - New Britain, CT

Call for dealer **800.966.8442** www.jrcoinc.com

USE READER SERVICE # 68

snowpusherparts.com

YOUR HOME FOR HIGH QUALITY DISCOUNT PARTS. FOR ANY PUSHER ON THE MARKET.

BIG DISCOUNTS ON AFTER-MARKET PARTS THAT FIT ALL BRANDS!

wear shoes, rubber & poly cutting edges, bolt kits, chain & binder kits, cutting edge hold downs, etc.

Purchase from us exclusively on the internet.

USE READER SERVICE # 69

Spice up your tank mix.



Fast control of the toughest weeds.

No wonder QuickSilver is the perfect addition to your tank mix.

What makes QuickSilver™ T&O herbicide the perfect tank mix partner? Maybe it's because when applied in a tank mixture with other post-emergent herbicides, QuickSilver increases the speed of kill and expands the spectrum of control of mature, perennial broadleaf weeds. QuickSilver is tough on weeds, like clover and thistle, but soft on grasses, including Bermuda and St. Augustine.

Just add a little QuickSilver to your tank. It's rainfast in one hour and effective in 24–48 hours. And

since QuickSilver is effective across a wide range of temperatures, it can be used in many geographic regions across the United States.

For more information, contact our Customer Satisfaction Center at 1-800-321-1FMC, or visit: www.pestsolutions.fmc.com.

FMC

© 2005 FMC Corporation. FMC, the FMC logo, QuickSilver, and the QuickSilver logo are trademarks of FMC Corporation. Always read and follow label directions.

QuickSilver™
T&O HERBICIDE

USE READER SERVICE # 70

TRAINING IS NOT. . .

TRAINING IS NOT . . . something you do to someone. The best training is what you do with someone. Just like a great conversation, training should be interactive and thought provoking.

TRAINING IS NOT . . . something you do only when it is convenient. The best training programs are those where the commitment is so strong that it takes place even at the risk of missing an hour of production at the height of the season.

TRAINING IS NOT . . . something that only takes place in the early spring with the hope that it sticks throughout the year. Great training is consistent, focused and timely. It instills consistency in employees that equates to energy and personal success.

TRAINING IS NOT . . . staring at a video or lecturing on facts. The best training teaches employees to develop the critical thinking skills of analyzing, comparing, evaluating, brainstorming and presenting an idea.

TRAINING IS NOT . . . independent of the customer. Training should take place with the customer in mind. If marketed correctly, customers will generally pay a higher price for services performed by professionally trained people.

TRAINING IS . . . an essential tool to the success of the organization and the employees. It drives awareness of the customer, the company and teamwork. It creates a culture that attracts and retains the best employees resulting in increased sales, increased profits and increased satisfaction by everyone on the team.

Jim Paluch is president of JP Horizons, a group of training professionals that have been helping green industry companies develop a culture of learning for over 15 years.



USE READER SERVICE # 71



weighing worth

How valuable is a landscape contractor's time? This question generated a lively discussion among *Lawn & Landscape* Online Message Board participants. Of course, opinions varied on the best methods for how contractors can determine their own pay, but Message Board users seem to agree that contractors should take many factors into consideration before making a decision.

Hourly rates often vary depending on what type of work a contractor is doing. For instance, Terry Duran, Preferred Property Maintenance, Fremont, Calif., says his overall value is \$150 per hour, but his pay when he's using "a pick and a shovel" is \$8 per hour, while operating a tractor may bring in closer to \$100 per hour. Rob Shauger, owner, Advanced Applications, Deerfield, N.Y., says his pay ranges from \$20 to \$100 per hour depending on the job.

When establishing these rates, contractors should first consider their region's cost of living and cost of doing business, says Buddy Markley, owner, Countryside Lawn & Landscaping, Xenia, Ohio. "Then you can look at the bottom line and not the top line," he says. "When I first started, I could get by on \$35 per hour running solo, but nowadays with increased capabilities comes an increased need to bill out more. Then the question would be, 'Work more hours or charge more money within the local industry standards?'"

Contractors should take home the amount of money remaining after accounting for profits because profits should be invested into the company, says Will Sharp, president, Lawn Dawg Services, Matthews, N.C. "All this money is not the owner's salary," Sharp says. "Part of the money I make I will always reinvest in my business – build equity if you will."

But not everyone agrees that profits shouldn't be used as the owner's paycheck. Pay should be based on the contractor's gross profit minus fixed and variable expenses minus the cost of goods sold, says Jamie Connors, owner of Bridgewater, Mass.-based Macon Landscaping Services. Others say their time can't be quantified by a dollar figure. "My time is worth more than I charge or can make in business," says James Binns, president, Earthworks Landscape Gardening, Fayetteville, Ark. "My time is worth enough that I will not work for difficult clients or do jobs that I don't like. I do not define my life by my occupation. Sorry, I can't put a dollar amount on my time."

THE BEST IN TRAINING... JUST GOT BETTER!



Jim Paluch

The Training Challenge is a home run in the ninth inning of the seventh game of the World Series on national television... it is awesome!

Mike Rorie,
Groundmasters, Inc
Cincinnati, OH

NEW! 10 New H2B Topic Outlines

NEW! Detailed Enhanced Spanish Outlines

NEW! New Reference Links

NEW! Train the Trainer Leadership and New Facilitator's Guidebook

YOU ALSO GET:

- **52 Weeks of training**
(Training outlines in English and Spanish)
- **Accountability** that provides follow through even in the busy season
- **Coaching from JP Horizons Inc.** that will help your team stay committed
- **Affordable training** delivered each week
Increased employee retention!
- **Consistent, best-practice sharing** weekly through countrywide feed-back report!
- **Teambuilding, Cross-Training, Mission Focus, Customer Satisfaction**

ACCEPT THE CHALLENGE TODAY!

CALL 877-JPH-JAMS

www.jphorizons.com

 **JP Horizons**
INCORPORATED

Lawn & Landscape

ENHANCED

 **TRAINING
CHALLENGE**

continued from page 112

that and also have a cushion for possible death of plant material."

SEPARATION ANXIETY.

Contractors should markup materials and labor but be sure to separate the two so the materials markup doesn't end up disguising a labor cost overrun, says Rob Shauger, owner, Advanced Applications, Deerfield, N.Y. "If you do not separate any and all materials from labor hours how will you ever truly realize your workforce's efficiency?" he says. "They could be losing time on jobs, which would be a hit on your net from labor, but then your net from markup on materials would cover up the inefficiency and let you think you're OK in your numbers when you're not."

Labor and materials also should be clearly defined when estimating a job, Epstein says. "Labor and materials should be two separate line items on the estimate," he says. "One should not offset or compensate for the other."

But Mortilla says listing materials separately may cause more problems than it's worth because customers may try to negotiate prices if they find the same item in a retail store for less money. "I notice a lot of you say you list materials and labor separate on your estimates," Mortilla says. "Does that mean that you break it down for the customer? If so, I don't understand the reasoning for such a written breakdown. It seems if that's the case, it could open a big can of worms. I do not break it down that way. I provide them with a list of materials and the job specifications and the total estimated price. I would never want a customer to know the breakdown."

Outdoor Finishes itemizes plant

sizes and quantities on job-cost sheets so the company has a detailed account of its expenses but doesn't provide this to the customer. "Everything we do, every step we make is itemized," Aksar says. "Plant delivery? Well, if the supplier delivers, then the delivery cost is shown on the job-cost sheet. If we pick up, then I add in time for picking up. This is all accounted for when the job cost is built."

But when it's time to present the customer with an estimate, Aksar lists the company's prices as one lump sum (see sample proposal, above) to avoid

price conflicts with customers as the job progresses, he says. "If we were to write down on one proposal that were using 12 yards of mulch and we end up using only 10, then they'll expect a refund for the 2 yards," he says. "It just eliminates problems down the road." LL

OUTDOOR FINISHES SAMPLE PROPOSAL

CLIENT INFORMATION:

Frank Homeowner & Helen Homeowner, herein after referred to as client
1804 Crimson Drive
Frederick, MD 21701 (301) 555-0204

Outdoor Finishes, herein after referred to as contractor, is pleased to present, for your approval, our proposal to provide the following landscape installation, as you requested. All work will be completed with the highest quality standards to ensure your satisfaction.

COMPILATION OF WORK TO BE PERFORMED

Contractor proposes to provide all labor, equipment and materials to complete the following: Install landscape beds and plantings in the rear yard of the dwelling, as specified on landscape plan. Please note: some of the plants specified on the landscape plan may be substituted due to availability. Landscape beds and trees rings will be mulched with double shredded, hardwood bark mulch to a depth of approximately 3 inches. Soil amendments will be added to landscape beds. Trees will be staked and wired in accordance with industry standards. Contractor will create one small water feature as specified on the landscape plan (see attachment). Contractor will transplant (2) existing Leyland Cypress and transplant (2) existing deciduous trees. Contractor will supply and install (2) low voltage down lights, (4) low voltage uplights, (4) low voltage path lights (as depicted on landscape plan), and (1) transformer with photocell timer. Contractor will supply and install the following plants (subject to local availability):

ITEM	SIZE	QTY	ITEM	SIZE	QTY
Abies concolor	6-7"	1	Lagerstroemia indica 'Muskogee'	6-7"	4
Aucuba japonica 'Mr. Goldstrike'	18-24"	3	Lavandula angustifolia 'Hidcote Blue'	1 gal	26
Buxus microphylla 'Winter Gem'	3 gal	14	Leyland Cypress	5-6"	6
Calamagrostis x acutiflora 'Karl Foerster'	1 gal	3	Liriope 'Big Blue'	1 gal	37
Cercidiphyllum japonicum	2.5" cal	1	Pennisetum alopecuroides	1 gal	2
Clethra alnifolia 'Hummingbird'	3 gal	1	Pennisetum alopecuroides 'Hameln'	1 gal	17
Fothergilla gardenia	3 gal	1	Sciadopitys verticillata	6-8"	1
Heritage River Birch	8-10'	3	Stewartia pseudocamellia	2.5" cal	1
Holly 'Nellie Stevens'	4-5'	1	Syringa pubescens subsp. Patula 'Miss Kim'	18-24"	9
Ilex glabra 'Shamrock'	3 gal	5	Thuja occidentalis 'Emerald' (E.o. 'Smaragd')	5-6"	3

Turf Damage Repair:

All damages sustained to existing turf will be graded, seeded, and mulched with straw. Seeding will be performed up to the outside edges of the pavers and landscape beds where deemed necessary. Curlex (erosion control material) and sod are not included in the price stated below, however they may be used for additional charges, which will consist of materials and labor. Seeding will only be performed one time; watering and maintenance will be the responsibility of client.

In the event that wet or frozen soil conditions shall prevent contractor from re-grading and seeding the disturbed turf areas, client will be responsible for paying the balance due upon completion of the proposed landscape and hardscape, however client may retain \$600.00 until regrading and seeding is complete.

- All Plant material supplied and installed by contractor is guaranteed for 24 months (see warranty sheet for details)
- Necessary quantities of soil amendments and mulch are included in this proposal
- This proposal DOES NOT include any installation / connections / modifications of any electrical outlets/fixtures to accommodate the low voltage lighting and/or the pump for the water feature. This proposal does not include contractor supplying of any electrical extension cords. These services can be performed for additional costs not included in the Agreement Amount stated below.

AGREEMENT AMOUNT: \$16,571.00 (Sixteen Thousand Five Hundred Seventy One Dollars)

The Agreement Amount stated above includes allowances for the following low voltage lighting materials. The final bill will reflect adjustments if costs exceed or cost less than the following allowances: (10) light fixtures @ \$65.00 each, and (1) transformer @ \$325.00.

PAYMENT SCHEDULE: \$5,524.00 down, \$5,524.00 paid upon delivery of materials, balance paid in full upon completion.

This proposal may be withdrawn by contractor if not accepted within 30 days from date mentioned below.

Contractor Authorized Signature: _____ Date _____
Andrew K. Aksar / Owner

www.lawnandlandscape.com

Check our March Online Extras for additional information on the sample proposal supplied by Outdoor Finishes. Visit the Business Forms section online for more sample proposals.

What does **MESA** look like? If you've used it you know **MESA** slow release nitrogen provides brilliant green color, fast response, and lasts longer than SCU. But now something's different. Rip open a bag that contains **MESA**. It will be easy to spot, just look for the dark blue granules. That's right, **MESA** is now dark blue! **MESA** is another Practical Innovation available only from LebanonTurf. Each dark blue granule combines ammonium sulfate for fast response and great color, with our MethEx



*How can something
that works so fast...last so long?*

Extended-release **MESA** greens faster and lasts longer than SCU.

methylene urea. MethEx methylene urea is released by soil microbes and provides reliable long feeding. Patented **MESA** is the only slow release nitrogen technology to combine the benefits of ammonium sulfate and methylene urea in a single slow release homogeneous granule. So, if it's not blue it's not **MESA**. To learn more, and get a free 40 page Agronomy Manual, visit our web site at www.LebanonTurf.com, click on promotions and enter coupon code LL2035.

LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

Walk, Don't Run

Getting into those hard-to-reach places while saving contractors money is the walk-behind mower's specialty.

by will nepper

The industry's first mowers were walk-behinds. Despite decades of technological advancements in riding mower technology the walk-behind mower still remains a necessary staple in many landscape contractors' arsenals. Its versatility and smaller frame allows it to conquer terrain unsuitable for riding mowers, while getting into tight places to do the type of trimming that would be awkward or impossible with a rider.

Bill Bower, marketing director, Ferris, Munnsville, N.Y., says that walk-behinds still make up a growing and significant portion of his business. "Our numbers for walk-behinds have increased every year," he says.

Kurt Hayes, product sales manager, Cub Cadet Commercial, Valley City, Ohio, sees the market as being more static than growing, but recognizes that the walk-behinds are clearly

here to stay. "There is always going to be a market for walk-behinds," Hayes says. "It's not growing and it's not shrinking. It's pretty much status quo."

"It's a market that is never going to go away," echoes Jim Forrester, distribution manager, Encore, Tulsa, Okla., "primarily because there will always be a need for trimming capabilities and because many property owners are opposed to having riding equipment on their property since sometimes such heavy equipment can leave footprints on their well-manicured lawns."

THE WHENs, WHEREs AND WHYs OF WALKING.

Forrester has observed changes in walk-behind applications in recent years. "Contractors are using walk-behinds in new ways now," Forrester says. "With the advent of the smaller zero-turn riding mowers,

continued on page 120



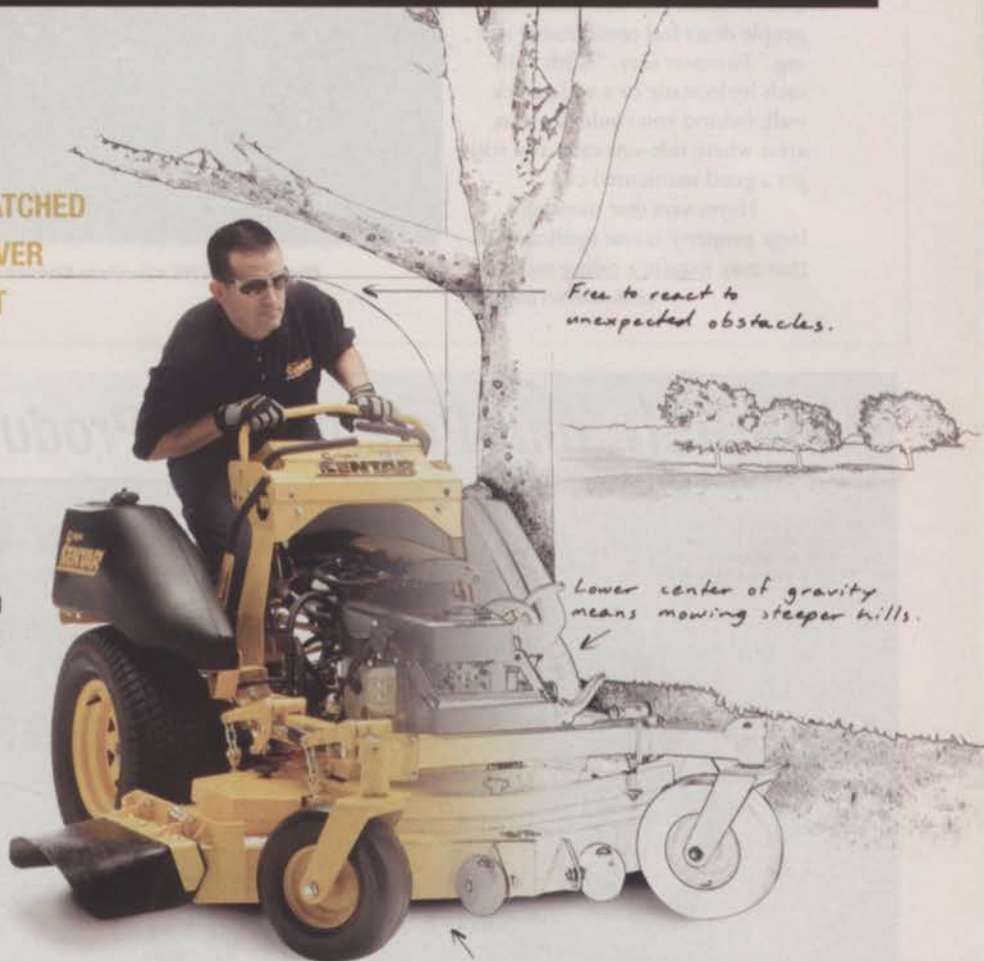
OBSTACLES? MAKE MY DAY.

**WITH WRIGHT'S UNMATCHED
AGILITY, THE LANDSCAPE NEVER
SLOWS YOU DOWN. THAT'S WHAT
IT MEANS TO RIDE WRIGHT.**

To handle obstacles, you have to react quickly—move fast, think faster, and deal with changes before they deal with you.

Wright's Stander and Sentar mowers overcome landscaping challenges with handling no other mower can match. Their unique design uses less steel in construction without sacrificing strength, making them up to 200–300 pounds lighter than the competition. And the smaller footprint and lower center of gravity of every Wright riding mower makes them more agile and more stable than any other comparable mower in the industry.

**Power, performance, and a little excitement.
That's the Wright way to mow.**



Free to react to unexpected obstacles.

Lower center of gravity means mowing steeper hills.

Smaller footprint fits tighter spaces - and puts more mowers on a trailer.

THE WRIGHT WAY TO MOW.

wright[™]
commercial products

For more information, call
1.301.360.9810 or find our dealer
locator at www.wrightmfg.com.

WRIGHT STANDER



WRIGHT SENTAR



WRIGHT VELKE



USE READER SERVICE # 74



continued from page 118

we're seeing them used more often as trim mowers. Those that used a 21-inch trim mower have found that they can cover more ground and use their time more efficiently by using the 32-inch commercial walk-behind. Even a 36-inch deck can get in those tight areas they need to get in and it saves them a lot of time and money."

There are other applications where a walk-behind remains the only good tool for the job. "Walk-behinds are ideal in hilly areas because you can walk where people don't feel comfortable riding," Forrester says. "With a 48-inch hydrostatic or a wide-track walk-behind you could mow in areas where ride-ons can't and still get a good manicured cut."

Hayes says that mowing a large property is one application that may require a riding mower

continued on page 122



Photo: BOB-CAT, a Jacobsen Division of Textron company; Photo from page 118: John Deere

Unleash Your Potential for Productivity

Dixon® Big Rig™ seat suspension system and Cordura™ ballistic-cloth seat with heavy duty foam cushions provide the ultimate in operator comfort and smooth ride.



50" or 60" welded steel cutting deck with Dixon® Tunnel Force™ deck design and 1/4" thick Fusion™ blades. 1" x 3/8" front bottom edge welded reinforcement. Lifetime warranty on leading edge of deck.

Anti-scalp roller enhance flotation over uneven ground

Welded steel frame with lifetime warranty

Oversized, smooth tread front wheels with superb handling and easy turning.

Oversized rear tires for excellent traction and overall handling, low soil compaction, and a smooth ride.

Commercial Warranty

3 Years Parts 2 Years Labor

Available 0% retail financing for 12 months.



Engine Options



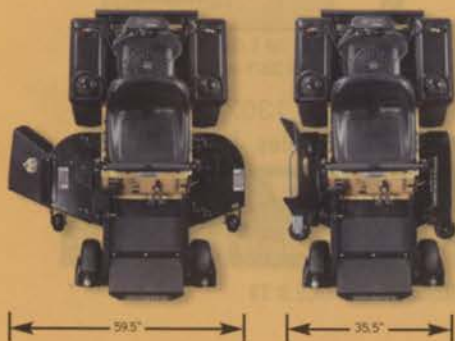
Big Rig™ seat suspension system raises for easy access to belts, pulleys, spindles, and washdowns.

It's Time. For A DIXON®

Toll-Free: 800-264-6075 www.Dixon-ZTR.com

USE READER SERVICE # 75

**ALL 48" RIDERS THAT
CAN FIT THRU A 36" OPENING
RAISE YOUR HANDS.**



SWITCH
ACTIVATED



DECK
FOLDS



FITS 36"
OPENINGS



MORE
SPACE

Our Z-Wing™ 48 zero-turn rider goes places others can't – through 36" gate openings and into tight storage spaces. It can also mow 48" when the wings are lowered.



1-877-835-7841 • www.cubcommercial.com

THE SCIENCE OF COMMON SENSE.

USE READER SERVICE # 76

continued from page 120

over a walk-behind. "Beyond that, I can't think of any application where you couldn't use a walk-behind," he adds.

Hayes believes that price is another factor keeping the walk-behind mower market strong and steady. "Right now the walk-behinds, particularly the eight-gear-driven motors are going to be priced more competitively than what we've seen with riders." But as riding mower prices begin dropping, Hayes wonders how long this trend will continue. "There are smaller riding units being built, especially in parts of the country that have a lot of gated communities. You're going to need something to get through those gates and right now, walk-behinds are less expensive and can do the job."

PRICED TO MOVE. Forrester says that walk-behind prices can run from \$1,800 to \$4,200. Hayes prices a 36-inch gear-driven unit at around \$1,999. Both say that deck size is the most important factor in determining a walk-behind mowers price but Hayes notes that ergonomically positioned controls are in greater demand and also drive a price up.

the quality of drive system and the size of brakes on a belt-drive walk-behind usually affect the price also."

"From our standpoint the 36-inch decks are the most popular," Hayes says adding that the wider the deck, the more likely the buyer could be steered toward a ride-on. "If someone is looking at a 48-inch deck, then there's a good chance

"Walk-behinds are ideal in hilly areas because you can walk where people don't feel comfortable riding. With a 48-inch hydrostatic or a wide-track walk-behind, you could mow in areas where ride-ons can't and still get a good manicured cut." - Jim Forrester

"The quality of deck and spindles and pumps, if it's a hydrostatic walk-behind, are also important," Forrester says. "The amount of reinforcement,

they'll decide to go with a rider."

"I think the trend is definitely going to smaller walk-behinds," Forrester

continued on page 124

Green Industry Promotions!

Postcards
2,500 only \$299



Doorhangers
2,500 only \$679



Brochures
2,500 only \$539



Design - Print - Mail

FREE SAMPLE PACKAGE

www.PromoPrintingGroup.com/green.htm

TOLL FREE: 1-866-831-9902

USE READER SERVICE # 77

Efficiency / Reliability

Mixing & Dispensing Systems Large or Small



- Fill trucks faster
- Uniform fertilizer & chemical mixes
- Save on the chemical usage

Sotera Systems

Pump & Meter Kits



MS460

For mini bulk tanks & drums



#MS 39 1 Gallon
MS 35 1 quart

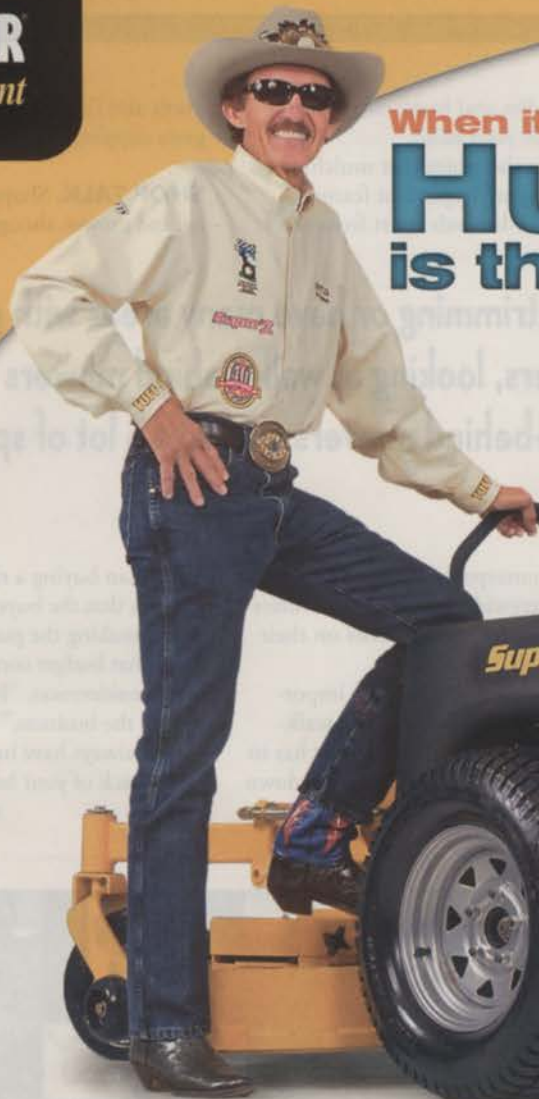
CHEMICAL CONTAINERS, INC. P.O. Box 1307
Lake Wales, Florida 33859

1-800-346-7867

Specialists in Liquid Handling Products & Equipment

USE READER SERVICE # 78

HUSTLER
Turf Equipment



When it comes to mowers,

Hustler
is the **King**

—"KING" RICHARD PETTY, WINNER OF 200 NASCAR RACES

Cutting Across America

To Benefit The Victory Junction Gang Camp!



A custom-painted Hustler Super Z™ is being driven across America to raise awareness and money for the Victory Junction Gang Camp in Randleman, North Carolina.

The "Mow for Victory Tour" will help children with chronic or life-threatening illnesses enjoy a week at summer camp. Hustler will hold a drawing to give away the "Petty Super Z" following the completion of the tour.

You can register to win at any Hustler Dealer. Donations for the Victory Junction Gang Camp may be made online at www.mowforvictorytour.com or dropped off at your local Hustler Dealer.

To make a donation or to check on the progress of the tour, visit:
www.mowforvictorytour.com



Official supplier of
Grounds Maintenance
Equipment to Petty Enterprises



Founded for kids
in honor of Adam Petty.

Official Corporate Partner with
Victory Junction Gang

800.395.4757

• www.hustlerturfequipment.com

USE READER SERVICE # 79

continued from page 122

agrees. "I think it's going to be a 32- or 36-inch market while you still have a mature market with the 48-inch ones. When you get up to that size you're kind of in the attitude of: why walk when you can ride?"

FEATURED ATTRAC-TIONS. To keep walk-behind mowers an attractive choice for contractors, some manufacturers have

streamlined their models to compete with ride-ons. Bower reports some noticeable upgrades like a torque-tuned blade system that enhances maneuverability and ergonomics.

"Ergonomics has been a hot button issue for the last couple of years," Bower says. "There has been significant time spent researching the ergonomics

of the handles and brake controls and how they fit your hand."

Bower also notes that mulching and bagging are important features that set walk-behinds apart from their

ride-on counterparts. "From what I've seen industrywide, most manufacturers seem to have both capabilities on their walk-behinds," he says.

ride-ons. Bower reports some noticeable upgrades like a torque-tuned blade system that enhances maneuverability and ergonomics.

"If you do a lot of trimming or have many areas with gates and other close quarters, looking at walk-behind mowers equals good sense. Walk-behind mowers can save a lot of space."
- Bill Bower

of the handles and brake controls and how they fit your hand."

Bower also notes that mulching and bagging are important features that set walk-behinds apart from their ride-on counterparts. "From what I've seen industrywide, most manufacturers seem to have both capabilities on their walk-behinds," he says.

ride-ons. Bower reports some noticeable upgrades like a torque-tuned blade system that enhances maneuverability and ergonomics.

of the handles and brake controls and how they fit your hand."

Let Us Help You PROMOTE



Customized Printing Programs

- Select your photography from our image collection
- Customized text and layouts made by our talented graphic designers
- Use our "sample print collection" for layout and promotional ideas

Posting Signs

- Promote with up to 4 colors
- Variety of sizes available
- Print one or two sides
- Two different stakes



Call today for a FREE catalog & price sheet!

RND Signs & Printing

www.rndsigns.com . 800-328-4009

USE READER SERVICE # 80



The Commercial Sprayers and Spreaders Engineered Like No Other!



- Highly Productive - Cost Efficient - On -Target Applications -

Wide assortment of Attachment Hardware allows ProLawn Sprayers & Spreaders to fit Front mount, Mid mount, Stand on mowers, Utility Vehicles, ATV's and tractors.

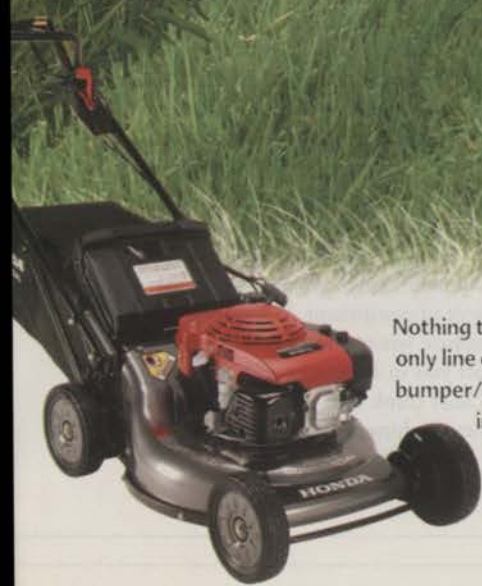
= For Literature and FREE VIDEO Call toll free: 800.292.3628 =



USE READER SERVICE # 81

JUST RELEASED.

The New Honda HRC.



Nothing tames the jungles out there like the new HRC Series from Honda. It's the only line of commercial mowers with twin blade mulching. The HRC features a front bumper/tie-down bar, deck edge guards, and Xenoy® wheels that are virtually indestructible. It's also available with Honda's exclusive Commercial-Grade Hydrostatic Transmission or as a push model. Catch the quiet, fuel-efficient HRC at your local Honda dealer. The HRC: when it comes to keeping lawns beautiful, it's a righteous beast.

HONDA

Power

Equipment

800.426.7701

honda.com

USE READER SERVICE # 82

continued from page 124

decide a walk-behind mower suits you, you can begin talking about deck sizes and run the gamut from there."

From there, Bower suggests contractors look closely at whether or not a walk-behind is the tool for their clients' properties. "If you do a lot of trimming or have many areas with gates and other close quarters, looking at walk-behinds

equals good sense," he says. "Walk-behinds can save a lot of space."

Hayes also recognizes the benefit of a walk-behind's smaller shape and lighter frame. He suggests a contractor examine and understand their customer base before dropping cash. "And obviously they should look at what kind of mowing conditions they are going to be facing,"

he says. "If they're going to do a lot of hillsides or fenced-in yards, then they are going to need to get a smaller unit."

Forrester explains that there are elements of a mower's construction that can offer clues to the machine's quality — like large heavy-duty casters out in front. "A lot of manufacturers try to take the cost down by putting smaller wheels and castors on the front of their decks," he says. "I'd also make sure that it had a bolt-on reinforced top plate on top of the deck. A bolt-on is crucial because a welded piece is just another heat stress point."

"It's also good for a mower to have at least 4- or 5-inch brakes, rather than 3-inch brakes," Forrester continues. "The brakes will have excessive wear from additional steering and it will become a high-maintenance and high-cost item."

Bower also notes that budget concerns are the final and most important consideration. "Especially if you're new to the business," he says. "You should always have budgetary concerns in the back of your head and then if you decide a walk-behind suits you, then you can begin talking about deck sizes and run the gamut from there."

Everyone seems to agree that a contractor should have no problems squeezing the same life span and man-hours out of a walk-behind mower as they would any riding mower. "In the height of the season, we usually get 50 hours plus out of our walk-behind mowers," Bower says.

Forrester points to the simplicity of a walk-behind's maintenance as an added benefit. "In fact, easier maintenance is probably one of the things contractors like most about walk-behinds," he says. "They're generally lower-cost, lower-maintenance products."

"There's slightly less maintenance because you're not traveling at such high speeds," Hayes says. "Your equipment doesn't get the physical abuse that you would with a rider. But you still have to check all of the normal regular maintenance points like the belt blades."

Bower suggests always defaulting to due diligence as you would with any piece of equipment. "Don't skip a day because you're short on time — it will cost you in the long run," he explains. "Don't think that because it's a lower-cost machine that you need to maintain it less." **LL**

approach your work

FROM EVERY SIDE



With many side options to choose from, Reading's got the right platform body for you!

Stake sides, landscape sides, contractor sides, Redi Racks. Whatever your job calls for, Reading has the sides you need to get it done. Not only are Reading platforms versatile, but they are tough as well. A rugged understructure combined with Reading's acrylic e-coat primer and industry exclusive powder coat paint, make our platforms the most durable platform on the market. So, bring it on. Reading platforms can handle it...from any side.



Stake Sides



Contractor Sides



Platform-Toolbox Combination



Redi-Racks



Landscape Sides

Reading[®]

800-458-2226

www.readingbody.com

Celebrating our 50th anniversary in 2005

USE READER SERVICE # 83



T2510 TRIMMER

Displacement: 24.5cc / Output: 1.1 hp

First to Start. Last to Quit.

shindaiwa



Take it outside.

Our company, our products, and our reputation are all built on one principle. Quality. It's what we're made of.



Better parts and better engineering mean greater performance and longer life. At Shindaiwa, we invest more in research, design, and materials to give you a product that out performs the competition year after year.

www.shindaiwa.com

800.521.7733

USE READER SERVICE # 84



What's Growing in Your Clients' Beds?

Keeping customers happy means keeping weeds out of their ornamental beds.

by jonathan katz

If there's one thing lawn care operators (LCOs) can always count on, it's weeds. They're everywhere, and they always want to keep coming back. This may mean more business for LCOs, but they can rest assured that their customers never want to see the unsightly vegetation again.

According to Jeffrey Derr, a professor of weed science at Virginia Tech University, Blacksburg, Va., keeping these customers happy is becoming increasingly attainable through improved herbicides and better identification and treatment techniques. Also, LCOs need to leave the office armed with the knowledge of common ornamental weed problems, how to identify them and the best ways to treat them.

CHECKING I.D. Before developing any weed management program, LCOs must first locate the offending species. Contractors can accomplish this by scouting beds at least twice annually, preferably in the spring for winter weeds and in late summer or early fall for sum-

continued on page 130

Photos: Ball Horticultural Co.



Work Smart



and increase your bottom line.

It's a trimmer.

It's a mower.

It's an edger.

It's a **PROFIT MAKER!**

That's Embark® PGR!

Whether your goal is to reduce labor costs or increase services, Embark gives you a profit making strategy you'll want to incorporate into your programs.

Properly timed applications

of Embark can:

- Keep ornamental shrubs looking neat and trim
- Stretch your mowing schedule during peak growing seasons
- Hold that perfect edge along walks and driveways
- Skip trimming, mowing and edging for six weeks or more*

*Depending on application timing, rate and plant species

We would like to discuss the many benefits of Embark and help you develop a profitable PGR program for your business. Give us a call today.

AVAILABLE AS:

- Embark 2-S Plant Growth Regulator
- Embark Turf & Ornamental Growth Regulator

The MOST VERSATILE Landscape Tool Available!



An Employee-Owned Company

1-800-821-7925

Embark is a registered trademark of PBI/Gordon Corporation.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS

USE READER SERVICE # 85

©2004 PBI/Gordon Corporation

embark.pbigordon.com

continued from page 128

mer weeds because this is when they begin blooming, Derr says.

After identifying the type of weeds, LCOs must know the weeds' lifecycle to develop proper control strategies. For instance, treating various annual grasses, such as large crabgrass, goosegrass and giant foxtail, is similar, but control programs for different types of perennial

grasses, such as bermudagrass or quackgrass, are distinctly different, Derr shares.

Contractors should also know how to separate weed species into their appropriate groups. The most important groups are broadleaves, grasses and sedges. The most important distinction is knowing grasses from sedges, Derr says. Grasses can be identified by their

round or flattened stems and two-ranked leaves. Sedges have triangular stems and three-ranked leaves.

Contractors should know this because most postemergent herbicides and preemergent herbicides designed for grass control do not kill sedges and vice versa. Before beginning treatments, applicators must also know when that particular species germinates because preemergent herbicides need to be applied prior to germination, according to Derr. For instance, the same preemergent herbicides used for crabgrass control in the spring can also be used for annual bluegrass control, but Derr notes that the timing is different. Pre-emergent herbicides for winter annuals, such as bluegrass, must be applied in the late summer or early fall, and summer annuals, such as crabgrass, should be treated in the early spring.

The duration of the germination period is also critical because some weed species, such as large crabgrass, germinate for five months, and most preemergent herbicides will last less than five months, especially in wet years, Derr says. For these shorter germination pe-

"When herbicides are applied on top of mulch, they have a 70 to 80 percent efficacy rate compared with 80 percent or better when treated before mulching." - Jeffrey Derr

riods, Contractors must make sure they maintain adequate herbicide levels during this timeframe, according to Derr.

GAINING CONTROL. There are three main methods for preventing or controlling weed growth in landscape beds. They include cultural control, chemical control and integrated control, according to Derr. Falling under cultural control is hand weeding, mulching, black plastic and landscape fabrics.

Mulches should be 2 to 4 inches thick and shouldn't be piled on top of old mulch because the rotting wood

continued on page 132

Easy Lawn **SIMPLY BETTER** **Easy Lawn**

UP TO 85 PSI
EASY TO OPERATE
LOW MAINTENANCE
HOLDS MORE MULCH
ROBIN SUBARU ENGINE
350 - 1200 GALLON UNITS

WE HAVE JET & MECHANICAL AGITATION UNITS
800 638 1769
VISIT OUR WEBSITE - WWW.EASYLAWN.COM

2005 PRICE REDUCTION ON OUR MOST POPULAR UNITS

USE READER SERVICE # 87

New! **Rumbled® Pavers**
AMERICA'S PREMIER PAVER
Tumbled after firing to create "old world" charm!

The tumbling process creates the cobblestone look of a paver that's been around for hundreds of years.

Our full line of Rumbled® Pavers meets or exceeds ASTM C902 SX Type 1 PA.

Call 1-800-334-8689 to talk to one of the trained paving specialists on our staff.

Pine Hall Brick

Pine Hall Brick Co., Inc. / P.O. Box 11044 / Winston-Salem, NC 27116-1044

USE READER SERVICE # 86

IT'S TIME TO SWITCH

TO BLUEBIRD'S NEW LANDSCAPE EDGER OR CABLE LAYER.



VERSATILE AND PROFITABLE FOR YOUR LANDSCAPING BUSINESS.

That's right, get two for one! The BedBug is the only tool you'll need to design beautiful landscapes. Add the optional CableLayer kit and switch to a new function in a matter of minutes! The Landscape Edger creates attractive curved or straight edged landscape beds while the CableLayer trenches, buries and backfills pet fence or landscape lighting wire in one fast easy operation. The BedBug is powerful, comfortable, transportable, stable, easy to use and simple to maintain. **It's Time To Switch!**

BEDBUG
LANDSCAPE EDGER



**SUPERIOR STABILITY
AND AMAZING
MANEUVERABILITY**

**POWERFUL
PERFORMANCE**



**CONVENIENT
CONTROLS**

**SIMPLE
MAINTENANCE**

**EASY
TRANSPORT**



Watch a video demonstration of the BedBug at
www.bluebirdintl.com or call 1-800-808-BIRD.

BLUEBIRD

USE READER SERVICE # 88

continued from page 130

can create a friendly environment for boring, and excessive moisture may lead to root rot, Derr says. Contractors also shouldn't spread mulch with a sulfur odor because it may have fungus problems. This often happens with mulch that hasn't been turned regularly, according to Derr. Mulches are highly effective in controlling annual weeds,

especially rock mulches, which are more effective than bark mulches, Derr says.

Black plastic is stronger than mulches in controlling weeds but they don't have enough porosity, which can make it difficult for water to get through to the plants' roots. "Black plastic has a place in annual flower beds for short-term use," Derr says. But the material doesn't work

well on slopes because the mulch can wash away during a rain storm.

Landscape fabrics allow water to get through, but they provide less weed control than black plastics. They allow shoot penetration upward through the fabric and downward, Derr says. "You need to keep the fabric totally covered with 1 inch of mulch," Derr says, adding that tree and shrub roots can grow in and around the fabric.

Some chemical companies are now experimenting with chemically treated landscape fabrics, which slowly release an herbicide. These fabrics provide greater

continued on page 136, sidebar on page 134

CARSON™
The Trusted Valve Box
for 37 years.

Since 1968, CARSON has been the quality leader for Valve Boxes, and today produces more than any other supplier in the world with millions installed around the globe.

Our newest innovations include:

- HosEnclose Hose Storage System
- Capture-Flow Stormwater Products
- Quality Drainage and Fittings Products

CARSON—Specified and Preferred Worldwide

Made in the U.S.A.

CARSON
SPECIFIED AND PREFERRED WORLDWIDE

1160 Nicole Court • Glendora, CA 91740 USA • Toll-Free: 1-800-735-5566
Phone: 909-592-6272 • Fax: 909-592-7971 • www.carsonind.com

> common weeds
in landscape
beds

Summer annuals:

- Grasses – large crabgrass
- Sedges – rice flat sedge
- Other monocots – dayflower
- Broadleaves – common groundsel and spotted spurge

Winter annuals:

- Grasses – annual bluegrass
- Broadleaves – common chicweed, hairy bittercress and sowthistle

Biennials (broadleaves):

- Musk thistle
- Wild carrot
- Cutleaf evening primrose

Perennials:

- Grasses – bermudagrass and quackgrass
- Sedges – yellow nutsedge
- Broadleaves – creeping woodsorrel, yellow woodsorrel, dandelion and poison ivy

– Jeffrey Derr

I DESIGNED THE BODY, BUT MY ISUZU CREW CAB MAKES IT WORK.



Jay Boyce, owner of Boyce Landscape Inc., knew just what he wanted to make the perfect landscape truck, but he needed a very special truck chassis to complete the picture.

As Jay puts it; "The body I designed had a place for everything, but to make it work, I needed a truck that could handle the load and carry a six man crew as well. (Legally, with seat belts.) My clients are very upscale, so the truck had to look good on the job. I also wanted a very tight turning radius, so drivers could maneuver in narrow areas. And finally, it had to be dependable, because down-time is a killer in this business. My Isuzu dealer had just the right truck, the Isuzu crew cab."

Would a perfect landscape truck work for you? It's as near as your phone, just call 800-785-5445 ext. 2362, or visit us at www.isuzucv.com/ll.

ISUZU
TRUCK

"ASSET™ is highly versatile. It does exactly what we need it to do.

A uniform bidding process and format was a must. We also needed a company able to respond quickly when we needed them. Include delivered. And ASSET™ freed up our office personnel to enter bids, which freed the sales staff to do more selling."

*Bruce Birdsong, President
Precision Landscape Management, Inc.*

800-475-0311
www.include.com

INCLUDE
software power tools

USE READER SERVICE # 94



meeting customer product perceptions

Ask three lawn care clients to describe a well-manicured lawn or the perfect planting bed and you're likely to get three different responses. Each client has a unique perception of quality and those perceptions can make or break lawn care companies. When it comes to customer satisfaction, knowing each client's perception is everything.

Gary LaScalea, president of GroGreen, Plano, Texas, understands that if his company doesn't treat its customers' lawn care perceptions as reality, a competitor will. "While service varies regionally, all lawn care operators need to have a personalized client approach," he says. "Success begins with direct client service to meet individual client needs, not broad-brush approaches."

Knowing the nuances of customer perceptions requires dedicated service technicians, who are the front line of quality assurance. These technicians increasingly face pressure to meet individual needs while maintaining profit margins, LaScalea says.

As with any market paradigm, customers want more for less. In the past, if a customer called to say they still have weeds after an application it was considered a service call. Today, that same call is considered a complaint, says Darrel Nail, vice president and general manager, GroGreen. "Customer expectations are much higher than in the past," he says. "Lawn care operators didn't used to treat weeds, like dandelions, in the summer, especially in the intense summer heat of Texas, where improperly applied chemicals could kill the grass, but customer pressure forces us to find solutions."

As a result, LaScalea says he's looking to chemical manufacturers that provide broader efficacy so his programs can meet customer needs more consistently. Finding chemical partners with this broad range is getting more challenging. In the past decade, the EPA has eliminated pesticide products from the market, forcing lawn care operators to seek other chemicals to meet customer demands. Consequently, though GroGreen always seeks the optimum cost-performance balance in the chemicals they use, they also have to factor in the risk of trying something new. "We were avidly using one herbicide product but two years ago we tried another herbicide and used it at its recommended rates for its five- to six-month residual," LaScalea explains. "The temperatures rose and our customers experienced widespread crabgrass problems in May, which created twice as much work for our technicians, decreased profit margins and diminished customer trust. We found out the hard way that the herbicide residual in our environment was less than expected and this new product's 'rainfast' claim didn't hold true."

The technicians were hit hard. "It's one thing for customers to complain, it's another when the technicians complain," Nail says. "We want our technicians to trust our chemical choices because their trust is conveyed by way of confidence to the customer."

"Now, we're using the original herbicide again, and our technicians are happy and confident," LaScalea says, adding that after experimenting with alternatives, GroGreen relies even more on one product's efficacy to meet customer demands.

Now you can judge a valve box by its cover.



20% LARGER ACCESS AREA through the top than the leading competitor.

BOLT HOLE KNOCK-OUT keeps critters out when bolt is not used.

SHOVEL ACCESS SLOT for easy removal of lid.

INTERLOCKING FEATURE locks two boxes together when fitted bottom-to-bottom for deep installations.



KNOCK-OUTS built into all four sides.

KNOCK-OUT RETAINERS hold removed knock-outs in place during backfill.

BEVELED LID EDGES prevent damage from lawn equipment.

CORRUGATED SIDES for greater strength before AND after knock-outs are removed.

Install Confidence: Install Rain Bird® Valve Boxes.

Rain Bird® Valve Boxes are the first boxes specifically designed to meet the needs of irrigation contractors. Knock-outs and other unique features make installation faster and easier.

Another great feature isn't even on the boxes: Earn *Rain Bird Points* on all valve boxes*.

Rain Bird has built a better valve box. For complete details, visit www.rainbird.com/valvebox.

*Not a Rain Bird Rewards member yet? Sign up at www.rainbird.com/rewards or by calling (888) 370-1814.



RAIN BIRD®

USE READER SERVICE # 93

continued from page 132

weed control and root suppression than straight landscape fabrics, Derr says.

LCOs can use a variety of preemergent and postemergent herbicides to control weeds in landscape beds. Before using them, LCOs should read and follow all label directions. On bedding plants some site preparation may be required, including rototilling, transplanting and irrigating before applying a granular preemergent herbicide and then mulching and irrigating again. Granular herbicides are typically better for beds because some liquid applications can damage the plants, Derr says. Sometimes combining two control methods are better than one. LCOs can apply preemergent herbicides and mulch but should apply the herbicides prior to mulching for best results, Derr suggests. When herbicides are applied on top of the mulch, they have a 70 to 80 percent efficacy rate compared with 80 percent or better when treated before mulching, according to Derr. **LL**



FINN

FINN BARK BLOWER™

Save Time and Money
with Every Application!

FINN BARK BLOWER™ **BB200**



"Because I was able to blow mulch instead of lay it by hand and shovel, I was able to minimize my staff and maximize the speed at which I was able to complete jobs. My profits grew and my customers were happy that I was able to provide faster service."

Call us to learn more about the BB200 Bark Blower and we will show you how quickly Finn equipment will pay for itself and increase your profits!

FINN
SMARTER WAYS TO WORK

800-543-7166
www.finncorp.com

IECA
INTERNATIONAL EQUIPMENT CONTRACTORS ASSOCIATION

Finn Corporation 9281 LeSaint Drive, Fairfield, OH 45014-5457

Code: 030105LL

USE READER SERVICE # 91

The Spade



Increase productivity - Decrease Labor
Let the SPADE do the work for you!

A "patented" and versatile piece of equipment that attaches to any brand of skid loader designed to:

- Aid in planting shrubs and large trees.
- Constructing retaining walls and digging in horizontal banks.
- Digging trenches for drain pipe installation and irrigation
- Move soil, compost, or mulch with the Spade's 1/2-yard bucket that is already attached
- Move the plant from the truck to the planting site with the boom-like design and chain attachment with greater ease

Almost no maintenance - Replace digging teeth and go!

We are proud to announce the Mini-Spade that attaches to mini-skid loaders. Now available!
Dealers Inquiries welcomed!
We Accept Visa & MasterCard

For more information or to order call:

TRIPLE D ENTERPRISES 1-800-478-7077
Or contact us at WWW.TRIPLED-ENTERPRISES.COM

USE READER SERVICE # 92

**TO MAKE IT
ON THIS TURF,
YOU NEED THE
POWER MORE
PROFESSIONALS
DEMAND.**



Find out why more people who cut grass for a living prefer to do it with KOHLER powered riding equipment. Visit KohlerEngines.com, or call 800-544-2444, ext. BJZ

KOHLER
ENGINES

USE READER SERVICE # 95

Strike First

Lawn care operators can minimize late-season customer complaints by including grub control in their annual programs.

by jonathan katz

Grubs can be tricky pests. They love moist soil conditions but often don't show signs of their existence until warmer, drier conditions. That's why many lawn care operators (LCOs) in regions where it was wetter than normal in 2004 are being cautiously optimistic about last year's low incidence of grub damage.

These deceptively lush, green lawns have many LCOs encouraging their customers to opt for preventive grub control treatments this year that will guard their clients from unforeseen grub infestations. LCOs in the Northeast and Midwest where it was unusually wet and cool in 2004 are anticipating more reports of grub-related stress if lawns begin drying out, meaning proactive approaches may become essential for their clients and businesses in 2005.

It may be too early to predict this season's weather, but LCOs say they're pre-

paring for the worst. "It's difficult to project, but if we get into a dry spring and summer, we could see more grub pressure," says Gil Chappell, a staff consultant for Lawn Pro of Johnson County, Lenexa, Kan. "It just may be that the grass is under more stress, so you'll see the damage sooner than you may when you have a wet spring."

Experts agree that grub damage could be more noticeable this year. "For most of what I consider to be the cool-season zone, all the rain masked most of the grub damage and activity," says David Shetlar, associate professor of landscape entomology, The Ohio State University, Columbus, Ohio. "We had a mini summer, and finally in September and October it got drier and people were going bananas because the skunks and raccoons were digging things up, but without the drought stress, grubs weren't showing up."

Shetlar adds that grub populations may potentially "go off the scale" in 2005 because



Photo: Texas Cooperative Extension

of last year's wet conditions. Most grub eggs require at least 10 percent soil moisture to survive, says Rick Brandenburg, turfgrass entomologist, North Carolina State University, Raleigh, N.C. From 2001 to 2002, dry soil reduced grub populations, which usually take two to three years to recover, according to Shetlar. Recent above-average precipitation will likely boost their numbers, he says.

The Mid-Atlantic region also experienced heavy rainfall and sporadic grub infestations, Brandenburg says. "It's going to be difficult to predict," he reports. "We've had good weather for grubs to survive and good soil moisture — no weather that would cause them to decline. It gets back to the whole challenge of managing them, and you don't know they're there until they show up."


The wet weather didn't stop grubs from tearing up lawns in Battle Creek, Mich. "They did a lot of damage in the summer and fall before and that following spring the actual damage showed up, and the grass didn't come back, and we had acres and acres of turf that was turned to dirt as a result," says Chris Ostrander, operations manager, Battle Creek Landscape Service.

Much of the turf problems occurred in low-income areas where many residents don't fertilize, possibly contributing to the situation, says Ostrander. The water-logged soil could result in much of the same this year. "We have had two seasons in a row where we've had more rainfall than normal," he says. "In fact, we had some records this past summer, so I would guess that would probably have something to do with the

grubs and other insects being able to fare a little better."

CHECKING I.D. Wet weather isn't ideal for all grubs, and not all grub eggs hatch at the same time of year. Before applying any grub control, LCOs should know what species they're dealing with and how to find them. For instance, in parts of New England the European chafer tends to prefer dry, sandy soil, according to Pat Vittum, professor of entomology, University of Massachusetts, Amherst, Mass. Drier conditions this year may result in infestations of grubs in New Hampshire where Japanese beetles and European chafers are the most common grub species, says Christian Day, operations manager, The Greenskeeper, Plaistow, N.H. "I don't anticipate

continued on page 142

A golden retriever dog is shown in a grassy yard, sniffing a molehill. The dog's legs are covered in dark mud, suggesting it has been digging. In the background, there is a white house with dark shutters and a large tree.

**One of the few lawn pests
new ARENA® can't control.**



Season-long control of grubs plus control of chinch bugs, webworms and other damaging insect pests.

New ARENA® Insecticide from Arvesta may not solve all of your pest problems, but it sure takes care of the key ones.

Along with exceptional season-long control of white grubs, ARENA stops chinch bugs, sod webworms and billbugs dead in their tracks. Plus, it offers suppression of cutworms and mole crickets.

You'll also like the fact that ARENA Insecticide features an excellent safety profile, including a restricted entry interval (REI) of just 12 hours. And it comes in your choice of convenient spreadable or sprayable formulations.

This year, ask your turf products supplier for the new standard in broad-spectrum insect control — ARENA Insecticide from Arvesta. To learn more, visit www.arvesta.us/arena or call 1-866-761-9397 toll free.

Arena®

Arvesta
T&O

continued from page 139

it being as wet as last year, and the drier and warmer it is typically the worse they are," he says. "Generally lawns respond a lot better and can sustain more of an infestation if they're properly watered."

Technicians can check for grub infestations by digging up small portions of the turf. An acceptable level is typically less than five grubs per square foot, Day says. But when there are 15 to 20 per square foot they can cause serious damage, he adds. Shetlar says a typical infestation is six to 10 per square foot.

When Ostrander is conducting a fertilization estimate he might dig in six to eight different spots on the lawn to check grub populations, he says. If he sees anywhere from five to 20 grubs in one shovel full, he may recommend to the client a preventive program. Grubs in Ostrander's area are more prevalent near the edges of the lawn, closer to asphalt and concrete where it's typically warmer, he says.

Lawns that are already damaged from grubs will form irregular-shaped patches similar in appearance to drought stress. The technician can either dig in that area or try pulling up on the browning grass. If grubs are present, the grass will usually lift up easily and will reveal grubs underneath, Chappell says. Another sign of grub infestations are holes from animals that feed on grubs, such as skunks and raccoons.

Once a grub problem is identified, LCOs should keep records of where and when they occur, Shetlar says. "My feeling is that this isn't rocket science, and any company that has customers of a year or two and kept records knows which have had problems in the past with white grubs, and I see no reason to wait until the insects cause trouble again to begin treating," he says.

PERFECT TIMING. When it comes to curative grub controls, manufactur-

ers just don't make them like they used to, say some industry professionals. In the past, a curative application was strong enough to control grub infestations. Environmental regulations have pushed most curative insecticides off the market, and the ones that do exist provide limited residual effects, say many contractors. For instance, in Maine, curative products have been phased out completely, according to Vittum. One of the two main curative products still available in the U.S. lasts three to five days, Shetlar says, adding that some of the older products that are no longer available could last up to 30 days.

Now, many LCOs are turning more toward preventive measures to kill grubs before they hatch. Preventive products have been around for years, but in the past they didn't provide the same level of control they do today. Some of the newer products provide

continued on page 144


Don't Gamble on Your Diamond Blades

INVENTORY BLOWOUT
ALL 12" \$79 ALL 14" \$89

All blades have 10 mm segments

All orders freight delivered - NO SHIPPING - UPS ground only

Choice of **FREE T-shirt or Deck of Cards** with every order

Quality

Diamond
Tools



1-800-285-0163

OPEN 7 DAYS A WEEK

CALL FOR A FREE CATALOG

www.qualitydiamondtools.com



USE READER SERVICE #97

PennMulch. When seeding
Seed Accelerator jobs fail your

phone rings off the hook, your customers get upset, your schedule falls apart and your profits fly out the window. With its patented Moisture Cell Technology™ each PennMulch pellet expands to four times its size, retaining water to speed up germination. It protects your seed and only PennMulch provides just the right amount of starter fertilizer with one easy application, and without adding a single weed seed.



Help give grass seed a better start at life.

PENNMULCH[®] SEED ACCELERATOR™ TO THE RESCUE

Users agree, and university research confirms, PennMulch provides faster establishment, more uniform fill in, and up to 36% more grass than seed alone. PennMulch may not get it to rain, or get your customers to water, but it will reduce callbacks and improve customer satisfaction! You can find out more about amazing PennMulch by visiting our web site at www.LebanonTurf.com. Click on "Promotions" and enter coupon code LLI035 to receive a complete 40-page agronomy manual absolutely free! Ask for PennMulch at your nearby LebanonTurf dealer and make sure your seeds succeed.

LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

continued from page 142

control for up to 60 days. Technicians should be careful not to make applications too early in the year because the insecticide may not last through the first instar when it's most effective, Shetlar says.

"With the new chemistry, we attain the highest level of control when used preventively," Brandenburg says. "It also works later in the summer with larger grubs. Even though the control is not as high, it is acceptable and prevents turf damage."

Application timing for early-stage treatments can vary depending on region and grub species. Lawn Pro spreads its preventive grub control treatment in late June to early July to primarily control masked chafers, Chappell says. This way, the material is already in the soil before the eggs hatch in late July or early August. Lawn Pro will sometimes apply the treatment slightly earlier to catch other insects

because the insecticide the company uses has a broad spectrum of control, Chappell says.

Medina, Ohio-based Lucas Lawns applies its preventive treatment during the first week of July to control masked chafers and Japanese beetles, which hatch in September, says company Owner John Lucas. It takes the company's technicians approximately three weeks to complete applications for its 750 customers who receive grub control, Lucas says. Battle Creek Landscape Services will sometimes provide two preventive treatments to protect lawns from Japanese beetle grubs and European chafers, which each have two hatching cycles, Ostrander says. The company provides one application in the spring shortly after the last frost and another in the fall.

PRICEY PESTS. Proper application timing is also essential because preven-

tive insecticides can be costly, so LCOs should be careful not to apply the products when they're not needed. A liquid curative product costs about \$50 per acre and the granular is about \$80 per acre, according to Shetlar. The preventive liquid is \$75 to \$80 per acre and a granular can run up to \$120 per acre when it's mixed with fertilizer, Shetlar says. Lucas estimates that the insecticide he uses for grub control costs 25 percent more than most of his other lawn care products. However, product costs could drop in the near future because of expiring product patents, Shetlar says.

The higher product costs makes pricing critical for LCOs. Battle Creek Landscape Service uses a granular preventive insecticide without fertilizer, Ostrander says. The company charges a \$15 base price for all lawns less than 20,000 square feet plus \$7 per 1,000 square feet, according to Ostrander.

continued on page 148; sidebar on page 146

Z SPRAY

Z PLUGR

ZERO-TURN STAND-ON SPRAY SYSTEMS
 • Hydraulic hopper drive system • All stainless steel construction

STAND-ON ZERO-TURN TURF RENOVATOR
 Additional attachments available

L.T. RICH PRODUCTS, INC.
 Call 765.482.2040 for more information
www.z-spray.com
 Patents Pending

USE READER SERVICE # 99

TURBO TURF
HYDRO SEEDING SYSTEMS

300 GALLON UNITS FROM \$ 3695.00

500 GALLON UNITS FROM \$ 4795.00

- * Grow great lawns in half the time.
- * Fast and easy one man operation.
- * Great power & precise trimming.

Call us for a FREE video & info pack!
TURBO TECHNOLOGIES, INC.
 1500 FIRST AVE, BEAVER FALLS, PA 15010
 800-822-3437 www.TurboTurf.com

USE READER SERVICE # 100

For a Perfect Cut, Wet or Dry.

No
Payments
till **2006**
12 months no pay
deferred interest
at participating
dealers OAC.



Taller, more powerful Tunnel Ram™ deck design creates more suction and wind force than any mower in its class.

Husqvarna's Zero Turn mowers with our Tunnel Ram™ deck design is the first industry-significant improvement in cutting technology in more than a decade – and our competitors are playing catch up. A Tunnel Ram deck is a full seven inches tall and has a built-in wind tunnel in its forward chamber that creates hurricane strength blowing force and tornado strength suction. Add in the angled leading edge that allows grass more time to stand up straight and you've got a superior productivity machine that reduces choking and clogging and provides greenskeeper cut quality. You can only find Tunnel Ram tucked beneath our new, full featured zero turn mowers – extended wheel bases and super-wide rear tires, foldable ROPs, externally greaseable heavy duty spindles backed with a three year warranty.

To locate a Husqvarna retailer near you call **1-800-HUSKY62** or visit www.husqvarna.com



TOTAL SOURCE

Our Total Source Solution can give you consistent and dependable speed, power, handling, and performance in every piece of equipment you own. One company, one source, so many solutions.

THE FOREST, LAWN & GARDEN
EQUIPMENT OF



NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.

 **Husqvarna**

© 2005 Husqvarna



time traps

Lawn care operators (LCOs) don't have to be entomologists or even well educated on grub life cycles to know when beetle eggs will hatch. Light and pheromone traps can be used to monitor when beetles are laying eggs, providing LCOs with a time frame for when the eggs will hatch.

Light traps feature black lights with baffles that can deflect attracted beetles into a container, according to *Destructive Turf Insects*, authored by entomologists Harry Niemczyk and David Shetlar (To order, call Debbie at 800/456-0707). A plastic pest strip or a cotton- or cloth-filled can containing an insecticide is placed inside the container to kill the beetles immediately. The trap can be used to monitor flight activity of night-flying beetles such as May-June beetles, masked chafers and black turfgrass ateniens. LCOs can

then monitor how many beetles land in the trap. When a major peak in numbers occurs, grubs will begin hatching two to three weeks later, says Rick Brandenburg, turfgrass entomologist, North Carolina State University, Raleigh, N.C. The light trap costs \$150 to \$200, according to Brandenburg.

Pheromone traps work in a similar fashion. Pheromones are the chemicals insects use to locate each other. This chemical can be used to attract Japanese beetles into a trap equipped with a bag that can be hung from a tree branch. Research has shown that the traps only capture 50 to 60 percent of the beetles attracted to the trap, and it often attracts more beetles than would normally appear in the area. Pheromone traps can be purchased through a biological supply company for less than \$10 each, Brandenburg says.

**LANDSCAPE DESIGN
and
BUSINESS MANAGEMENT
SOFTWARE**

**GARDEN[®]
Graphics**

1.800.710.1900

Payment Terms
Available

www.gardengraphics.com

Handwritten on sticky note:

- GREAT LOOKING DESIGNS.
- REPORTS
- PROFIT/LOSS
- QUICKBOOKS LINK
- DAN SAYS THEIR SUPPORT IS AMAZING!

Husveta

USE READER SERVICE # 102

Husveta

Introducing a powerful addition to the industry-leading Lazer Z[®] lineup with

MONSTER

productivity

Mows up to 7.0
acres per hour



Ground speeds
up to 12.0 mph

POWERED BY
VANGUARD
INDUSTRIAL POWER



Buckle up and grab hold. This monster is not for the meek. With a 31-hp Air-Cooled BIG BLOCK V-Twin at its heart, you'll notice a difference from the moment you turn the ignition. Drive it off the trailer. Engage the deck. Large capacity pumps, high-torque wheel motors and the 60- or 72-inch UltraCut™ deck work together to power this beast through anything you put in front of it. And left behind, you'll see the precise quality of cut only Exmark can deliver. Yes, we've created a monster—the Lazer Z[®] XS. Experience its power firsthand. **For a FREE DVD and the name of the Exmark Dealer nearest you, contact us today.**



eXmark
NOBODY DOES IT BETTER

1-888-EXMARK1 • www.exmark.com

Web site also available in Spanish.

Best-Selling Brand of Mowing Equipment for the Landscape Professional

USE READER SERVICE # 103

continued from page 144

The company includes its costs such as overhead, fuel, insurance benefits and product expenses plus a markup, in that price. Ostrander factors in \$30 per hour for overhead expenses and marks up a \$77, 30-pound bag of grub control to \$119, he says.

The Greenskeeper pays \$45 per bag for a preventive product that's

bonded to a fertilizer, Day says, adding that the company aims for a 25-percent markup on this product. The Greenskeeper charges \$75 for a 10,000 square foot lawn, which includes expenses, such as overhead, insurance, workers' compensation and fuel, Day says.

Oftentimes these prices are included as part of a full lawn care

program rather than being priced separately. Battle Creek Landscape Service used to offer grub control as an add-on service but now includes it with the company's entire lawn care package because of increased demand, Ostrander says. "We actually put grub control on everybody's bid now as part of a preventive program, and I let them know when I'm selling it that this isn't because they have grubs - everybody has grubs," Ostrander says. "This is a preventive measure to keep them from multiplying and causing damage to turf."

Nearly all of The Greenskeeper's customers receive grub control with their lawn care program, Day says. By doing so, the company is insuring itself against future problems and reduces the likelihood of customer complaints further down the road, Day says. Some companies will make grub control an option so they can price more competitively, but those LCOs may face more headaches down the road, Day says. "This way, down the road if something happens, they don't come to us and say, 'Why didn't you do that?'" Day says.

Costliness is why Lucas Lawns offers grub control as an add-on service. The application is priced separately from all other lawn care procedures, Lucas says. "Grub control products cost a lot more than other applications, so it can't be priced the same as a regular lawn application," Lucas says. "Sometimes it's difficult to sell that particular application because it costs quite a bit more."

Lucas says he tries to overcome the challenge of selling this costly service by explaining to customers that although they may not have a problem now, the potential is there. "I normally preface it by saying that I hope you don't have grubs, but this is kind of like an insurance policy," he says. ■

PATENTED AUTOMATIC GATE OPENING!!



- Stainless Steel Construction
 - Sealed Motor • Debris Shield
 - One button/foot operation
 - Quick detach on & off.
- 
- Receiver Tube Mounting
 - 800-847-8958 •

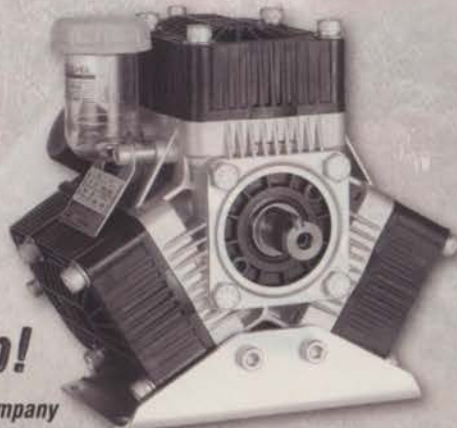
Models for Dixie Chopper, EX Mark, Ferris, Walker Great Dane, Ransomes, Toro, Buntan, Lesco & MTD.

COMBINED MFG. INC.
www.4mowerproducts.com

USE READER SERVICE # 105



**If it's Not a
CDS-John Blue
Spray Pump...
It's Just a Pump!**



CDS-John Blue Company is the only company to offer a complete line of polypropylene pumps. Our patented Poly Millennium Series pumps will handle acid and other highly corrosive products. The patented thick poly walls will also withstand abrasive products, which causes pump failure in other product lines.

Plus we have a complete line of diaphragm and piston spray pumps to fit your every turf, lawn and landscape need. With pressures available up to 725 psi and flow rates from 4.3 to 67 gpm, these are some of the most versatile spray pumps on the market today.

When the time comes for you to buy a spray pump - Buy More Than Just a Pump. Take a closer look at the CDS-John Blue Diaphragm Spray Pumps.

CDS-John Blue Company
Division of Advanced Systems Technology
800-253-2583 • 256-721-9090 • Fax: 256-721-9091,
www.cds-johnblue.com

USE READER SERVICE # 104

> more information

For more information on how one lawn care operator successfully added grub control to his service mix, see Business Opportunities on page 76.



YOU WANT TORQUE? YOU GOT IT!

THE NEW SRM-261T FEATURING 50% MORE TORQUE.

ECHO
Ask Any Pro!™

Selling Service

Adding on irrigation maintenance and repair work can create steady revenue and establish life-long customers.

by jonathan katz

No matter how well they're constructed, irrigation systems are bound to fail at some point. In fact, some irrigation contractors claim that fixing the systems is more profitable than setting them up. Overall, installation jobs typically pay more but also require more overhead and usually occur less frequently than maintenance. Service programs can "create customers for life" without a significant investment in labor and materials, says John Eggleston, general manager, Service First Irrigation, Lansing, Mich.

SERVICE vs. INSTALLATION. Installation requires a considerably higher investment in materials, such as trenchers, backhoes, trucks and trailers, than service, according to Eggleston. Installation is also subject to many variables, such as equipment failures, the weather and dealing with

multiple contractors who may also be working at the site. For a service job, contractors may spend \$2,000 on materials, such as wire and hand tools, whereas in installation a contractor may spend \$30,000 to \$60,000 in equipment, Eggleston explains. "There's a huge profitability difference in just trying to recoup your equipment investment," he says.

Jeff Kauffman, owner of Fort Worth, Texas-based Jake's Lawn Care, agrees that irrigation maintenance can be more profitable than installation. "With installation, you've got more labor, bigger trucks, Ditch Witches and boring machines," he says. "On an installation job you may need to make \$400 to \$500 a day to reach a profit, whereas in maintenance you may only need to make \$50 to \$100 a day."

Service provides opportunities for life-long customers compared with installation, which is typically a "one-time shot" because



Photo: Personal Touch Landscape & Irrigation



those jobs are usually competitively bid, Eggleston says. In service, contractors are working with components that must be continually maintained, often resulting in a stable customer base. "Once we build a service base, we can use that to recoup our overhead costs and not have to worry about reselling it year after year," Eggleston says.

Irrigation service can also present some marketing advantages over installation. Contractors who provide lawn maintenance can offer sprinkler services to their current customers, especially when they notice problems that can be corrected. For instance, contractors can notify clients if a sprinkler head is too high or certain areas of the lawn don't seem to be getting enough water, Kauffman says. "It's a matter of trying to educate the customer and going

through the system and offering them a one- or two-time checkup to make sure everything is being watered effectively," he explains.

Robert Kinnucan, president of Lake Bluff, Ill.-based Kinnucan Co., says irrigation construction has been more profitable for his company but agrees that targeting current clients is the best way to attract new maintenance business. "They're already familiar with us, and we're familiar with them," Kinnucan says. "It's the least cost with the greatest results. When our people are out on a client's property, they may spot a leaky head or an area of landscape that's been overwatered or underwatered or not being irrigated at all. They can then bring that to the attention of the client, and that's a great way for us to pick up a new irrigation account."

Some contractors say installation is more profitable as a one-time service but that maintenance provides steady income. "I know our maintenance service is profitable," says Stephen Nagle, president, Personal Touch Landscape and Irrigation, Destin, Fla. "We do a monthly walkthrough, and any additional repairs are billed at a time-and-materials rate."

Also, by establishing a resume of steady maintenance customers, contractors can make their business more attractive to investors in the future, Eggleston says. "Companies will buy your customer service base, especially if they're under contract," he says.

PRICING AND PROFITABILITY. Let the bidding wars begin. Installation projects can be highly competitive, re-

sulting in lower markups and less profitability. Eggleston estimates that contractors can usually charge \$60 an hour per technician for maintenance work vs. \$40 an hour per technician for installation. Kauffman charges \$65 to \$85 per hour depending on whether he's bringing along a helper. Profitability on materials in service work is higher than installation because the materials can typically be sold at list price with a markup of 25

to 50 percent to cover overhead, whereas installation materials are often priced at a discounted rate because the job is competitively bid, according to Eggleston. Personal Touch Landscape marks up materials 150 percent, according to Nagle, and Kinnucan marks up materials by 52 percent and labor 68 percent for its installation and maintenance services. Jake's Lawn Care charges double its costs on materials because they already come

in at a low price, according to Kauffman. "Some companies may go 25 percent, and if it's a big ticket item like a clock they may add a few dollars on there, but it's not uncommon for contractors to just double the cost of parts because we get them at wholesale prices," Kauffman says.

Contractors should consider what's fair to the customer when pricing ma-
continued on page 154



installation vs. service part II

Not every contractor agrees that irrigation maintenance and repair service is more advantageous than installation. If properly bid, installation can produce big paydays, says Robert Kinnucan, president, Kinnucan Co., Lake Bluff, Ill. "The bid has to be written so that you have a clear understanding of what the client wants and needs," Kinnucan says. "Meet with the client and discuss in detail what they want irrigated and what you feel should be irrigated."

Kinnucan says if contractors know all the variables involved, they're less likely to run into stumbling blocks along the way that will result in lost profits. "What's key to that from a contractor's standpoint is proper knowledge of watering requirements of landscape plant material," Kinnucan says. "Understanding between a contractor and a client is crucial to establishing a correct bid."

Contractors should also be aware that shoddy construction jobs by previous irrigation companies can make selling repair work more challenging. "Sometimes it's hard to control costs on repair work because sometimes repair bills can become quite large, especially on systems that were installed by others and have design flaws. The cost to repair the system can be substantial, and sometimes clients balk at what it costs to correct an irrigation system that was not properly installed originally."

Kinnucan says installation is 25 percent more profitable than maintenance for his company because of such predictability. Other disadvantages of maintenance include more technical

training and tracking of inventory, according to Kinnucan. Maintenance also requires more troubleshooting skills, and technicians need to familiarize themselves with older systems that may have been improperly installed, he adds.

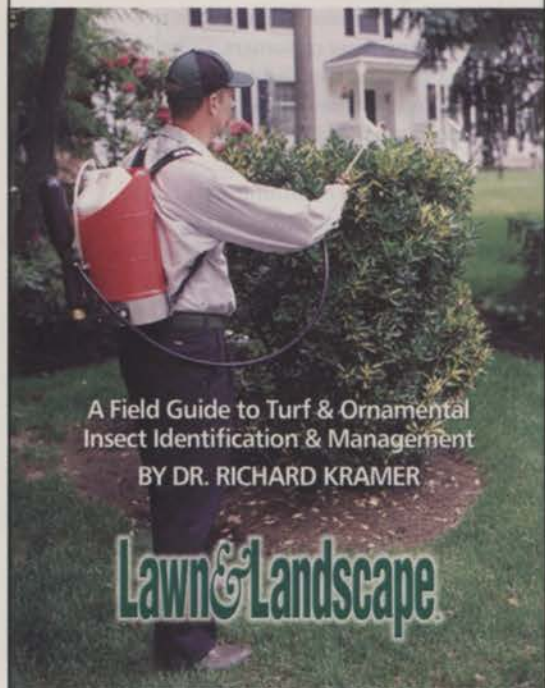
Jeff Kauffman, owner of Fort Worth, Texas-based Jake's Lawn Care, agrees that training maintenance technicians is probably more difficult than training installation technicians. "You have to be a little broader about what you know," he says. "In maintenance, you can't see underground, so you've got to know in your head how that system works, and you need to picture in your mind how that system is laid out. So a lot of other things come into play that you're not going to be seeing when you're installing."

In maintenance, inventory usage isn't planned in advanced so technicians must keep closer track of what's coming and going. "You need to be sure you're getting accurate reporting from field staff as to how much they spend on jobs, and that's where accurate field accounting is crucial," Kinnucan says.

Each maintenance job at Kinnucan Co. requires that technicians record all parts they're using on a daily worksheet, but sometimes smaller parts slip through the cracks and don't get recorded. "On an installation job that's easier to control and account for because you know exactly what parts are being used because it's all in the design process," Kinnucan says. "Of course, there's going to be a slight variance, but as a general rule you know exactly what's being used on that job, and you can control that."

Lawn & Landscape Technician's Handbook

Technician's Handbook



This field guide to turf & ornamental insect identification & management provides lawn and landscape technicians with unequalled information on the biology, behavior and physical characteristics of more than 60 commonly encountered insect pests in both trees and ornamentals. You'll find pest identification tips and detailed individual pest profiles with accompanying illustrations, as well as a full-color photo identification section featuring more than 50 insects.

CHAPTERS INCLUDE:

- Pest Management and Society
- Integrated Pest Management
- Pest Identification and Control
- Pest Management Materials
- Safety
- Turf Insect Pests
- Ornamental Insect Pests
- Equipment
- Glossary of Pest Control Terms

\$14.95!

per copy
(plus shipping)

Perfect for lawn care operators, training professionals, training directors, entomologists, regulatory officials, and technicians!

To Order Your Copy of the Lawn & Landscape Technician's Handbook:

1. Visit www.lawnandlandscape.com/store.
2. Call a Lawn & Landscape Store Representative at 800-456-0707.
3. Mail this form to Lawn & Landscape Media Group, Attn: Lawn & Landscape Store, 4012 Bridge Avenue, Cleveland, OH 44113.
4. Fax this form to a Lawn & Landscape Store Representative at 216-961-0364.

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Fax _____
 Email _____

I'd like to order _____ copies of **Lawn & Landscape Technician's Handbook**
 @ \$14.95 per copy.

MERCHANDISE TOTAL	\$
Ohio residents add 8% sales tax	\$
SHIPPING & HANDLING Inside the United States - first item \$6.00; additional items \$2.00 each International - first item \$11.00; additional items \$4.00 each	\$
TOTAL AMOUNT DUE	\$

Check enclosed (Make payable to: Lawn & Landscape Media Group)

Charge my American Express Visa Mastercard Discover/Novus

Card Number _____ Exp. Date ____/____/____

Quantity Discounts Available

ALL0305

continued from page 152

materials, Eggleston says. "What do you feel comfortable doing?" he suggests contractors ask themselves. "What I would look at doing is what is going to be profitable for your company without ripping off the customer. When you start talking about an 80-cent item being sold for \$5, that starts getting on the edge of ethics. But when you start talking about an 80-cent item being

sold for \$1.40 to cover your material and overhead costs, I don't think there's anything wrong with that."

When pricing irrigation services, contractors should first determine their service call charge because there are costs involved with simply providing an estimate. "This is what you're going to charge just to show up because you've got costs involved to just show

up at someone's home and say there's nothing wrong with it," Eggleston says.

Some contractors will charge a trip fee of \$25 and then \$65 per hour for every 50 minutes, according to Eggleston. This charge will cover expenses, such as gas, wear and tear on the contractor's vehicle and liability insurance on employees. Nagle charges \$50 for service calls, which includes the first half hour of work plus drive time and loading and unloading time, he says. Eggleston recommends that contractors charge just enough on service calls to cover their costs and make a small profit to avoid turning away customers. "The idea is to keep the trip charges and service call charges low and then build from there with other charges — your hourly rate charges," Eggleston says.

After establishing call charges, irrigation contractors should determine their hourly rate. Personal Touch Landscape determines its hourly rate by marking up its overhead costs, which run about \$27 per hour, by 60 percent and then adding materials, according to Nagle. Contractors should take all their man-hours into account. For instance, some contractors will pay to train a technician but won't pass that charge on to the customer, Eggleston points out. "When that person is in training, they are performing a service for that customer. They're out there digging holes and getting the other guy out of there faster, and if there's no charge out there for them, that's not a good way to make money." Contractors should also consider what their competitors and similar businesses, such as electricians and plumbers, in their areas are charging to find out what customers are willing to pay, Eggleston says.

Not only can profits be higher in maintenance but the pricing process itself can be less cumbersome. When Kauffman estimates an installation job he charges by the valve and must take into account the customer's water pressure and meter size. "There's a lot more that goes into installation than repair," Kauffman says. "On an installation, I send a salesman out, he measures the property, takes the water pressure from the hydrant, looks and sees what size meter they have and he brings a drawing of the property that he just hand drew back to me. Then I'll sit down,

continued on page 158, side bar on page 156

Introducing



With a team of over 500 manufacturing, service & support professionals, Team Flowtronex provides a laser-tight focus on customer satisfaction through the entire lifecycle of our world-class modular pumping systems.

**Manufacturing
Sales
Service**

800-786-7480
www.flowtronex.com



Flowtronex

ITT Industries
Engineered for life

USE READER SERVICE # 108



CHOOSING THE RIGHT MACHINE FOR THE JOB JUST GOT EASIER.

It's a Volvo. It's a compact wheel loader with over 60 quick-change attachments. It's a compact excavator with advanced load-sensing hydraulics. A rugged skid steer loader. A more versatile backhoe loader. Our newest machines, and each one everything you'd expect from a Volvo. More reliable, more economical, more hard-working. We call that more care, built in. It means for years and years to come, whatever job you need to do, you'll be glad you chose a Volvo. **More care. Built in.**

Put a Volvo to the test - find your dealer at www.volvoce.com

VOLVO



Visit our booth, N1471
March 15-19, 2005, Las Vegas

USE READER SERVICE # 109



target practice

Irrigation contractors can waste long hours and a lot of money marketing to the wrong property owners.

Robert Kinnucan, president of Lake Bluff, Ill.-based Kinnucan Co., knows that not everyone can afford irrigation service or installation. That's why Kinnucan has established a marketing database that he hopes will soon contain at least 100,000 potential irrigation clients in his company's region.

Kinnucan purchases names from a listing service based on a demographic profile, income level, house value and zip code, he says. The lists cost the company \$3,000 to \$6,000 annually, according to Kinnucan. But the major cost is the labor

involved to compile the lists, Kinnucan says. The company has staff working on the database daily for several hours a day.

The company is also developing a marketing database internally by conducting various surveys and cross-referencing names and addresses with street reverse directories, he says. From the database, the company can then send direct mailings to potential customers. Kinnucan estimates the response rate from the direct mailings at 0.5 to 3 percent per mailing.

Although the database is providing the Kinnucan Co. with promising leads, Kinnucan says targeting established clients can sometimes yield the best results.

CALL TODAY 866-308-4601



Middle GA ISUZU

\$567
48 MO Lease



2005 ISUZU NPR DIESEL
Auto., AC, Cruise, Pwr. Windows & Doors
CD Player, 17950 GVW, 14' Dump Body
42" Sides, Rear Barn Doors, Tarp Roller.

\$460
48 MO Lease



2005 ISUZU NPR DIESEL
Auto., AC, Cruise, Pwr. Windows & Doors
CD Player, 18' Landscape Body
Fold Down Curbside, Weedeater & Tool Racks.

\$412
48 MO Lease



2005 ISUZU NPR GAS
Auto., AC, Cruise, Pwr. Windows & Doors
CD Player, 18' Landscape Body
Fold Down Curbside, Weedeater & Tool Racks.

SPECIAL FINANCING OPTION



2005 ISUZU NPR DIESEL
Auto., AC, Cruise, Pwr. Windows & Doors
CD Player, 14' to 18' Van Bodies Available
4' External Dovetail, Roll Up Door.

We Cater to LANDSCAPE CONTRACTORS'

For more info visit www.gatrucks.com

or email us info@gatrucks.com

\$531
48 MO Lease



2005 ISUZU CREW CAB DIESEL
Auto., AC, Cruise, Pwr. Windows & Doors
CD Player, 18' Landscape Body
Fold Down Curbside, Weedeater & Tool Racks.

USE READER SERVICE # 110

Don't just changeout. Upgrade.



When it's time to retro-fit, stop digging up Hunter PGPs...



...simply unscrew the internals and upgrade with Rain Bird technology.

Install Confidence™. Install Rain Bird® 5004-UPG Rotors.

Rain Bird makes it simple to take full advantage of advanced Rain Bird 5000 Series Rotor technology. Going head-to-head against the competition, this technology:

- Lasts 3.8 times longer in Accelerated Life Cycle Testing*
- Lasts 1.7 times longer in Grit Cycle Testing*
- Performs more efficiently with exclusive Rain Curtain™ and award-winning MPR nozzles.

For the entire inside story, visit www.rainbird.com. For a personal, hands-on demonstration, see your Rain Bird distributor.

* Based on tests conducted at Rain Bird's Product Research Center in Glendora, CA.



Only Rain Bird rotors feature Rain Curtain™ Nozzle Technology

RAIN BIRD®

USE READER SERVICE # 111

continued from page 154

and I'll plot it out and start putting in heads on the property."

Before contractors establish a customer base they should construct contracts that clearly define all the services they will be performing to reduce the chances of a misunderstanding, Eggleston says. The contract should also note the payment terms. Eggleston suggests making the terms of the agreement perpetual, so the contract will be continually renewed unless the customer says otherwise. But Eggleston cautions that contractors should make sure their respective states do not have laws restricting perpetual contracts.

CREW SIZE AND FINDING HELP.

Irrigation service technicians should be more mechanically inclined than the typical installer because they're typically dealing with more troubleshooting problems, according to Eggleston. Sometimes contractors are better off finding technical people from other

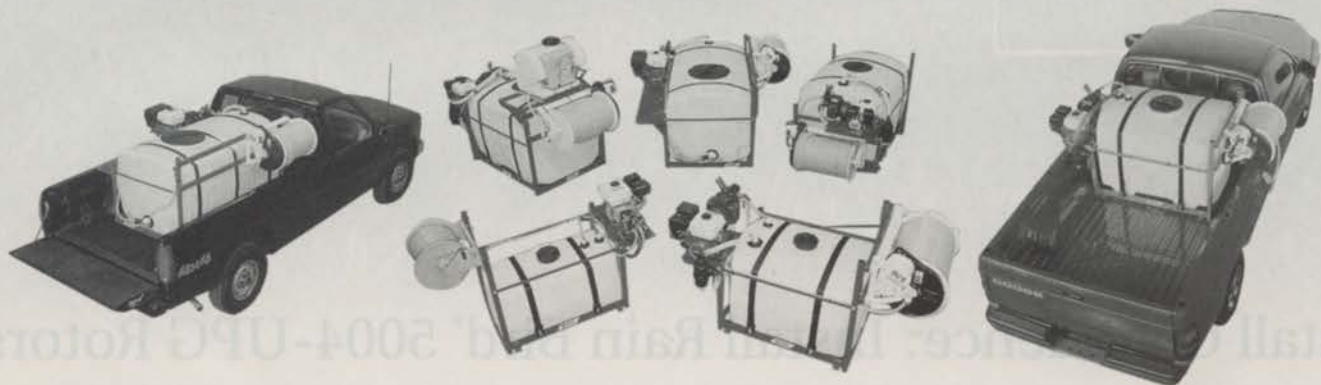
trades such as janitorial work or building maintenance to fill job openings. That's because these people usually have strong people problem-solving skills, Eggleston says.

After identifying qualified technicians contractors have several sources for training their new employees. The No. 1 training option is in-house because it's a program the contractor has developed and has control over, says Eggleston. Manufacturers and distributors also provide quality training programs, but they will typically only train technicians on their products. Irrigation associations administer training courses, but they might require travel if the association isn't located in the contractor's neighborhood.

Eggleston recommends that contractors include time management, communication skills, company procedures and technical programs in their training modules. Training must also be ongoing to keep technicians up to date on new products, tools and technology.

In the Michigan area where Eggleston is located, technicians' starting pay usually ranges from \$12 per hour to \$15 per hour, he says.

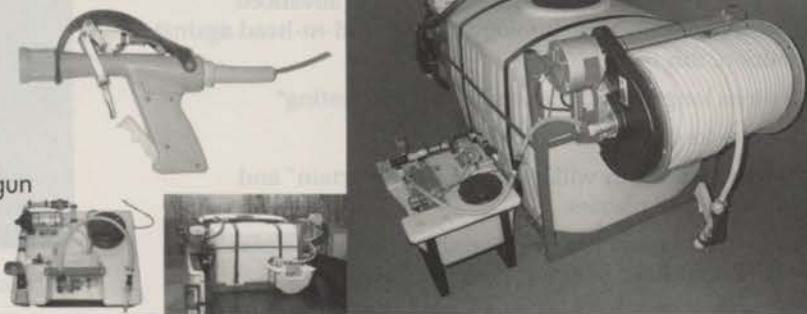
When hiring technicians, contractors should keep in mind how many workers they plan to have on staff. Kauffman says he conducts most maintenance jobs by himself except for labor-intensive jobs that require more digging. On those jobs, he takes a helper who he pays \$8 per hour. Personal Touch Landscape also usually dispatches one technician to a repair job except for major projects, such as mainline breaks, Nagle says. Installation contractors may have several crewmembers on hand to get the job done. But service work can easily be handled by one technician and shouldn't require any more than two, according to Eggleston. "Don't put people on a truck unless you need them," Eggleston says. "Two technicians in a vehicle will double downtime, but it doesn't double productivity." **LL**



SKID SPRAYERS • COMPLETE TRUCK SYSTEMS • PARTS & ACCESSORIES

Eco-505 Injection System

- Spot-spray pesticides on demand
- Reduce pesticide costs by 50% or more
- Mixes instantaneously at the dual-trigger gun
- Lightweight, coaxial tube-within-hose
- Easily installed on your existing system



Gregson Clark SPRAYING EQUIPMENT

Call For Our Color Catalog

800.706.9530 • 585.768.7035 • FAX 585.768.4771
e-mail: Sales@GregsonClark.com • www.gregsonclark.com

USE READER SERVICE # 112

Together...

We Send Hope and Help Around the World



The American Red Cross works tirelessly with its worldwide partners to relieve human suffering and empower the most vulnerable to better help themselves in the future.



International Services

You can help those affected by the earthquake and tsunami emergency in southern Asia and eastern Africa and countless other crises around the world each year by making a financial gift to the American Red Cross International Response Fund, which will provide immediate and long-term support through supplies, technical assistance and other support to those in need. Call 1-800-HELP NOW or 1-800-257-7575 (Spanish). Donations can also be mailed to your local Red Cross chapter or to the American Red Cross, P.O. Box 37243, Washington, DC 20013. Internet users can make secure online credit card donations by visiting www.redcross.org.



Pricing Irrigation Service Work

Follow these detailed steps to avoid the potential pitfalls that can occur when pricing irrigation maintenance services.

by jim houston

Irrigation service work for small jobs lasting less than a day or two can be some of the most lucrative work you perform – if you price it correctly. However, there are potential pitfalls to be aware of when it comes to pricing your irrigation service work. These include: (1) covering drive-time labor (and other non-site time labor such as loading the trucks at the yard, picking up materials, etc.) and the service truck, and (2) establishing daily billable goals for individuals and/or crews performing the work.

The methods outlined here will help you avoid these pitfalls. And you can also use these methods to calculate time and material (T&M) rates for other types of work. Substituting your costs for materials, labor, labor burden, G&A overhead and so on, in place of the ones used in the examples, will allow you to develop accurate labor rates to use in T&M situations. Your pricing will probably be close to that established in the examples, but you should take the time to complete these exercises, using your costs in order to ensure that your rates are accurate.

FIRST THING'S FIRST. A few winters ago, I met with an irrigation contractor in New England. He wanted to calculate his rates for his service work. At the time, he was charging \$40 per hour for service repairs. After a

continued on page 164; sidebar on page 162

Photo: Nelson Irrigation

Standards will be surpassed.

A new generation.

DECLARATION OF **INNOVATION**



Ferris - the innovation leader - introduces four new models for 2005. Standards will be surpassed. Ferris will bring you the latest in suspension technology and the most complete line of commercial mowers in the industry.

Learn more about our new mowers for 2005.

Call 1-800-933-6175 or logon to www.FerrisIndustries.com

IS® 4500Z



IS® 3000ZL



IS® 1500Z



HYDROCUT™ 36



www.FerrisIndustries.com

USE READER SERVICE # 113

irrigation service work price sheet

Scenario cost data	\$ or %	Remarks
Crew size (# people)	1.0	Irrigation technician
Crew average wage (CAW)	\$15.00	
Overtime factor (OTF)	10.0%	50 hours per week
Risk factor (RF)	10.0%	
Crew average wage w/OTF & RF	\$18.00	
Labor burden	35.0%	
Sales tax	6.0%	
G&A overhead per hour (OPH)	\$12.00	
Net profit margin	20.0%	
Service van	\$8.00	
Curb-time man-hours per day	8.0	
Number of units	8.0	Curb-time man-hours

Scenario	Materials	Labor	Equipment	CPH	Hours	Item
I. Production (on-site or curb-time costs)						
	\$-	8.0 Man-hours	\$-	\$-	0.0	
	\$-		\$-	\$-	0.0	
	\$-	\$ 18.00	\$-	\$-	0.0	
	\$-	\$144.00	\$-			
II. General conditions (off-site or non-curb-time costs)						
		2.0 Man-hours	\$64.00	\$8.00	8.0	Crew truck
		0.0	\$-	\$-	0.0	
	\$-	\$ 18.00	\$-	\$-	0.0	
	\$-	\$ 36.00	\$64.00			
Subtotals	\$-	\$ 180	\$ 64			
III. Margins & markups						
A. Sales tax	\$-					
B. Labor burden		\$ 63				
Subtotals	\$-	\$ 243	\$ 64			
Total direct costs (TDC)					\$307	TDC
C. G&A overhead costs						
10 (Number of man-hours x OPH)			\$12.00 =		\$120	
BEP (TDC + G&A overhead)					\$427	BEP
D. Contingency factor (if desired)					\$-	
E. Net profit margin	20.00%				\$107	
F. Total price					\$534	Total price

IV. Scenario analysis

A. Curb-time rate (Total price ÷ curb-time man-hours)	\$534	divided by	8.0	=	\$66.72	Curb-time rate
B. Portal-to-portal rate (Total price ÷ all hours)	\$534	divided by	10.0	=	\$53.38	Portal-to-portal rate
C. Show-up fee or "Trip" charge rate (Total price ÷ all hours)	\$534	divided by	\$10	=	\$53.38	Trip charge

Join the aeration revolution.

adjustable handles

drives like a mid-size mower

less back strain

30% more productive



TURNAER 26

First, we introduced the award-winning TurnAer 26—

an entirely new way to aerate lawns. Now, with the TurnAer 20, you can put this productivity-boosting technology to work in tight areas and smaller lawns. Both operate like a mid-size mower. Their revolutionary DiffDrive™ with dual-brake action lets you turn with the tines in the ground without tearing turf. And for the first



time ever, you can ride behind an aerator with the new TurnAer 26 Chariat. Aeration no longer has to be hard work. Join the aeration revolution with TurnAer products from TURFCO—the Direct answer to your renovation needs.

NEW for '05

TURNAER 20

Has all the features of the TurnAer 26, plus:

- Fits through a 28" gate
- The ultimate aerator for smaller lawns
- Drives like a mid-size mower

TURNAER 26 CHARIOT

Enhance your TurnAer 26 by adding the Chariat for larger lawns.

- Maximize productivity
- No more walking



Request a free video and 2005 catalog

Call Toll Free 800-679-8201

Visit us on the web at www.turfcodirect.com

USE READER SERVICE # 114

TURFCO
direct

continued from page 160

fairly thorough analysis of costs and the market, we determined that he needed to charge \$50 per man-hour to cover his costs and ensure a profit. This was a 25 percent increase, which he thought was high. However, he implemented it.

Six months later, I asked him if he'd lost any customers as a result. He told me not only had he not lost any customers, but that only two of them had even mentioned the increase.

This contractor provided excellent service to his customers but was underpricing his work. As a result of the analysis I did for his company, which I'm going to share with you, he put an extra \$23,000 in his pocket in the first six months of his season.

PRICING POINTERS. Before you develop our labor rates, address how to handle the pricing of the materials used for repairs and non-site time (i.e., drive time, load time, picking-up-materials time, etc.). I recommend charging for repair materials independent of labor rates.

Most contractors charge clients the manufacturer's list price for irrigation materials used in T&M service work. Sometimes, list prices will be lowered for commercial customers. However, I recommend marking up materials a minimum of 20 to 25 percent above actual invoice costs. Residential irrigation markets will usually allow you to mark up materials 40 to 50 percent above invoice costs, which should bring your pricing for materials very close to the "list" or retail price residential customers would have to pay on the open market.

Off-site labor time (drive, load, and picking-up-materials time, etc.) can be handled in one of three ways.

1. It can be included in the hourly "curb-time" rate charged to the client. Curb time is the actual time a technician or crew is on the job site. It starts when they arrive at the site (curb) and ends

continued on page 166



scenario 1

You bill four jobs per day and keep the service technician busy (billable) all day. Generated revenue is as follows:

4 (jobs) X \$55 (show-up charge) = \$220

6 hours billed at \$55/hour = \$330

TOTAL = \$550*

***You've exceeded your goal of \$534 by \$16.**



scenario 2

You bill five jobs per day and keep the repairman billable all day. Generated revenue is as follows:

5 (jobs) X \$55 (show-up charge) = \$275

5 hours billed at \$55/hour = \$275

TOTAL = \$550*

***You've exceeded your goal of \$534 by \$16.**



scenario 3

You bill six jobs per day and keep the repairman billable all day. Generated revenue is as follows:

6 (jobs) X \$55 (show-up charge) = \$330

4 hours billed at \$55/hour = \$220

TOTAL = \$550*

***You've exceeded your goal of \$534 by \$16.**

THERE'S A NEW CHAMPION IN SMALL ENGINE SPARK PLUGS.

Introducing Commercial Series spark plugs from NGK.
Commercial Quality - Commercial Price - Uncompromising Performance!



©2003 NGK Spark Plugs (USA), Inc. Novi, Michigan 48377

NGK, The World Leader in spark plug technology, engineered the new Commercial Series spark plug to power small engines - the backbone of your business. The easy starting, anti-fouling design helps deliver longer life in heavy-duty and commercial applications.

NGK's new Commercial Series spark plugs come in a handy 2-pack for convenience and savings. A unique tray-style holder protects the plugs until used. Conversion numbers are right on the package, and just five part numbers cover the most popular small engine applications.

Try NGK's new Commercial Series spark plugs and see for yourself how we won the title of *new champion*. For more information visit us on the Web at ngksparkplugs.com, call toll-free 1-877-473-6767 or contact your local NGK distributor.



THE WORLD LEADER

USE READER SERVICE # 115

continued from page 164

when they leave. Hence, the term "curb time" is used. You calculate the curb-time rate by dividing the total price (including all costs except for materials and net profit) for an average day of service work by the average amount of on-site (curb-time) labor hours. In our example in Figure 1 on page 162, the price of \$534 is divided by eight hours of curb time. The resultant curb-time rate is \$66.72 per curb-time man-hour, which I'd round up to \$67. I'd charge \$67 per curb-time man-hour if that was the way I charged for irrigation service work.

2. The client is charged for actual off-site time (primarily drive time to the job site). This is often referred to as "portal-to-portal" billing. Essentially, the clock begins to run once the driver leaves the yard and stops when the job is completed, or in some cases when the driver returns to the yard. This method has some inherent problems, especially if the driver starts from a location other than the yard, gets stuck in traffic or has to make other stops along the way. In our example, the portal-to-portal price is \$53.38 per man-hour, which I'd round up to \$54 if not \$55 or \$60.

An average amount of off-site time could be allocated to the job instead, but this puts you into the third method.

3. You can charge a show-up or "trip charge" fee that includes drive

time and other non-site time plus a certain amount of time on the job (e.g., the first 30 minutes on site). Time after that is normally charged at a predetermined rate and in 15-minute increments or part thereof.

In our example, I'd charge \$55 to show up, knowing the average job was 20 minutes from your office/yard and required approximately 10 minutes of additional off-site time for loading the truck, etc. The trip-charge rate would include these 30 minutes, plus the first 30 minutes of time on the job. Additional time on the job would be charged out at \$13.75 per 15-minute increment or part thereof.

Let's look at Figure 1 and the scenario that follows to see how we determined these rates:

- Our sprinkler technician works alone and gets paid for 10 hours a day, 50 hours per week, which means the overtime factor (OTF) is 10 percent (five hours of overtime divided by 50 hours of straight time equals 10 percent OTF).
- Although all work is performed on a "T&M" basis with a theoretical risk factor of zero, I'd still calculate a 10 percent risk factor into this scenario to cover contingencies.
- The technician's hourly rate is \$15.
- Labor burden is 35 percent.
- The technician drives a van that cal-

continued on page 168

Photo: Personal Touch Landscape & Irrigation



A CUT ABOVE

For the finest brush cutters, point cut pruners, pole pruners and replacement poles, you can't beat P-F technology.

Pruner blades are made of tough

forged alloy tool steel, heat-treated for exceptionally long life.

Both blades cut – for easier operation and to avoid unnecessary damage to bark and cambium

while promoting quick healing.

Pruner poles have snug-fitting, locking sleeves that won't snag leaves or branches.

P-F tools: a cut above the rest.

Get our catalog.

Call 508-835-3766.

P-F PORTER-FERGUSON

PO Box 158, Worcester, MA USA 01613

A division of Lowell Corporation

USE READER SERVICE # 116



COOL POWER

jump start your early season weed program

Cool Power® is a premium ester formulation that provides superior post-emergent control of hard-to-kill weeds and a wide range of other broadleaf weeds in cool weather conditions.

It combines the esters of Triclopyr, MCPA and Dicamba to provide maximum control in the early spring and fall, but can also be used for spot treatment throughout the season.

Cool Power® is a broad-spectrum herbicide that has proven fast and effective on weeds such as:

Wild Violet
Spurge
Wild Onion
Oxalis
Clover
Dandelions
Chickweed
Plantains

When weeds are less actively growing, such as in cooler temperatures or for winter weed control, get a jump start on problems with Cool Power® Selective Herbicide.

Visit our web site
for more information:
www.turf.us.nufarm.com

USE READER SERVICE # 117



Nufarm
Turf & Specialty

Your BEST Choice for Quality Mower Parts

*FREE Shipping

Immediate Delivery

Replacement Blades & Parts



Trimmer Line & Blade Grinders



W.E. Chapps distributor:

- Equipment Covers
- Leg/Arm Chapps
- Mesh Bags



FLAIL-MASTER®

(800) 251-4020

www.flailmaster.com

P.O. Box 40984, Nashville, TN 37204

*Free shipping on all orders of \$50 or more

USE READER SERVICE # 118

CLASSEN™

Built to Use Designed to Last

Classen gave you the popular "Split-Drive" aerator, now we take it one step further with the revolutionary "Stand-Aer".

Classen's "Stand-Aer" technology allows total control with easy operation, increased productivity and virtually no fatigue on the operator.



For more information on **CLASSEN** products, e-mail us at classen@lwmanntis.com or write **CLASSEN** Information, 1028 Street Road, #422, Southampton, PA 18966

©2005 Classen Div. of Schiller-Pfeiffer, Inc.

USE READER SERVICE # 119

irrigation > > >

continued from page 166

culates out to \$8 cost per hour (CPH).

- Average job is 20 minutes from the office.
- An additional 40 to 60 minutes per day are required to load the truck, pick up materials, do administrative work, etc.
- You plan to perform and bill a minimum of four jobs per day.
- Materials are charged to the customer at current list prices.
- Approximately \$100 of materials (at cost) is to be installed per day.
- The G&A overhead cost per labor hour (OPH) amount has previously been calculated to be \$12.
- A combined net profit margin and contingency factor of 20 percent is to be included in the work.

Turning to Figure 1:

- We've put eight man-hours in our Phase I curb-time production costs.
- Phase II general conditions contain the remaining two man-hours of estimated daily load, drive, administration, and materials-pick-up time.
- The service van is also included in Phase II general conditions at eight hours for the day. We use eight hours because the cost per hour is calculated using an eight-hour day. You can use 10 hours in your daily costs if desired.
- The total price, including all costs and 20 percent net profit, for an average day of sprinkler repair work is \$534 (which is indicated at the bottom of the Phase III calculations).

Total revenue that must be generated per day to cover all costs (including G&A overhead and providing a 20 percent net profit margin) is \$534. In other words, we must bill \$534 per day, excluding materials, to cover all costs and show a 20 percent net profit.

Let's break this down into more meaningful scenarios using the trip-charge method (see Scenarios 1, 2 and 3 on page 164).

Each of the three scenarios produces an extra \$16 of net profit in addition to the \$107 net profit built into the day rate. And, remember, this net profit is also supplemented by the net profit on the materials each day. The difference between your cost and what you charge the customer is pure net profit.

The key is to keep your technician busy and billable all day, and to bill a minimum of \$534 per day, excluding any materials. If that occurs, you're making money and any revenue billed

continued on page 170

We are what we say...

GREEN INDUSTRY EXPO

Professional... Products... People... Ideas

Dedicated to the needs of landscape contractors and grounds professionals

350 manufacturers launching new product lines

Attended by more than 6,000 professionals from across the nation

Three optional green industry conferences with more than 60 education sessions

GIE

GREEN INDUSTRY EXPO

We bring you a fresh location annually!

Wednesday to Saturday, November 2-5, 2005
Orange County Convention Center • Orlando Florida

SPONSORED AND ENDORSED BY:



PLANET Professional Landcare Network
(800) 395-2522 • www.landcarenetwork.org



PGMS Professional Grounds Management Society
(800) 609-7467 • www.pgms.org



Clip and Sent to:
GREEN INDUSTRY EXPO

1000 Johnson Ferry Road, NE
Suite B-255
Marietta, GA 30068-2112
Fax (770) 579-3835

For more information:
(888) 303-3685
info@gieonline.com
www.gieonline.com

YES! Send me a brochure about GIE/2005.

Send me information on attending.

Send me information exhibiting my products.

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

GIE and its exhibitors may use your contact data to forward you show updates and product information. Check here if you wish to have your name withheld.

continued from page 168

above the \$534 is extra net profit.

You should track your irrigation service work on a daily basis. Many of my clients use global positioning system (GPS) software to track their service vans. At a minimum, the items that should be monitored are:

- Sales or total billable dollar amounts per day per technician.
- Labor hours and job tasks (i.e., Drive to Jones' residence, 15 minutes; repair two heads, 35 minutes; return to shop, 15 minutes; pick up irrigation materials, 20 minutes; etc.).
- Materials used and billed per job.

Once you have historical data from which to work, go back and adjust your hourly rates and trip-charge rate.

PROFIT IS YOUR GOAL. Irrigation service work and time and materials (T&M) work can and should be some of your most profitable work, if you calculate your pricing correctly. Be sure to include off-site labor time and vehicles

in your prices and to set daily goals for billable production hours and revenue. Use the example to calculate your labor rates. Add a service helper if desired. Remember, the net profit on materials is pure profit. Also remember that these pricing methods are to be used for jobs of short duration and that are fairly typical of your work. If a T&M job requires lots of extra drive time or includes difficult job-site conditions, adjust your pricing accordingly.

If, after you calculate your T&M prices, they look too good to be true, they probably are. Go back and check your arithmetic and don't be afraid to add some extra net profit if they appear too low. Now you have confidence in knowing how you arrived at your rates, that your costs are covered by your rates and how to adjust them if conditions change. With this information, you can also set well-defined daily production and revenue goals.

Now you can be confident that

you're going to make money every time a service truck leaves your yard. And pricing with confidence is what the irrigation service business is all about. **41**

The author is president of J.R. Huston Enterprises, Englewood, Colo. This material was excerpted with permission from his book How to Price Landscape & Irrigation Projects. To order the book, call 800/451-5588, e-mail jrhei@jrhuston.biz or visit www.jrhuston.biz.

EDITOR'S NOTE: The costs used in this story's scenarios are for illustration purposes only. Your costs will vary from the ones used in these examples. The key is for you to build a typical one-day scenario for the crew, materials, and equipment mixes you use. Round up these rates as appropriate. If your costing structure is accurate, the rates you calculate should be very close to your current ones and to those generally seen in your market.

OUTPOWERS. OUTREACHES.

INTRODUCING THE NEW S600 SKID-STEER LOADER FROM VERMEER



With a complete arsenal of attachments, the S600 gets the job done right.

OUTSTANDING.

When you tackle the tough jobs, count on the new S600 skid-steer loader from Vermeer to outreach, outpower, and outlast the rest. Built to deliver performance, the S600 is the only compact skid-steer loader that can reach and dump into a standard one-ton truck. Plus, its steel construction and bend-free boom prove it's built to last. Add this to our line of stump cutters, brush chippers, trenchers, and compact excavators, and Vermeer is your local, one-stop landscaping resource. For more

information, contact your local Vermeer dealer or call 1-888-VERMEER.



Vermeer®

www.vermeer.com

VERMEER and VERMEER LOGO are registered trademarks of Vermeer Manufacturing Company in the U.S. and other countries. © 2005 Vermeer Manufacturing Company. All Rights Reserved.

USE READER SERVICE # 121



The Intelligent Use of Water™



Water. It's what keeps the world alive. As the world's largest manufacturer of irrigation products, we believe it is our responsibility to develop technologies that use water efficiently. Over the past seven decades, our pioneering efforts have resulted in more than 130 patents. From central control systems and automatic shut off devices to pressure regulating components and low volume drip irrigation, Rain Bird designs products that use water wisely. And our commitment extends beyond products to education, training and services for our industry and our communities.

The need to conserve water has never been greater. We want to do even more, and with your help, we can. Visit www.rainbird.com for more information about The Intelligent Use of Water.™

RAIN BIRD®

www.rainbird.com



RATED
PG-2.0

*Pounding grubs with 2.0 pounds
per acre of a.i. for all grub species.*

DOW AGROSCIENCES AND MACH 2 PRESENT A GRUBGONE PRODUCTION
KEITH VAN MOWER JIMMY TURF DARRIN "APPLY PRIOR TO SECOND" INSTAR

Game over, grubs. MACH 2® specialty insecticide is the proven season-long force against grubs, cutworms, sod webworms and armyworms. And it costs up to 10% less per acre than the other leading brand. Plus, it comes with a hassle-free performance guarantee. Combine that with a standard 2-lb. a.i. per acre rate for all grub species and a wide application window – clear through the second instar and without the need for immediate irrigation – and you have one powerfully cost-effective insecticide. So now it's easier than ever to say hasta la vista to grubs, baby.

†Guarantee applies only to professional use. Other limitations and conditions apply. Guarantee payment is limited to the cost of the MACH 2 component of the formulation used. For complete details see www.dowagro.com/turf or your supplier.

UP TO
10% LESS EXPENSIVE
AND PERFORMANCE IS
GUARANTEED.*


MACH 2* PRESENTS

MAX POWER 2: DELIVERANCE DAY

The performance is guaranteed, baby.

A JACOB PETERMAN FILM "MAX POWER 2" THE CHAFER TWINS SVEN "EUROPEAN" CHAFER MARIO "MASKED" CHAFER
MAY JUNE BEETLE AS HERSELF MUSIC BY LEPIDOPTERA CO-PRODUCERS SCOTT "ORIENTAL" BEETLE AND DARA "JAPANESE" BEETLE

**Maximum power for
season-long grub control.**

 Dow AgroSciences

MACH 2*
Specialty Insecticide

Healing Hands



Wet weather and increased media attention kept tree care contractors busy battling diseases last year, and many in the industry expect the same in 2005.

by jonathan katz

It seems that each year arborists' tree care skills are being tested with new disease outbreaks and stubborn old ones that keep coming back. Diseases, such as sudden oak death, Dutch elm disease and pine wilt, occupied most news headlines related to tree disease in 2004, but many tree care specialists say they spent just as much time combating less publicized, more common maladies.

Old and new diseases are challenging technicians to effectively restore tree health. Environmental concerns and new disease outbreaks have resulted in a variety of treatment methods that tree care contractors are now utilizing. Technicians are turning to trunk and root-flare injections, soil drenches, foliar sprays, biological fungicides and pruning or removing infected material to treat diseases.

In 2004, tree care companies responded to different problems depending on their

geographical location. Parts of the Great Plains were stricken with anthracnose and pine wilt, according to John Fech, a certified arborist and horticulturist with the University of Nebraska, Lincoln, Neb. The Michigan area is experiencing a continuing cycle of Dutch elm disease, says David Roberts, extension specialist, Michigan State University Extension Southeast, Novi, Mich. "Every year millions of elms germinate and then millions die back," Roberts says.

Contractors in parts of the Northeast reported apple scab, tar spots, Dutch elm disease, root rot, verticillium wilt and cankers. Farther west near Denver, technicians there also were treating Dutch elm disease and some foliar diseases, says Steve Geist, plant pathologist for Denver-based Swingle Tree & Lawn Care. And while sudden oak death was the talk of California's Bay area, other diseases such as verticillium wilt and





root rot were more common, says Brian Fenske, owner, The Professional Tree Care Co., Berkeley, Calif.

For 2005, industry experts say they're expecting much of the same. Buffalo, N.Y.-based Wright-Frontier Tree Care battled high numbers of Dutch elm disease, according to company Owner Richard Stedman, who says that trend may continue this year. "I expect some carryover from last year," he says. "Normally we see the

same problems two years in a row."

Swingle Tree & Lawn Care experienced a light year for Dutch elm disease, but Geist says that may change in 2005 based on trends elsewhere. "In

2004 we didn't see much Dutch elm disease, but in the upper Midwest we hear they got a lot, and when that happens we usually see an increase so we're expecting more of that," he says.

Photos: Swingle Tree & Lawn Care

AILING ELMS. Throughout North America, Dutch elm disease has caused a lot of heartache for owners of these beloved trees. So much so that last summer residents in Evanston, Ill. formed a grassroots organization to encourage preventive inoculations for their city's elm trees, according to a report in the *Evanston Review*.

Such public fervor over trees puts tree care contractors in a position similar to doctors – diagnosing, treating and sometimes consoling clients whose trees are untreatable. And just like when they're in the doctor's office, many customers are not very receptive to grim news. But sometimes a little preventive maintenance and early detection of Dutch elm disease can help establish a satisfied client base and a reputation for quality service.

Fungicide injections are commonly used approaches for treating

and preventing Dutch elm disease. Swingle Tree & Lawn Care injects the approximately 1,000 trees in its elm-care program with a preventive fungicide that should protect the trees from Dutch elm disease for up to three years, Geist says. Although sprays are an option for treating Dutch elm, Geist says the

company has experienced greater success with injections. The sprays are designed to kill the bark beetle that transmits the disease, which can be difficult to treat on taller trees, Geist says.

In the early 1990s, the company opted for spraying instead of injecting the trees and lost 4 percent of its elms.

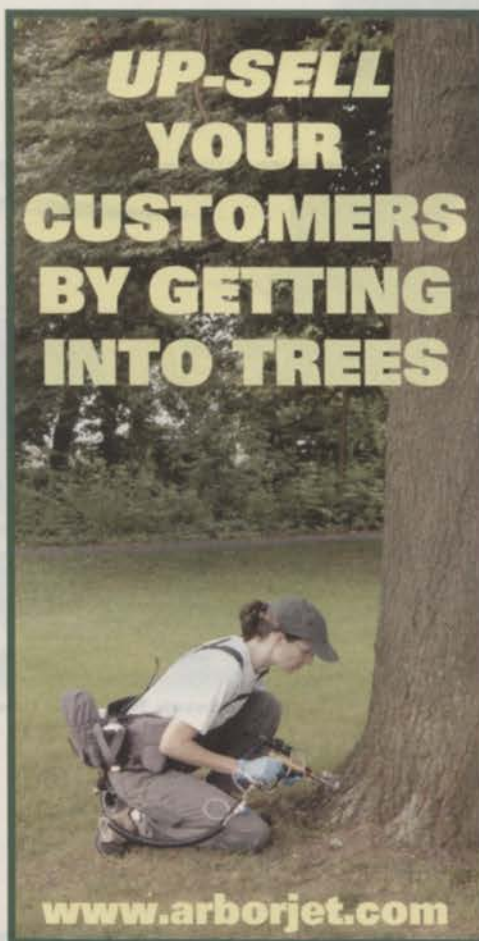
The company now injects all its trees on the program and in 2003 lost only 0.2 percent of its elms to the disease, according to Geist. Some of that success may be attributed to the City of Denver's aggressive sanitation program to remove infected trees, which Geist says is the most effective preventive method. "Sanitation really is the best control," he says. "You need to get them out quickly before those beetles get out and go onto another tree."

Trees that are already infected with Dutch elm disease are difficult if not

continued on page 178

"In 2004 we didn't see much Dutch elm disease, but in the upper Midwest we hear they got a lot, and when that happens we usually see an increase of that tree disease here in Denver." - Steve Geist

**UP-SELL
YOUR
CUSTOMERS
BY GETTING
INTO TREES**



www.arborjet.com

Introducing the PRO-Cap 250

**PRO-protect trees
PRO-active intervention
PRO-fessional solutions**

- Simple to use • Profitable
- No toxic disposal • No waste
- Accurate and effective

We are your plant health care solution!

ARBORJET™
A Revolutionary Plant Injection System

**The system that is proven to work.
1-866-ARBORJT or 1-866-272-6758**



USE READER SERVICE # 123

NEED SPEED?



Start Fast...Finish Faster

**SpeedZone® – advanced chemistry
for broadleaf weed control in turf.**

University tests and field trials have consistently shown fast control of tough weeds such as clover, plantain, ground ivy and spurge.

SpeedZone® also gives you a big lead on easy-to-control weeds like dandelions. Get your weed control program on the fast track with SpeedZone® Broadleaf Herbicide For Turf.



- Visible results in just 24 hours
- Fast-acting, cool-weather performance
- Clover control in as little as one week
- Rain-fast in 3 hours
- Low odor formulation
- Sites include home lawns, golf courses, commercial property, schools and many other turf sites.
- CAUTION signal word



An Employee-Owned Company

1-800-821-7925
pbigordon.com

SpeedZone®
BROADLEAF HERBICIDE FOR TURF

Always Read and Follow Label Directions.

continued from page 176

impossible to treat, according to Patrick Parker, director of the plant health care program, Savatree, Bedford Hills, N.Y. In some instances, Savatree will prune infected areas of the tree and then inject it with a curative product, but if 5 percent or more of the tree's canopy is showing symptoms of Dutch elm, the company completely removes the tree, Parker says. "If you can get your pruning done and get the disease out and there's no more sign of the disease, then you can get that tree on a preventive program," Parker says.

But more often than not the tree needs to be removed, Parker says. "That's our first recommendation unless the client is really adamant about trying to save the tree and is understanding about what's involved," he says.

Technicians at Wright-Frontier Tree Care usually inform customers that a tree may be untreatable if 10 percent is visually infected by Dutch elm disease, Stedman says. After this point, trees generally have a 25-percent-or-less survival rate. When trees are treatable, Wright-Frontier Tree Care technicians will first apply a bark drench to kill the bark beetles and then treat the tree with a microinjection, Stedman says. The product the company uses for Dutch elm disease works best preventively but can be used curatively, according to Stedman. The capsules cost Wright-Frontier Tree Care \$3 each, and the company charges \$7 to \$8 per capsule plus an hourly rate, Stedman says.

Savatree injects the same preventive product as Wright-Frontier Tree Care and also bases its injection price on the diameter of the tree plus gross profit, labor, overhead costs and the amount of time involved, Parker says. Injections, on average, take 1.5 to 2 hours to complete compared with a foliar spray that may be completed in 15 minutes, Parker says. The product costs about \$400 per gallon plus \$200 to \$300 for equipment, which includes a pump, tubing and tees, Parker says.

Swingle Tree & Lawn Care starts most of its fungicide injections in late May and tries to complete all its orders by July 4 because the product distributes better throughout the tree during that time frame, according to Geist. The company charges \$575 to inject an averaged-sized elm tree compared to \$125 for a spray treatment, which

wilting away

Each year, more pine trees throughout the Great Plains and Midwest are dying from pine wilt, and so far there's no effective treatment for the problem, according to John Fech, a certified arborist and horticulturist with the University of Nebraska, Lincoln, Neb. For the last three to four years, pine wilt has expanded throughout the Midwest, killing primarily Scotch pines, Fech says. "It started in Missouri and eastern Kansas and spread north into Iowa and west to Nebraska," Fech says. "I'm expecting pine wilt to continue to expand, and there's nothing in the way of weather or control efforts to give us hope that it will decline."

Michigan has also fallen victim to pine wilt, says David Roberts, extension specialist, Michigan State University Extension Southeast, Novi, Mich. As the trees mature, they become more stressed and more susceptible to the disease, Roberts says.

The disease is caused by the pine wood nematode, which chokes off the trees' water supplies. Pine wilt is challenging to spot because it shows no intermediate stages of symptoms, Fech says. Trees affected by pine wilt will appear pale for three weeks and then die the following week. "There are no known treatments right now," Fech says. "There has been some research for different strategies but none have come forward to give any encouragement."

Experts suggest burning or chipping infected trees to stop the disease from spreading. Well-irrigated trees may be less susceptible to pine wilt because the disease usually attacks stressed pines, Roberts says. Fech recommends that tree care contractors in the affected areas be proactive by taking an inventory of what trees their customers have and notifying customers who have vulnerable pines about the disease. "An astute tree care provider," Fech says, "will keep the customer informed through newsletters and so forth."

the company no longer offers. But with that higher price, customers receive a three-year money-back guarantee that their trees won't contract Dutch elm disease, which helps maintain customer confidence in the program, Geist says. The company had to honor the warranty twice in 2004 and averages six to seven refunds per year.

Swingle Tree & Lawn Care derives its microinjection charges by adding product cost to labor cost and application time length, which is determined by trunk size, Geist says. A larger tree may cost \$18 per inch whereas smaller trees could cost \$26 per inch. Smaller trees cost more because the process often takes

longer to complete, according to Geist. Larger trees have bigger root flares and tend to take up the product quicker.

For customers who are staying at a property short term and won't reap the benefits of the three-year investment, the company offers a biological injection. The biological product is similar to a vaccination. The material is a type of verticillium wilt that builds the tree's resistance to Dutch elm disease. The product is distributed in a ready-to-use test tube by a Netherlands-based company, Geist says.

The product is perishable and lasts for about two weeks after it's received,

continued on page 180

**INTRODUCING
MAUGET'S NEW UNIQUE
FUNGICIDE**

"ARBORFOS"

PHYTOPHTHORA

INCLUDING:

P. CINNAMOMI, P. PALMIVORA, P. CACTORUM &

P. RAMORA (SUDDEN OAK DEATH)



ANTHRACNOSE

APPLE SCAB

BACTERIAL BLIGHT

Rapidly improves ROOT, STEM AND LEAF growth

MAUGET micro-injected FUNGICIDES go to work immediately with ZERO loss to Soil, Weather, or Mistakes. Designed **JUST FOR TREES** using the trees natural transport system.

WITH AN EQUIPMENT INVESTMENT UNDER
\$50.00,
YOU CAN NOW FIGHT TREES DISEASES WHILE
ON THE JOB
FAST, SAFE and EASY
AND YOU'LL LOVE YOUR BOTTOM LINE

FUNGISOL

TEBUJECT

ARBORFOS

MYCOJECT

NOW!

**3 POWERFUL FUNGICIDES AND 1 ANTIBIOTIC
TO FIGHT MANY OF THE MOST DESTRUCTIVE
TREE DISEASES.**

www.MAUGET.com

Mauget

800-TREES Rx
877-TREE HLP

(800-873-3779)
(877-873-3457)

(*full free technical support line)

continued from page 178

and it must be refrigerated when not in use, according to Geist. The product has a residual effect of one year. Each vial costs \$399, which treats up to 10 trees, Geist says. Swingle Tree & Lawn

Care treats about 50 trees each year and charges an average of \$175 per treatment, Geist says. The company has lost two trees on the program in the last eight years, according to Geist. So

far, the product appears to be working, but the company has no scientific data to measure its efficacy. "We don't have any numbers to support it," Geist says. "They've got great numbers in Holland with it, but the diseases and trees there are slightly different."

sudden death debate

Sudden oak death has caused enough concern that researchers throughout California and the Pacific Northwest have formed emergency response groups and meetings to discuss the situation. In 2004, at least 12 states quarantined plants grown in California nurseries in response to the sudden oak scare.

But not everyone is convinced that sudden oak death is worthy of so much attention. "There's been a lot of hype about it being the killer of all diseases, but there are other diseases more prevalent that are killing many more oak trees," says Brian Fenske, owner, The Professional Tree Care Co., Berkeley, Calif. "Certainly some trees are dying in the urban environment, but it's limited."

Most of the damage caused by sudden oak death has occurred outside of urban areas away from homes and developments, Fenske says. But even Fenske, who says he's skeptical about researchers' motives for seeking sudden oak funding, says controlling sudden oak death has become a part of business. Several months ago, Fenske completed a large contract in Santa Cruz, Calif. where he removed 1,500 oaks that had been infected with sudden oak disease and then died from a secondary boring beetle, which is what typically kills the trees, he says.

"We've definitely had a workout from it, and we've also had a lot of panicked people saying, 'What can I do? Here's \$10,000 please do something,'" Fenske says. Because if you've got 50 or 60 mature oaks on a large estate, you're willing to pay anything, so I think it's an opportunity for people who are less than honest to benefit from this."

There are limited treatments for sudden oak death. In 2003, California approved the use of a fungicide that is designed to inhibit fungus growth, but Fenske says he's not convinced the treatment is effective. "They're suggesting that it's a preventive measure for stopping sudden oak on mature trees," Fenske says. "I think it's better to pay attention to regional prevention application – in other words if there's four or five dead trees from sudden oak death, they should be cut down, chipped on site and left, and that's the treatment." When customers ask Fenske for sudden oak treatments he tells them that he can't guarantee that they'll work, he says. Even so, 50 percent of the time clients still ask for the preventive fungicide treatment, according to Fenske. So far, none of the trees that have received the treatments have been infected with sudden oak death, Fenske says.

ROTTEN ROOTS. Unusually damp conditions in some parts of the United States contributed to a surge in moisture-related diseases in 2004. Phytophthora root rot was a common problem for shrubs and ornamentals in areas that received heavy rainfall last year. Root rot is caused by fungi that thrive in overly wet or poorly drained soil. Plants affected by root rot will typically turn yellow, and individual branches may wilt or die or the entire plant may die.

There are preventive fungicidal soil applications available to treat root rot but not many curative treatments available. Technicians can apply a soil drench to the root zone of a plant that may be susceptible to the fungi. The soil drench is applied with a 5-gallon-per-minute nozzle, Parker says. Savatree typically applies soil drenches to smaller plant material, such as ornamentals. When pricing soil drenches, Savatree factors in how long it takes to complete the application and charges based on 100-square-foot increments instead of larger measurement units because usually the area the technicians are treating is much smaller, according to Parker. Savatree added the service in 2004 in response to the previous year's wet conditions, Parker says.

"I think going forward, depending what the weather does, it will be a valuable service for us," Parker says. "The only drawback is it's for only that one specific disease. We don't have any materials that work against the other root rots."

When preventive methods don't work, technicians have limited options. "There's really no curative," Parker says. "The best thing you can do at that point is improve drainage and maybe the plant can dry out. There's no easy way to prune that because it's coming up from the roots, so you really want to knock out the environmental conditions to make it inhospitable for the fungus in the soil."

In the Bay area, *Armillaria mellea* or oak root fungus is the predominant killer of woody plants, according to Fenske. Oak root fungus is identifiable



by mushrooms that appear around the base of the tree, typically during the winter months in that region. The bark will pull back and show a white sheet of mycelium hairs. The tree may also start thinning or show smaller than usual leaves. Cultural controls, such as proper watering procedures, have shown promise for preventing oak root fungus. "With oaks you don't want to water the tree in the summer, and you don't want to water the base of the tree at any time," Fenske says.

In areas where oak root fungus is prevalent, Fenske says the best option may be planting materials that are naturally resistant to oak root fungus. Some plants that are more resistant to the disease in California include Japanese maples, catalpas and California redbuds, Fenske says.

SPOT TREATMENTS. Unusually wet weather may also be the culprit for increasing reports of foliar diseases. In the Midwest, anthracnose appeared last year on oak, ash, maple and sycamore trees, according to Fech. Anthracnose is considered a cool-weather disease that appears in the spring and causes defoliation. The disease is more prevalent when cool, wet weather persists through mid May during bud break.

The leaves will then develop large, irregular-shaped blotches. Trees infected with anthracnose can lose 30 to 50 percent of their leaves, Fech says, adding that the most effective way to control anthracnose is by applying foliar sprays. He says injections aren't usually considered a viable option. "It's difficult to get the material with injections to the tree quickly enough with anthracnose," he explains. "Now obviously sprays have their own problems – the potential for drift to non-target trees, to cars and buildings. There's always a chance of public exposure, but we never recommend injections for anthracnose because they're not as effective."

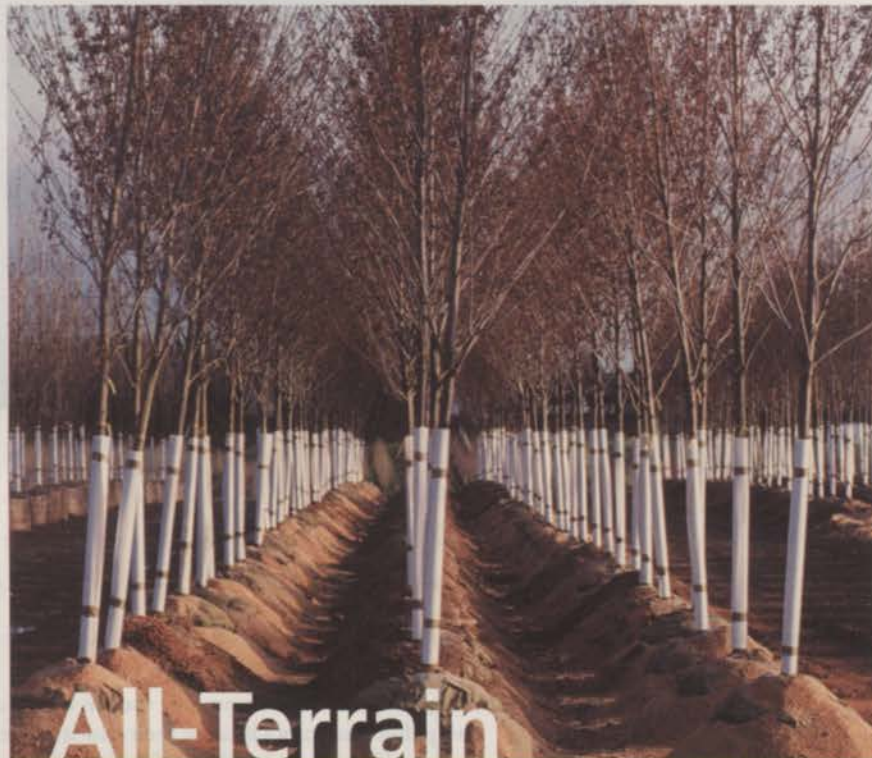
Thorough coverage is key to controlling anthracnose, Fech says. Technicians should use high-pressure sprayers that can reach 30 to 50 feet high, and the applications should be made in temperatures between 40 and 50 degrees. "It's important for the applicator to read the label," Fech says. "Some products will have more specific recommendations."

Apple scab is another foliar disease

that results in leaf spots and is treated by spray applications. When apple scab appears, leaves will show spots the size of a pencil eraser and begin yellowing before falling off the branches. The disease is usually noticeable near late June in western New York, according to Stedman. Wright-Frontier Tree Care treats apple scab preventively with two

to three foliar applications spaced two weeks apart, Stedman says.

Preventive maintenance could be critical in 2005 because foliar diseases are expected to remain strong, as Stedman points out. "Traditionally, we do find the year after a bad year can also be bad, and I would guess that the spore count would be that much higher in 2005." LL



All-Terrain Survivability

Biotechnology that's right for your specific transplant environment.



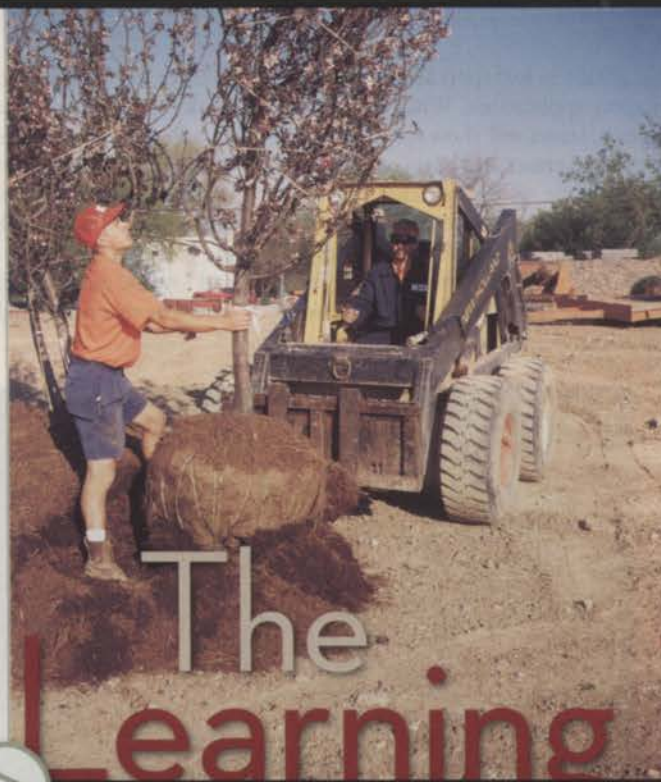
- Increase transplant survival
- Improve plant health
- Save on replacement costs

roots
Plant Care Group

(800) 342-6173
www.novozymes.com/roots

NOVOZYMES Read and follow all label directions. DryRoots®, M-Roots® and Transplant 1-Step™ are trademarks of Novozymes Biological, Inc. The Novozymes logo is a registered trademark of Novozymes A/S. ©2005 Novozymes Biological, Inc.

USE READER SERVICE # 126



The Learning Tree

Younger plant materials make up the bulk of design/build work, which is why contractors should empower themselves with the proper planting knowledge.

by richard harris,
james clark &
nelda matheny

Young plants are most commonly used in home, commercial, industrial and public landscapes because their cost is moderate and they soon have a modest effect on the landscape. Shrubs and trees are key elements in new, intensively developed landscapes for buildings and shopping malls, on roof gardens and around office buildings, industrial parks and public facilities. Hence, the landscaping industry is based largely on designing, producing, marketing, planting and caring for young plants, which is why focusing on how to plant these plants specifically is crucial.

THE PLANTING SEASON. Unless the winters are too cold for young plants of species, those planted in the fall will usually outperform those planted in late winter or spring. In the fall, the soil is warmer and may have better moisture and aeration conditions than in the spring. Even evergreen plants will have less transpiration because of the shorter days and cooler temperatures, and roots have more time for growth before there is an increasing demand for water by the top in the spring. Fall-planted plants get off to a good start the following spring; however, the season to plant may depend on how the young plant materials have been grown.

HANDLE WITH CARE. Plants should be carefully inspected before or on delivery to see that they meet specifications as to root quality and top conformation. If the planting site is colder, hotter or more exposed than the location where plants have been kept, they should be hardened off or acclimatized before planting. This may take a few days to a few

continued on page 184

Photos: New Holland, Toro (page 184)

Cover Your Landscape With

COLOR

FREE POSTER
Email us at
landscape@ballhort.com
for yours.



AngelMist® Angelonia ● &
Purple Lady Iresine ●



Easy Wave® Spreading Petunia ●



Fiesta™ Double Impatiens ●



Fantasia® Zonal Geranium ●



Magilla™ Perilla ●●



Titan™ F1 Vinca ●

Landscapes present endless possibilities and Ball offers a wide range of varieties to suit your needs. Our line-up is packed with high-performance plants to provide your customers with color that will make an impact throughout the season... and more landscape color means more profits for your business. Contact Ball for more information or to find a supplier in your area.

Wind Dancer Eragrostis ●

Ball

630 231-3600
Fax: 630 231-3605

● denotes a trademark and ● denotes a registered trademark of Ball Horticultural Company in the US. It may be registered in other countries. EASY WAVE and TIDAL WAVE are registered trademarks of and bred by Kirin Brewery Co., Ltd. © 2004 Ball Horticultural Company. Printed in USA. BHC05001

Tidal Wave® Hedge Petunia ●

USE READER SERVICE # 127

continued from page 182

weeks. Keep plants moist and initially protected from temperature extremes during this time.

Many deciduous trees and shrubs are received bare root during the dormant season. Though it is best to plant them soon after delivery, bare-root plants can be held up to a few weeks if they are kept cool so that neither roots nor buds begin to grow. The roots must remain moist but not wet. The plants

and bundled with moist packing material around their roots. The low temperature, by more completely satisfying the cold requirement that many plants have to overcome, can ensure more uniform bud break when the plant is put into the landscape. Cold temperatures (32 to 40 degrees F), by delaying bud break, allow bare-root plants to be planted two to four weeks later than would otherwise be the case.

Balled-in-burlap (B-in-B) trees and container-grown plants can be planted almost year round, although B-in-B plants are usually planted soon after they are dug. Containers for most plants are usually dark in color. In the afternoon, soil on the sun-exposed side can reach 120 degrees F and remain above 100 degrees F for six to eight hours. In one experiment, the growth of black locust (*Robinia pseudoacacia*) roots was reduced 75-percent by soil temperatures of 95 degrees F for six hours on four consecutive days. Temperatures of 104 degrees F for only four hours will kill the root tips of most plants. In another study, no roots were found in the western third of 4-1 (1-gallon) containers exposed daily to the afternoon sun. The tops of these container plants may show little or no effect because most are watered and fertilized daily. If the soil volume available to a plant,

however, is only a portion of that in the container, initially it will have to be irrigated more frequently when transferred to the landscape than a plant whose roots filled the entire container. Even though live roots fill a container, after planting the tree, it will require more frequent watering than when it was in the container.

While plants are being held for planting, place them close together, preferably in the shade. If they must be in the open, protect the outside root

balls from the sun. A wide board, a strip of cardboard, aluminum foil or a dike of mulch or soil on the sunny side will do the job. Keep the plants from wilting. Placing them close together will reduce transpiration somewhat, reduce injury from excessive movement of the tops and help to keep the plants upright. In sunny weather, minimize root damage by placing the plants in the landscape just a short time before they are to be planted.

PREPARING THE PLANTING

HOLE. Be sure that the location of underground utilities and pipes is known so that they can be avoided. The following discussion assures that the soil is of good tilth or it has been prepared 30 to 90 days earlier.

In soils of good structure, the planting hole need only be deep enough to hold the root ball of the plant. Plant "high" in all but sandy soils. For container plants, the hole can be dug or augured 2 inches less than the depth of the soil in a 20-1 (5-gallon) container plant (1 inch less for a 4-1 container). If a deeper hole is dug and loose soil returned, the plant usually settles after a few irrigations or rains. If the top of the root ball is below the level of the surrounding soil, water may collect around the trunk in all but well-drained soils. Collar rot or other root problems often occur in such situations. In sandy soil, planting at the original depth 1 to 2 inches deeper will keep soil around the roots from drying out so quickly.

Each hole should be at least twice the diameter of the container or root ball so that the backfill soil can be worked in easily around the plant. For bare-root plants, the hole need only be large enough to take the roots without crowding. To minimize glazing of the sides when holes are dug with a power auger, digging should be done when soil is at or below field capacity. The glazed sides of many planting holes frequently are almost impenetrable to roots. The sides and bottom of the hole should be scarified or roughened with a shove to intermingle the backfill and field soil to provide easier access for developing roots.

For B-in-B plants, which usually have been field grown, it is important to remove any unnecessary nursery

continued on page 186



can be heeled in the shade with their roots in moist sawdust, peat moss, sand or loam soil. If they must be kept in the open, plants can be heeled in by placing the roots in a trench running at right angles to the early afternoon sun. The tops of the plants should point toward the early afternoon sun so that bud warming is minimized. Cover the roots with moist soil and work it in around the roots to minimize air pockets.

Plants can be kept in cold storage

John Deere Landscapes Can Do More Than Save You Time.



"The people at John Deere Landscapes have **stepped up to bat** for us many times. On a day-to-day basis, the simple fact of knowing we can depend on John Deere Landscapes to provide us with the **best service possible** reminds us that without that partnership, we would not be as competitive and as successful as we are."

— Robert L Rivera, Evergreen Services, Inc.



Irrigation
Equipment



Landscape
Lighting



Nationwide Nursery
Direct Services



Landscape
Supplies

John Deere Landscapes is your one supplier for all the irrigation, lighting and landscape supplies you need. With over 250 branches nationwide, we have a location near you. Stop by and see what we can offer you today!

800-347-4272

www.JohnDeereLandscapes.com

USE READER SERVICE # 128



JOHN DEERE
LANDSCAPES

continued from page 184

field soil from the top of the root balls. B-in-B plants can then be planted similarly to container plants.

Where compacted or stratified soil has not been loosened, a tree planting site should be created using a rototiller or similar equipment. Loosen the soil at least three times the root-ball diameter to a depth 1 to 2 inches less than the depth of the root ball. After a tree is planted, create 4 to 6 radii of loosened soil 15 to 20 inches deep and a least 6 feet long toward the tree using a 4 to 6 inch wide trencher. Penetrate the backfill but be careful not to disturb the root ball.

Researchers advise that, when planting in compacted soil, the planting hole should be three times the diameter of the root ball and 6 inches deep at the excavation edge sloping inward to the depth of the root ball or a little less at the center. The sloping sides are to encourage roots to grow up and out into better-aerated soil. The large volume of backfill soil is positive, but the sloping sides in undisturbed and partially in compacted soil can result in the bottom portion of the root ball being waterlogged for long periods of time. As diagrammed, even with a silt loam backfill, more than half of the root ball would become saturated with only 1 inch of rain after the soil was at field capacity. This problem could be minimized, if not eliminated, by having vertical sides to the large hole. Digging a more or less vertical-sided hole would be easier. One researcher found that not all the lower roots grew up the planting hole slope, but grew into undisturbed soil. Roots grow where soil conditions are at least tolerable for the species.

Unfortunately, sand or gravel has been placed in the bottom of planting holes supposedly for the purpose of improving drainage of the soil above. In fact, such a layer will have just the opposite effect, causing the soil above to become saturated when it otherwise would not. As the amount of water exceeds field capacity in the upper soil, it will begin to flow around the edges of the gravel layer, leaving that gravel layer essentially dry until water rises from below or the head of water above becomes greater than the water potential in the soil. If drainage is needed, there must be an outlet for water to flow to a lower drain or the excess water pumped out.

"In most cases, the soil dug from the planting hole is satisfactory for backfilling around the roots or root ball. This is particularly true for bare root plants, which then would encounter no soil interfaces."

- Richard Harris, James Clark and Nelda Matheny

PRUNING ROOTS. Remove the dead, diseased, broken and twisted roots of bare-root plants by pruning to healthy tissue. Roots matted at the bottom or circling around the root ball of container-grown plants should be cut and removed or shortened and/or straightened. Some arborists cut the root ball vertically on opposite sides to at least half the distance to the trunk to decrease the chance that hidden circling roots will girdle later. When freeing the roots at the periphery of the root ball, it is all right if the root ball is roughened; it will provide better contact with the backfill soil. If the periphery roots were straightened so that they extend 2 inches or more into the backfill soil, the volume of soil and roots available would be double that of a 20-1 (5-gallon) root system. In addition, the roots will extend into the fill soil and will grow more easily than when they have to grow out of an undisturbed root ball. Removing one-fourth to one-half of the roots in the outer 1 inch of a root ball should set back none but the most sensitive plants. Most plants will in fact be stimulated.

Butterflying the bottom half of the root ball of container-grown plants by spreading the roots apart has been recommended to minimize root girdling and to hasten plant establishment, particularly in tight soil. The root ball is removed from its container, laid on its side and split with a sharp spade or cutting tool two-thirds of the way from the bottom to the top. The two cut halves are spread and placed on a slight mound in a wider but shallower hole. Backfill the

hole so that the top of the root ball is 1 to 2 inches above the surrounding soil.

The best reason for butterflying a root ball is to improve establishment, particularly in shallow, heavy or compacted soil. Some researchers found that 70 percent or more of root-length growth of thornless honey locust (*Gleditsia triacanthos*) in the first three years after planting was in the upper 5 inches of a compacted soil. Even in a friable soil, at least 25 percent of root-length growth was in the top 5 inches.

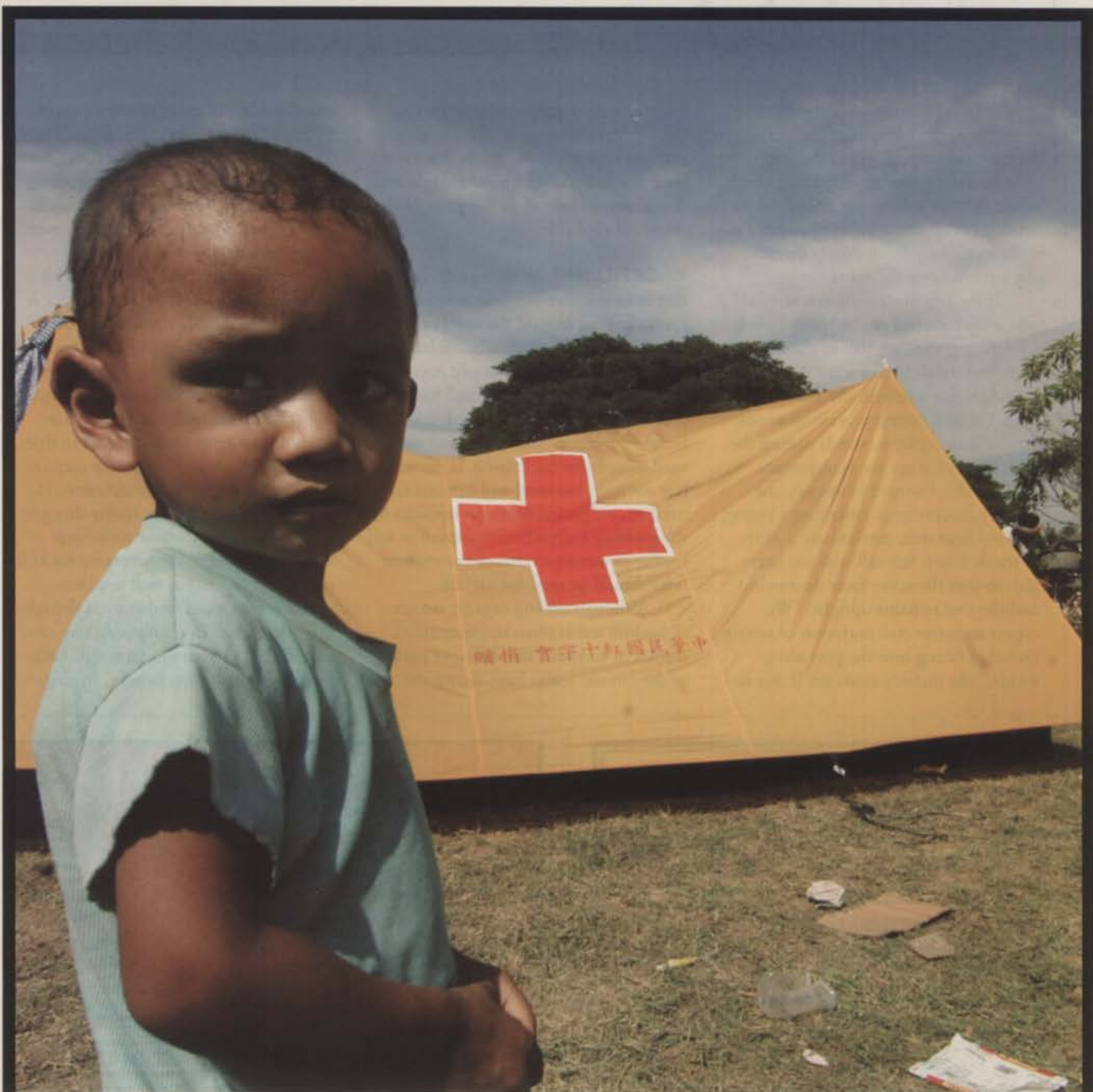
Even though one researcher recommended cutting partway into the top half of a root ball to further "eliminate" girdling roots, he no longer recommends butterflying root balls because it does not eliminate girdling roots. This is not unexpected because a high percentage of girdling roots of plants started in seed flats or small pots are close to the trunk and the soil surface. Even so, butterflying root balls may be wise in tight, poorly drained soils. Check whether plants have circling roots near the top of the root ball close to the trunk. This same researcher now recommends cutting the sides of root balls from top to bottom in at least four places.

SETTING THE PLANT. Just before setting the plant in the hole, loosen and smooth about 1 inch of the soil at the bottom of the hole. A number of less-than-critical factors may be considered when setting a plant in the hole:

- Orient the plant to best advantage in the direction from which it will be viewed most often.
- Place the scion of budded (grafted) plants, particularly trees, toward the afternoon sun to reduce the possibility of sunburn in the crook just above the bud union.
- Low foliage may shade this area, but if the trunk is exposed, it can be painted with white exterior latex paint.
- Orient the side with lowest branches toward areas of least activity and higher branches toward areas needing greater headroom to reduce the amount of subsequent pruning.

If wind, sunburn and appearance are not factors in plant orientation, place the largest branch or the side with the most branches away from the afternoon sun. The less developed side of the plant will then be favored with more light.

continued on page 188



Reuters/Yusuf Ahmad, courtesy www.alertnet.org

You can help those affected by the earthquake and tsunami emergency in Southern Asia and Eastern Africa with a financial gift to the American Red Cross International Response Fund. Your gift allows the Red Cross to provide immediate relief supplies, food and safe water, health care and other support to those in need. Visit **Redcross.org** or call **1-800-HELP NOW** to make your donation to the American Red Cross International Response Fund today.



**American
Red Cross**

continued from page 186

Contrary to the recommendation in the first two editions of this book, for bare-root plants, point the largest root into the strongest prevailing wind when the tree will be in full leaf. More roots grow on the windward portion of a plant, thereby more evenly distributing stress among the roots.

If the top of a tree is not vertical when the root ball or the trunk base is straight, tip the root ball in the hole to angle the trunk as you want it.

Aim the side with the most branches into strong prevailing winds; for deciduous plants, winds during the growing season are more important than winds of winter. However, one nursery recommends orienting a young, budded fruit tree, particularly a whip (a trunk 4 to 6 feet tall with no laterals), so that the scion faces downwind and the tree remains upright. "We expect a greater concentration of strong branches facing into the prevailing winds," the nursery explains. If this is

a valid observation, it may be that an uneven development of phloem above the bud union influences the hormone balances so that more buds are released or stimulated into vigorous growth on the windward side.

BACKFILLING. In most cases, the soil dug from the planting hole is satisfactory for backfilling around the roots or root ball. This is particularly true for bare root plants, which then would encounter no soil interfaces. If the soil has been previously loosened and mixed, it should be fairly uniform with depth and can be used directly for backfilling. If the soil has not been loosened and exhibits textural or compacted layers on the sides of the planting hole, adjacent topsoil or soil similar in texture to that of the coarsest layer should be used for backfill.

Although adding organic matter to backfill soil is often recommended, studies in England and different parts of the United States have shown the

practice to be of no consistent benefit. At five Oklahoma test sites with a range of soil types, they found that fewer roots grew into the surrounding soil from amended than from unamended backfill soil. This researcher supplies no growth measurements for trees and shrubs planted in backfill soil amended with peat moss but states that the practice is detrimental. Another researcher, however, found that roots will often branch more profusely in friable, well-aerated, moist, fertile soil than in drier, infertile soil. The many small short roots that form do not grow as far as roots in drier, less well-aerated soil. This may account for the first researcher's conclusion: He correctly postulated that under drought conditions a plant whose roots were largely confined to the amended backfill soil would not fare as well as plants whose roots spread farther even though they were fewer in number. At any rate, in none of his trials did amended backfill soil produce a net benefit. In Eng-

AERA-VATOR®



THE AERA-VATOR AE-40E LOWERS EQUIPMENT COSTS BY PERFORMING THE WORK OF SEVERAL PIECES OF EQUIPMENT. THE AERA-VATOR CAN FRACTURE THE HARDEST GROUND, RENOVATE THE SOIL, AND PREPARE THE PERFECT SEEDBED. THE AE-40E WILL ALSO AERATE LAWNS WITHOUT TEARING ESTABLISHED TURF.

CALL FOR A FREE VIDEO TODAY
800-363-8780

WWW.1STPRODUCTS.COM • SALES@1STPRODUCTS.COM

USE READER SERVICE # 132

LESS WEIGHT FEEL GREAT



THT-210S

21 cc, 1.1 h.p.
Two-Stroke Engine
26" Double-Sided Blades

If you're tired of using heavy, poorly balanced hedgers, try Tanaka's new THT-210S - the lightest in its class! At 11.0 lbs., the THT-210S reduces fatigue so you can increase productivity and profits.



**NEW! 5-POSITION
LOCKING REAR
HANDLE SYSTEM**
improves operator
safety.

NEW! 5 START
reduces pull-force
by 60 percent.

**NEW! IMPROVED
HEAVY-DUTY ANTI-
VIBRATION SYSTEM**
reduces fatigue.

CALL US TODAY FOR A FREE DEMO.
1-888-4TANAKA

WWW.TANAKA-USA.COM

Tanaka
POWER EQUIPMENT

USE READER SERVICE # 133



land, another researcher often observed poor results when backfill soil had been amended with organic matter. The main problem he identified was inadequate mixing: Large wet globs of organic matter interfere with root growth.

If organic matter is to be used, however, it should be added at least 30 to 40 percent by volume with the backfill soil and thoroughly mixed.

Placing fertilizer in the planting hole or mixing it with backfill soil is inconvenient and time consuming and could injure plants. Most plants have been well fertilized in the nursery and will grow well for part or all of the first growing season without added fertilizer. However, applying 1 to 2 ounces of nitrogen may be good insurance. Apply nitrogen fertilizer in the tree basin after a tree is planted. Be aware that weeds around a fertilized tree may become a problem.

Work the soil around the roots so that they are not compressed into a tight mass, but are spread and support-

ed by the soil beneath them. After each 3 or 4 inch of soil has been placed in the hole, firm the soil around the roots or root ball with your foot, taking care not to tear, bruise or debark the roots.

TREATMENTS THAT MAY ENHANCE ROOTING. Considerable interest concerns the presence of mycorrhizae, a symbiosis of fungi and roots, particularly for newly planted trees and shrubs. Even though there are thousands of mycorrhizal fungi where woody plants grow, some plants that have been grown in sterilized nursery media may be planted in soil with little or no appropriate inoculum. Numerous studies indicate a favorable response of woody plants to mycorrhizae. However, if woody plants have grown at an undisturbed site, mycorrhizae will be present. Excavation, sterilization, compaction, past flooding or soil damage may reduce the level of mycorrhizae. If concerned, obtain 8 ounces of local topsoil of a similar

type with roots from a similar site as to microclimate and depth. Distribute this soil or a commercial mycorrhizal culture around the root ball in the bottom of the planting hole before backfilling. The latter may get the plant off to a faster start, but the native mycorrhizae fungi will probably soon take over.

Although there have been numerous nursery trials with liquid, algal-humic preparation type products, we are not aware of convincing experimental evidence supporting the use of this preparation in landscape situations. **LL**

This article was reprinted from Arboiculture: Integrated Management of Landscape Trees, Shrubs and Vines. Harris is the professor emeritus, department of environmental horticulture, University of California - Davis; Clark and Matheny are the vice president and president, respectively, of HortScience, Pleasanton, Calif. To purchase this book, visit www.prenhall.com.

Landscape Design Software that makes an impact!

visual impact imaging
EARTHSCAPES
Landscape Design Software



www.visualimpactimaging.com

Visit our website for a free demo or call 330.665.9080

USE READER SERVICE # 148

got Power?

KANGA
LOADERS

FREE BUCKET ON
KANGA ORDERS!
while supplies last



800-476-9673
www.cpiequipment.com

get Kanga!

USE READER SERVICE # 134



Tree Care

By The

Numbers



Market forces make it imperative that tree service providers know their numbers.

by jim huston

Tree service work provided by professionally run landscape contractors is increasingly in demand. However, while the market opportunities are legion, the cost of capitalization, insurance rates, labor problems and competition from large consolidators is putting more pressure on the small- to mid-sized tree service operation than ever before. These market forces make it crucial that the tree care contractor know his numbers and profit margins at a moment's notice when dealing with clients.

CASE STUDY. An arborist on the East Coast wanted to verify his pricing for the upcoming season. He wanted to price out his general tree work with one-, two-, three-, and four-man crews. He also wanted to price out a one-man crew with both a large and a medium-sized stump grinder. The arborist wanted to know how much revenue each

crew scenario had to bring in each day and what his hourly crew rates should be. Other questions of importance were:

1. How much should he bill per day and charge per crew hour for general tree work with a one-man crew?
2. How much should he bill per day and charge per crew hour for general tree work with a two-man crew?
3. How much should he bill per day and charge per crew hour for general tree work with a three-man crew?
4. How much should he bill per day and charge per crew hour for general tree work with a four-man crew?

When reviewing this scenario, this information is also critical to consider:

- Crews will work and get paid for nine hours per day, 45 hours per week.
- The equipment cost per hour is indicated on the figures in this chapter.
- The overtime factor, risk factor, sales tax,





Photo: Dan's Landscaping & Lawn Care

etc. are indicated on the figures.

- The owner desires to obtain a minimum of 20 percent net profit margin for tree work.

PRICING DETAILS. There are four specific scenarios to highlight based on this specific tree care contractor's case study.

General Tree Work With a One-Man Crew. Figure 2 on page 192 outlines this scenario. Note that each member of the crew works 7.5 hours on site per day. One-and-one-half hours per day are allotted to general condition drive time, load time, etc. The mid-sized chipper is running two hours per day, and our crew leader will be operating a chain saw approximately four hours per day.

This one-man crew has to bill

approximately \$700 per day to achieve the desired 20 percent net profit margin and to cover all costs, both direct and indirect. The curb-time hourly rate calculates to be \$95 per crew hour. The portal-to-portal rate is \$79 per crew hour, which I'd round up to \$80.

General Tree Work With a Two-Man Crew. Figure 3 on page 192 outlines the two-man scenario. Again, each member of the crew works 7.5 hours on site per day. One-and-one-half hours per day are allotted to general condition drive time, load time and so on per person. The mid-sized chipper is running two hours per day, and our crew will be operating chain saws approximately eight hours per day.

This two-man crew has to bill approximately \$1,200 per day to achieve the desired 20 percent net profit margin

and to cover all costs, both direct and indirect. The curb-time hourly rate calculates to be \$80 per man-hour and \$160 per crew-hour. The portal-to-portal rate is \$67 per man-hour and \$134 per crew-hour. I'd probably round these up to \$70 and \$140, respectively.

(NOTE: The crew rates decrease when additional crew members are added. This is primarily due to the lower labor rates and the spreading of the truck costs over more man-hours.)

General Tree Work With a Three-Man Crew. Figure 4 on page 193 outlines the three-man scenario. Again, each member of the crew works 7.5 hours on site per day. One-and-one-half hours per day are allotted to general condition drive time, load time, and so on per person. Note how the equipment in this scenario has changed.

FIGURE 2 - GTW: 1 Man with F-450 and Chipper

general tree work price sheet			
Scenario cost data			
Crew size (# people)	1.0	Driver	
Crew average wage (CAW)	\$18.00		
Overtime factor (OTF)	6.0%	45 hours per week, rounded up	
Risk factor (RF)	10.0%		
Crew average wage w/OTF & RF	\$20.88		
Labor burden	45.0%		
Sales tax	6.0%		
G&A overhead per hour (OPH)	\$15.00		
Net profit margin	20.0%		
F-450 or equivalent	\$12.00		
Curb-time man-hours per day	7.5	Man-hours	
Number of units	7.5	Man-hours	
Scenario			
I. Production (on-site or curb-time costs)	Materials	Labor	Equipment
		7.5 Man-hours	
	\$-	\$40.00	\$20.00
	\$-	\$-	\$-
	\$-	\$24.00	\$ 6.00
	\$-	\$64.00	\$ 4.00
	\$-	\$108.00	\$ 64.00
II. General conditions (off-site or non-curb-time costs)			
		1.5 Man-hours	
		\$96.00	\$10.00
		\$0	\$-
		\$0	\$-
	\$-	\$96.00	\$-
	\$-	\$96.00	\$96.00
Subtotals			
	\$-	\$ 188	\$ 160
III. Margins & markups			
A. Sales tax	\$-		
B. Labor burden	\$ 95		
Subtotals			
	\$-	\$ 272	\$ 160
Total direct costs (TDC)			
			\$432
C. G&A overhead costs			
		10 (Number of man-hours x OPH)	\$150 =
BEP (TDC + G&A overhead)			
			\$582
D. Contingency factor (if desired)			\$-
E. Net profit margin (20.00%)			\$140
F. Total price			
			\$708
IV. Scenario analysis			
A. Curb-time rate (Total price - curb-time man-hours)			
	\$708	divided by 7.5 =	\$94.56 Curb-time rate
B. Portal-to-portal rate (Total price - all hours)			
	\$708	divided by 8.0 =	\$88.50 Portal-to-portal rate
C. Gross profit margin ((G&A overhead + Net profit) = Total price)			
	\$272	divided by \$708 =	29.0% GPM

The mid-sized chipper is running three hours per day, and our crew will be operating chain saws approximately 10 hours per day. The owner has added a bucket truck with a cost per hour (CPH) of \$30. The chipper has been upgraded in order to handle logs up to 12 inches in diameter, which increases the CPH to \$25. A large utility truck, an F-800 or equivalent, is also added to the scenario. Its CPH is \$20. The two trucks are each operating approximately four hours per day, and we'll include their costs in this scenario.

This beefed-up crew has to bill almost \$1,800 per day to achieve the desired 20 percent net profit margin and to cover all costs, both direct and indirect. The curb-time hourly rate calculates to be \$79 per man-hour and \$237 per crew-hour. The portal-to-portal rate is \$66 per man-hour and \$198 per crew-hour. I'd round up these rates to the nearest \$5 increment.

(NOTE: The crew rates continue to adjust as additional crew members are added.)

General Tree Work With a Four-Man Crew. Figure 5 (right) outlines the four-man scenario. Again, each member of the crew works 7.5 hours on site per day. One-and-one-half hours per day are allotted to general condition drive time, load time and so on per person. The equipment

FIGURE 3 - GTW: 2 Man with F-450 and Chipper



Photo: Lied's Landscape Design & Development

general tree work price sheet			
Scenario cost data			
Crew size (# people)	2.0	Crew leader and laborer	
Crew average wage (CAW)	\$16.00		
Overtime factor (OTF)	6.0%	45 hours per week, rounded up	
Risk factor (RF)	10.0%		
Crew average wage w/OTF & RF	\$18.56		
Labor burden	45.0%		
Sales tax	6.0%		
G&A overhead per hour (OPH)	\$15.00		
Net profit margin	20.0%		
F-450 or equivalent	\$12.00		
Curb-time man-hours per day	15.0	Man-hours	
Number of units	15.0	Man-hours	
Scenario			
I. Production (on-site or curb-time costs)	Materials	Labor	Equipment
		15.0 Man-hours	
	\$-	\$80.00	\$30.00
	\$-	\$-	\$-
	\$-	\$48.00	\$ 6.00
	\$-	\$108.00	\$108.00
II. General conditions (off-site or non-curb-time costs)			
		3.0 Man-hours	
		\$96.00	\$10.00
		\$0	\$-
		\$18.56	\$-
	\$-	\$96.00	\$96.00
Subtotals			
	\$-	\$ 334	\$ 204
III. Margins & markups			
A. Sales tax	\$-		
B. Labor burden	\$ 160		
Subtotals			
	\$-	\$ 484	\$ 204
Total direct costs (TDC)			
			\$688
C. G&A overhead costs			
		18 (Number of man-hours x OPH)	\$150 =
BEP (TDC + G&A overhead)			
			\$838
D. Contingency factor (if desired)			\$-
E. Net profit margin (20.00%)			\$240
F. Total price			
			\$1,188
IV. Scenario analysis			
A. Curb-time rate (Total price - curb-time man-hours)			
	\$1,188	divided by 15.0 =	\$79.87 Curb-time rate
B. Portal-to-portal rate (Total price - all hours)			
	\$1,188	divided by 18.0 =	\$66.56 Portal-to-portal rate
C. Gross profit margin ((G&A overhead + Net profit) = Total price)			
	\$ 240	divided by \$1,188 =	20.2% GPM



in this scenario has changed very slightly from our last one. The mid-sized chipper is running three hours per day, and our crew will be operating chain saws approximately 14 hours per day.

This "super" crew has to bill approximately \$2,200 per day to achieve the desired 20 percent net profit margin and to cover all costs, both direct and indirect. The curb-time hourly rate calculates to be \$73 per man-hour and \$292 per crew-hour. The portal-to-portal rate is \$61 per man-hour and \$244 per crew-hour. Again, I'd round up these rates to the nearest \$5 increment.

(NOTE: The crew rates continue to adjust as additional crew members are added.)

REVENUE BOOSTING RESULTS. Our arborist now has the information he needs to price his tree work. The hourly rates provide him with the information he needs to price his work to his customers, either on a curb-time or a portal-to-portal basis. The method he uses depends on which one he feels most comfortable with. Although I wouldn't recommend it, he could use both, depending on the situation. The daily revenue goals for each scenario tell him exactly how much revenue each crew should bring in every day. Now this arborist has not only the ability to price his work accurately, but he can also ensure that every crew is making money every day.

FIGURE 4 - GTW: 3 Men with Bucket Truck, F-800 and Chipper

general tree work price sheet						
Scenario cost data						
Crew size (# people)	3.0	Crew leader and 2 laborers				
Crew average wage (CAW)	\$15.00					
Overtime factor (OTF)	6.0%	45 hours per week, rounded up				
Risk factor (RF)	10.0%					
Crew average wage w/OTF & RF	\$17.40					
Labor burden	45.0%					
Sales tax	6.0%					
G&A overhead per hour (OPH)	\$15.00					
Net profit margin	20.0%					
F-800 or equivalent	\$20.00					
Curb-time man-hours per day	22.5					
Number of units	22.5	Man-hours				
Scenario						
I. Production (on-site or curb-time costs)						
	Materials	Labor	Equipment	CPH	Hours	Item
	\$-	22.5 Man-hours	\$ 75.00	\$ 25.00	3.0	Chipper, large
	\$-		\$120.00	\$ 30.00	4.0	Bucket truck (4 hours run time)
	\$-	\$ 18.56	\$ 60.00	\$ 6.00	10.0	Chain saws
	\$-	\$291.50	\$258.00			
II. General conditions (off-site or non-curb-time costs)						
		4.5 Man-hours	\$ 80.00	\$20.00	4.0	F-800 or equal (minimum 4 hours)
		0.0	\$-	\$-	0.0	
	\$-	\$ 17.40	\$-	\$-	0.0	
	\$-	\$ 78.56	\$ 80.00			
Subtotals	\$-	\$ 470	\$ 335			
III. Margins & markups						
A. Sales tax \$-						
B. Labor burden \$ 211						
Subtotals	\$-	\$ 681	\$ 335			
Total direct costs (TDC)						\$1,016 TDC
C. G&A overhead costs						
27 (Number of man-hours x OPH)				\$ 16.00	=	\$ 435
BEP (TDC + G&A overhead)						\$1,421 BEP
D. Contingency factor (if desired) \$-						
E. Net profit margin: 20.00%						
F. Total price						\$1,777 Total price
IV. Scenario analysis						
A. Curb-time rate (Total price ÷ curb-time man-hours)						
\$1,777 divided by 22.5 = \$79.00 Curb-time rate						
B. Portal-to-portal rate (Total price ÷ all hours)						
\$1,777 divided by 37.0 = \$48.00 Portal-to-portal rate						
C. Gross profit margin ((G&A overhead + Net profit) ÷ Total price)						
(\$ 435 + \$ 355) ÷ \$1,777 = 47.8% GPM						

general tree work price sheet						
Scenario cost data						
Crew size (# people)	4.0	Crew leader and 3 laborers				
Crew average wage (CAW)	\$14.00					
Overtime factor (OTF)	6.0%	45 hours per week, rounded up				
Risk factor (RF)	10.0%					
Crew average wage w/OTF & RF	\$16.24					
Labor burden	45.0%					
Sales tax	6.0%					
G&A overhead per hour (OPH)	\$16.00					
Net profit margin	20.0%					
F-800 or equivalent	\$20.00					
Curb-time man-hours per day	30.0					
Number of units	30.0	Man-hours				
Scenario						
I. Production (on-site or curb-time costs)						
	Materials	Labor	Equipment	CPH	Hours	Item
	\$-	30.0 Man-hours	\$ 75.00	\$ 25.00	3.0	Chipper, large
	\$-		\$120.00	\$ 30.00	4.0	Bucket truck (4 hours run time)
	\$-	\$ 16.24	\$ 84.00	\$ 6.00	14.0	Chain saws
	\$-	\$407.20	\$276.00			
II. General conditions (off-site or non-curb-time costs)						
		6.0 Man-hours	\$ 90.00	\$20.00	4.0	F-800 or equal (minimum 4 hours)
		0.0	\$-	\$-	0.0	
	\$-	\$ 16.24	\$-	\$-	0.0	
	\$-	\$ 97.44	\$ 90.00			
Subtotals	\$-	\$ 583	\$ 359			
III. Margins & markups						
A. Sales tax \$-						
B. Labor burden \$ 260						
Subtotals	\$-	\$ 643	\$ 359			
Total direct costs (TDC)						\$1,297 TDC
C. G&A overhead costs						
27 (Number of man-hours x OPH)				\$ 16.00	=	\$ 440
BEP (TDC + G&A overhead)						\$1,747 BEP
D. Contingency factor (if desired) \$-						
E. Net profit margin: 20.00%						
F. Total price						\$2,183 Total price
IV. Scenario analysis						
A. Curb-time rate (Total price ÷ curb-time man-hours)						
\$2,183 divided by 30.0 = \$72.78 Curb-time rate						
B. Portal-to-portal rate (Total price ÷ all hours)						
\$2,183 divided by 36.2 = \$60.05 Portal-to-portal rate						
C. Gross profit margin ((G&A overhead + Net profit) ÷ Total price)						
(\$440 + \$ 359) ÷ \$2,183 = 44.7% GPM						

The author is an industry consultant and president of J.R. Huston Enterprises, Englewood, Colo. This material was excerpted with permission from his book *How to Price Landscape & Irrigation Projects*. To order the book, call 800/451-5588, e-mail jrhei@jrhuston.biz or visit www.jrhuston.biz. LL

EDITOR'S NOTE: The costs used in our scenarios are for illustration purposes only. Your costs will vary from the ones used in these examples. The key is for you to build a typical one-day scenario for the crew, materials and equipment mixes you use. Round up these rates as appropriate. If your costing structure is accurate, the rates you calculate should be very close to your current ones and to those generally seen in your market.



Check our March Online Extras to learn how much you should bill per day and charge per crew hour for stump grinding services.

In Sickness and In Health



As health-care costs increase, so do your options.
Get the Rx you need.

by marisa palmieri

As a business owner, you likely question the decisions you make, especially when it comes to your employees' well being. You think it's your duty to provide the best benefits package you can, but soaring health insurance premiums and poor returns on investment are making you question the value of your health care and retirement plans.

In fact, health care costs rose about 15 percent in 2004 for companies with fewer than 200 workers, with some citing spikes of more than 20 percent, says Mercer Human Resource Consulting, New York, N.Y. And for the first time since 1986, small businesses identified the cost of benefits – not taxes – as their No. 1 concern.

As you question your benefits plan and debate whether to absorb rising costs or transfer them to your employees, benefits

consultants say that remembering you have choices is important. Sharing the cost with employees, shopping around for better deals and offering other types of nontraditional perks to supplement your benefits package are all viable options.

"It's important for business owners to know that just because they're small doesn't mean they don't have options," says Marcus Newman, an employee benefits consultant specializing in small businesses for GCG Financial, Bannockburn, Ill.

Although costs are rising at all-time high levels, options also are increasing. With the advent of Health Savings Accounts and group purchasing options like the Association Health Plan and Professional Employer Organizations, help is on the way.

THE COST OF HEALTH CARE. Landscape contractors say they've come to expect double-digit cost increases every year. This



year, they are planning for 5 to 20-percent increases, according to *Lawn & Landscape* research.

As a result of the increases, searching for new options in health insurance has become commonplace. Professional Employer Organization (PEO) offers one such option.

PEOs, also known as co-employers, are human resource management firms that assume employee-related liabilities, letting owners and managers focus their time and energy on the "business of their business," not the "business of employment," according to the National Association of Professional Employer Organizations (NAPEO). These one-stop shops provide small businesses access to premium benefits, as well as payroll, risk management and human resource services.

Because of economies of scale, PEOs are able to offer top-of-the-line benefits, complete with 401K retirement plans, flex spending accounts and full health benefits, including vision and dental at a reasonable cost, says John Holland, PEO expert and manager at The Castleton Group, Asheville, N.C. "It's all the bells and whistles that a small employer has trouble funding and administering," he says.

Typically, PEO services offer a cost savings or come with no increase over what small businesses currently pay for benefits. The added benefit is that PEOs let a business's employees choose which options they prefer. "We have five health insurance plans available," Holland says. "Employees can go through the cafeteria plan and pick and choose what works for them and their

families. They love it."

Offering options to employees is one of the biggest trends in the insurance market, experts say, and this is becoming easier for employers. "Employers don't want to have to make decisions between an employee with dependents who would favor a low co-pay and prescription card vs. younger employees – usually males – who may never go to the doctor or appreciate the full coverage they're being offered," says Martha Lanning, senior director of employee benefit product strategies for the Council of Smaller Enterprises (COSE), Cleveland, Ohio.

As a result, insurance companies offer tiered or dual-option plans, allowing employees to decide what level of coverage they want, and costs vary accordingly. Lanning says these option-

based plans are a cost-effective way to augment benefits packages with dental, vision and life insurance, even if the employees cover 100 percent of the cost.

A shift to tiered plans isn't the only health-care trend benefits experts are currently seeing, though. Recent legislation has opened the door for two health-care cost remedies: the Association Health Plan (AHP) and the Health Savings Account (HSA).

If approved by the Senate, AHPs would allow trade and professional organizations to provide health insurance coverage to their members at group rates across state lines. AHP lobbyists say that this type of plan could save business owners as much as 25 percent in health insurance costs.

A different type of plan, the HSA, has been growing in popularity since early 2004. "We're seeing a general movement from traditional plans to higher deductible plans, like the Health

Savings Account," says Steve Millard, executive director of COSE.

An HSA is a pre-tax account funded by an employer that gives employees a fixed amount of money with which to pay for more routine health care expenses until the deductible is met. It also allows funds to roll over from one year to the next.

Lanning estimates that HSAs

professional to come by for a Q&A session with the staff. "It will take some getting used to – you need to take some time and sit down to explain it to employees," he says.

SAVING FOR THE FUTURE. Another key aspect of benefits planning is considering retirement savings options. Overall, retirement plans, once staples

"It's important for business owners to know that just because they're small doesn't mean they don't have options."

– Marcus Newman

can save employers 30 to 50 percent in premium costs. "We're going to see the HSAs expand a lot in the next 18 months," Millard says.

Because HSAs are different from what most employees are used to, Newman recommends that a contractor interested in implementing an HSA in his business ask his or her insurance

of benefits packages, are falling out of favor, experts say. "Because the market has been so poor lately in terms of return on investment, retirement plans aren't as popular as they once were," Newman says.

But employers hesitant to sponsor retirement plans – or those considering

continued on page 198

interviewing prospective brokers

According to Marcus Newman, employee benefits consultant for GCG Financial, Bannockburn, Ill., insurance brokers should be interviewed just as you would any new employee. He offers the following sample questions and ideal answers as a guide:

- **How long have you been in the insurance industry?** As little experience as one year is OK, Newman says, as long as the broker works for a reputable company. Locate a reputable broker by getting referrals from your peers, attending local Chamber of Commerce meetings, calling insurance carriers or checking with trade organizations.
- **What's your average case size?** Ideally, a broker's average case size, or number of employees per account, would be similar to your own. "It's a commission-based business," Newman says. "If you have five employees and another client has 150, you know whose phone call he's

going to take first."

- **How many carriers do you do business with?** Anywhere from three to five is a good number, he says, but they must have more than one.
- **Who do I call when I have a problem?** "Me," should be the broker's answer. You don't want to have to go through the carrier every time you have a question, Newman says.
- **How do you do handle renewals?** Newman says the broker should suggest at least one annual review to make sure you have the best plan for your employees and your money.
- **Can I have three references?** A broker should be happy to give you several of his clients' names to contact about his qualifications.
- **How did you end up in the insurance business? And what do you see as the most important part of your job?** You should get to know your insurance broker like you would any other prospective employee, Newman says.

WIN FREE PRODUCTS!

Lawn & Landscape.com

SWEEPSTAKES

ENTER TO WIN AN HP COMPAQ dx2000 WORKSTATION!

INCLUDE
software power tools

The HP Compaq dx2000 is a powerful business computer. A complete workstation, the dx2000 features Intel's Pentium® 4 with 2.8 GHz, and 256MB of DDR memory.



This workstation is complete with a 15" LCD flat screen monitor (HP Pavilion vf52) and full pS/2 keyboard. In addition, the 40GB hard drive, 48X CDRW drive, integrated Intel® audio premium speakers, and internal Intel® Pro/100 networking card make this a serious business workhorse.

With a 1 year warranty, Norton Antivirus 2004, and Microsoft® Works v7.0 the HP dx2000 is ready to plug and play.

Combine your new HP dx2000 with ASSET business management software and take your company to the next level.

For information about the HP dx2000 and the latest green industry business software, contact Nannette Fohs, Include Software, 802 Cromwell Park Drive, Suite H, Glen Burnie, MD 21061. Telephone 800-475-0311, ext 104, fax 410-766-6635, or visit www.include.com.

Lawn & Landscape.com

Questions?

Call 800/456-0707

- **Chances to Win New Products**
- **Daily News**
- **Archived Magazine Articles**
- **Message Boards**
- **Sign Up for Your Personalized My Lawn & Landscape Account**

continued from page 196



small businesses cite health care as their biggest worry

SAN FRANCISCO, Calif. – For the first time in nearly 20 years, small businesses say soaring worker health costs, not taxes, are their biggest headache. Taxes had been No. 1 since 1986.

Health care costs are rising about 15 percent this year for those with fewer than 200 workers vs. 13.5 percent for those with 500 or more, says Mercer Human Resource Consulting. But many small employers cite increases of 20 percent or more.

The higher costs come as small companies struggle to grow in the soft economy. The National Federation of Independent Businesses says just 1 percent of firms surveyed last month plan to add workers – the lowest such figure since December 1991. Historically, small companies create most new jobs, making them crucial to economic recovery. But as their health premiums climb, more are:

- **Eliminating benefits.** About 61 percent of companies with fewer than 200 workers offered health coverage last year, down from 67 percent in 2000, says the Kaiser Family Foundation. When it comes to larger companies, the foundation re-

ported that about 99 percent offer health insurance.

- **Shifting costs to employees.** In Atlanta, eCommSecurity's premiums soared 39 percent this year on top of similar increases in each of the past two years. The computer network security firm might ask its 63 employees to pay all their dental, vision and life insurance premiums, CEO Jeff Moore says. In the future, the company might offer coverage only for catastrophic illnesses, such as cancer, and ask workers to pay for routine doctor visits.

Annual deductibles paid by the 48 workers at Packaging Logic in La Porte, Ind., jumped in January to \$1,000 from \$500. And, near Birmingham, Ala., Concept's 11 employees are paying more for hospital visits to keep the design firm's insurance increase to 7 percent this year rather than a proposed 10 percent. Starting June 1, employees will pay part of their premiums.

- **Cutting overhead.** Employment agency Abator in Pittsburgh, Pa., has delayed upgrading computers, even though CEO Joanne Peterson knows that will slow productivity growth. Abator was socked with a 36 percent premium increase this year on top of 17 percent in 2002.

dropping them – should think again. Retirement plans can be as vital to an employee's well being as health care. Studies show most individuals will need 60 to 80 percent of their pre-retirement income to maintain their current standard of living.

Newman says the Simple IRA is the most popular plan for small companies, followed by the 401K. Employers like Simple IRAs for their administrative ease and low initial cost of about \$25 per employee. Employees make contributions on a pre-tax basis from their paycheck, which reduces their taxable income. However, employers must make mandatory match contributions, which can be costly.

Conversely, a 401K costs about

\$2,000 a year to administer, Newman says. It is funded with employees' salary-deferral contributions with an option for employer matching or profit-sharing features. "If the company wants to do a match, they're better off with a Simple IRA – if not, they're better off doing a 401K," Newman says. "The problem with the 401K is there's not a lot of choice in the marketplace for small businesses."

OTHER PERKS. Though 401K options might be limited for small businesses, there are plenty of other ways owners can attend to employee needs. However, it's important to realize that benefits can, and should, exceed health care, experts say.

Satisfied employees often lead to satisfied customers who grow your bottom line. So, show your appreciation by getting creative and supplementing your standard benefits package with some additional perks. Here are just a few ideas tailored to the green industry:

- Meet with employees once a month to address their concerns.
- Provide uniforms, flexible scheduling and educational reimbursement.
- Host company outings and/or free lunches.
- Offer cash bonuses for jobs well done.
- Don't forget the "small stuff," such as water coolers in the office.
- And, finally, remember the power of praise when you can't implement a raise or bonus. **LL**



TOOLS OF THE TRADE



We Stock A Large Variety Of Quality Work Trucks For The Landscaping Industry!!

IN STOCK



Isuzu NPR w/19' Dovetail Landscaper Body
Gas or Diesel, 12,000 lb. or 14,500 lb. GVW, A/C, Radio

IN STOCK



Isuzu NPR HD 4 Door w/19' Dovetail Landscaper Body,
Diesel, 14,500 lb. GVW A/C, Radio, Seating for 7



Isuzu NPR w/16' Dovetail Economy Landscaper Body,
Gas, 12,000 lb. GVW, A/C, Radio

Isuzu NPR HD w/12' Dump Body,
Gas or Diesel, A/C, Radio,
Receiver Hitch
Brake Control,
Thru-Box & Roll Tarp,
14,500 lb. GVW,

IN STOCK



IN STOCK



**Isuzu NPR w/18' Van And
Dovetail Ramp,**
Gas or Diesel,
12,000 lb. GVW,
Interior Shelving,
With Roll-Up
Side & Rear Door,
A/C, Radio



New & Used Landscaper Inventory Online: www.neelycoble.com

**ISUZU
TRUCK**

Neely Coble Company

**ISUZU
TRUCK**

319 Fesslers Ln.
Nashville, TN

www.neelycoble.com

(615) 244-8900

(800) 367-7712

Call Our Mid Range Truck Specialist, Matt Ikard or Myles Baldwin, Today!

USE READER SERVICE # 135



Keep On Truckin'

Heavy-duty trucks aren't just the way your crews get from here to there. Having a clean, well-appointed vehicle also makes a good impression on your clients. Check out the products from these truck manufacturers and dealers to find the model that keeps your company on the road and in the spotlight.

▶ compiled by lauren spiers

Ford Super Duty Chassis Cab



- Available with exclusive TowCommand system featuring the first available fully-integrated trailer brake controller with Tow/Haul Mode
- With the available TowCommand system and TowBoss package, DRW F-350 can fifth-wheel tow up to 19,200 pounds
- Power Stroke® Turbo Diesel and Triton engines, both with TorqShift™, five-speed automatic transmission
- Best-In-Class payload capacity when properly equipped; 5,800 pounds
- The front axle and suspension offer a maximum FGAWR of 7,000 pounds
- Ford – www.commtruck.ford.com

Circle 208 on reader service card

Toyota Tundra Work Truck

- Has a 4.7L i-FORCE V8 engine
- Has a more than 8-foot bed
- Available in 2WD or 4WD
- Vinyl flooring
- Photo shows options that include an



after-market utility rack and a toolbox available through Knaack Manufacturing

- Toyota – www.toyota.com

Circle 209 on reader service card

GMC Sierra 3500

- Choice of standard Vortec 6000 V8, or the optional DURAMAX 6600 Turbo Diesel engine or Vortec 8100 V8 engine
- Available in regular or extended cab for added flexibility
- Available locking rear differential designed to evenly distribute power to both rear wheels in less-than-ideal traction conditions
- Tow/Haul mode gives automatic transmission a dual-mode shift program that can help hold gears longer to transfer more torque for more towing capability
- GMC – 800/462-8782, www.gmc.com

Circle 210 on reader service card

American Roll Off Hook-All Hook Lifts



- Units available for single axel, tandem axel or triaxel trucks
- Hook lift hoists available in 10,000-, 15,000- and 20,000-pound capacities
- American Roll Off – 800/851-8938, www.americanrolloff.com

Circle 211 on reader service card



International Truck & Engine CF Series Trucks

- International Truck & Engine Corp. offers two new cab forward models ideal for the landscaping business – CF500 & CF600
- The CF Series trucks provide maneuverability, reliability, performance and driver satisfaction
- Gross Vehicle Weight Restrictions are 16,000 pounds, and 19,500 pounds, respectively
- Vehicles offer 200 horsepower with 440 foot-pounds torque
- Compatible with 14- to 22-foot bodies
- International Truck & Engine Corp. – www.internationaldelivers.com

Circle 212 on reader service card

Dodge Ram

- Part of the most powerful and longest-lasting line of pickups
- Models: Regular and Quad Cab, and Power Wagon — the only pickup for severe off-road work conditions
- Available engines include: 3.7L Magnum V6; 4.7L Magnum V8; 5.7L HEMI® V8; Cummins 610 Turbo Diesel
- Largest brakes and fastest turning ratio in its class; maximum trailer weight: 6,300 pounds (3500 Quad 4x2 w/Cummins)
- Fully-transferable seven-year/70,000-mile Powertrain Limited Warranty
- Dodge – www.dodge.com

Circle 213 on reader service card



Reading Truck Landscape Body

- Bolt-together design for easy installation of landscape sides to Reading's standard heavy-duty platforms
- Black powder coat finish forms an outer shell that enhances the protective layers applied to the steel
- Reinforced, 14-gauge, full-opening side-access door and rear cargo doors; four-way, double-hinged, fully welded, reinforced lower tailgate
- Reading Truck Body – 800/458-2226, www.readingbody.com

Circle 214 on reader service card

Stellar Industries 120-16-20 Shuttle Hooklift

- Stellar's hydraulic Shuttle hooklift loader can interchange various bodies onto one truck chassis
- Stellar has more than 40 different models of hooklifts in capacities ranging from 3,500 pounds up to 65,000 pounds
- Uses in the landscape market include hydroseeders, water tanks, flatbed for hauling equipment, dump boxes, mulchers and more
- Stellar Industries – 800/321-3741, www.hooklift.com

Circle 215 on reader service card

Mitsubishi Fuso FE Series

- Offers a complete line of diesel-powered, medium-duty cab-over vehicles operating in Classes 3 to 7
- Redesigned FE model lineup
- FE 145 CrewCab has room for seven passengers
- Has a 175-hp diesel engine
- Smooth 6-speed Aisin automatic transmission
- Rated at 14,500-pounds GVWR
- Mitsubishi Fuso – www.mitfuso.com

Circle 216 on reader service card

Middle Georgia Freightliner Isuzu NPR

- Automatic, A/C, cruise, CD player
- 16-foot landscape body
- Fold-down side
- Weed-eater rack; tool rack
- Middle Georgia Freightliner Isuzu – 800/899-8696, www.gatrucks.com

Circle 217 on reader service card

Neely Coble Isuzu NPR HD

- With 12-foot steel Wil-RoDump
- Has a 300-hp, V8 6.0 gas engine
- Automatic transmission
- Has a GVWR of 14,500 pounds
- 132-inch WB; 225/70R 19.5-inch tires
- 30-gallon fuel tank; thru and side tool-boxes; fold-down sides; in-cab control
- Power windows, locks; roll-over tarp
- Neely Coble – 800-367-7712, www.neelycoble.com

Circle 218 on reader service card

Heil Truck Equipment Line

- Includes DuraClass dump bodies that have continuously formed side-



walls, fully welded construction and interlaced subframes for durability

- Dump bodies for light-duty, medium-duty and heavy-duty; configurations for both single and tandem axle applications

- Heil – 800/255-HEIL, www.duraclass.com

Circle 219 on reader service card



Super Lawn Trucks Truck System

- Organizes tool storage with various tool organizers
- Eliminates trailers
- Provides secure storage and protection from the elements
- Reduces the need for warehouse and shop storage
- Improves marketing with billboard-size graphics
- Easy to maneuver
- Easy to purchase and quick to be ready for work
- Super Lawn Trucks – 866/923-0027, www.superlawntrucks.com

Circle 220 on reader service card

PERFORMANCE | QUALITY | CUSTOMIZING | SERVICE

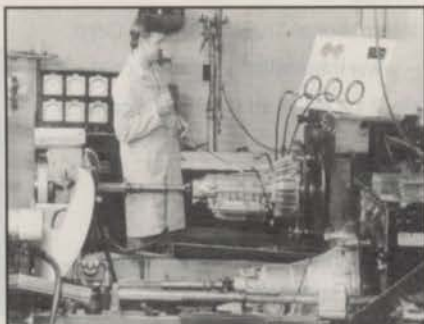


At **WELLS CARGO** we've always preferred to push the envelope, continually searching for better ways to make better trailers. The **LS Series Landscape Trailer** is a perfect example of that mind-set in action. From the ground up, the **LS Series** is engineered to be long on durability and short on maintenance. Consider the rugged tubular steel frame, the LED stop/tail/turn lights, and the pressure treated plywood flooring with a 20 year limited warranty. Everything about the **LS Series** means business. And remember, "With a Wells Cargo Behind ... You Never Look Back!"



(800) 348-7553
www.wellscargo.com

USE READER SERVICE # 136



REMANUFACTURED Dyno Tested Truck Transmissions UD, Isuzu, GMC, Mitsubishi, Jatco, Aisin, complete with converters, latest factory upgrade, nationwide shipping and 24 month warranty.

Call For a Quote (toll free):
1-866-257-3390, ext. 68

Website:
importtransmissionfactory.com

E-mail: Ralph2itf@aol.com

Fax: 321-268-3242

USE READER SERVICE # 137

Sterling Acterra Dump Trucks

- MBE900 engine and Eaton Fuller nine-speed transmission; designed for Class 6 and 7 markets
- Heil SL 10-foot red or black body
- Class 6 Acterra with 6.4-liter, 250-hp MBE900 engine and Eaton Fuller RT-8608L nine-speed manual transmission available
- Class 7 options: 23,000-pound rear suspension, extra 12,000-pound front suspension and optional 10,000-pound front and 23,000-pound rear axels
- Sterling Trucks – 800/STL-HELP, www.sterlingtrucks.com

Circle 221 on reader service card

Bucks Fabricating Switch-N-Go Detachable Truck Body

- Switch-N-Go with different bodies
- Load 15,000 pounds of cargo from ground level
- Dump payloads at 50 degrees



- Bucks Fabricating – 888/311-0867, www.bucksfab.com

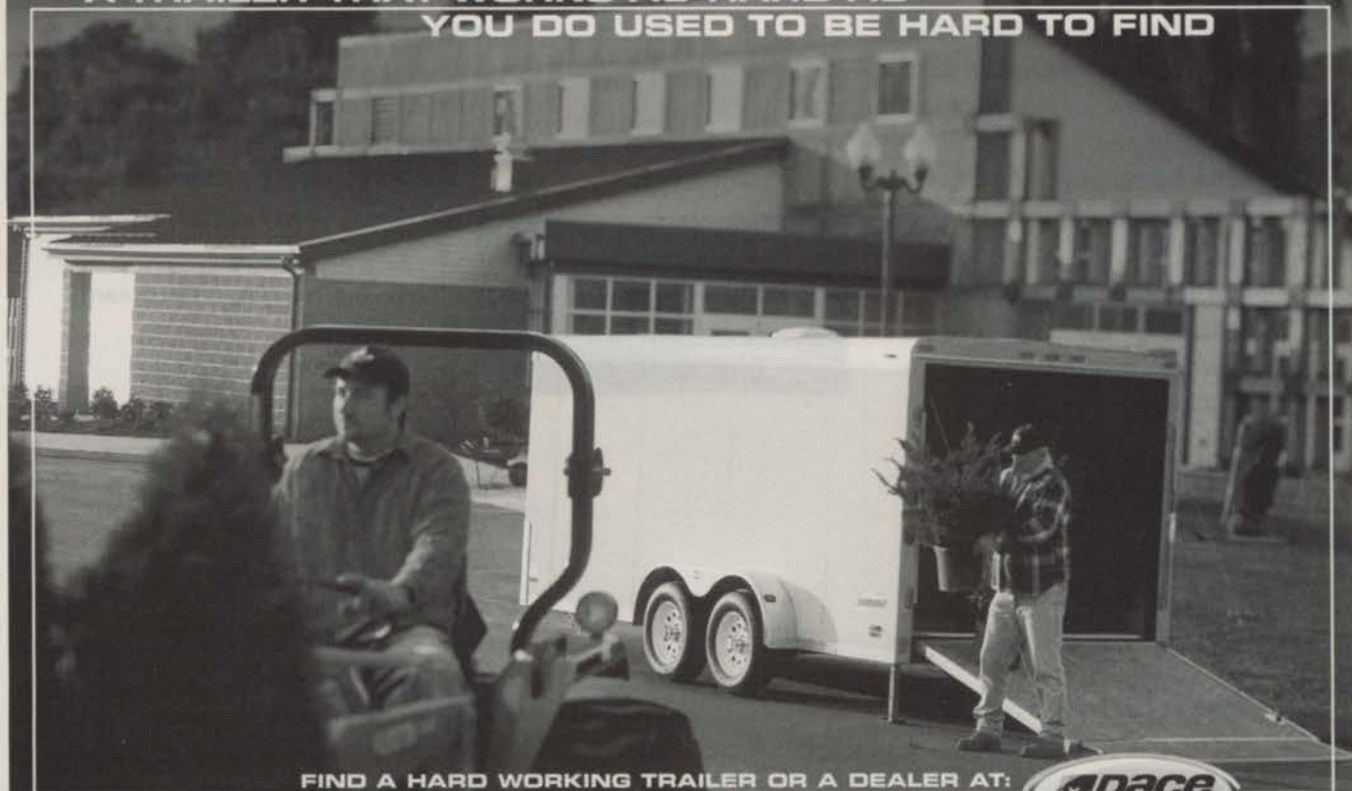
Circle 222 on reader service card

Kelley Commercial Truck Center 2005 Isuzu NPR

- 16-foot landscape body
- Diesel or gas available
- Automatic
- Air Conditioning
- Custom design your body
- Kelley Commercial Truck Center – www.kelleytrucks.com

Circle 223 on reader service card

A TRAILER THAT WORKS AS HARD AS YOU DO USED TO BE HARD TO FIND



FIND A HARD WORKING TRAILER OR A DEALER AT:

© 2004 PACE AMERICAN, INC. CALL: 800.247.5767



USE READER SERVICE # 138



Haul Off!

Green industry professionals need an effective way to transport and store everything from maintenance equipment to irrigation inventory. Check out these trailers and find the model that best fits your service mix.

compiled by lauren spiers

EZ Dumper EZ6814LP and EZ 6812LP Trailers

- Sides are made of 12-gauge steel; floor is made of 10-gauge steel
- Both trailers are 6 feet, 8 inches wide
- EZ6812LP is 12 feet long and EZ6814LP is 14 feet long
- Load materials and then unload them at the jobsite with a forklift or shovel; just push the remote control button and the gravel will slide out into a neat pile
- EZ6812LP holds up to 5.15 cubic yards; EZ6814LP holds 6 cubic yards
- Backed by a two-year tongue-to-tail-gate, parts and labor warranty
- EZ Dumper – 888/DUMPERS, www.ez-dumper.com

Circle 224 on reader service card

Bri-mar UT 610 Utility Trailer

- Available in six sizes
- GVWR of 2,990 pounds
- Bed length of 10 feet; 2-inch treated oak decking
- APowder coat finish in black or red
- Two-year warranty available
- Bri-mar – 800/732-5845, www.bri-mar.com

Circle 225 on reader service card



Pace American Summit Trailers

- Standard features include dust-proof sidewall construction, flow-through side vents and rear ramp door
- Aluminum wrapped side door posts and rear corner posts; available in sizes 6x10 to 8x20, single or tandem axle
- Pace American – 800/247-5767, www.paceamerican.com

Circle 226 on reader service card



Wells Cargo Enclosed Landscape Trailer

- Many models, sizes, customizing options
- SmartFrame Technology
- Available with LED stop/tail/turn lights
- Aluminum anti-rack cam lock
- Made with 3/4-inch pressure treated plywood flooring with 20-year warranty
- Flow-thru sidewall vents
- Six-year "Never Look Back" warranty
- Wells Cargo – 800/348-7553, www.wellscargo.com

Circle 227 on reader service card



A Brighter Path

After night falls, don't let your clients stumble down the stone walkway you just installed. Take a look at these path, step and other lighting options to make a great upsell and brighten the way for your clients.

▶ compiled by lauren spiers

W. F. Harris Scapeform Landscape Lighting

- Rustproof; watertight; non-corrosive
- No junction box required; pre-assembled for easy installation
- Vandal-resistant polycarbonate
- Lifetime guarantee against rust, corrosion and breakage
- Permanently colored – choose black, white, bronze, forest green, yellow, orange-red or shamrock green
- W.F. Harris Lighting – 704/283-7477
www.wfharrislighting.com

Circle 246 on reader service card

BK Lighting Louvered Path & Step Lighting

- Specification-grade architectural louvered fixtures for MR16 lamps
- Come with solid aluminum or solid brass faceplates
- Can have fixed or adjustable lamp positions, as well as straight or 30-degree angled louvers
- Can be junction box or core drill mounted
- BK Lighting – 559/438-5800
www.bklighting.com

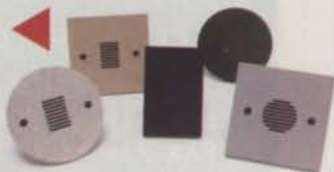
Circle 247 on reader service card



CAST Lighting Solid Bronze Fixtures

- Unbreakable bronze stakes
- Prewired with tin-coated No-Ox® marine-grade wire
- Stainless steel internal hardware
- Crimped and soldered connections
- CAST Lighting – 800/914-CAST,
www.cast-lighting.com

Circle 248 on reader service card



Hinkley Lighting 1517BZ Path Light

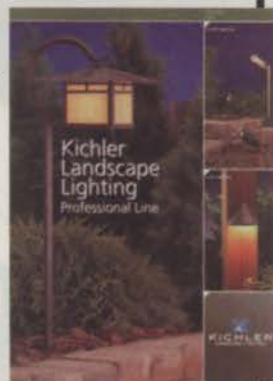
- 3 inches in diameter, 18 7/8 inches high
- Cast aluminum lights
- A No. 912, 12-watt wedge base bulb is included
- Uses 12 volts of electricity
- Offers a 360-degree light output
- Hinkley Lighting – 800/446-5539
www.hinkleylighting.com

Circle 249 on reader service card

Kichler Lighting Model 15443 Path Lights

- Available in brass or copper finish
- Heavy stem and cast harp
- Includes long-life Krypton bulb (5,000 hours +)
- 22 inches tall, 8 inches in diameter
- Matching deck light available
- Kichler Lighting – www.kichler.com

Circle 250 on reader service card



Airlight Systems Retract-a-Light

- 12-volt pneumatic retractable landscape light fixture
- Fully retracts into the ground
- Corrosion resistant
- Deck mounting kit available
- Kit includes six RL-9 retractable fixtures, 1 RL Series controller, 100 feet of 1/4-inch direct burial air tubing, 100 feet of low-voltage landscape cable, all fittings and wire nuts
- Airlight Systems – 877/424-7544
www.airlightsystems.com

Circle 251 on reader service card

RETRACT-A-LIGHT

Sea Gull Lighting Adjustable Swivel Flood Light

- Item No. 8607-15
- Has a white finish
- Light is 5 3/4-inch in diameter
- Requires two medium base 120-watt max., 120-volt bulbs (BR-40) (not included)
- Sea Gull Lighting – 800/347-5483
www.seagulllighting.com

Circle 252 on reader service card

Enlux Floodlight (Warm White, Black Fins)

- Warm white light emitted from a sleek black body
- Expected life is 50,000 hours
- Runs on 120-volt AC power

- Has an operating ambient temperature of -4 degrees F to 105 degrees F for open-air fixtures
- Use only in open-air or nearly open-

air fixtures, such as exposed track or outdoor fixtures

- UL approved for wet and dry locations



- Enlux – 480/733-8065
www.enluxled.com

Circle 253 on reader service card

Wholesale Landscape Lighting

**NITE
TYME
ILLUMINATIONS**

513/242-8963

KICHLER SINCE 1932
LANDSCAPE LIGHTING

www.nitetymeilluminations.com

USE READER SERVICE # 139

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 provides for minimal lawn damage
- 16 hp. Kohler magnum engine
- Boring attachment available

LINE WARD

C O R P O R A T I O N

www.lineward.com

BUFFALO, NY 14224 • 716 675-7373
FAX 716 674-5334 • 800 816-9621

USE READER SERVICE # 140

FAST & FREE

PRODUCT INFORMATION

visit us at

lawnandlandscape.com

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

CHECK OFF

the reader service numbers that you're interested in. It's fast and convenient or mail in this card.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140
141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220
221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260
261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280
281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320
321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340
341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360

MARCH 2005

Lawn & Landscape

YES, I would like to receive/continue to receive *Lawn & Landscape* free of charge.

Signature _____

Name _____ Date _____

Company _____

Address _____ City _____

State _____ Zip _____

Title _____

Phone _____ Fax _____

E-mail _____

GIE Media will only use your e-mail address to contact you with relevant industry or subscription information.

If you do not want to receive e-mail from trusted 3rd parties, please check here.

What is the best way to contact you for future renewals?

Email Fax Telephone

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

- CONTRACTOR or SERVICES
- 1. Landscape Contractor
 - 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) _____

- 6. Landscape Lighting
- 7. Hardscape Installation
- 8. Water Features

- Landscape Maintenance
- 9. Landscape Renovation
 - 10. Turf Fertilization
 - 11. Turf Aeration
 - 12. Tree & Ornamental Care
 - 13. Tree & Stump Removal
 - 14. Irrigation Maintenance
 - 15. Erosion Control

II. IN-HOUSE LAWN/CARE MAINTENANCE

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

- Pesticide Application
- 16. Turf Disease Control
 - 17. Turf Insect Control
 - 18. Turf Weed Control
 - 19. Tree & Ornamental Pesticide Application

Other

- 20. Mowing
- 21. Hydroseeding
- 22. Snow Removal
- 23. Interior Landscape Services
- 24. Structural Pest Control
- 25. Holiday Lighting
- 26. Other

3. How many full-time (year-round) employees do you employ?

4. What are your company's approximate annual gross revenues?

- ___ 1. Less than \$50,000
- ___ 2. \$50,000 to \$99,999
- ___ 3. \$100,000 to \$199,999
- ___ 4. \$200,000 to \$299,999
- ___ 5. \$300,000 to \$499,999
- ___ 6. \$500,000 to \$699,999
- ___ 7. \$700,000 to \$999,999
- ___ 8. \$1,000,000 to \$1,999,999
- ___ 9. \$2,000,000 to \$3,999,999
- ___ 10. \$4,000,000 to \$6,999,999
- ___ 11. \$7,000,000 or more

2. What services does your business offer?

- 1. Landscape Design
- Landscape Installation
- 2. Seeding or Sodding
- 3. Turf & Ornamental Installation
- 4. Bedding Plants & Color Installation
- 5. Irrigation Installation



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

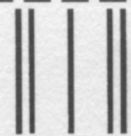


BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1322 CLEVELAND, OH

POSTAGE WILL BE PAID BY ADDRESSEE

**GIE MEDIA
PO BOX 5817
CLEVELAND OH 44101-9765**



Postage
Required
Post Office will
not deliver
without proper
postage.

**LAWN & LANDSCAPE
PO BOX 5817
CLEVELAND OH 44101-0817**



Hadco Aluminum Bullyte

- Housing consists of die-cast marine-grade alloy aluminum
- Fully-adjustable swivel arm with serrated teeth to lock in aim
- Shroud is fully-rotatable at 360 degrees; waterproof operation in any position
- Standard accessories include a spread lens to soften light, an ice-blue lens to cool the light and bring out the green in foliage, and a louver for glare control
- Hadco Lighting – 717/359-7131
www.hadcolighting.com

Circle 254 on reader service card



Allscape SL-50 Ciello

- For landscape areas, trees, walkways, columns and building accents
- Die-cast aluminum housing and fully adjustable knuckle
- 50-watt MR-16 lamps
- A range of mountings available
- Allscape – 800/854-8277
www.allighting.com

Circle 257 on reader service card



Focus Industries PL-09, 12-Volt Lantern Path Lighting

- Solid brass housing
- 18-watt, S-8 No. 1141 lamp supplied; other lamp options available
- Has more than 10 finish options
- Focus Industries – 888/882-1350,
www.focusindustries.com

Circle 258 on reader service card

FX Luminaire PostModerne

- Milled from T-6 6061 alloy
- Computer-designed parabolic reflector, diffuser cone and optics
- All exterior components are finished with a military marine-grade process of acid etching, chromate plating and polyester powdercoating
- Optional deck mount available
- Available in bronze metallic, desert granite, black wrinkle, silver metallic, verde speckle, sedona brown, white wrinkle and weathered iron
- FX Luminaire – 800/688-1269
www.fx.com

Circle 259 on reader service card



Vista Model 2167 Stainless Steel Petite Path Light

- Low-voltage path light
- Spun stainless shade; Turn-to-Lock brass lamp base
- Fixture measures 16½ inches high and has a 3½-inch shade
- Clear, optical-grade Pyrex lens installed for superior beam spread
- Vista Professional Outdoor Lighting – 800/766-VISTA
www.vistapro.com

Circle 260 on reader service card



Frog Lights Mini LED Spot Lights

- Stainless steel; waterproof
- Available in blue, green, white, amber, red
- 11-year life without bulb change
- Less than ½-watt power drain
- 12-volt A/C
- Use in ponds, waterfalls, patios, walkways, decks
- 1½ by 1¼ inches
- Frog Lights – 800/930-1670
www.frog-lights.com

Circle 261 on reader service card



Ruud GL55-SPB Step Light

- Round specialty light
- 12-volt operation; downlight only
- Uses up to 20-watt MR-16 bi-pin base incandescent lamp (sold separately)
- Available in solid brass, black or verde green finishes
- Ruud Lighting – 800/236-7000
www.ruudlighting.com

Circle 255 on reader service card



SPJ Halogen Pathway Lighting

- Model SPJ-18-8 has 18-inch riser; model SPJ-24-8 has 24-inch riser
- Bi-pin all-weather ceramic socket
- 12-volt operation, 20 watts maximum
- Brass or copper finish available
- SPJ Lighting – 800/469-3637
www.spjlighting.com

Circle 256 on reader service card



Kim Lighting Ravenna™ Accent Luminaires

- Two sizes: highlighter and lowlighter
- Die-cast brass or die-cast aluminum construction
- Five finishes: die-cast brass with natural or acid etched verde patina; die-cast aluminum with black, dark bronze or verde green paint
- Low voltage (12 volt) and line voltage (120 volt)
- Kim Lighting – 626/968-5666
www.kimlighting.com

Circle 262 on reader service card



Walking the Line

Without the proper equipment, even the most well-maintained lawn can look a little rough around the edges. Here are 10 power edger products that can straighten out those lines and give properties that expertly manicured look your clients crave.

▶ compiled by lauren spiers

Husqvarna 326EX

- Front handle can be adjusted using the wing nut; soft handles for comfort
- Wear plate under the engine; reinforced spark plug guard
- Large blade housing prevents stoppage from dirt
- E-TECH II engine
- 11.9-pound machine
- Offers a 2.6-inch cutting depth
- Husqvarna – www.husqvarna.com

Circle 228 on reader service card



Tanaka TPE-250PF Edger

- Has a PureFire, 24-cc, 1.3-hp engine
- Has a 16.9 fluid ounce (500-cc) fuel tank
- Heavy-duty, eight-layer cable drive shaft
- 3-inch cutting depth, 8-inch blade length
- 14 pounds dry weight
- One year commercial warranty
- Tanaka – 888/4-TANAKA, www.tanaka-usa.com

Circle 229 on reader service card

Echo PE-311

- 30.5 cc Power Boost Tornado engine
- Replaceable steel wear plate
- Pro-Torque gear case provides 25 per-

cent more cutting torque

- Vibration-reducing engine mount and cushioned left and right handles
- New open-face, die-cast design
- Echo – 847/540-8400, www.echo-usa.com

Circle 230 on reader service card

Stihl FC 110 Power Edger

- Powered by the STIHL 4-MIX engine
- Straight shaft; adjustable depth wheel
- Provides 5 percent more power, 16 percent more torque and 15 percent less vibration than its 2-stroke counterpart
- STIHL gearbox attachments convert the FC 110 into a fixed or adjustable trimmer, power scythe, pole pruner, cultivator or sweeper
- Stihl – 800/467-8445, www.stihlusa.com

Circle 231 on reader service card

John Deere XT140 SELE Stick Edger

- 1.6-hp, 25.6 cc, M-Series engine
- Angled 59-inch shaft
- Adjustable depth control; 2.25-inch cut depth; large guide wheel

- 8-inch, cast aluminum blade
- Cushioned loop handle
- Anti-vibration clutch housing and front handles; over-molded throttle
- Glass-wool-lined aluminum mufflers



- Lifetime warranty (shaft, ignition module)
- John Deere – 800/537-8233, www.johndeere.com

Circle 232 on reader service card

Maruyama ED2320 Commercial Edger

- 22.5 cc “CE” commercial engine
- 14.6-pound machine
- Flex steel drive shaft, steel clutch drum
- CARB-compliant machine has an open-shield for greater visibility
- Oversized guide-wheel
- Maruyama – 253/735-7368, www.maruyama-us.com

Circle 233 on reader service card

Kawasaki KEL26A Edger

- Has a 20.3-ounce fuel tank and a 25.4-cc displacement
- Takes gasoline and 2-stroke oil (ratio – 50:1)
- Slit type decompression
- Made with a two-tooth metal blade
- Various position loop handle
- 12.1-pound machine without blade
- Kawasaki – 877/KAW-POWR, www.kawpowr.com

Circle 234 on reader service card

Shindaiwa LE261 Lawn Edger

- Has a 24.1-cc displacement; powered by a 1.3-horsepower engine
- Gear case with helical gears
- Easy-to-adjust guide wheel
- Fully adjustable front handle
- Low emission catalytic muffler
- Shindaiwa – 800/521-7733, www.shindaiwa.com

Circle 235 on reader service card

RedMax HEZ2500F Edger

- Curved shaft
- 25.4-cc Strato-Charged two-cycle engine meets clean air standards without a catalytic converter
- Fresh air is introduced into the engine between the exhaust gases and the fresh charge of air/fuel mix
- Aluminum die-cast shield with patented anti-clog system
- Dual-purpose, extra-large steel protector designed to protect the shield and gear box
- Patented, synchronized flap to keep the operating wheel (with bearing) at the correct height
- Nylon throttle is soft and flexible
- RedMax – 800/291-8251, www.redmax.com

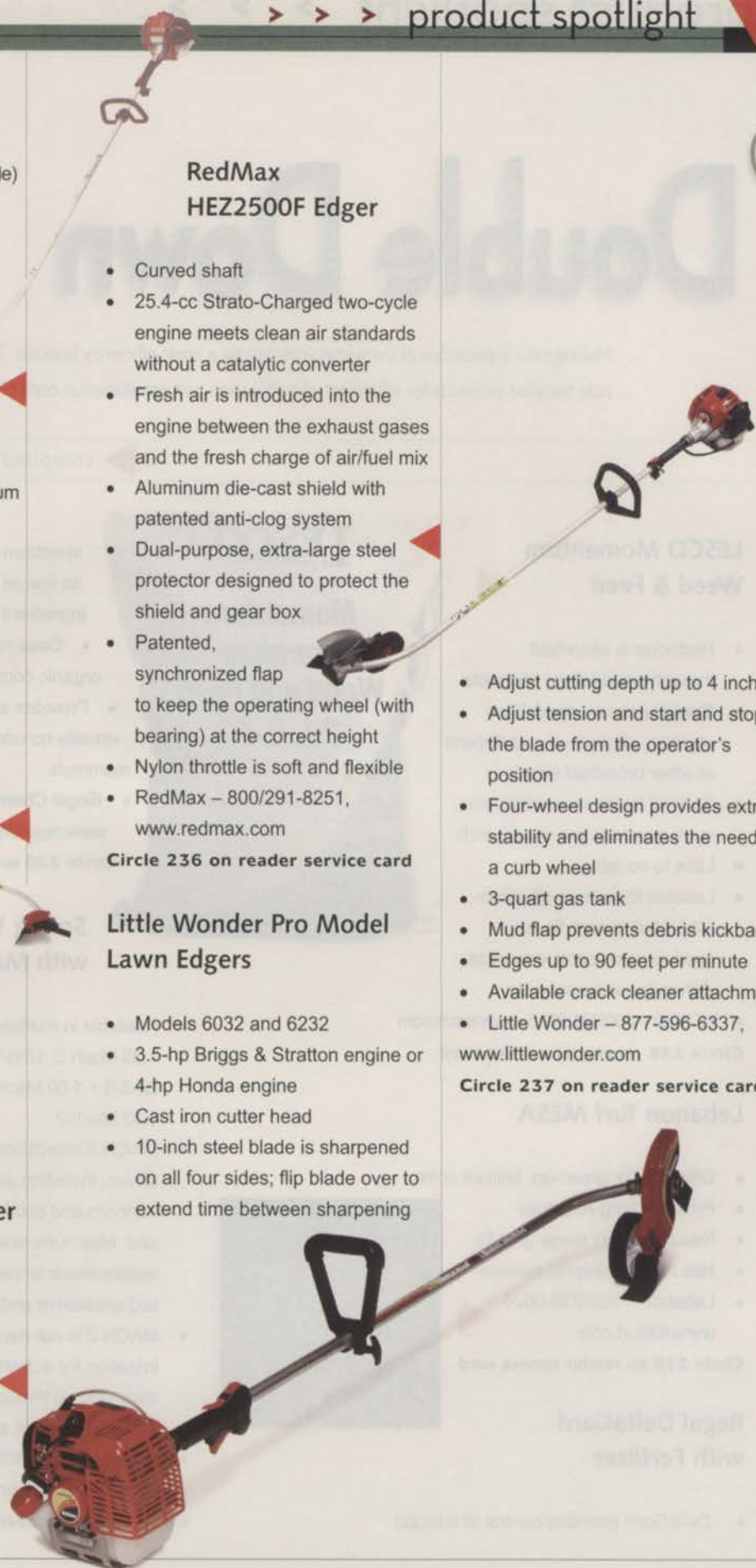
Circle 236 on reader service card

Little Wonder Pro Model Lawn Edgers

- Models 6032 and 6232
- 3.5-hp Briggs & Stratton engine or 4-hp Honda engine
- Cast iron cutter head
- 10-inch steel blade is sharpened on all four sides; flip blade over to extend time between sharpening

- Adjust cutting depth up to 4 inches
- Adjust tension and start and stop the blade from the operator's position
- Four-wheel design provides extra stability and eliminates the need for a curb wheel
- 3-quart gas tank
- Mud flap prevents debris kickback
- Edges up to 90 feet per minute
- Available crack cleaner attachment
- Little Wonder – 877-596-6337, www.littlewonder.com

Circle 237 on reader service card



Double Down

Making two applications at the same time can be a great efficiency booster. Try these fertilizer/pesticide blended products for effective turf fertilization and simultaneous control of weeds or insects.

▶ compiled by lauren spiers

LESCO Momentum Weed & Feed

- Herbicide is absorbed through weed foliage and roots
- Controls clover, dandelions, plantain, chickweed and dozens of other broadleaf weeds
- 21-0-12 fertilizer provides thorough coverage per square inch
- Little to no odor
- Labeled for use on all established turf except St. Augustinegrass, centipedegrass, dichondra or carpetgrass
- LESCO – 800/321.5325, www.lesco.com

Circle 238 on reader service card

Lebanon Turf MESA

- Offers quick green-up; brilliant color
- Provides long response
- Results in less surge growth
- Has no catastrophic release
- Lebanon – 800/233-0628
www.lebturf.com

Circle 239 on reader service card

Regal DeltaGard with Fertilizer

- DeltaGard provides control of a broad



spectrum of insects at rates as low as .03 pounds of active ingredient per acre

- Does not contain volatile organic compounds
- Provides long residual control, virtually no odor and low toxicity to mammals
- Regal Chemical – 800/621-5208
www.regalchem.com

Circle 240 on reader service card

Spring Valley Fertilizer with Mach 2

- Available in multiple analyses: 0-0-12 + 1.33 Mach 2; 12-0-12 + 1.00 Mach 2; 22-3-5 + 1.00 Mach 2; and 24-4-12 + 1.33 Mach 2
- MACH 2 insecticide controls white grub larvae, including Japanese beetles, northern and southern masked chafers and May/June beetles, as well as lepidopterous larvae, such as cutworms, sod webworms and armyworms
- MACH 2 is not dependent on immediate irrigation for activation and can be used early and up through the second instar, which widens the application window
- Spring Valley – 800/635-2123
www.springvalleyusa.com

Circle 241 on reader service card



Howard Johnson's Fertilizer plus Barricade

- Various analyses
- Barricade preemergent herbicide begins to control crabgrass before the weed has a chance to grow
- When applied in fall, one Barricade application can give season-long control of 30 grassy, broadleaf weeds
- Howard Johnson's – 800/298-4656 www.hjefertilizer.com

Circle 242 on reader service card

Andersons Fertilizer Plus Talstar

- Five Fertilizer Plus Talstar products
- A slow-release granular formula-



United Horticultural Supply

PROFESSIONAL TURF PRODUCTS

- tion fertilizer plus bifenthrin insecticide
- New slow-release formulations
- Talstar is effective on adult annual bluegrass weevils, ants, adult billbugs, chinch bugs, mole crickets, cutworms, sod webworms, ticks
- The Andersons – 800/225-2639 www.andersongolfproducts.com

Circle 243 on reader service card

UHS Signature Blue Line Fertilizer With Trimec

- Available in 12-4-8 all mineral analysis or 23-3-6 SCU analysis

- Active ingredient: .82 percent
- Trimec controls dandelion, chickweed, knotweed, plantain, henbit, spurge and other broadleaf weeds
- Low-odor formulation
- United Horticultural Supply – www.uhsonline.com

Circle 244 on reader service card

Jonathan Green Crabgrass Preventer Plus Green-up

- With Dimension herbicide
- Controls crabgrass both before and after it germinates
- Low use rates; non-staining
- Premium Green-Up fertilizer, 22-4-4 with polymer coated technology
- Jonathan Green – www.jonathan-green.com

Circle 245 on reader service card

Grubs Eating Your Profits?

Continual Control with Applications in the Spring & Fall!



Technical Support Provided

Organic!

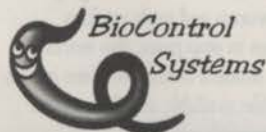
No Re-Entry Interval

GrubStake®

GrubStake® contains the best Beneficial Nematode for your location. You can use GrubStake® to control many soil pests, including the Japanese beetle, Masked chaffer, May/June beetle, Black vine weevil, Asiatic beetle and fleas.

EASY TO APPLY

GrubStake® is applied using conventional spray equipment, hose-end sprayers, watering cans, or distributed through pressurized irrigation systems.



P.O. Box 96
Aurora, IN 47001
1-888-793-4227

Shop on-line at
www.nematodary.com

USE READER SERVICE # 142



Controllers, Drip Emitters, Filters, Microsprinklers

Your Preferred Irrigation Provider



Series TOP 12-outlet PC drip emitters:

Retrofit 1/2" riser, below or above grade with our self-cleaning 0.5, 1, 2 or 3 GPH for a wide range of applications.

Series 500 battery operated controllers: No wiring, waterproof solution to a power problem using our one, four or six station controllers.

Series 4000 & X LEIT Ambient Powered controller: Four to 28 station water management. Controls your irrigation system in any region, under any weather conditions, day or night using ambient light as the energy source.

DIG CORPORATION • 1210 ACTIVITY DR. • VISTA, CA 92081-8510
760-727-0914 • 1-800-322-9146 • FAX 760-727-0282 • www.digcorp.com

USE READER SERVICE # 141

demand more value



BST23
22.5cc grass trimmer


true commercial
construction
recoil assist
starter system
high torque
low weight

Value is more than just getting the best price. It's getting the most for your money. It's getting service and quality that are unrivaled by the competition. With Maruyama, value is guaranteed.

Take the BST23 trimmer. All the rugged features a professional user expects in a compact, lightweight package. Die cast aluminum clutch housing, threaded driveshaft mount, solid steel inner driveshaft, Recoil Assist Starter System for 30% less effort at start up. All at an extraordinary price. All backed by an extraordinary warranty. That's serious value.

And it's the kind of value found in every product in our full line of premium outdoor power and chemical application equipment.

Demand value. Demand Maruyama.

 **Maruyama.**
extraordinary.

Premium Outdoor Power Equipment

www.maruyama-us.com

Preferred supplier of portable outdoor power equipment

UNIVERSAL *Orlando*

USE READER SERVICE # 143

products > >

Irrisoft WR-7 Weather Reach Receiver

Weather Reach
Water Management System

- Uses data for local weather stations to calculate the irrigation needs of the landscape
- Automatically adjusts irrigation schedules to maintain optimum soil moisture
- Brings evapotranspiration-based control to any standard irrigation controller
- Goes beyond typical rain shut-off devices by using measured rain to keep sprinklers off based on the amount of rain that fell
- Reduces labor costs because scheduling changes are made automatically based on current weather conditions; also reduces water costs because user pays only for the water a landscape actually needs
- Irrisoft - 435/755-0400, www.irrisoft.net

Circle 201 on reader service card



Peterson Pacific BT 60 Pneumatic Delivery System

- High-capacity blower can apply a wide variety of materials
- Controls are housed to protect them from the elements
- Live floor unloads rapidly; output is up to 60 cubic yards per hour
- Power sweep makes it simple to deliver many kinds of materials on the same day - just pull a lever to easily clean the truck's floor
- Hydraulic tank capacity is 100 gallons
- Can deliver materials weighing up to 2,100 pounds per cubic yard
- Discharge hose length is 300 feet standard and to 800 feet optional
- Peterson Pacific Corp. - 541/689-6520, www.petersonpacific.com

Circle 202 on reader service card

Arvesta ARENA Insecticide

- Controls grubs, chinch bugs, webworms and other damaging turf pests; also offers suppression of cutworms and mole crickets
- Works through contact and ingestion to stop pests; also works systemically providing season-long, residual control of some insects
- Offers a favorable toxicological profile; available as a 0.5 percent granular and a 50 percent water dispersible granule
- Features a restricted entry interval of 12 hours
- Arvesta - 519/766-1117, www.arvesta.com

Circle 203 on reader service card

Vermeer ColorMaster 101

- Designed for use on Vermeer horizontal grinders
 - Coloring system converts low value wood waste into profitable, color-enhanced landscaping mulch
 - Durable, entry-level unit
 - Attaches to the fender of any trailered Vermeer horizontal grinder model
 - A pump, two spray bars, multiple hoses and up to 19 colorant nozzles, powered by the grinder's hydraulic system, fuse liquid colorant into the wood fiber ensuring pure color
 - Vermeer - 888/837-6337, www.vermeer.com
- Circle 204 on reader service card



FFC Attachments Grapple Buckets

- For rough terrain fork lifts
 - Dual grapples are individually operated to grab uneven loads
 - Applications include scrap, trash, pipe, logs, brush, etc.
 - All models are 96 inches wide and have a lift capacity of 10,000 pounds
 - Optional bolt-on edge
 - FFC Attachments - 815/824-2132, www.ffcattachments.com
- Circle 205 on reader service card

Dixie Chopper RB2700-50 Run Behind Mower

- Merges the benefits of a riding mower with the versatility of a walk-behind; for the landscaper who doesn't want two or three pieces of equipment
 - Equipped with a 27-horsepower Guardian engine; features a 50-inch cut
 - A hide-a-way rolling platform allows the operator to mow at speeds up to 8 mph while cutting 3.2 acres per hour; hide the platform and use the machine like a conventional walk-behind mower in tight spots and on hillsides
 - Equipped with an operator-controlled discharge chute and the ability to raise and lower the deck from the operator position
 - Has a lifetime warranty against front fork breakage, against rust on the stainless steel frame and on the front castor bearing assembly
 - Dixie Chopper - 765/CHO-PPER, www.dixiechopper.com
- Circle 206 on reader service card



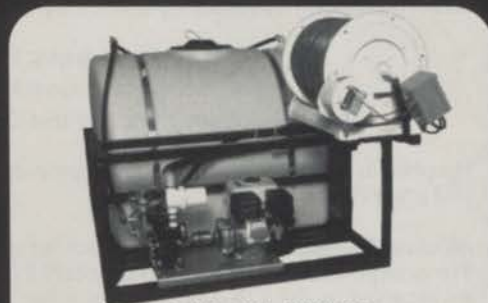
PBI Gordon SURGE Water-Based Weed Control

- Broadleaf herbicide for turf controls spurge and other warm-weather weeds, such as knotweed, plantain, oxalis, clover and dandelion
 - Contains sulfentrazone in a precise ratio with 2, 4-D, MCPP-p and dicamba; mode of action inhibits a key enzyme required for chlorophyll production
 - Injury symptoms are visible within 24 to 48 hours; kills weeds in two weeks
 - Formulated for warm-weather weed control in application temperatures up to 90-degrees with no decrease in speed or efficacy if used as directed
 - Rain fast in six hours and has a three-week reseeding interval
 - PBI Gordon - 800/821-7925 or www.pbigordon.com
- Circle 207 on reader service card



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 # 145

Kichler has it all!

Like our beautiful and innovative path lights ... from the design leader



Contact us today for a FREE information packet.
800-659-9000, ext 6445.
www.kichler.com/lsa

KICHLER
LANDSCAPE LIGHTING

USE READER SERVICE # 144

Multi-Media Classified Marketing!

Maximize your advertising dollars by reaching:

- The Industry's Largest Print Audience.
- The Industry's Largest Media Web Audience.
- The Industry's Lowest Costs.

Be seen in Lawn & Landscape Magazine and lawnandlandscape.com for just one price.

All classified ads must be received seven weeks before the date of publication. We accept Visa, MasterCard, American Express and Discover. Payment must be received by the Classified closing date.

Please contact Jennifer Halas at 800/456-0707 or e-mail jhalas@gie.net.

Business Opportunities

Bidding For Profit

LAWN PROFESSIONALS		TAKE NOTICE	
★ Are you earning what you deserve? ★			
-Manuals Available-		-Templates on CD's-	
· Bidding & Contracts	\$47.95	· Service Agreements & More	\$34.95
· Marketing & Advertising	\$39.95	· Service Agreements	\$29.95
· Estimating Guide	\$34.95	· Snow & Ice Removal Forms	\$34.95
· Contracts & Goals	\$39.95	· Sample Flyers & Marketing Info	\$29.95
· De-icing & Snow Removal	\$39.95	· Employee Policy & Procedures	\$24.95
· Selling & Referrals	\$44.95	· Bid Specification & Cover Letter	\$24.95
· 20 Letters For Success	\$29.95		
· Telephone Techniques	\$24.95		
Take advantage of our 24 years experience and improve your opportunities for success.			
 <p>Call: 800-845-0499</p>		<p>PROFITS UNLIMITED Since 1979 www.profitsareus.com</p> 	

Putting Greens

Synthetic Back-Yard Putting Greens

“Synthetic greens are one of the fastest growing segments of the \$50 Billion a year golf industry.”

- * Huge Profits - Up to 65%
- * Year Round Installations
- * Carry NO Inventory
- * Utilize Existing Equipment
- * Buy Manufacturer Direct
- * Many Extras!



FREE VIDEO **800-334-9005**
www.allprogreens.com

Business Opportunities

SELLING YOUR BUSINESS?

FREE APPRAISAL NO BROKER FEES

Professional Business Consultants



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: 708/252-4447

BUSINESS OPPORTUNITY

U.S. LAWN

NO ONE KNOWS THE
LANDSCAPE MAINTENANCE
INDUSTRY LIKE WE DO.



Planning to start a landscape maintenance company? Already in the landscape maintenance industry? Then let U.S. Lawns show you how to start or convert your business and grow with the leader in the commercial landscape maintenance industry.

Our four ideals, Trust, Quality, Service and Value, along with a "No Job is Too Big or Too Small" philosophy, make U.S. Lawns a "cut above" the rest.

- Superior Financial Management
- Low Capital Investment
- Financial Assistance
- Protected Territories
- Ongoing Support
- Corporate Purchasing Power
- Sales & Marketing Guidance

To find out more about us and the opportunity U.S. Lawns can offer, call 1-800-USLAWNS or visit us at www.uslawns.com



BUSINESS OPPORTUNITIES

GROW WITH US!

- Diversify your business
- Add irrigation to your core business
- Marketing and training programs
- Secured franchise territory



For information contact us:

1-877-353-4533

OR
www.servicefirstirrigation.com

Businesses for Sale

LANDSCAPE CONSTRUCTION COMPANY

Well Established 20-year Landscape Company Boston, Massachusetts Area.

Annual volume \$3.5 - \$4.0 MILLION

Company breakdown:

- 75% Construction
- 10% Maintenance
- 15% Snow Operations

Highly recognized, well-managed and organized operation with a meticulous fleet of over 50 pieces of equipment. Will sell with or without the real estate, which has all the necessary provisions for repairs and parking.

Nash & Company

Contact Mr. Kurt Lawson 508/428-1201

Fax: 508/428-9586

BUSINESS FOR SALE

Beautiful Northwest Montana, 10-year-old lawn & landscaping company: LIBBY LAWNS Demographics show lots of retirees moving here. Ripe for expansion! 30+ accounts, Commercial/Residential High quality, well maintained equipment \$38,000.00 takes all! PO Box 37, Libby, MT 59923. 406/293-1729 cell.

Florida Commercial Lawn Maintenance Companies For Sale

Sarasota Area **SOLD** \$225,000
Miami Gross \$400,000
North Tampa Area Gross \$800,000
FL East Coast

(lawn spray) Gross \$1,600,000

For more information on the above companies, other data, or companies that are not listed, call our office. At your request, we will send a complete list of companies for sale in other states.

For your convenience, see our Web site:

www.preferredbusinessbrokers.com

All Conversations Are Confidential

Preferred Business Brokers

Jay Hollon, CP Rand Hollon, CPO

Licensed Broker Licensed Agent

352/629-7908 • 800/633-5153

Fax: 352/629-2359

BUSINESS FOR SALE

GET YOUR FOOT IN THE DOOR of the fastest growing area in the nation, Loudoun, VA, with an established lawn service business: \$200,000+ average sales, sell equipment and clientele for \$150,000. Easy transition this year. Call 540/338-9100 for more information or at saxbury@anent.com.

FOR SALE

Stop guessing square footage! Measure area quickly and accurately. Just wheel the DG-1 around any perimeter and instantly know the area inside. \$399 + \$7 ship. CA add tax. www.measurearea.com 760/743-2006.

visit us at www.lawnandlandscape.com

Educational Training

EDUCATIONAL TRAINING

LawnLore™

Interactive training that's easy, effective and fun!



Save Time... Save Money...
Improve results with
personalized, interactive training

Phone Mark at 800-328-4009

Financing

FINANCING

LET GOVERNMENT GRANTS/LOANS finance your business, to \$2,200,000.00.

Over 300 sources.

(www.usgovernmentinformation.com),

Free information 707/448-0270. (NK8)

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".

\$97 + \$6.75 s/h. VISA, MasterCard, & MO's shipped next day. Check delays shipment 3 weeks. CA add 7.75%tax.

AMERICAN STAMP CO.

FREE BROCHURE 12290 Rising Rd. LL04, Wilton, CA 95693
Prices subject to change without notice. Local 916-687-7102 TOLL FREE 877-687-7102

FOR SALE

WMBE certified

tanks-a-lot®

TIME is MONEY

WEED

FASTER

WATER

FASTER

1-800-948-2657

www.tanks-a-lot.net

DEALER LIQUIDATION

Save \$\$\$\$\$. New C&S Turf Tracker Jr's - Only \$3,995. Spread & Spray 4,000 S.F./Minute. Hydrostatic Zero-turn, stainless steel frame & tank. Free Video, 610/361-2847.

FOR SALE

Lawn and Tree spray trucks for sale - (2) internationals with newer Tufflex spray bodies, excellent working condition. Please call for details 412/445-8066.

FOR SALE

Kubotaparts.com

FAST
DELIVERY ON
Kubota PARTS
\$5.00 Shipping Per Order

Order Parts at kubotaparts.com or call toll free at...

1-877-4KUBOTA

This website "kubotaparts.com" is operated by Keller Bros. Tractor Company, an authorized dealer of Kubota Tractor Corporation since 1972.

Kubota

FOR SALE



COVERIT INSTANT GARAGES
ALL WEATHER SHELTERS
SAND/SALT BINS • WORKSHOPS
EQUIPMENT STORAGE

Authorized Dealer

SHELTERS OF NEW ENGLAND INC.

251 West Hollis St. • Nashua, N.H. 03060

1-800-663-2701 • (603) 886-2701

www.sheltersofnewengland.com

FOR SALE

COMPLETE BEE SUITS

Full Suits, Jackets

(free tote bag & nitrile gloves)

800/550-2990

www.omegapestcontrol.com

order online in "The Store"

FOR SALE

STEEL BUILDINGS

STOP DREAMING. BUY ONE TODAY!



Ideal For :
• Shops • Garages
• RV Storage
• Boat Storage
• All Your Hunting Needs

SAVE UP TO
60%
ON SELECT SIZES

• Easy, Do-It-Yourself Construction • Maintenance Free
• All Sizes Available • Dealers Welcome

Global Steel

Call Now For A Free Brochure! 1-800-526-1110

FOR SALE

Turf Tracker Riding Fertilizer spreader and sprayer. One year old. Made by C&S Turf Equipment. Spread and spray at the same time, while you are sitting down! \$7,500.00. 330/721-8873.

FOR SALE



turftracker.com
info@richwayind.com
Prices starting at \$49

RICHWAY
Foam Markers
(800)553-2404
Janesville, IA, USA

FOR SALE



Spreader-Mate™

This self-contained "drop-in" sprayer converts your commercial broadcast spreader to a fully functional sprayer in minutes.

Gregson Clark SPRAYING EQUIPMENT
Toll free - 800.706.9530
Phone - 585.768.7035
Fax - 585.768.4771
Sales@GregsonClark.com
www.GregsonClark.com

FOR SALE

FMC tree sprayer, 1000 gals., stainless, 50 gpm, 800 psi, 37 hp Wisconsin (VGD 40) electric reel, skid mount, excellent, asking \$9,900.00, make offer. Tel 450/454-2837, Fax: 450/454-2836, e-mail: fpdp450@aol.com.

FOR SALE

WHOLESALE COLORADO BLUE & GREEN SPRUCE

Feet	12-14	14-16	16-18	18-20
Priced to sell	\$60.00	\$70.00	\$95.00	\$120.00

Tree Farm In Michigan
Call for pricing details: 856/582-6890 or 856/534-4340
Email: linkup2000@aol.com

www.lawnandlandscape.com

GPS Vehicle Tracking

GPS VEHICLE TRACKING

No monthly fees
Call 800/779-1905
www.mobiletimelocks.com

CONKLIN PRODUCTS OPPORTUNITY!

Let us help you start your own business. No franchise fee, No territories, work from home, Use and market new technology products.

BUY DIRECT FROM MANUFACTURER
FREE Catalog - 800/832-9635
www.frankemarketing.com

Help Wanted

KEY EMPLOYEE SEARCHES

Florapersonnel, Inc. in our third 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, Fla. 32771. Phone 407/320-8177, Fax 407/320-8083. E-mail: Hortsearch@aol.com Website: http://www.florapersonnel.com

GREENSEARCH

GreenSearch is recognized as the premier provider of professional executive search, human resource consulting and specialized employment solutions exclusively for interior and exterior landscape companies and allied horticultural trades throughout North America. Companies and career-minded candidates are invited to check us out on the Web at http://www.greensearch.com or call toll free at 888/375-7787 or via e-mail info@greensearch.com.

HELP WANTED

GroundMasters, Inc

Exciting Career Opportunities in Landscape Management

GroundMasters, Inc. is currently seeking qualified green industry professionals to join our team! Our staff is among the best in the industry, our equipment is state-of-the art, and we are a drug-free workplace. If you would like to work in a friendly, challenging, and diverse environment, apply today! Spanish skills a plus!

Fax resumes to Chris Hayes at 513/774-7459 or e-mail chayes@groundmasters.com

HELP WANTED



COME GROW BETTER WITH US!

Take advantage of this opportunity to join one of the most dynamic landscape companies in the beautiful southwest. Our exciting and vibrant company has career opportunities in the following positions:

Sales • Design • Mid-Management Field Crew Leaders - Install & Maintenance
We offer outstanding compensation and benefits package, relocation allowance, and an excellent family-working environment. If you are interested in a career opportunity please send, fax, or email resume to:

HEADS UP LANDSCAPE

PO Box 10597 Albuquerque NM 87184.
Email idelarosa@hulc.com
Phone 505/898-5510 Fax 505/898-2105

To find out more information about Heads Up Landscape please visit our website at www.headsuplandscape.com

HELP WANTED

GOTHIC LANDSCAPE, INC.

Since 1984, we have been creating long-term relationships with clients through outstanding personalized service and problem solving. We are one of the largest landscape contractors in the southwestern U.S. operating in the greater Los Angeles, San Diego, Phoenix and Las Vegas markets. The Company specializes in landscape construction and maintenance for residential master-planned community developers, and industrial commercial developers. We offer an excellent salary, bonus and benefits package. Outstanding career opportunities exist in each of our fast growing branches for:

- Account Managers
- CAD Designers
- Estimators
- Irrigation Tech
- Project Managers
- Sales Personnel
- Senior Foreman
- Spray Technicians (QAC, QAL)
- Supervisors

For more information contact:
Elisabeth Stimson, Human Resources Director
Email: hr@gothiclandscape.com
Ph: 661/257-1266 x 204
Fax: 661/257-7749

LANDSCAPE MANAGEMENT

THE BRICKMAN GROUP, LTD.

Careers in landscape management available in: California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Wisconsin. Fax: 240/683-2030.

E-mail: jobs@brickmangroup.com
Web site: www.brickmangroup.com

www.lawnandlandscape.com

HELP WANTED



SINCE 1841

If you are looking for a career opportunity to join a proactive, progressive, well established and fun company to work with, this is it!

Hillenmeyer Landscape Services located in Lexington, KY has immediate openings in the following positions.

- Landscape Foreman**
- Maintenance Account Manager**
- Landscape Architect**
- Landscape Purchaser/Estimator**

Excellent benefits. Please fax resume to Missy @ 859.255.8789 or email to missy@hillenmeyers.com. Or for additional information call 859.255.1091.

HELP WANTED

Landscape Construction Estimator

Lee Landscapes is a fast growing commercial contractor located in Albuquerque, New Mexico. For over 30 years Lee Landscapes has provided high quality commercial and residential services, specializing in irrigation, hardscape, streetscape, athletic and public works projects. We are currently expanding and need a full time estimator to oversee commercial projects.

The candidate must possess a strong background in construction, irrigation, plant material and hardscape applications. A minimum of 5 years experience estimating negotiated and unit price projects ranging from \$300K to \$1M, strong computer skills, and a thorough knowledge of various estimating techniques are required. The candidate must exhibit excellent organizational and communication skills with sensitivity to deadlines and the ability to multitask. The successful candidate will be responsible for meeting or exceeding budget projections while maintaining high quality results.

A degree in Landscape Architecture, Engineering, or Construction Management is preferred.

This position provides excellent salary, profit sharing, medical insurance, paid vacation and more.

Lee Landscapes, 5900 Signal Avenue NE, Albuquerque, NM 87113. Mail/fax resume to 505/823-1771. lees@leelandscapes.com

HELP WANTED

We're breaking new ground in Landscape Services.

RAR Landscaping is now RAR Outdoor Services. We've changed our name to better reflect our wide range of services. It's the same management, owners and employees committed to providing the most comprehensive and detail oriented ground management and landscape enhancement services.

If you have what it takes, and you like a challenge, Join us as we conquer the next level!

- Foremen * Designers * Crew Members
- Account Managers * Tree Experts
- Commercial Maintenance Sales Person



FAX Resume 410-602-0688 EOE
Email: palomae@raroutdoorservices.com

HELP WANTED

Columbus, Ohio based Benchmark Landscape Construction Inc. is now hiring experienced, quality oriented foreman for our installation/construction division for the 2005 season. Benchmark is seeking qualified candidates with leadership, motivating skills and a team mentality. Candidates must have experience running high-end residential hardscape construction and installation projects. Competitive pay and full benefit packages offered. Positions are immediately available. Please call 614/462-8080 or fax resume to 614/873-8060.

HELP WANTED

LMI Landscapes, Inc.
Only the best landscape professionals need apply.

- Account Managers
- Project Managers
- Nurserymen
- General Manager
- Irrigation/Landscape Foreman

Dallas/Jacksonville, FL/Denver
Fax 972/446-0028
Email: resume@lmilandscapes.com

HELP WANTED

The BEST Place for the BEST People to Work! Acres Group, one of Northern Illinois' largest independent landscape companies, growing at 15-25%, has opportunities available in our North, Central and South divisions for the following positions:

DESIGN/BUILD SALES

Looking for successful candidates to help grow our Design/Build division! Must be highly organized, self-motivated, have at least 3 to 5 years of design/build sales experience; strong design skills required & a related degree in landscape architecture or horticulture is preferred. Ideal candidates must also have strong interpersonal & communication skills and be able to work in a team environment. We have opportunities available in our Wauconda, Roselle & Plainfield facilities. Excellent compensation & benefit opportunities to help our team members to achieve their goals and be successful. We are also looking for a bilingual design/build landscape installation foreman for our Wauconda & Roselle locations experienced in paving, stonework, planting & grading.

- For Roselle**, contact Sean Stroub at 630/307-0700, Fax 630/839-4250, e-mail: sean.stroub@acresgroup.com.
- For Wauconda**, contact Jeff Dumas at 847/487-3005, Fax 847/487-4841, e-mail: jeff.dumas@acresgroup.com
- For Plainfield**, contact Jeff Kelly at 815/439-2420, Fax 815/609-3643, e-mail: jeff.kelly@acresgroup.com

HELP WANTED

EXCITING CAREER OPPORTUNITIES FOR SERVICE INDUSTRY MANAGERS

Come join one of the largest Vegetation Management Companies in North America DeAngelo Brothers, Inc., is experiencing tremendous growth throughout the United States and Canada creating the following openings:

**DIVISION MANAGERS
BRANCH MANAGERS**

We have immediate openings throughout the U.S.

We have immediate openings in WA, OR, CA, MA, Conn, MO

We have immediate openings in Various Providences in Canada:

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 green industry. Qualified applicants must have proven leadership abilities, strong customer relations and interpersonal skills. We offer an excellent salary, bonus and benefits packages, including 401(k) 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/D/DV

HELP WANTED

LANDSCAPE EMPLOYMENT OPPORTUNITIES

Wheat's Lawn and Custom Landscape, a premiere residential landscape firm in Northern Virginia since 1978, has positions available for Sales and Landscape Managers. Interested candidates should have strong leadership skills, industry knowledge and a desire to make a difference.

Wheat's offers:

- Health insurance
- Advancement opportunities
- 401(k) and profit sharing
- Competitive salary
- Great work environment

For confidential consideration, please mail, fax or email your resume to:

8620 Park St., Vienna, VA 22180
 Fax: 703/641-4792
 Email: wheats@wheats.com
 www.wheats.com

SALES REPS NEEDED

Arborbrace West (www.treestaking.com) is looking for enthusiastic green industry experienced people to represent its tree staking line in CA, AZ and NV. If you are looking to earn extra income with this commission only opportunity, please fax or email your resume to 415/454-8849 or e-mail pivnik@pacbell.net.

HELP WANTED

TRUGREEN LANDCARE

Seeking Highly Qualified Landscape Professionals
 We're Expanding Operations in 2005!
 Excellent Management Opportunities
 Throughout the entire East Coast
 REGIONAL MANAGER
 BRANCH MANAGERS (VA, PA, NJ, NY)
 INSTALL & AREA MGRS (VA, MD, PA, NJ)
 SALES REPRESENTATIVE (VA, MD)
 MANAGER TRAINEES (VA, MD, DE, PA, NJ)
 Excellent compensation, rewarding bonuses & incentives, Company vehicle, complete benefits package & much more!
 E-mail Ron_Anduray@landcare.com or fax 310/924-7782. EOE

HELP WANTED

SUPERIOR LANDSCAPING & LAWN SERVICE, INC.

We are a leading Landscape Contractor in the South Florida Region. We are looking for individuals with a strong Management background in Irrigation, Landscape Maintenance, and Arborists with experience in palm and tree epidemiology and trimming. Interested parties please contact us 305/634-0717.

HELP WANTED

NEXUS ASSOCIATES

Our mission is to seek out, attract and place top talent, nation-wide sources and contacts. Potential candidates/clients please visit our website at www.nexus-recruiting.com. E-mail address: starwicz@nexus-recruiting.com.

HELP WANTED

Are you looking for a job or Looking for qualified employees to:
 Climb it
 Design it
 Plant it
 Grow it
 Landscape it
 Sell it?

JOBS In Horticulture, Inc.
 Employment Advertising
 In Print and Online
 800/428-2474
www.hortjobs.com

HELP WANTED

Ace Tree Movers, Inc., a growing Mid-Atlantic company is seeking a self motivated sales rep for high-end residential and corporate sales. Horticultural background and knowledge of trees preferred. Excellent written and verbal skills and computer literacy required. Competitive compensation and benefit package with growth and ownership opportunity. If you have what it takes to close sales and be part of a winning team, fax resume or call for an interview. 301/519-0008, 301/216-0099 fax.

HELP WANTED

LAWNCARE — Hillside Lawn Service, Inc., a Maryland based lawn care maintenance company, is currently seeking an experienced service oriented route manager/applicator. Salary and benefits based on experience and education. Call 410/399-2207 to arrange and interview.

HELP WANTED

Philadelphia Area — Sales position: full service landscape company seeking Salesperson to sell all services, focus on Lawn Care. Salary, commission, benefits. Call or fax resume: David Brothers Landscape Services 610/584-1550, fax 610/584-8815.

Insurance

INSURANCE

COMMERCIAL INSURANCE FOR THE GREEN INDUSTRY

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.
rick@mfpinsure.com
www.mfpinsure.com

Industry Web Sites

INDUSTRY WEB SITES

PlantSearchOnline.com

Where professionals search for plants. The largest directory of wholesale plants and nurseries in the USA. Over 19,000 varieties, at over 1,900 nurseries in over 45 states.

INDUSTRY WEB SITES

Largest and Original Industry Forum
LawnSite.com

Largest and Original Industry Search Engine
EverythingGreen.com

Free Information, Newsletter, Books and More
LawnCareSuccess.com

Largest and Original Snow Industry Forum
PlowSite.com

Call Us 412/766-7326

Landscape Equipment

LANDSCAPE EQUIPMENT

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

Web Designers

WEB DESIGNERS

Web Design, Brochures, Logos, Lettering and Printing Services for Landscapers. Your single source for marketing your landscape business. Samples online: www.landscapemarketing.com or call 888/28-DSIGN.

WEB DESIGNERS

www.bigcreekdesigns.com

Professional web sites strategically customized to fit your specific Green Industry needs.

Increase your visibility today....

sales@bigcreekdesigns.com
 216/310-2789

Worker For Hire

WORKER FOR HIRE

Need LEGAL Workers? No more fear of INS raids and false social security investigations. The Southwest's largest provider and recruiter of legal seasonal workers from Mexico. We wade through the paperwork for you to provide workers to your door. **90 day guarantee.** Call 210/695-1648 or www.head-honchos.com.

Warehousing

WAREHOUSING

Third party warehousing company located in Atlanta, GA specializing in the Green Industry. Let K.D.I. help lower your warehousing and shipping cost while offering your east coast customers same day service. 404/344-4187 or KDIIIncorporated@aol.com.

Lighting

LIGHTING

**Largest & Fastest Growing
Pioneer in the Industry**



**Holiday Lighting
Keep Employees Year Round**



**Landscape Lighting
Offer High-Margin Services**

**Training Marketing
Supplies Support**

Over 400 Locations in 47 States & Canada



Landscape and Architectural Lighting

www.thedecorgroup.com

1-800-687-9551

Software

SOFTWARE



**Download a free demo of
the software everyone is
talking about!**

www.wintac.net

Or call 24 hours for a free demo CD:
1-800-724-7899 ext.2

WINTAC™

*The #1 best-selling
all-in-one software for
specialty trades*

- Unlimited Customers & Locations
- Automatic Scheduling, Routing
- Automatic Invoicing, Job Costing
- Service History & Profit Tracking
- Labor and Productivity Tracking
- Material & Chemicals Tracking
- Letter Writer w/ auto Mail-Merge: Send Sales and Service Notices
- Print Proposals, Invoices, Work Orders, Statements, Purchase Orders, Reports, Labels. Even design your own forms in Word®
- Full Accounting: G/L, A/R, A/P, Payroll, Checking, Inventory, Financial Reports and Graphs
- Built-in links to QuickBooks®, Peachtree®, MS Office®, Street Mapping, Emailing, and more!

SOFTWARE

Scheduling & Landscape Maintenance
Estimating Software

Unlimited customer accounts
Quality Software at affordable prices
Starting at \$199.00
WHY PAY TOO MUCH?
www.BrokenLegSoftware.com
www.LandscapersForum.com
919/732-6791

SOFTWARE

Phone Center Software

Never forget to call a customer back or lose another phone message! Works with Caller ID to track all incoming phone calls into a database. Schedule appointments with easy-to-use drag and drop calendar. Route appointments with MS MapPoint. Synchronize customer information to QuickBooks! View demo at www.PhoneCenterSoftware.com or call Tree Management Systems, Inc at 800/933-1955.

FOR SALE

Turf Tracker For Sale By Original Owner

- Save time and money while applying both granular and liquid applications to turf.
- Front mounted spreader and rear mounted 12 ft. boom.
- Save on labor costs and reduce operator fatigue.
- Increase profits.
- Machine is in great shape with 443 hours of use.
- Asking \$4900.00 or best offer.
Call 603/424-7817 or 603/765-4444.

HELP WANTED

Landscape Construction Estimator:

Francisco Tavares Inc., is a privately held residential landscape construction company on Cape Cod, Mass. We are seeking an individual for a career position leading our estimating department.

This individual must have a complete understanding of, and the ability to estimate complex architect designed residential landscapes ranging in size up to 8 million. A full understanding of stone products (foreign and domestic), plant material and any other pertinent landscape construction materials is essential. This is a once in a lifetime opportunity for the right individual. Forward letter of interest and resume to

Vince Greco. vince@cape.com

NOW YOU CAN ADVERTISE IN

Lawn & Landscape

WITH

Classified Advertising

**Call Jennifer Halas at 800/456-0707
to get your classified
published today!**

The author is owner and landscape architect, Van Zelst Landscape Development & Management, Wadsworth, Ill. He can be reached by phone at 847/623-3580, by e-mail at info@vanzelst.com or via www.vanzelst.com.

The Mobile Office Solution at Van Zelst Landscape

Like most other suburban Chicago-area workers, I have a morning commute that takes me to the office. However, while other people have to put down their work and take time out of their days to drive to the office, to client visits or even run out for lunch, I've been able to cut down my own nonproductive commute time to the bare minimum. By putting my office on wheels – via a fully equipped office van – I can accomplish more for my company before lunch than I used to be able to do all day.

As the owner and chief landscape architect for my company Van Zelst Landscape Development & Management, Wadsworth, Ill., my responsibilities range from overseeing company operations to selling new work to visiting crews on job sites. Formerly, as much as half of my day was spent behind the wheel driving to client meetings and other sites. Like most of us, I used to make phone calls and try to take notes while I was driving, but aside from the obvious safety issue, it wasn't

very efficient. As a result, it was difficult for me to finish all the items on my to-do list during regular work hours. I'd often get to the office before 7 a.m. and work until 6 or 7 p.m. six days a week, and then put in a few more hours at home after my children went to bed. It was just too much.

By late 2003 I needed some relief and began researching solutions that would minimize my time behind the wheel while still allowing me to make all my appointments and complete the other daily tasks necessary to keep the business running smoothly. I had the idea of being able to put my work on wheels and an Internet search provided the answer: Orlando, Fla.-based Mobile Office Vans, a company that manufactures mobile offices.

Because I wanted a solution that could make an immediate impact, the research I did was relatively quick, but after visiting Mobile Office Vans I was sure that this was the ideal solution. Moreover, the company had a previously owned van with only 3,000

5 Keys to Using a Mobile Office

1. Identify the amenities necessary to creating an effective mobile office (phone, fax, Internet, printer, etc.) Research companies that manufacture mobile office units and offer these options.
2. Test-drive the unit, making note of how road conditions, weather, noise levels, etc., affect the experience.
3. Look for previously owned, low-mileage units that offer the opportunity for immediate delivery, rather than a delayed lead-time for custom manufacturing.
4. Visit your company headquarters on a daily basis to pick up files, papers, plans, etc., that you will need on the road.
5. Use drive time to make phone calls, send and receive e-mails and complete regular office work in order to create a better balance between work and personal time.

miles on it that I was able to purchase right away. This eliminated a longer lead time, which is usually necessary when purchasing a new vehicle.

For about \$35,000 I purchased the van, which is equipped with a phone, fax, computer, scanner, printer, Internet access, GPS (global positioning satellite) service, a television and DVD player. Though I have yet to put the DVD player to use, the mobile office allows me to check e-mail, upload photos to our brick-and-mortar headquarters, access the Internet, return phone calls and finalize landscape plans all en route to my appointments. Having a television also allows me to

Through the interview process, I was able to find someone who could get me from point A to point B effectively and safely, and who also was someone I felt I could be comfortable having around me all day long.


Because of the seasonality of our services, the mobile office gets the most use from the middle of March to the middle of November. When I arrive at our home office in the morning, I fill a large briefcase with all the paperwork, plans, messages, etc. that I'll need for the day and hop in the van to start my real workday.

At first, I was worried at how this presentation would look to clients with whom

I was meeting during the day – perhaps having a driver and a custom van was too “over-the-top.” On the contrary, I've gotten a very good response from many of our clients. We work for a lot of successful people and companies and everyone I've spoken with has noted that this mobile office is a fantastic idea and demonstrates the efficiency of our operations with a focus on the needs of our clients.

As a result of the face-to-face service and quick turnaround, I've found that the mobile office has helped the company win jobs that we otherwise may not have gotten or that would have required a much longer timetable in terms of securing approval. As a landscape architect, I've been able to sell more work to clients who know that I can be in regular face-to-face contact with them. As a result, the mobile office has paid for

itself in just one year.

Moreover, my workdays are now much more regular than they used to be – I no longer have to spend family time on my work. I didn't want to change the size of the company or the way we did business – forging a strong relationship with each client made this company successful in the first place. Instead, I just had to figure out how to visit more clients in the time available and win back some daytime hours while my children are growing up. This mobile office solution has made me and my company successful in both respects. – David VanZelst 

monitor news and weather that may affect company operations. In my own case, bad weather and gridlock are non-factors, as I can work regardless of my whereabouts. The Internet access, phone service, etc. are conveniently provided by the same company that handles those utilities for our home office, and the vehicle itself is insured just as any other vehicle in our fleet.

Ultimately, the van includes more bells and whistles than I use on a regular basis. The only item that wasn't included was a driver. For this position, I interviewed applicants just as I would for other positions in our company.





Company Name	Web Address	Page #	RS#	Company Name	Web Address	Page #	RS#
Absolute Innovations	www.absoluteinnovations.net	103	62	Kawasaki Motors	www.kawpow.com	39	26
Adkad Technologies	www.adkad.com	79	49	Kelley Commercial Trucks	www.isuzutruckcenter.com	187*	130
Agri-Fab	www.agri-fab.com	42	30	Kichler Lighting	www.kichler.com	213	144
Alocet	www.alocet.com	74	43	Kohler	www.kohler.com	137	95
American Honda	www.honda.com	125	82	Lebanon Turf	www.lebturf.com	7, 117, 143	12, 73, 98
American Isuzu	www.isuzucv.com	133	90	LESCO	www.lesco.com	61	40
American Lubricating		102	61	Line-Ward	www.lineward.com	206	140
The American Red Cross	www.redcross.org	159*, 187*	151, 131	Little Wonder	www.littlewonder.com	168	119
American Roll-Off	www.americanrolloff.com	78	47	LT Rich Products	www.z-spray.com	144	99
Arborjet	www.arborjet.com	176	123	Maruyama	www.maruyama-us.com	212	143
Ariens/Gravely	www.gravely.com	99	58	Massey Ferguson	www.masseyferguson.com	97	57
Arvesta Corp.	www.arvesta.com	140-141	96	Middle Georgia Isuzu	www.gatrucks.com	156	110
ATI Corp.	www.prieseeder.com	50	33	MTD Pro	www.mtdproducts.com	121	76
Ball Horticultural	www.ballhort.com	183	127	Mulch Mule	www.mulchmule.com	78	46
Bandit Industries	www.banditchippers.com	101	59	Neely Coble	www.neelycoble.com	199*	135
BASF	www.turfacts.com	43-46	31	NGK Sparkplugs	www.ngksparkplugs.com	165	115
Bayer Environmental Science	www.bayerprocentral.com	3, 159*		Nite Tyme Illuminations	www.nitetyemilluminations.com	206	139
Bell Laboratories	www.belllabs.com	35	149	Nufarm Turf & Specialty	www.turf.us.nufarm.com	37, 167	24, 117
Biocontrol	www.nematodary.com	211	142	Oldham Chemical	www.oldhamchem.com	213	145
Bobcat	www.bobcat.com	87-94	54	Pace American	www.paceamerican.com	104-105*, 203	63, 138
Briggs & Stratton	www.commercialpower.com	147	103	Pave Tech	www.pavetech.com	53	36
C&S Turf Care	www.csurfequip.com	16	16	PBI Gordon	www.pbigordon.com	63-70, 129, 177	41, 85, 124
Carl Black GMC	www.carlblack.com	59*	39	Perma Green Supreme	www.ride-onspreader.com	80-81	50
Carson Industries	www.carsonind.com	132	89	Pine Hall Brick	www.pinehallbrick.com	130	86
Cascade Lighting	www.casadeighting.com	79	48	Plant Health Care	www.planthealthcare.com	38	25
CDS John Blue	www.johnblue.com	148	104	Porter Ferguson	www.lowellcorp.com	166	116
Chemical Containers		122	78	ProLawn	www.prolawnsprayshields.com	124	81
Combined Mfg.	www.4mowerproducts.com	148	105	Promo Printing	www.promoprintinggroup.com	122	77
Compact Power/Kangla	www.kanglaequipment.com	189	134	Quality Diamond Tools	www.qualitydiamondtools.com	142	97
Cummins Engine	www.cummins.com	29	19	Rain Bird	www.rainbird.com	77, 135, 157, 171	45, 93, 111, 122
Curbworld	www.curbworld.com	102	60	Reading Truck Body	www.readingbody.com	126	83
Cutter's Choice	www.cutterschoice.com	40	28	Red Wing Shoes	www.redwingshoes.com	41	29
DIG Corp.	www.digcorp.com	211	141	RedMax	www.redmax.com	75	44
Dimex Corp.	www.dimex.com	82	52	RISE	www.pestfacts.org	59*	150
Ditch Witch	www.ditchwitch.com	32-33	21	RND Signs	www.RNDsigns.com	124	80
Dixie Chopper	www.dixiechopper.com	55	37	Roots/Novozymes Biologicals	www.rootsinc.com	181	126
Dixon Industries	www.dixon-ztr.com	120	75	Scag	www.scag.com	223	146
Dow AgroSciences	www.dowagro.com/turf	57, 172-173*		Sensible Software	www.dip.com	111	66
Drafix Software	www.drafix.com	48-49	32	Shindaiva	www.shindaiva.com	127	84
Dupont	www.proproducts.dupont.com	153*	107	Snowpusherparts.com	www.snowpusherparts.com	112	69
Easy Lawn	www.easylawn.com	130	87	Stihl	www.stihlusa.com	9	13
Echo	www.echo-usa.com	149	106	Symbiot	www.symbiot.biz	108	64
Exmark	www.exmark.com	19-27	18	Syngenta Professional Products	www.syngentaprofessionalproducts.com	12-13	14
Ferris Industries	www.ferrisindustries.com	161	113	Tafco Equipment	www.tafcoequip.com	40	27
Finn Corp.	www.finncorp.com	136	91	Tanaka ISM	www.tanaka-usa.com	188	133
First Products	www.1stproducts.com	188	132	THM Scientific		96	56
Flail Master	www.flailmaster.com	168	118	Toro	www.toro.com	2, 5	10, 11
Flowtronex	www.flowtronex.net	154	108	Triple D	www.tripled-enterprises.com	136	92
FMC Corp.	www.pestsolutions.fmc.com	113	70	Turbo Turf	www.turboturf.com	144	100
Frog Lights	www.frog-lights.com	107	153	Turfco	www.turfco.com	163	114
Frontier Equipment	www.buyfrontier.com	56	38	Tygar Mfg.	www.tygarimg.com	96	55
Garden Graphics	www.gardengraphics.com	146	102	U.S. Lawns	www.uslawns.com	17	17
GMC	www.gmc.com	11		United Spray Systems	www.bugpage.com	36	23
Great Dane	www.greatdanemowers.com	15	15	Vermeer Mfg.	www.vermeer.com	170	121
Green Industry Expo	www.gieonline.com	169	120	Versa-Lok	www.versa-lok.com	51	34
Gregson Clark	www.gregsonclark.com	158	112	Visual Impact Imaging	www.visualimpactimaging.com	189	148
Hannay Reels	www.hannay.com	52	35	Volvo Construction	www.volvoce.com	155	109
Hunter Industries	www.hunterindustries.com	224	147	Walker	www.walkermowers.com	109	65
Husqvarna	www.husqvarna.com	145	101	Walla Walla Sprinkler	www.mprotator.com	58	42
Hustler Turf Equipment	www.hustlerturfequipment.com	123	79	Weed Man	www.weed-man.com	36	22
Import Transmission Factory	www.importtransmissionfactory.com	202	137	Wells Cargo	www.wellscargo.com	202	136
Include Software	www.include.com	134	94	Weisburger Insurance Brokerage	www.weisburger.com	83	53
John Deere	www.mowpro.com	31	20	Westheffer	www.westheffer.com	112	67
John Deere Landscapes	www.johndeerelandscapes.com	185	128	Wright Mfg.	www.wrightmfg.com	119	74
J.J. Mauget	www.mauget.com	179	125	Yazoo/Kees	www.yazookees.com	131	88
JP Horizons	www.jphorizons.com	114-115	72				
JRCO	www.jrcoinc.com	112	68				
Jungle Jim's Accessory Products	www.junglejimsap.com	82	57				

*Denotes regional advertising. This listing is provided as a courtesy to Lawn & Landscape advertisers.





**FREQUENT USE
MAY RESULT IN
HIGHER PROFITS**



SCAG

Simply the Best

With over twenty-one years of commercial lawn mower innovation, Scag Power Equipment continues to lead the industry with a line of products designed and manufactured to tackle your toughest mowing conditions.

Scag understands the needs of professional lawn care contractors, like you. We know you need productive equipment that stands up to daily use with a minimum of downtime. Scag mowers are designed, manufactured and supported to be "Simply the Best" in every way. At Scag, "Simply the Best" is not just our slogan, it's the way we conduct business.



Visit our website at www.scag.com

Scag Power Equipment Division of Metalcraft of Mayville, Inc. 1000 Metalcraft Drive, Mayville, WI 53050

USE READER SERVICE # 146



BIG NEWS

Completely NEW Pro-Spray® Fixed Pattern Nozzles

The Pro-Spray name has come to stand for your assurance of unsurpassed quality and performance in a professional-grade spray head. Now, the name also guarantees the same high standards for spray nozzles. With patterns that feature **precise edges** and a droplet size that **minimizes wind drift**, these nozzles have been painstakingly designed to provide **superior coverage**. Five different radius ranges are available—in **full-circle, half-circle, and quarter-circle** patterns—each with **permanent color-coding** for quick and easy radius identification.



Take the Nozzle Challenge!
Call (800) 733-2823 for a
FREE DVD & Nozzle Sample Pack.

Hunter®
The Irrigation Innovators
www.HunterIndustries.com

USE READER SERVICE # 147