

Lawn & Landscape

09 | 06

INSIDE>>

Sprinkler Smarts

Branch Out with Microinjection

Haul-Marks — Truck Trends and
2007 Models

RECHARGE YOUR BUSINESS

After 130 years, Akehurst Landscape felt stale, but an image upgrade brought new growth.

Dixie Chopper Let Your **FREEDOM** Ring

When you own a Dixie Chopper
you have more freedom to:

Ride Your Motorcycle
Go on a Family Picnic
Go Boating
Go Fishing

6 Months Same as Cash
& 1.9% Fixed Rate*
Thereafter

*Subject to Yard Card approval, terms and conditions

To find out how to cut
more acres of grass per hour
using a genuine
Made in USA mower, Visit:

www.dixiechopper.com



DIXIE CHOPPER
The World's Fastest Lawn Mower
An American Tradition

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

USE READER SERVICE # 10

GRAB LIFE BY THE HORNS



DODGE



BUSINESSLINK® FROM DODGE, THERE WHEN YOU NEED US.

It's the one resource business owners rely on. With extended hours, priority service, and free loaner vehicles, you can forget about downtime. And best of all, BusinessLink enrollment is free, no matter what you drive. For more info, visit dodge.com/businesslink or call 877-2THELINK (877-284-3546).

Chrysler Financial is a business unit of DaimlerChrysler Financial Services.
Dodge and BusinessLink are registered trademarks of DaimlerChrysler Corporation.



BUSINESSLINK

Chrysler Financial





Cover Story – Recharge Your Business

40

After 130 years, Akehurst Landscape felt stale, but an image upgrade brought new growth.

Cover image: Richard Bell

09.06

Features

Business

46

Help Wanted

A shrinking workforce. A broken immigration system. An imminent election delaying reform. And a solution called H-2B that's stuck in the middle. Landscape contractors are caught in a debate that isn't promising swift resolution.

52

Best of the Web – Losing to Win

Loss leaders are common methods of encouraging clients to buy into other, more profitable, services, but do they have a place in the landscape industry? *Lawn & Landscape* Message Board users weigh in.



Irrigation

58

Sprinkler Smarts

Sprayhead and rotor advancements improve performance by shooting for optimum irrigation efficiency.

Issue Focus

68

Nothing 'Mini' About Them

Mini-excavators can perform a host of tasks at a fraction of the cost of their larger counterparts.





No matter how terrific the turf looks, your customers won't be happy if their shrub beds are filled with unsightly plants. Woodace fertilizers are specially formulated to improve color, health and vigor with exclusive technologies like Perk® slow release iron, MESA® slow release ammonium sulfate, Expo® slow release potassium sulfate, and IBDU® slow release nitrogen. So don't walk by an opportunity every time you knock on a customer's door. Use Woodace Preen Plus to control all your problem weeds. Combined with Woodace plant nutrition, Woodace Preen Plus will make your customer's shrub beds the envy of the neighborhood. For more information and to get your **FREE** handy spreader visit our web site at www.LebanonTurf.com, click on promotions and enter coupon code LL5096.



*Are your
landscape ornamentals
looking fed up, or well fed?*

SERIALS

SEP 18 2006

MICHIGAN STATE UNIVERSITY
LIBRARIES

Periodical Reading Room
DO NOT CIRCULATE



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com



84



60



88

www.lawnandlandscape.com



Lawn & Landscape

Features

Pesticides/Fertilizers

76 Branch Out With Microinjection

This tree care service presents profit potential for contractors committed to learning the craft.

Product Spotlights

84 Haul-Marks

Motor companies have rolled out their 2007 commercial truck models.

92 Turning Point

Check out the new zero-turn mowers on the block.

112 Heads Up

The latest in spray heads and rotors may be heading to a lawn near you.

Departments

- 10 Editor's Focus
- 12 Sales & Marketing
- 14 Benchmarking Your Business
- 16 People Smarts
- 18 From The Field
- 20 Industry News
- 30 Market Trends
- 32 Calendar
- 34 Letters to the Editor
- 36 Business Opportunities
- 118 New Products
- 136 How We Do It
- 138 Advertisers' Index

LAWN & LANDSCAPE (ISSN 1046-154X) is published monthly. Copyright 2006 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. Single copy rate: \$5.00. 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.

**CASE**

PROFESSIONAL PARTNER

LONGER REACH = FASTER CYCLES

YOU DO THE MATH.

The new Case 400 Series Skid Steers combine strength and reliability into one fast and productive package. The exclusive Case Power Reach feature* makes for faster cycle times by maximizing reach at any height—so you can quickly and easily load farther back into trailers and to the center of high-sided trucks. Optional hydraulic self-leveling retains more material for even more speed on the jobsite. And with our exclusive "no tool" 10-second tilt ROPS, you'll shave additional minutes off daily maintenance, too. See all the other ways the 400 Series takes your business performance to a higher level. Visit the professional partners at your local dealer for a demo, purchase or rental options, and details on financing and service plans. See www.caseoffers.com for the latest special offers and promotions from Case.

* Power Reach available on 435, 445 and 465 models only.

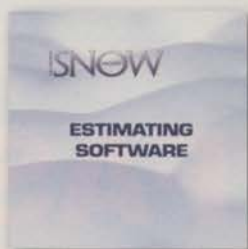
Seminar Web sites

The 2006 *Lawn & Landscape* Lawn Care Seminars are here, and there's a good chance they're heading to your town! Our seminars provide the latest information about turf and ornamental care methods and are making stops around the country through Nov. 16! The best place to find all the details is the special Web site, www.lawncareseminars.com, where you can see when there will be a seminar in your city and register to attend.



Also, learn how to improve your company's efficiency and growth by attending the 2006 *Lawn & Landscape* Benchmarking Your Business Seminars, sponsored exclusively by John Deere. These seminars also run through mid-November. Log on to www.lawnbizseminars.com to find out more.

Newly Updated in the Boostore



John Allin's Snow Estimating Software has been updated, and it's now available in the *Lawn & Landscape* online bookstore! The program can be customized based on your company's production rates, snowfall, costs and equipment. Estimates can be printed on pre-formatted forms and can be altered to estimate seasonal, per push, per event or per application.

Browse our virtual bookstore for the updated software, but don't stop there! You can find other valuable business tools as well with the click of your mouse.

Many industries have what are called "loss leaders:" products or services that don't necessarily turn a profit but entice the customer to committing to other, more profitable products or services. This month's Best of the Web feature, "Losing to Win," addresses the issue based on what contractors shared on our Message Board.

After you read the story on page 52, log on to our Message Board at www.lawnandlandscape.com/messageboard and let other readers know whether you use loss leaders.

online poll



Lawn & Landscape's online poll is in touch with the pulse of the green industry. When you log onto the Web site the week of Sept. 11, answer the question, Does your company provide microinjection tree care?

See the latest results on the spot or check each Monday's e-newsletter for information on more hot topics in the industry!

Your Industry Resource

The weekly *Lawn & Landscape* e-newsletter has a new name, but its content hasn't changed! When you get "Your Industry Resource" in your inbox, it will still contain all the latest, relevant news in the green industry that you can use as a daily tool for improving your business.

To subscribe to this indispensable resource, visit www.lawnandlandscape.com/newsletter and enter your e-mail address. Then check your inbox every Monday and get ready to learn!



SPRAY THE WORD!

NEW! TriStar 30 SG
for sprayers under
50 gallons.



TriStar 70 WSP for
50+ gallon sprayers.



**Cleary's TriStar 70 WSP and NEW 30 SG Insecticides now have all
your spraying applications covered – big and small.**

Great News! Cleary now has all your spraying needs covered. With NEW TriStar™ 30 SG, you get the leading insect control in a more effective and easy to measure formulation for smaller spraying applications. And like TriStar 70 WSP, you get the same fast contact and long residual control you've come to rely on. To find out all the benefits of TriStar 30 SG and 70 WSP Insecticides, call **1-800-524-1662** or visit **www.clearychemical.com**.



Count on Cleary

CELEBRATING 70 YEARS OF INNOVATIVE TECHNOLOGY | UNPARALLELED CUSTOMER SERVICE

Read and follow all label directions. The Cleary logo is a trademark of Cleary Chemical Corporation. TriStar is a trademark of Nippon Soda Company LTD. ©2006 Cleary Chemical Corporation.

cindy code | editorial director



Get A Jump on Training

The debate is an old one but still rings true today. Ask any owner in the landscape industry about training and he'll concur that it's definitely needed. But ask any owner about how much time and money he'll invest in sending his workers to educational conferences and seminars, and the answer isn't always greeted as enthusiastically.

The landscape industry is full of educational opportunities in the areas of business, technical, specialty and so on. But in many ways, the industry chooses to put education on the back burner in lieu of other day-to-day priorities.

Sure, customer backlog, rainy days and equipment hassles can smother your plans and intentions to refine your craft. But that thinking is short-sighted and doesn't pay long-term dividends.

Continuity in education is needed to recharge your batteries, refresh your industry know-how and to network with your peers. I can't count how many times I've heard a contractor tell me that attending a conference was the best thing he did all year and how it pays immediate dividends in his business.

Another recurring theme is one of cost. Many contractors say they can't afford to attend a meeting; yet, those who do attend say they can't afford not to attend.

Because *Lawn & Landscape* magazine is your business partner in growing your business and making your firm more profitable, we are offering two seminar series this year that are sure provide you with some money-making tools to take back to your business. Respectful of your time, each of these seminars is one day in length.

First, is our Lawn Care Seminar series (www.lawncareseminars.com) that kicked off last month and runs through November. These meetings are intended to provide you and your technicians with an up-to-date look at the latest trends in the identification and control of weeds, insects and diseases in both turf and ornamentals.

Not only will you hear about the latest invasive species affecting our plants, you'll also learn about management and application techniques and receive CEU credits.

The remaining seminars are being held in Atlanta on Sept. 14, Indianapolis on Sept. 28, Washington D.C. on Oct. 12, Northern New Jersey on Oct. 19 and Dallas on Nov. 16.

Second, we're offering a Benchmarking Your Business Seminar (www.lawnbizseminars.com) series presented by veteran industry consultant Jim Huston. It's a unique seminar dedicated solely to helping you benchmark your business for improved efficiency and growth. This seminar series will walk you through evaluating your financial statements; analyzing growth patterns; understanding your company structure, equipment costs and benchmarks for overhead; setting sales and marketing goals; establishing exit strategies and buying and selling a business.

Six of the eight seminars remain and will be held in Washington D.C. on Sept. 13, Boston on Sept. 14, Tampa on Oct. 10, Houston on Oct. 12, Detroit on Nov. 14 and Chicago on Nov. 15.

We hope to see you at one of these events and please provide us with your feedback. **11**

PUBLISHER

RON LOWY Publisher
rlovy@gie.net

EDITORIAL

CINDY CODE Editorial Director
cocode@gie.net

NICOLE WISNIEWSKI Deputy Editor
nwisniewski@gie.net

MIKE ZAWACKI Managing Editor
mzawacki@gie.net

MARISA PALMIERI Associate Editor
mpalmieri@gie.net

MARK PHILLIPS Associate Editor
mphillips@gie.net

HEATHER WOOD Web Editor
hwood@gie.net

www.lawnandlandscape.com

CREATIVE

MARK ROOK Creative Director

HELEN DUERR Director, Production

SAMANTHA GILBRIDE
Advertising Production Coordinator

SALES

DAVID BLASKO Senior Account Manager
dablasko@gie.net

MIKE DIFRANCO Account Manager
mdifranco@gie.net

ROSE BORSUK Account Manager
rborsuk@gie.net

DAVE ANDERSON Account Manager
danderson@gie.net

SCOTT MCCAFFERTY Account Manager
576 33rd St., Manhattan Beach, Calif. 90266
PH: 310/546-9611 FX: 310/546-8922
smccafferty@gie.net

BONNIE VELIKONYA Classified Advertising Sales
bvelikonya@gie.net

CHRISTINA HACKEL
Marketing Coordinator

TARA ORAM
Marketing Coordinator

CONFERENCES

MARIA MILLER Conference Manager
mmiller@gie.net

CORPORATE

RICHARD J. W. FOSTER CEO

CHRISTOPHER W. FOSTER President & COO

DAN MORELAND Executive Vice President

DOUG ADAMS Director, Marketing & Research

JAMI CHILDS Director, Business Resources & IT

HEIDI SPANGLER Director, Circulation, Books & Database

KELLY ANTAL Manager, Accounting Department



PROJECT
EverGreen
Because Green Matters

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

NEW HOLLAND



FEARLESS

Walls? Corners? Fences? No problem. A New Holland compact excavator can maneuver into – and out of – tight spaces and packs enough power to attack heavy loads. Operators focus on the challenge in front, while zero tail swing conquers concerns in the rear. Versatile, hard-working, powerful... fearless.

- **Perfect for any job site** – compact dimensions, precision boom swing, and aggressive breakout force handle large or small job sites
- **Boosted productivity** – more horsepower and high-performance hydraulics provide faster cycle times... increasing productivity with every pass
- **Maximized operator comfort** – a larger platform means wider access and more legroom. Light-touch controls allow efficient and precise operation with less fatigue
- **A compact excavator for every project** – choose from five models with operating weights from 3,240 to 10,275 lbs.

For more information on New Holland's entire line of full-size, mid-size, and compact excavators, see your dealer or visit our website at www.newhollandconstruction.com



Backed by a 1-Year Unlimited-Hour Standard Warranty*

*Certain restrictions may apply. See your New Holland construction equipment dealer for details.
© 2006 CNH America LLC. New Holland is a trademark of CNH America LLC.

USE READER SERVICE # 14

 **NEW HOLLAND**



Hi- and Low-Tech Marketing

There are three pieces of technology you should be using in your marketing efforts — contact management software, cell phones and automobiles.

1. Contact Management Software.

A contact management system is an integral part of any company's marketing efforts, enabling the collection of names in a database. These pieces of technology allow you to have the name, the address, the phone number, e-mail and other preferences of every prospect and client you come in contact with. By having all of this information in one central location, you can find names and numbers with ease, e-mail all of your clients a warning about an upcoming pest problem, market to the people you know might buy, and save important data about your clients.

2. Cell Phones.

Cell phones started to become popular in the late 1980s. Today it is nearly impossible to function without them. The problem is I don't see people using them the way they could be used.

A landscape operation becomes successful because it has happy clients. With annual sales approaching \$40 million, it's hard to believe that Mariani Landscape in Lake Bluff, Ill., does very little marketing. In fact, two years ago, they spent only \$30,000 on marketing, which is not a lot for a company of their size. The brains behind this operation is Frank Mariani.

Now, you might be wondering what all this has to do with cell phones. Cell phones should be used to keep in contact with clients. Each week I get a report from my staff that shows the name and number of each client, along with a description of what we did and how much we invoiced to them. I take this report with me on the road when I'm driving to an appointment or jobsite and call these clients from my cell phone to make sure they are happy. Many of our clients aren't even home, so

I leave them a message saying, "Hello, this is Marty Grunder calling from Grunder Landscaping. I wanted to make certain that you are delighted with our services and the quality of what we did. If you have any questions, complaints, comments or suggestions, I'm all ears. Call me; I want you happy. Thanks for the business!" To put this in its proper perspective, how many times in the last 10 years has the dealership that you bought a truck from called to ask if you were happy? I'm willing to bet few of you can say a dealer called you. People are impressed by companies who are obsessed with client satisfaction. They want to work with companies who are easy to reach on the phone. So, tell your friends to call the office and give your cell phone number to your best clients and not the other way around.

3. Automobiles.

Because we have so many technological items that enable us to communicate with clients quickly and easily, many of us have gotten lazy. We e-mail, "FedEx" or fax proposals. Stop doing that and get in your car or truck and drive over to your client's or prospect's property and present the deal in person. Proposals don't sell, people do. Do this and I'm sure you'll not only improve your closing ratio, but you'll also learn a lot more information about your prospects and clients.

While we're at it, use that automobile to get out and see your top clients in person. Find their numbers and addresses on your contact management software, call them from your cell phone to see if you can stop by, and then get in your car and drive there to see your clients and show them how much you care. Chances are you'll sell them something else just by stopping by. As Frank Mariani says, "Do a good job and people will find you and do a ton of business with you." And, there's nothing hi-tech about that. **ll**

marty grunder

is a speaker, consultant and author, as well as owner of Grunder Landscaping Co., Miamisburg, Ohio. Reach him at 866/478-6337, landscapesales@gie.net or via www.martygrunder.com.



"What do we do after clearing 330 acres? We start all over again."

"When we got the contract to maintain one of the largest independent power plants in the world, I went out and got the most powerful and durable equipment on the market. So my guys carry nothing but STIHL 4-MIX® trimmers and edgers. This property has it all—storm drains, slopes, ponds and acres of tough vegetation—so the increased power

keeps the crew going 12 hours a day. We cut downtime, too, thanks to increased fuel efficiency and interchangeable parts. I opened my doors with STIHL 2-cycle equipment, now I wouldn't use anything less than these 4-MIX machines. I have 330 reasons why."

www.stihlusa.com 1 800 GO STIHL



STIHL®



GPM – Your Best Friend

During the last recession, a Los Angeles-based residential installation contractor bid on Phase 2 of a four-phase project along with three other contractors, including the contractor who did Phase 1.

We were unsure why the owners were putting Phase 2 out for bid and thought they might be dissatisfied. Consequently, this contractor felt if he won Phase 2, he'd probably get Phases 3 and 4.

Prior to this, the contractor bid residential installation jobs with a gross profit margin (GPM) in the mid to high 30-percent range. Two years later, jobs were so scarce and the market so tight that he bid work in the low 20-percent range. He bid this \$300,000-plus job at 17 percent to give it his best shot.

Of the four bids, he was the second lowest. He'd beaten the original contractor's bid by \$12,000. The owners met and decided to throw out the low bid, making him the low bidder.

But the owners decided for \$12,000 they didn't want to change horses in midstream. It was then we realized we'd been "shopped." The owners probably never intended to change contractors. Their intention, we thought, was to keep their contractor honest but at the other bidders' expense.

We bid this project at 17 percent GPM, and still didn't get the job. The lesson is that things get ugly in a recession, and all the rules change.

The concept of gross profit margin is one of the most important benchmarks for a contractor to understand. It is the best indicator of what is happening in your market. To calculate it, you add the net profit that you put on a job to the general and administrative (G&A) overhead costs bid into the job. Divide the total dollars of GPM on a bid by the total price for the bid. This will give you a GPM percentage.

Gross profit margins reflect the supply and demand curve. Too few contractors chasing a finite amount of work will drive prices (and GPMs) up. In contrast, an overabundance of contractors chasing the same amount of work will drive prices and GPMs down. In a recession, an overabundance of contractors chasing a shrinking amount of work means GPMs plummet 10 to 20 percent. That's what happened to the contractor in Los Angeles.

Calculate the GPM on a number of your jobs and see if you can identify a trend. Compare your results to the benchmarks below. Calculate the GPM on any work that you subcontract out separately as it will distort the results. You may be surprised how consistent the GPM is on the work that you bid. ^u

MARKET/TYPE OF WORK	BENCH-MARK
Residential installation (landscape & irrigation)	30 to 40%
Commercial installation (landscape & irrigation)	20 to 30%
Negotiated commercial installation	25 to 30%
Low-bid commercial installation	20 to 25%
Maintenance work, commercial and residential	30 to 40%
Irrigation service work	45 to 55%
Chemical applications, all types	50 to 70%
Outdoor ponds	30 to 45%
Low voltage lighting	30 to 45%
Tree work, all types	30 to 40%
The GPM added to work you subcontract out	10 to 20%

jim huston

The author is president of J.R. Huston Enterprises, a Denver, Colo.-based green industry consulting firm. Reach him at 800/451-5588, benchmarking@gie.net or via www.jrhuston.biz.



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®



Are You Technically Challenged?

There are three personalities in every landscape business owner—the technician, the manager and the entrepreneur. Each of these personalities wages a constant battle to become the boss, and the technician usually is the hands-down winner.

The technician is the one who likes to see things get done. He loves to work, but only on one thing at a time. And he despises his “inner entrepreneur/manager” because they give him too much to do and want to tell him how to do it.

As long as the technician can handle the work all by himself, the company remains in what is known as its infancy stage. But once the workload becomes too great for the technician and he realizes he can no longer survive doing things the way he is, the company moves into its adolescent phase. Sadly, here is where many technician-oriented owners quit.

The simple reality is that being a terrific technician is insufficient when trying to build a great small business. The over-burdened technician decides he needs help, so he goes out and hires another technician and delegates to this new employee all the tasks he hates to perform himself. The technician calls it delegation but the reality is he abdicates from performing these tasks. The new person, on the other hand, is better at these tasks than he ever was. Gradually, the owner begins heaping more things on the newcomer's plate. Then things begin to crumble. He gets a call from the bank that he's overdrawn. Accounts receivable mounts up and he discovers that two projects completed months ago were never billed out.


For the technician, these new crises often result in a decision to take the company small again. He reasons the organization has grown too rapidly and he can't find anyone to come in and care about the business the same way he does.

At this point, most technician-business owners are frustrated and on the brink of failure. Their response is predictable—get back to a size at which they can control everything. For them the dream of being their own boss and growing their own company has turned into a nightmare.

The startling reality is that 70 percent of small business owners are technicians by nature. Many of us are proud of that because it identifies us as hard working, committed and dedicated to our profession. We think hard work and more of it is the answer to overcoming any obstacle.

Sadly, it is at this point that one of the greatest strengths of a small business owner becomes one of his greatest weaknesses. The trap in working harder to solve every problem is that sometimes we fail to anticipate and prepare our businesses and ourselves for the future. We elect, as the popular phrase goes, to spend more time working in the business than on it.

The big challenge for owners who are technicians and whose companies have reached the adolescent growth stage is whether or not they can pull themselves out of business long enough to define the plans, steps and decisions necessary to take their companies to the next level. Successful growth is planned for and anticipated. It rarely occurs in a random manner. “The E-Myth Revisited” by Michael Gerber details this management concept and should be required reading for all business owners.

Every landscape company has the potential to fall into the traps that lie in wait for the owner who fancies himself an entrepreneur and manager but, in reality, cannot get beyond the technician part of his personality. Entrepreneurs and managers will probably take immediate action to resolve these issues, but technicians may not find the time to do anything. Which one are you? You decide. 

larry fish

is president of GreenSearch, a human resource consulting organization. He can be reached at 888/375-7787, peoplesmarts@gie.net or via www.greensearch.com. PeopleSmarts® is a registered trademark of GreenSearch.

IT'S HAMMER TIME!




MALLET™
INSECTICIDE



Introducing the new imidacloprid option that can't miss



Mallet™ is Nufarm's newest insecticide using the proven technology of imidacloprid to provide residual control of a wide variety of insect pests, such as white grubs, cutworms and billbugs in turf and aphids, beetles and other troublesome pests in ornamentals.

While others have rushed out the door to take advantage of off-patent opportunities, we have taken time to ensure that our supply source is secure, that our registrations allow us to be innovative and that our formulations have been extensively tested, ensuring that you get the premium quality and service that you've come to expect from Nufarm Turf & Specialty.

- ▶ Mallet™ 2F is a 2 lb. flowable concentrate containing 21.4% imidacloprid
- ▶ Long-term curative and preventive action with just one application
- ▶ Available in 2.5-gallon or 60 ounce jugs

800.345.3330 • us.turf.nufarm.com

™ Mallet is a registered trademark of Nufarm Americas Inc.
Always read and follow complete label instructions.


Nufarm
Turf & Specialty

USE READER SERVICE # 17



The Fall Factor

A healthy head start that supports turf green-up in spring begins before turf settles into its winter hibernation. Fall fertilization completes a comprehensive lawn care program and feeds plants with nutrients during the off-season so they can build up immunities. By embracing fall fertilization, lawn care operators (LCOs) build a program that cares for customers' properties and makes spring turf look great.

But many companies shun fall fertilizer applications because they don't understand the plant health benefits associated with late-season applications. As a result, clients call and LCOs arrive with quick-fix spring applications typically comprised of a quick-release fertilizer that results in a lush green lawn. Unfortunately, excessive fertilization on turf coming out of winter dormancy not only wastes product, but also damages vulnerable plants.

In addition, glossing over the season finale of a lawn care program eliminates a sales opportunity. Some LCOs add the fall finish as a premium offering.

A MISSING ACTION. Fall fertilization isn't about instant gratification. Instead, the goals are:

- Extend the greening period into late fall;
- Initiate spring green-up as much as a month sooner;
- Increase turf density late into the fall and thus reduce weed pressure; and
- Increase root growth.

LCOs want to add hardiness, vigor and strength to turf so when winter comes it can withstand the extra pressures wrought by low temperatures, decreased sunlight and extended snow cover. Fall fertilization results in a stronger lawn better prepared for any corrective action required after a

winter of abuse, including faster recovery time that minimizes reseeding.

REGIONAL REINFORCEMENTS. Fall applications should focus more on the fertilizer than on end-of-season weed control. Pay particular attention to nitrogen, phosphorus and potassium ratios.

For example, customers in southern states without snow cover expect a green Christmas and New Year. Here, consider nitrogen levels of 1.5 pounds so turf maintains its color.

Nitrogen plays a different winter role in northern states, where snow may cover turf for several months. A lower nitrogen ratio – about 1 pound – is appropriate. Rather than chasing late-season green and forcing top growth, LCOs want the turf to store the nitrogen as carbohydrates and build internal strength, hence the reduced amount of nitrogen. Plus, northern turf benefits from a more even ratio of potassium and nitrogen as the potassium strengthens and protects the root zone.

Most importantly, avoid excessive nitrogen or quick-release nitrogen in fall applications in northern climates. The goal is for the turf to save green-up and top growth for spring. Too much nitrogen could initiate premature green-up, and cold weather will kill new sprouts. This makes fall fertilization a perfect candidate for products with slow-release nitrogen.

So, when do LCOs make the application? Every region welcomes winter at different times. Some states see frost in October, while the mercury doesn't drop until December in other locations. Time fall fertilization for 50 to 60 degrees Fahrenheit. This is an ideal window because LCOs want to allow a couple weeks for the soil to absorb nutrients and break them down for the plant to use and store without growing. **LL**

j.b. toorish and brian kelley

are part of LESCO's Tech Services Department. They can be reached at fromthefield@gie.net or at 800/321-5325 ext. 3150 to answer technical questions.

TRUCKS
BUSES
ENGINES
PARTS / SERVICE
FINANCE / LEASING



INTERNATIONAL® 4100.
A TRUCK THAT GIVES YOUR BUSINESS
ROOM TO GROW.



A NAVISTAR COMPANY

Meet the perfect partner for your business – the International® 4100. With a spacious and comfortable cab and a tight turning radius for outstanding maneuverability, it's the reliable truck you can count on. To find out how, see your International dealer.

www.InternationalDelivers.com

mergers & acquisitions

GIE, EXPO Make It Official: The GIE/OPEI Expo Debuts In 2007

Three years ago, when the Outdoor Power Equipment Institute moved the International Lawn, Garden & Power Equipment Expo (EXPO) from its resolute July dates to October, many in the industry speculated how long the OPEI and the Green Industry Conference and Expo (GIC/GIE) could co-exist within a few weeks of each other.

The GIC/GIE, a national conference and show for lawn and landscape professionals presented by the Professional Landcare Network (PLANET) and the Professional Grounds Management Society (PGMS), had been held in early November since its inception in 1990. The EXPO, an equipment show owned and operated by OPEI, had expanded its traditional dealer audience to make room for contractors and had been held the last weekend in July for its entire existence.

In June, PLANET, PGMS and OPEI announced the merger of the two shows. Beginning in 2007, the GIE/OPEI Expo will debut in Louisville, Ky., at the Kentucky Exposition Center. GIC/GIE averages 5,000 attendees and the OPEI show generally attracts about 25,000. Though there is a little overlap in attendees at the two shows, many are predicting growth due to the union of EXPO's three-day 20-acre outside demonstration area with GIC/GIE's comprehensive educational and networking opportunities (In the past while EXPO featured a three-day-long exterior exhibit, GIC/GIE only featured a one-day demo).

"This is a great opportunity for us to bring our industry more together," says John Gibson, PLANET president. "If managed right, it will create a new excitement among our board," adds PGMS Executive Director Tom Shaner. "It can tend to get stale if you're doing the same thing year after year. The merged show will help us get the word out that this is a great place to come to do your buying, get your education and do some networking all at once."

Sellers Expositions currently manages the EXPO and will manage the new larger exhibition based on a partnership agreement between the GIC/GIE and OPEI boards. GIC/GIE show staff will remain involved with show planning through the transition.

The GIC/GIE board is a standalone board and includes three representatives from each of the three associations that created the GIC/GIE (PLANET—which was formed by the Associated Landscape Contractors of America and the Professional Lawn Care Association of America—and PGMS). The GIC/GIE board has always voted by a

"rule of seven," meaning all final decisions require seven out of nine votes "so one association can't come in and say, 'We want it this way,'" Shaner explains, sharing that this is expected to continue with the merger to "keep everybody honest and working for the good of GIE."

Financial arrangements between the two groups were not released, nor was the penalty that the GIC/GIE will face for canceling its contracted

Indianapolis show planned for 2007. GIC/GIE retains ownership of its name.

The length of the partnership also was not officially released, but the show is expected to remain in Louisville through 2011, according to Dan Ariens, president of Ariens Co., Brillion, Wis., and OPEI board member and EXPO chairman. "We put a whole year into studying and looking at other venues," he says. "Our critical need was to have a full-time outdoor exhibit so demonstrations could be done at leisure vs. taking place only at one time period or during one day. When you factor in this along with the growing size of the show, there aren't a lot of location options."

EXPO is currently the 10th largest trade show in the nation, Ariens adds, pointing out this merger could move the new show up to eighth or ninth place with the larger attendance and square footage. Louisville as a location seems to be the natural partner in making this growth happen, says OPEI President and CEO Bill Harley.

While Louisville "is a great city," Shaner says, "there

continued on page 24



PLANET Day on the Hill

Giving Back

WASHINGTON, D.C.—Approximately 250 lawn care and landscape professionals and industry suppliers and manufacturers shut down their businesses July 24 to attend the Professional Landcare Network (PLANET) Renewal & Remembrance event. They volunteered their time and skills to improve the grounds of two historic sites – Arlington National and Historic Congressional cemeteries.

The workers, who were split into more than 20 groups organized by crew leaders, did a variety of tasks, including lime applications, weed control, turf aeration, irrigation installation, tree pruning and cabling, mulching and tree, shrub and plant installation – all amidst the cemeteries' normal schedules, which including tours as well as 27 funerals at Arlington National, which is the 612-acre final resting place of more than 200,000 veterans and their dependents.

PLANET President John Gibson says the industry has contributed more than \$1 million over the past 10 years and \$204,000 this year alone to the cemeteries through Renewal & Remembrance. "Our work is a gift to two great American monuments and a gift to the American people," he says. "By giving we give back to American heroes and their families. By working together we can make a huge difference."

At Arlington National Cemetery, a TruGreen Chem-Lawn employee spreads lime, a crew from New Jersey's Farmside Landscape & Nursery plants one of six trees along a hillside, and Chapel Valley (Woodbine, Md.) and McFall & Berry (McLean, Va.) employees install a shrub bed.



D.C. Speakers Address Key Industry Issues

WASHINGTON, D.C. – After green industry professionals cleaned up from their morning of volunteer work at Arlington National and Historic Congressional cemeteries July 24, they spent the afternoon soaking in updates about pressing industry issues by U.S. Secretary of Commerce Carlos M. Gutierrez and Howard Fineman, *Newsweek's* chief political correspondent, senior editor and deputy Washington bureau chief, among others.

Secretary Gutierrez, the former chairman of the board and chief executive officer of Kellogg Co. and a core member of President

George W. Bush's economic team, discussed the president's plan for comprehensive immigration reform. His presentation inspired a passionate and emotional discussion around a sensitive, heated issue that, according to industry members, is being tied too closely to H-2B, a temporary worker program landscape contractors use to obtain supplemental labor.

Then, Fineman was able to shed some light on what the lawn and landscape industry can expect for the 2008 election and how both parties will use global issues, such as immigration and war, "to score points" and votes.

Specifically concerning comprehensive immigration reform, Fineman predicted a resolution "will only come after the election with an expanded guest worker program with higher caps and strict

continued on page 26



U.S. Secretary of Commerce
Carlos M. Gutierrez

“One of the things about U.S. Lawns is we’re actually one big family. When someone joins U.S. Lawns they’re being adopted into an organization. They’re not an outsider anymore. And we treat everybody in that fashion. And the support some of our franchisees have received after the hurricanes is a good example of that. Why I chose to buy a franchise from U.S. Lawns was to gain all the secrets and to gain access to production-rate data and financial data so I could accurately run a business. Cutting grass is easy, pruning bushes is easy. Running a profitable business, cutting grass and pruning was difficult for us. If you’re on your own and you’re not a franchisee you have no one to call. With U.S. Lawns there’s always someone to call.”

– Kevin McLaren, U.S. Lawns franchisee

“One of the things that drew me to U.S. Lawns is, as a small operator just starting out, I could get national pricing on equipment and chemicals. The home office is doing constant research on the industry so that I can focus on my business and not have to look for new ideas for running my business. They give me that support. Buying a U.S. Lawns franchise gives you the opportunity to be in business for yourself but not by yourself. U.S. Lawns has given me freedom and flexibility.”

– Jeff Dajani, U.S. Lawns franchisee

“I have over a 95% retention rate with my customers from the past 3 ½ years. And we simply add people and I get referrals through my property managers and through the owners that I do work for. Anybody that is interested in getting into the landscape business would be absolutely crazy not to go with U.S. Lawns.”

– Ed Porcelli, U.S. Lawns franchisee

“Before I bought my U.S. Lawns franchise, I was losing a lot of customers. After I purchased the franchise, my retention rate went way up. We offer a unique combination of a national presence coupled with local commitment and so as a franchise owner I can walk in and tell them that I am the owner of the company but we have a national support behind us. So we can provide you with the level of service that a national company can, but with a local owner involvement and commitment to the job. Buying my U.S. Lawns franchise has been the best decision I’ve made in my business career.”

– Walter Wright, U.S. Lawns franchisee

“This has by far been the best investment we could have made. We do it fast, better and more distinctively than our competition. Our facilitator has been very helpful in that she brings a whole wealth of knowledge from her background in the green industry itself. I’m definitely looking toward the future with U.S. Lawns.”

– Brenda Gagas, U.S. Lawns franchisee

“Before I bought my U.S. Lawns franchise it was just me and a truck and a trailer and a part-time helper in the summer. And I realized there were a lot of risks associated with that. If I broke a leg, if I went down, then there was no back up behind me. So joining U.S. Lawns was a pretty easy decision, so was the ability to try to grow the company beyond just me out there with a mower. There’s no question that I would not be as successful as I have been without U.S. Lawns. It’s really helped me take things to another level – a level that I was only dreaming about back then.”

– Gene Robertson, U.S. Lawns franchisee





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
- 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 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: info@uslawns.com • Website: www.uslawns.com



continued from page 20

GIE Expo

certainly will be conversations about if it's right to stay in the same place every year. Convention center rates are more than 50 percent better in Louisville than in other cities, so right now Louisville just makes sense."

"Most successful shows across the world do end up in the same location year after year," Ariens adds. "We want to keep costs low to drive attendance. Location comes down to how easy it is to get in and out — Louisville is a location many can drive to comfortably."

That is certainly the case for exhibitor Dow AgroSciences, headquartered in Indianapolis, Ind., only a two-hour drive from Louisville. According to Mark Urbanowski, Dow's senior marketing specialist, turf, ornamental and technical products, despite the convenience factor, "a truly national show might benefit from moving locations each year."

PLANET and PGMS both bring their established conferences to the new GIE/OPEI Expo, and both organizations hope to continue to strengthen their education.

Manufacturers also feel positive about the merger. Ariens looks at the originally planned 2007 EXPO and GIC/GIE shows, scheduled less than 10 days apart and within 200 miles from each other, as an example of the ideal situation this merger brings. "For exhibitors, the attendance will be much larger and the types of attendees will be of a higher caliber," he says. "Plus, having all attendees at one venue reduces the cost of being part of two trade shows. It also brings new excitement for new product introductions to one large show each year."

In terms of making predictions about the new show's growth, Urbanowski says, "it's too early to tell

how successful the show will be, but if the associations feel this is best for the industry, we will ultimately be supportive of that. Each company goes to a tradeshow with a different purpose. The key thing for us is that we get face time with the decision-makers who buy and use our products. If EXPO offers that and we get more of the same type of attendees we see at GIE, then the show will work for us."

As the industry gets used to the new GIE/OPEI Expo, there's already talk of new niche groups entering the show. "It's our responsibility to help educate the show producers on what other products and services will be able to attract a national audience here," Shaner says. "There are going to be some learning curves. Let's not pretend that tomorrow this will be best show in world. But we've got our fingers crossed. We think we've got a winner and are hoping for the best." — *Cindy Code, Nicole Wisniewski and Marisa Palmieri*

CONSERVIGATION™ — COST-EFFECTIVE INSTALLATION, WATER CONSERVATION



Installing Netafim™ USA Dripperline with Vermeer Is as Easy as 1, 2, 3.

The Vermeer® multi-blade plow allows irrigation contractors to install dripperline more efficiently and cost-effectively. Drip irrigation — another cost



saver — reduces water usage by as much as 30 to 70 percent. Plus, an extensive distribution network ensures access to both Netafim USA products and Vermeer equipment.

For more information, call 1-888-VERMEER, Netafim USA 1-888-638-2346, or contact your local dealer.

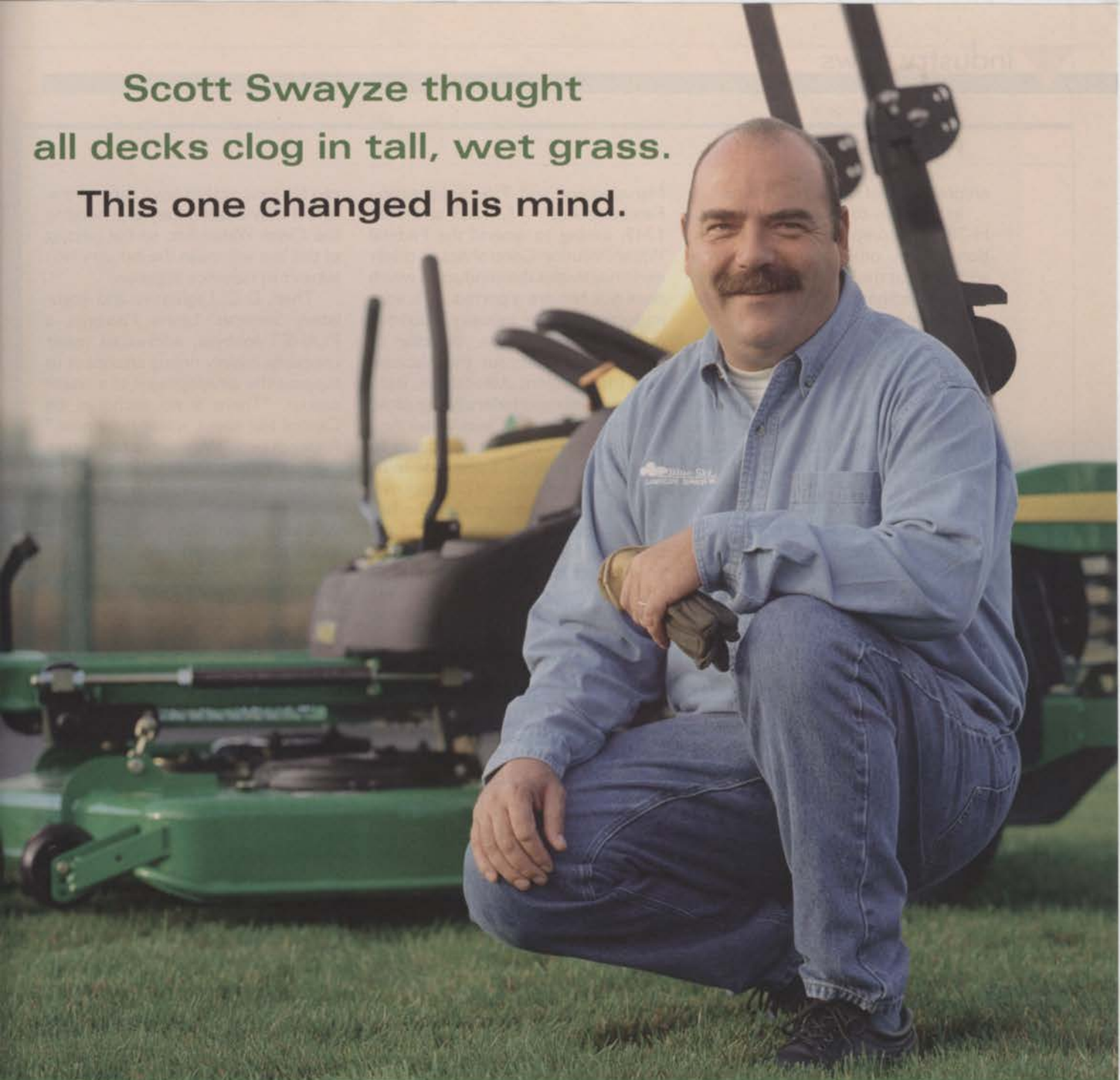
VERMEER and CONSERVIGATION are trademarks of Vermeer Manufacturing Company in the U.S. and/or other countries. NETAFIM USA is a trademark of Netafim Irrigation Inc. © 2006 Vermeer Manufacturing Company. All Rights Reserved.

NETAFIM™
www.netafimusa.com

Vermeer®
www.vermeer.com

USE READER SERVICE # 20

Scott Swayze thought
all decks clog in tall, wet grass.
This one changed his mind.



The New John Deere 7-Iron II™ Deck.

"Here in Washington, we have to cut in wet conditions all the time," says Scott. "So we can't afford to clog. And with the new 7-Iron II deck, we didn't have to slow down, not even once." With a higher blade tip speed, the 7-Iron II makes short work of even the tallest grasses.

Scott Swayze, Blue Sky Landscape Services, Inc., Puyallup, Washington



See more of what Scott Swayze has to say at www.mowpro.com



JOHN DEERE

continued from page 21

PLANET Day on the Hill

enforcement of illegal immigrants."

In addition to the 2008 election, H-2B and comprehensive immigration reform, other issues that were addressed at the PLANET Day on the Hill included health care and pesticide and water use.

For instance, the Association Health Care bill has been pending for 12 years now, continually passing in the House, but getting stuck in the Senate. This year, it's only four votes short of breaking the Senate, according to Andrew Patzman from the Senate Committee on Health, Education, Labor and Pensions, Washington, D.C. The bill (S. 1955) allows small businesses and professional associations to get together to purchase insurance, helping to represent a small business as a large one by giving it strength in numbers through the association.

On the pesticide front, "The Pest

Management and Fire Suppression Flexibility Act" – S. 1269 and H.R. 1749, aiming to amend the Federal Water Pollution Control Act to clarify certain activities the conduct of which does not require a permit – "is very important to our industry," pointed out Gene Harrington, director of government affairs for the National Pest Management Association. Basically, this exempts federally regulated pesticides from the Clean Water Act, which forces lawn care operators to get permits to apply a pesticide to or near water, regardless of EPA approval of the products and ignoring the fact that applicators are applying products according to label instructions. "The cost to get these permits and then conduct expensive water monitoring is wasteful because these products are already approved by the EPA," Harrington explained. "Also, people

can file suits against lawn care operators if they believe they are violating the Clean Water Act, so the passing of this law will mean the industry isn't subject to nuisance litigation."

Then, D.C. Legislative and Regulatory Services' Laurie Flanagan, a PLANET lobbyist, addressed water concerns, mainly urging attendees to support the development of a water caucus. "There is no exchange on Capitol Hill about water right now," Flanagan said. "We want to encourage them to form a water caucus to have one form of dialogue and group of legislators dedicated to this issue who can vote jointly and discuss water-related topics in a bipartisan way."

www.lawnandlandscape.com

Check out our Web site for additional coverage of PLANET's Day on the Hill.

RUGGED, LONG-LASTING, PERFORMANCE DRIVEN TRAILERS

Wells Cargo builds every LS Series Landscape Trailer with rugged durability and hassle-free performance as standard features. No shortcuts. No cutting corners. Just the best built trailer you can own and customized the way you want it. Thousands of trailers on the job is our proof. Over fifty years in the trailer business and a comprehensive 6-Year Warranty is your protection. And remember, "With a Wells Cargo Behind . . . You Never Look Back!"



WELLS CARGO
"Never Look Back" Warranty

Call toll-free (800) 348-7553 or visit us on the web at www.wellscargo.com

USE READER SERVICE # 22

USE READER SERVICE # 23

permagreen magnum



U.S. patent 6,338,600 and patents pending. © 2005 Permagreen Technologies, Inc. LEBCO is a registered trademark and LEBCO Service Center is a registered service mark of LEBCO Technologies LLC. All rights reserved.

a class of its own
800.346.2001 permagreen.com

USE READER SERVICE # 24

MERGERS & ACQUISITIONS

Husqvarna Husqvarna Buys Dixon Industries

BEATRICE, Neb. – With the purpose of strengthening its position in the U.S. market within the growing zero-turn mower segment, Husqvarna acquired the assets of Dixon Industries.

Dixon's operations are in the process of transitioning to Husqvarna's Beatrice, Neb. facility. "Our plan is to continue marketing, selling and distributing the Dixon brand under the current business model through its established dealer and distributor network," says Henric Andersson, Husqvarna turf care president. "A multi-brand strategy in conjunction with a strong product development process, paying close attention to product differentiation, will allow us to further strengthen the Dixon, Husqvarna, Yazoo/Kees and BlueBird brands."

MANUFACTURER MINUTES



Aquascape Unveils New Logo, Brand

ST. CHARLES, Ill. – Attendees at Aquascape Designs' Camp Pondemonium July 10-16 and Pond College July 13-15, trade-only water feature training events, got a first look at the company's new branding logo, which will be used starting in January 2007.

Aquascape President and CEO Greg Wittstock unveiled the logo July 13 during his State of Water Gardening Market Address to 1,000-plus attendees.

The company's logo will change from Aquascape Designs to Aquascape, and the logo colors will be scaled down from eight to two. Instead of including a three-dimensional frog, the logo will feature an outline of a green frog and a blue dragonfly, with a blue triangle in

the background.

The Nursery Pro and Ultra Pond lines will now fall under the Aquascape brand, while the ADI Pro Product line will become Aquascape Pro.

Those who sell Aquascape products might incur some cost switching over to the products with the new brand, Wittstock says, but the change will make the logo, now with fewer colors, less expensive for the company to print and embroider.

At the Pond College, attendees heard from speakers including Erik Johnson, a specialist in ornamental pond fish; Ed Beaulieu, Aquascape vice president of field research; and Judy Guido, a business management



**AERATION HAS NEVER
BEEN THIS EASY!**



19 HP Kawasaki; 16cc Hydro Gear pumps;
9 mph ground speed; 80,000 sq/ft per hour



**Multiple attachments
Available**

- 20 gal. spray system
- Dethatch Rake
- 120 lbs hopper
- 36"/46" tine heads

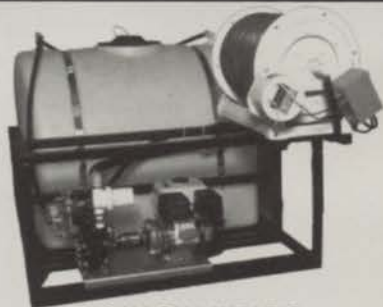
L.T. RICH PRODUCTS, INC.

www.z-spray.com • 877-482-2040 • sales@z-spray.com

USE READER SERVICE # 25



OLDHAM
CHEMICALS COMPANY, INC.
OVER 40 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 # 26

consultant for the green industry.

During his address, Wittstock also announced that he and his father, Gary, put their differences aside in March when Gary sold his own company – Pond Supplies of America – to his son. "My dad and I are working together again," he says, adding that his father's new role is as a consultant for Aquascapes, a position that does not report to Greg. "I no longer have to worry about negative family issues because there are no negative family issues."

Wittstock also announced that there will be two new lines added to Aquascapes – upscale brass and stone decorative pieces and Tsurumi Pumps products.

When Aquascape Designs becomes Aquascape in January 2007, the Web site will change to www.aquascapeinc.com. Until then, company information can be found at www.aquasapedesigns.com.
– Heather Wood

SPANISH LESSONS

In an effort to aid landscape professionals in their communication efforts with Spanish-speaking employees, *Lawn & Landscape* runs a few phrases each month in English and Spanish, including a pronunciation guide, courtesy of the book *Spanish Phrases for Landscape Professionals* by Jason Holben and Dominic Arbini. To inquire about ordering the book, which costs \$24, visit www.lawnandlandscape.com/store or call 800/456-0707. If there is a phrase you are having trouble with, let us know at nwisniewski@gie.net.

1. ENGLISH: Mow this once a week.
SPANISH: Corta esta una vez por semana.
(Core-tah s-tah ooh-nah behs poor she-mahn-ah.)
2. ENGLISH: The blades need to be sharpened.
SPANISH: Las hojillas necesitan ser afiladas.
(Lahs o-he-yahs neh-she-c-than sehr ah-fee-lah-thas.)
3. ENGLISH: Watch out for sprinkler heads.
SPANISH: Cuidado con las cabezas de agua.
(Kwee-dahd-oh cone lahs cah-bay-sahs day ahg-wah.)
4. ENGLISH: Mow in a clean pattern.
SPANISH: Corta el césped de la misma forma.
(Core-tah L ceh-sped day lah mee-sma-for-mah.)
5. ENGLISH: It's too wet to mow today.
SPANISH: Esta muy mojado para cortar hoy.
(S-tah moo-e moe-ha-tho pah-rah core-tahr oy.)

Cutter's Choice

CHAINSAW supplies at Discount Prices!

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



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

www.cutterschoice.com

USE READER SERVICE # 28

Battery Operated Irrigation Controllers



R600 Series with Remote Control

- Wireless Remote Operates Any Number of Field Controllers
- Range: 150' line of sight
- 1, 2, 4 Stations
- Waterproof



500 Series

- 1, 4, 6 Stations

Available with...

- In-line Valves
- Manual Valve Actuators
- DC Solenoids

DIG Corporation • 1210 Activity Drive, Vista, CA 92081-8510
800-322-9146 / 760-727-0914 • Fax: 760-727-0282 • www.DIGcorp.com

USE READER SERVICE # 27

A Look at Truck Buying and Use

The truck—it may very well be the most valuable tool in the entire landscape industry. Without it, landscape contractors would be anchored to a relatively small coverage area.

Service vehicles provide the mobility and flexibility to offer a vast menu of services to both residential and commercial customers. So how are landscape contractors purchasing and adapting their service vehicles?

In early July, *Lawn & Landscape*, with the assistance of research company InsightExpress, surveyed more than 270 landscape professionals throughout the United States who utilize an array of service vehicles, including compact and full-sized pickup trucks, medium duty trucks, 1-ton cab and chassis and even mini and full-sized vans. And nearly all respondents (98 percent) purchase rather than lease their service vehicles.

TRUCK PURCHASING. *Lawn & Landscape* readers, on average, are split evenly between purchasing new or used vehicles. As many as 53 percent of respondents say they purchase new, while 47 percent purchase used service vehicles. The greatest division in responses exists when the annual dollars spent are examined. For example, 65 percent of contractors spending less than \$20,000 annually on service vehicles purchased used trucks, while 74 percent spending more than \$20,000 annual purchased new.

From a spending standpoint, 43 percent of respondents budgeted more than \$20,000 annually for purchasing service vehicles. When broken down by green industry business segment, more than 5 percent of full-service contractors say they spent between \$50,000 and \$100,000 annually on new vehicle purchases, while 27 percent of chemical tree and shrub care professionals report they spend less than \$5,000 annually.

And when broken down by geography, 64 percent of contractors operating out of western states spent \$20,000 or less annually



Photos: Ford Motor Co.

on new vehicle purchases, while 51 percent of Northeast contractors indicated they spent in excess of \$20,000 annually.

More than half of *Lawn & Landscape* readers surveyed buy or lease vehicles year-round, while 18 percent indicated they prefer to make purchases in the second half of the calendar year and nearly 12 percent would rather acquire new vehicles during the first half.

On average, *Lawn & Landscape* readers cited price, durability, gas mileage and product quality as the top factors having the greatest impact on their purchasing decisions. Broken down by business segment, price was the top factor for mower/lawn maintenance and chemical tree/shrub care professionals, while design/build and full-service contractors placed more importance on durability. Interestingly enough, durability was the top concern among 67 percent of *Lawn & Landscape* readers spending more than \$20,000 annually.

When broken down geographically, *Lawn & Landscape* readers operating in the South and Northeast cited durability as their top factor when purchasing, while price was the top factor among contractors operating out of the Midwest and West.

Readers across the board deemed safety features as the least influential factor when it came to making vehicle purchasing decisions, followed by manufacturing support.

Surprisingly, despite skyrocketing fuel prices, gas mileage did not rank among the top two factors in contractors' purchasing decisions. Likewise, only 35 percent of contractors operating in the Northeast cited gas mileage as an issue, despite the fact that gasoline prices are, on average, about 68 cents per gallon higher than a year ago, and diesel is about 46 cents per gallon

the replacements

How often are your service vehicles replaced?

RESPONSE	PERCENT OF CONTRACTORS
Every 4 to 5 years	51%
Every 6 to 8 years	31%
Every 1 to 3 years	18%

Source: Lawn & Landscape

higher than one year ago, according to the Energy Information Administration.

Lastly, 82 percent of contractors replace their vehicles every four to eight years. Of that figure, 61 percent replace their trucks at four- to five-year intervals.

MODIFICATIONS. Very rarely do service vehicles come off of the assembly line equipped to handle the rigorous demands and daily needs of landscape professionals.

Whether they're new or used, leased or purchased, these vehicles need to be customized, with more than 33 percent of respondents indicating they modify nearly all of their service vehicles. This responsibility falls most often to the in-house mechanic, according to 46 percent of *Lawn & Landscape* readers.

According to *Lawn & Landscape* readers, a wide variety of after-market customizations are performed:

- 55 percent add additional storage
- 45 percent install handheld equipment racks
- 33 percent add a snowplow
- 21 percent perform other modifications including painting it the company color, adding a stronger or airbag suspension and/or adding a dump body.

And logically, more than 73 percent of chemical tree and shrub care professionals placed a priority on adding spray capabilities over modifying the vehicle for additional space and storage. Likewise, nearly 80 percent of full-service contractors opted to add a snowplow and/or salt spreader to their vehicles. — Mike Zawacki LL

Check out 2007 commercial truck models on page 84.

customization considerations

What percentage of your service vehicles do you customize?

RESPONSE	PERCENT OF CONTRACTORS
81 to 100% of vehicles	36%
0 to 20% of vehicles	32%
41 to 60% of vehicles	15%
61 to 80% of vehicles	10%
21 to 40% of vehicles	7%

Who customizes the vehicles?

RESPONSE	PERCENT OF CONTRACTORS
In-house mechanic	46%
Dealer	26%
Customer parts manufacturer	22%
Vehicle manufacturer	6%

What after-market customizations are done to the vehicle?

RESPONSE	PERCENT OF CONTRACTORS
Add storage	55%
Add hand-held equipment racks	45%
Add a snowplow	33%
Add ramps	22%
Other	21%
Add spray capabilities	16%
Add a salt spreader	15%
Change bed size	13%
Eliminate bed walls	3%

Source: Lawn & Landscape



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.

SEPT. 12 – 15 54th Annual Florida Turfgrass Association Conference & Trade Show, Bonita Springs, Fla. Contact: www.ftga.org, 800/882-6721

SEPT. 13 Lawn & Landscape Benchmarking Your Business Seminars, Washington, D.C. Contact: www.lawnbizseminars.com, 800/456-0707

SEPT. 13 – 16 American Nursery & Landscape Association 2006 Landscape Distribution Tour, Dallas, Texas. Contact: www.anla.org, 202/789-2900

SEPT. 14 Lawn & Landscape Lawn Care Seminars, Atlanta, Ga. Contact: www.lawncareseminars.com, 800/456-0707

SEPT. 14 Lawn & Landscape Benchmarking Your Business Seminars, Boston, Mass. Contact: www.lawnbizseminars.com, 800/456-0707

> > >
www.lawnandlandscape.com

LABOR A PROBLEM?

Load a Mulch Mule and double production without adding a single person!

Does finding good help have you down? Now you can stop worrying.
Buy the mule and cut your mulching labor in at least half and double your production.

Add
The 24HP
Leaf Vacuum!
The machine for
all seasons!



The Mulch Mule is the best
tool for mulching but
did you know...
The Mulch Mule is a
powerful leaf removal
system that's always
ready to go.

Find Out How...330-875-0769

**mulch
mule**
The Machine for All Seasons

You will increase your
bottom line, reduce labor,
improve employee morale
and get more
work done for less.

Visit us: www.mulchmule.com

Labor Saving Mulching System • Leaf Vac/Trailer • Walking Floor Cargo Trailer

USE READER SERVICE # 29

YOU KNOW LANDSCAPING.



WE KNOW LANDSCAPING TRUCKS.

KODIAK

How much truck do you need? Your Chevy dealer will spec your Kodiak accordingly. Whether it's residential or commercial landscaping, you can choose from a wide range of GVWRs.* Vortec™ gas engine and Allison® vocational transmission are standard. Crew cab models, 4x4, Duramax™ diesel engine and snowplow-prep are available. 800-TO-CHEVY or chevy.com/mediumduty.

*When properly equipped, includes weight of vehicle, passengers, cargo and equipment.
Vehicle shown with equipment from an independent supplier. See the owner's manual for information on alterations and warranties.
©2005 GM Corp.

 **AN AMERICAN
REVOLUTION**

Dear Editor,

Good work on the story about what's going on in Canada with the lawn care bans and the impact those bans are having on Canadian turf care professionals ("Canada's Changing Landscape," *Lawn & Landscape*, July 2006). This is obviously a big issue for everyone who is a part of our industry, and your story is the first I have seen that has really delved into what has happened in Canada, how it happened, and what it has meant for the businesses up there. Nice job.

Bob West
director of communications & industry affairs
LESCO
Cleveland, Ohio
www.lesco.com

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.

Get With The Program

Turfgrass solutions powered by Pure-Seed Testing, Inc.



BROWN PATCH RESISTANCE PROGRAM



SALT TOLERANCE PROGRAM



GRAY LEAF SPOT RESISTANCE PROGRAM



HEAT & DROUGHT TOLERANCE PROGRAM



SOO QUALITY PROGRAM



SHADE TOLERANCE PROGRAM



800-247-6910 • www.turf-seed.com
email: info@turf-seed.com • fax: 503-792-3637

USE READER SERVICE # 30

DAMAGE CONTROL!



**Auto-Lok Differential
For Walk-Behind
Equipment**

**Bi-Directional
Differential
For Utility Vehicles**



**Auto-Lok Differential
For Ride-On
Equipment**



Indoor Booth #1222
Outdoor Booth #7601



Hilliard

The Hilliard Corporation
100 West 4th St
Elmira, NY 14902
607-733-7121
www.hilliardcorp.com

USE READER SERVICE # 31



Sponsored exclusively by John Deere

- Get advice and insight from industry expert **Jim Huston**
- Get the knowledge you need to improve your business
- Gather valuable take-home information that will help you set—and reach—company goals
- Receive a take-home prize package from John Deere with valuable discount offers
- Enter to win a John Deere 757 Z-Trak[®] Mower with 60" deck!

Register now

www.lawnbizseminars.com



JOHN DEERE

Commercial and
Consumer Equipment

Commercial
Worksite Products

John Deere
Landscapes

John Deere Credit

Genuine
John Deere Parts

Sunbelt
All-makes Parts

Pick a Date and Get Ready to Grow

September 13, 2006
Washington, DC

September 14, 2006
Boston, Massachusetts

October 10, 2006
Tampa, Florida

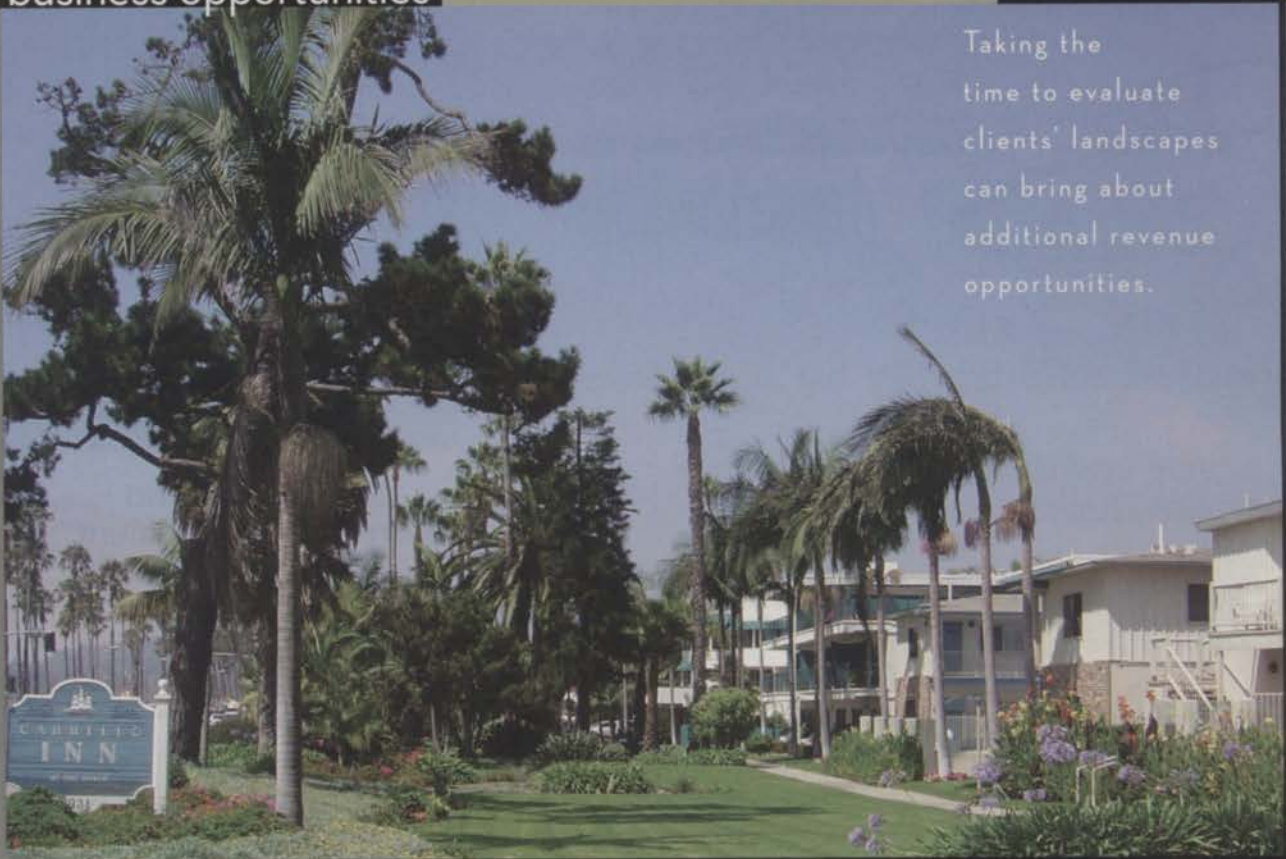
October 12, 2006
Houston, Texas

November 14, 2006
Detroit, Michigan

November 15, 2006
Chicago, Illinois

John Deere's green and yellow color scheme, the leaping deer symbol and JOHN DEERE are trademarks of Deere & Company.

Taking the time to evaluate clients' landscapes can bring about additional revenue opportunities.



During a site assessment, document all landscape elements for consideration. Photo: John Fech

Conducting a Site Assessment

Every landscape is the same, right – same soil, wind, sun exposure, slope, neighboring trees, utilities and existing plants? Of course not.

Help your clients make the most of their landscapes by inspecting their properties. These site assessments double as great ways to uncover landscape problems that you can fix and get paid for.

WALKING AND TALKING. A site assessment is not a service that requires lots of expensive equipment. For the most part, a clipboard, a survey/plan of the property, a screwdriver and a pocketknife are all that's required. Armed with these tools, you can document local conditions, diagnose problems and communicate the specifics to your customers.

Conduct the assessment in one of two ways: 1. Walk the property with the

by john fech

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

G pbi / GORDON
CORPORATION
An Employee-Owned Company

1-800-821-7925
pbigordon.com

SpeedZone®
BROADLEAF HERBICIDE FOR TURF

Always Read and Follow Label Directions.

client, asking questions, taking notes and beginning to suggest solutions to problems. 2. Walk the property alone, taking notes and preparing a set of suggestions to discuss with the client at a second walk-through.

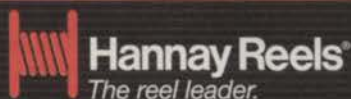
There are advantages and disadvantages to each method. The first allows for lots of input that can really help you design a landscape or reduce

pest problems that you wouldn't have otherwise. It's pretty hard to know and understand 50 years of history and occurrences in a landscape without the client's help. The second approach may take more of your time, but in the long run could be helpful because it makes it easier to think of more thorough solutions than if the client is hounding you as you inspect

the sod for bugs. Naturally, each client will have their preferences and their own communication styles, as will you as a landscaper. The key to success with an assessment is knowing which approach is best for each client.

When it comes to documenting items, try to list as many landscape features as is feasible. Consider buried utilities, sun exposure, soil types, drainage patterns, wind patterns, sick and overgrown plants, suffering turf, and improperly located plants that could thrive in another part of the landscape. As you walk the property, simply jot down a phrase or two about each area or plant. Typical notations are phrases such as "severe slope," "soggy soil," "heavy shade" and "diseased turf." Once the specifics of the property are documented, they can be used to sell new landscape jobs, to better understand the current problems and to evaluate previous

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 # 34



Narrow, shaded areas can negatively affect some plant material over time. Be sure to include these notes in your site assessment. Photo: John Fech

landscape installations.

MANY PROBLEMS, MANY

CAUSES. As you're probably quite aware, a landscape is a pretty complex ecosystem. When you encounter a problem, such as a sick tree, thin turf or standing water, ask yourself, "What could be causing this?" In most cases, the answer is several things. Sure, it's easy to look at a tree trunk, see small round holes and assume that the tree is suffering from insect feeding. However, the insect feeding may be only a secondary development. The tree could be under stress from compacted soil, which makes it more attractive to borers. Realizing the soil is compacted

is helpful, but why is it compacted? Does the site receive lots of foot traffic? Is the soil type heavy clay? Getting answers to those questions will provide more information, which will result in a better site assessment.

Lots of causal agents can be responsible for landscape problems. Recently, a landscape contractor told me about a situation where a customer was having trouble getting plants to grow near a black walnut tree. He recommended that several plant species, including daylilies, primrose and Russian sage, be moved. As they were about to expire, the plants were relocated to another part of the landscape, away from the walnut, and within a couple of weeks started producing new growth and blooming. What's even more telling is that the Russian sage plants were transplanted in the heat of summer under considerable heat/moisture stress. His site assessment saved the plants, but more importantly helped the client learn more about the landscape.

As you consider each of the possibilities, all are important, yet sun exposure is probably the most important. There's just no substitute for adequate sunshine or a good way to reduce damage from a shade plant installed on a sunny slope.

Another important landscape item to evaluate is the irrigation system. Assume it's broken. The only real unknown is just how badly broken. The possibilities are almost endless – the heads could be leaking, causing too much water to be retained in the soil near the roots of a shrub bed; vigorous tree roots may have grown around and started choking a supply line; ornamental plants may have grown larger than expected and are blocking the water pattern of a spray head, etc. The best way to determine what may be broken is to simply run the system through all its zones and take notes on the system's performance. Small collection devices, such as empty tuna cans, can be helpful to measure the lack of distribution uniformity.

Next, check out the soil. Most grass species grow best in moderately well-drained, slightly acid soil. A soil test is a good, inexpensive way to show the client that you care about their property. The test will provide an analysis of several nutrients and readings of other conditions, but the ones to focus on first are pH, bulk density, soluble salts and NPK.

Site assessments can be challenging to sell. It's great to think that all of your customers will be anxious to jump right in and start "assessing." In a practical sense, it's not likely that all of them will understand the concept. That's your job – to convince them of the merits of the procedure. Remember, it's practical and important for you to receive payment for your invest-

ment of time, talent and energy on assessments. Charge for your expertise. Once the assessment is finished, get paid a second time by pitching proposals for landscape improvements. **LL**

The author is a horticulturist and certified arborist at the University of Nebraska, Lincoln, Neb., and he can be reached at jfech@unlnotes.unl.edu.

got wood?

What's your next major business decision?

Expand your business or market share?

Reduce cost? Increase profits? Enhance

safety? Whatever your challenges,

Morbark can help analyze your current

situation and reach your goals. Got

Wood? Join the Morbark Family.

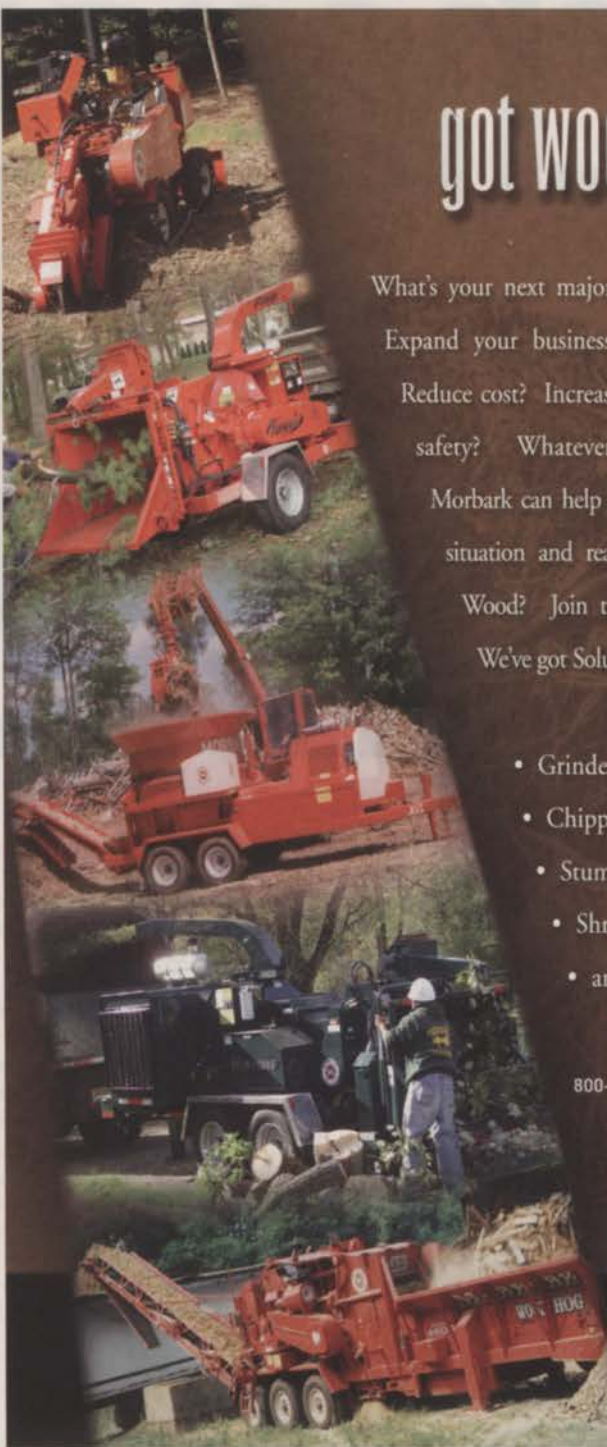
We've got Solutions. Call us today!

- Grinders
- Chippers
- Stump Grinders
- Shredders
- and more

800-831-0042 • 989-866-2381

www.morbark.com

inquire@morbark.com



USE READER SERVICE # 35

recharge *your* BUSINESS

Brian Akehurst has always enjoyed growing the family business. At a young age, he willingly accepted grass cutting responsibilities and eventually championed the growth and development of Akehurst Landscape Service's grounds maintenance department.

"I honestly liked it," he says of cutting lawns. "You go to a job and you leave seeing what you've done and accomplished."

Today, Brian Akehurst, the company's president, has grown the firm's mowing and lawn maintenance division from barely having a day's worth of work to managing a full schedule of nine mowing crews.

Traditionally, though, the Joppa, Md.-based full-service landscape company wasn't as aggressive. It held firm to a "mom-and-pop" small business model, says Bill Akehurst, vice president and landscape department director, and until the last few years the family approached growth conservatively.

For 130 years, five generations of Akehursts built the firm in Greater Baltimore. However, over the last decade, the landscape business hadn't adapted

After 130 years,
Akehurst Landscape
felt stale, but
an image upgrade
brought new growth.

by mike zawacki | managing editor



Brian Akehurst, president,
Akehurst Landscape Services

Photo: Richard Bell

quickly enough to the area's shifting demographics. Gone were the clients who knew the company from its bygone nursery days. In their place were new denizens unfamiliar with the company's offerings.

By 1997, Brian and Bill, along with brother John, secretary and interiorscape department director, and cousin Jay Tarleton, treasurer and office administrator, were leading the family business. It didn't take long to reconsider this business philosophy.

"Money had never been the objective for us," Bill Akehurst says. "We were taking salaries not conducive to business owners. We were laborers with management responsibilities. Now, many of us have families and mouths to feed. We needed to expand

the scope of our business and grow to satisfy the needs of our families."

To overcome its malaise, Akehurst Landscape kicked its conservative growth cycle into gear. In 2004, they agreed to aim for and sustain 25-percent growth – up from their traditional 10-percent objective – within two to three years.

To meet this goal, the Akehurst family first needed a \$350,000, 3,000 square foot addition to its home base to provide the space necessary to hire purchasing and additional office support personnel. The 18-month project was completed last summer.

In addition, they'd need assistance from Mother Nature. Winter snow removal comprises 20 percent of its overall annual revenue. Consistent winter weather would provide more revenue.

Most importantly, they consulted business experts who encouraged recharging the way Akehurst Landscape conducts business and how to best package its image to the community.

CONTROLLED GROWTH. Aggressive growth is a tall order for Akehurst Landscape. Historically, the company has followed a conservative business path.

For a long time, maintaining a manageable number of clients, establishing solid relationships and increasing business through additional services defined the Akehurst growth philosophy. Likewise, the company didn't jump, but rather eased into new markets and service offerings. For example, after nearly 15 years of subcontracting its irrigation services, Akehurst Landscape this year placed an irrigation technician on staff and picked up a new account to irrigate 18 commercial properties.

"We identified irrigation as a growth area but it wasn't something we jumped into," Brian Akehurst says. "Initially, we didn't want to get into something that might cause headaches in the long run."

"After 130 years, we know what to do in the field. Now we're trying to catch up in the office management part of the business."

– Brian Akehurst



In addition, the company, which reported \$6.1 million in sales in 2005, spent next to nothing – about 1 percent or around \$50,000 – on self promotion. Instead, it invests 90 percent of its annual profits back into the business, earmarking about 60 percent for new equipment.

"We've always felt our people were the major reason for our success with clients," Brian Akehurst says. "Part of that is equipping them with the best equipment possible."

ENTER THE CONSULTANTS. The decision to use consultants proved to be the right one to identify and rectify the firm's shortcomings.

"After 130 years, we know what to do in the field," Brian Akehurst says. "We were trying to catch up in the office management part of the business."

Three years ago, Akehurst Landscape hired an outside consultant to assess its business processes and practices. Beforehand, the family's business acumen was gained "the hard way," Brian Akehurst explains.

This changed under the consultant's tutelage. "He not only evaluated what we were doing in the office, but he rode along with our supervisors to provide input from the field," Brian Akehurst says.

"He looked at our operations and then asked us why we were doing things a certain way," Bill Akehurst says. "It allowed us to get a better handle on our business operations."

The consultant encouraged the human resource department to establish a training ladder to more fairly compensate workers as they ascended the company's ranks. This provides pay ranking among workers and, over the long-term, strengthens retention.

"We always trained, but we never really had a process for evaluating

Akehurst Landscape Service

PRESIDENT: Brian Akehurst

HEADQUARTERS: Joppa, Md.

FOUNDED: 1876

EMPLOYEES: 45-50 year-round, 100 seasonal

GREATEST LABOR CHALLENGE: Finding individuals who choose landscaping as a career.

SERVICE BREAKOUT: 30% maintenance/mowing, 19% design/build, 19% snow & ice removal services, 12% installation only, 9% chemical lawn care, 7% interiorscape, 3% tree & ornamental, 1% irrigation services

CLIENT BREAKOUT: 40% commercial, 39% commercial residential, 20% residential, 1% government/municipal

REVENUE BREAKOUT:

2006 Revenue:	\$7 to \$8 million (projected)
2005 Revenue:	\$6.1 million
2004 Revenue:	\$5.3 million
2003 Revenue:	\$5.6 million
2002 Revenue:	\$5.4 million
2001 Revenue:	\$3.5 million
2000 Revenue:	\$3.4 million

THREE GREATEST CHALLENGES:

1. Lack of qualified labor
2. Fuel costs
3. Insurance costs

GREATEST LABOR CHALLENGE:

Finding qualified foreman and crew leaders and dealing with future H-2B issues.

CONTACT INFO:

712 Philadelphia Road, Joppa, Md. 21085
 PH: 410/538-4018; FX: 410/538-4024
 WEB: www.akehurst.com
 E-MAIL: brian@akehurst.com

We know how water works.



Ball Valves



PVC



Sprinkler System



Check Valves



PVC Fittings



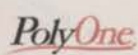
Gate Valves



Acetal Gate Valves



Triple Swing Assembly



King Bros. Industries

"The Professional's Choice"

www.kbico.com

29101 The Old Road, Valencia, CA 91355
TOLL FREE: (800) 325-9468 DIRECT: (661) 257-3262
FAX: (661) 257-4320 EMAIL: valves@kbico.com

USE READER SERVICE # 36

employees to see how they fit in from a compensation perspective," Brian Akehurst says.

After realigning other internal controls, such as how leads were passed on to the correct department, Akehurst Landscape set out to re-establish its connection to Greater Baltimore.

"Our name recognition in the community wasn't what it used to be," Brian Akehurst says. "As more new people moved into the area and more companies relocated to Greater Baltimore they didn't know the Akehurst name, but they knew the names of the big, national landscape companies and we were losing new business to them."

Increasing its marketing budget to 3 percent of sales, or about \$160,000, Akehurst Landscape brought on a Baltimore-based marketing firm to assess how it promoted itself to the community. To the family's surprise, the marketers suggested re-evaluating the company's logo. "We've kept

rethinking targeted marketing

While hiring a marketing consultant was invaluable from a branding perspective, Bill Akehurst isn't convinced it improved their target marketing initiatives. Previously, Akehurst Landscape's target marketing was done in house. A mailing went out once a month at a cost of about \$500 (not including labor costs) to 300 perspective residential clients living in homes valued at \$350,000 and higher. On an average year, Akehurst spent about \$6,000 on mailings.

The marketing agency provided a new approach. For \$3,000 per mailing, the agency targeted 1,000 residents earning more than \$150,000 per year and living in homes starting at \$750,000.

"The results were not as good as they should have been," he says. "I believe the 'Call to Action' was all wrong and we didn't get the bang for the buck that we should have."

Akehurst tracks how new clients came by the company's services and many of the new jobs didn't mention post-card mailers. Instead, he suspects the recent addition of van-body trucks – or, as he calls them, "rolling billboards" – has generated more new business leads.

LESCO
PROFESSIONAL
Turf Fertilizer
40-17.5-300
Years Million Bags Locations

LESCO® PROFESSIONAL TURF FERTILIZER
 For use in Rotary Spreaders Only
50 lb COVERS 14,000 sq ft
DIRECTIONS FOR USE: This LESCO product is a professional quality turf fertilizer for use on fairways, tees, and greens. The best results will be obtained by applying 1 lb per 1,000 sq ft to dry turf and actively growing grass. Avoid mowing immediately after application. Apply the fertilizer off walks and driveways to avoid discoloration. Apply to five applications per year for best results. For 1,000 sq ft applications, use 1 bag per 1,000 sq ft. Use with weather.

GUARANTEED ANALYSIS	
TOTAL NITROGEN (N)	3.00%
1.15% Ammoniacal Nitrogen	10.00%
26.85% Urea Nitrogen	4.30%
AVAILABLE PHOSPHATE	4.50%
12.00% Free Sulfur (S)	8.00%
IRON (Fe) Total	
DERIVED FROM: Polymer Coated Sulfur Coated Urea, Urea, Ammonium Phosphate, Muriate of Potash, Iron Oxide, Chlorine (Cl) Max	
*12.00% Slowly Available Nitrogen from LESCO Poly Plus® Sulfur Coated Urea	

F1408

WARRANTY

LESCO, Inc. warrants that this product conforms to the label on its label. When used in accordance with the label for its intended purposes, this product is warranted to perform under normal conditions. Since time, method of application, soil conditions, moisture, and other factors affecting the use of the product are beyond the control of LESCO, the warranty is given as a statement of intent to test results.

the same logo for years because we thought that's how people had known us," Bill Akehurst says.

From a promotional perspective, Akehurst Landscape had always lauded "Established in 1876" as a source of pride and commitment. The marketing experts, though, encouraged a more modern message.

"While it meant something to us, it looked old and we needed to step up with the times," Brian Akehurst says. "From a stylistic perspective, all the changes were where we needed to be today."

Akehurst Landscape, the marketing experts ascertained, was sending mixed and incomplete messages. For example, some considered the firm as grass cutters and didn't realize its full-service features. To resolve this, Akehurst Landscape overhauled its Web site. At the very top of the home page, the Web site now communicates that Akehurst Landscape provides design/build, maintenance, interiorscape

and snow removal services.

This fall, Akehurst Landscape is adding department-specific brochures to augment its company-wide literature. Now any department can provide clients with a 360-degree perspective of the company's additional services.

"We're concentrating on promoting all of our services and being ready to acquire that next sale from the client," Brian Akehurst says. "We're working on getting everyone on board. We're certainly glad we made the changes that we did, but it's an ongoing process to improve and grow."


A PERFECT WORLD. While communication and business practices have improved, work remains to reach the 25-percent growth goal.

Indeed, the company is seeing a return on its investment. Ending its fiscal year on June 30, the company experienced 20 percent growth over the previous year. And while the 2005-06 winter may have been a dud,

the landscape department saw 40 percent growth over the last year.

And the company's improvement to its branding message is producing results. "People are beginning to see us as a full-service company," Bill Akehurst says.

"Over the last two months, I've prepared more bid packages than I ever have before. I imagine the marketing is helping to drive this increase in interest."

While last year's gains may mark the start of a positive improvement trend for the landscape business, the Akehurst family remains patient and committed. Then again, Akehurst Landscape Service has longevity on its side. "Everyone wants the perfect world," Brian Akehurst says. "But it's going to take a lot of work to get there." 

www.lawnandlandscape.com

Check the September issue online to see how Akehurst Landscape used consultants to augment its business processes and encourage growth.

These fertilizer numbers deserve analysis.

As a turf expert, you purchase fertilizer based on its analysis. But when you buy from LESCO, there are other numbers that are just as important. For one, we've been in the professional fertilizer business for more than 40 years. We pioneered the development of sulfur-coated urea, patented our Poly Plus® technology

and today market the brand in countless analyses and three particle sizes. We also offer numerous other fertilizers for both turf and ornamentals. In fact, we sold 17.5 million bags last year. How do we do it? First, we concentrate on quality and consistency. Then we develop options to meet all nutrient requirements. Finally, we add convenience by stocking our fertilizer in more than 300 LESCO

Service Center® locations and 100 LESCO Stores-on-Wheels® vehicles nationwide. If you stop to analyze it, customer satisfaction is the bottom line. To find the LESCO Service Center nearest you, visit www.LESCOdirect.com or call 800/321-5325.

LESCO®
www.lesco.com

A shrinking workforce. A broken immigration system. An imminent election delaying reform. And a solution called H-2B that's stuck in the middle. Landscape contractors are caught in a debate that isn't promising swift resolution.

HELP wanted

In 1999, John Mohns was forced to fire 90 of his 200 employees. The workers were well-trained craftsmen who were moving up in their respective positions. They came in to work on time and were willing to stay late to get the job done. They had long-term potential – some had worked there nine years.

The problem? They were immigrants accused of using counterfeit documents to gain U.S. employment. And INS ordered Mohns to make some cuts.

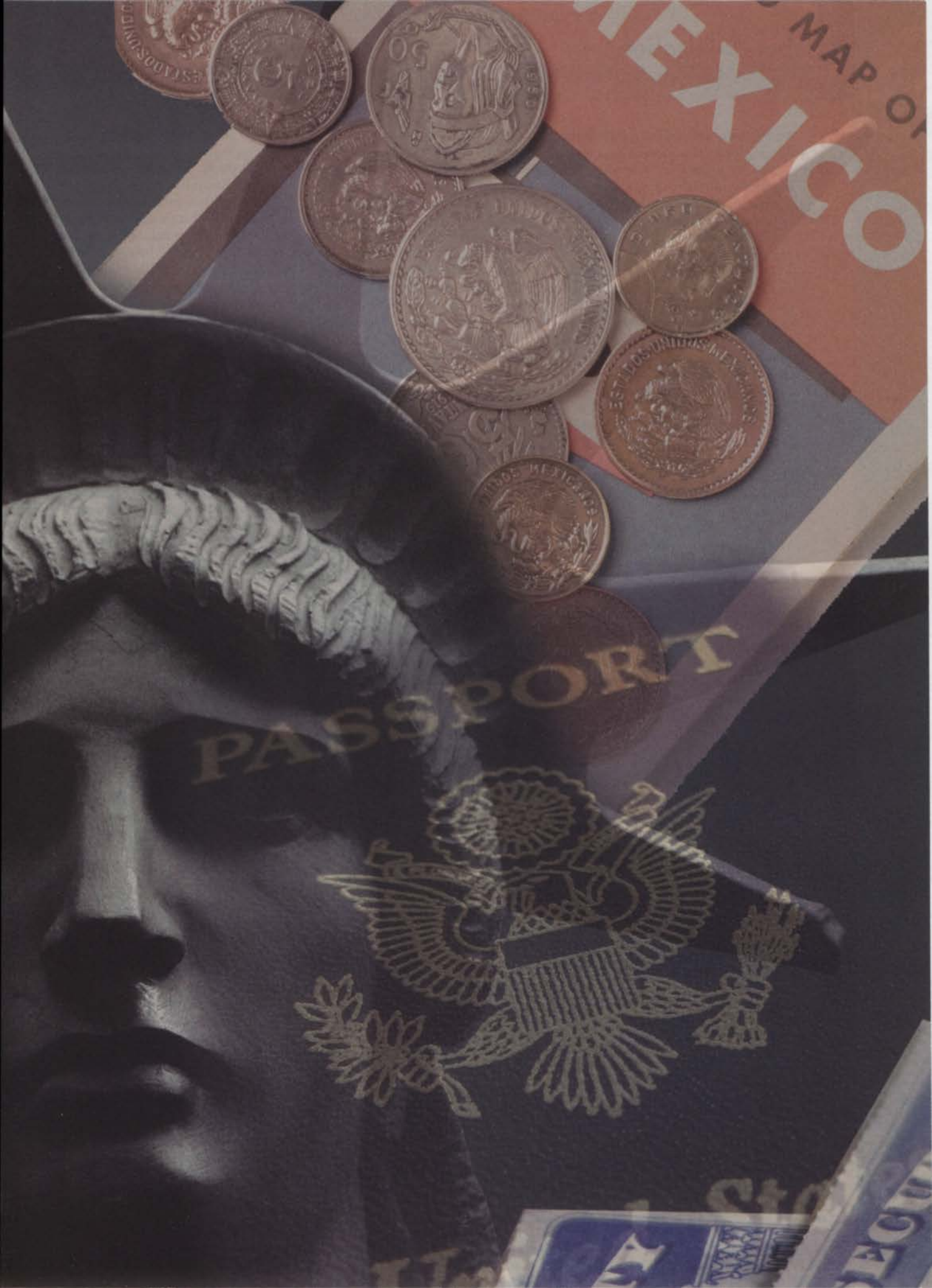
That year, Mohns, president of \$18-million Benchmark Landscaping, San Diego, suffered a 15-percent financial loss and endured a 200-percent increase in workers' compensation costs because experienced employees had to be replaced with amateurs. Some of those 90 lost were irreplaceable.

Faced with the choice of hiring workers lined up at their doorsteps holding paperwork that appears legal vs. waiting on responses from classified newspaper ads, most contractors would give the classifieds a fair shot and then when they needed to start jobs or risk losing them, they'd immediately hire the willing workers. Some have been so disappointed by the lack of Americans eager to take outdoor jobs over positions in air-conditioned spaces or that require college degrees they have grown to rely on immigrant labor – legal or not.

According to industry professionals, the government has backed them into a corner by dangling a carrot of job opportunity immigrants find hard to resist, and then only intermittently enforcing current immigration laws and moving much too slowly in creating new ones that are easier to execute. As a result, employers say they are operating the best they can by U.S. rules.

"The system is really set up to fail," Mohns says. "I resent the government for allowing me to build and train a good workforce and then coming in and telling me a percentage of them are using counterfeit documents and I have to fire them tomorrow. The gov-

by nicole wisniewski | deputy editor



ernment has created a huge problem for employers that cannot be undone."

As the political climate surrounding immigrant labor begins to change, contractors fear business will only become more difficult.

In the meantime, a government plan that appears to provide relief – the H-2B program – has its own challenges and imminent threats, as well as being tangled up in comprehensive immigration reform bills that most politicians want to table in order to use to their advantage in upcoming elections vs. deal with today.

All the while, labor remains in short supply.

"My business is stagnant," explains Pete Navarro, president of Blue Skies Landscape Maintenance, San Diego, Calif. "I can't take another job because I can't find another employee to put to work."

"We are desperate," agrees Roger Myers, president of American Beauty Landscaping, a \$2-million company based in Boardman, Ohio. "I need bodies. And the situation is getting worse every day. I feel helpless."

A CHANGING WORKFORCE. Most industry professionals agree the root of the labor problem stems from America's changing workforce, which is getting older and better educated everyday, leaving industries that rely on low-skilled labor without workers.

"The shrinking size of the American family also plays a role in this," Navarro points out, with the average family size at 1.6 children today vs. 2.7 children in 1960, according to Population Action International. "And parents are pushing these children to attend college so they can obtain office-type jobs."

www.lawnandlandscape.com

SAVE H-2B WHILE YOU STILL CAN

Worried about the passing of the Save Our Small and Seasonal Business Act of 2006, a bill that will continue the exemption of returning workers from the H-2B cap, permitting closer to 100,000 legal temporary workers into the country vs. only 66,000? You still have time to make a difference. Check out the September issue online to download talking points to intelligently discuss your views on the bill, as well as sample support letters to send to your senators and representatives. Hurry, the current legislation expires Sept. 30.

American schools also do not support trade work, contractors feel. "Our schools are set up for one purpose – to prepare our children to go to college," Myers says. "Kids who aren't college material and like to work with their hands are not being given other options. Landscape work is perceived to be unprofessional."

"We're in a whole new generation," adds Andrew Aksar, president of Outdoor Finishes, a landscape business based in Walkersville, Md. "Baby boomers are retiring. Kids are growing up lazy – very lazy. Everything is automated. American culture has changed drastically."

Adding to a contractor's challenge of filling open positions is a low unemployment rate of 4.8 percent (as of July 2006 Department of Labor figures), which is "below the average of the past four decades," according to U.S. Secretary of Commerce Carlos M. Gutierrez. "It's almost to the point of structural unemployment, meaning everyone who wants a job has a job," explains Libby Whitley, president, MAS (Mid Atlantic Solutions), an H-2B provider in Lovington, Va.

Enter immigrants. They come here with the hope of finding jobs that pay more than \$5 a day and know they can get more than that per hour with little experience in U.S. industries like agriculture, construction and landscaping. But crossing the border illegally through some dangerous conditions is viewed by some as easier than going through the government's legalization process. The result? Nearly 12 million illegal immigrants living in the United States today, accounting for more than 5 percent of the labor force, according to the Pew Hispanic Center, Washington, D.C. In the landscape industry alone, 20 to 25 percent of employees nationwide are believed to be illegal immigrants, Navarro says. Patrick Jeanette, an H-2B specialist, North County Legalization Services, Del Mar, Calif., believes this number could be even higher – 50 to 70 percent – when looking specifically at entry-level field workers or in areas like California with greater populations of illegal immigrants. Stillwater, Okla.-based Chuck Twist, coowner, TNT Lawn & Landscaping and president of H.O.L.A. Labor Consultants, believes as many as 90 percent of landscape companies using immigrant labor are employing illegal workers.

Today, Mohns has grown to 300 employees, and 90 percent of them are Hispanic. "I don't have high school kids knocking on my door looking for summer jobs – they want to sleep in until 11 a.m. and then go to work at the air-conditioned mall or at In & Out Burger," he says. "Whether they are here legally or illegally, the immigrants who apply to work in this industry are people who know we need hard workers, and they are reliable, responsible and productive."

But the immigration issue continues to intensify with 52 percent of Americans saying immigrants are a burden because they steal jobs, housing and health care, according to a March 2006 Pew Hispanic Center study. This number is up from 38 percent in 2000.

Many contractors blame their unprofessional, unlicensed counterparts who don't have insurance and pay low wages under the table for giving the industry and its use of immigrant labor a bad name. The few who get caught in these acts fuel anti-immigration groups, whose members say illegal immigrants depress wages and make it difficult for Americans to compete. "For the right money, people will work at any job," insists Jon Dougherty, a political analyst with Dulles, Va.-based Freedom Alliance, an anti-immigration group.

Contractors balk at these types of comments. "I do realize there are employers who might take advantage of this situation and are only looking for cheap labor, but most employers in our industry pay all of their workers fairly despite whether they are Americans or immigrants," believes Mohns, who starts employees at his company in the \$8 to \$10 range. "It's hard work, and Americans just don't want to do it."

According to *Lawn & Landscape*, entry-level mower operators, construction workers and spray technicians earn average hourly rates in the \$8.20 to \$8.80 range, while experienced workers receive \$10.60 to \$12.40. These figures are higher than or on par with state prevailing wages and the national minimum wage.

"The reality is that we have jobs that American citizens either aren't willing or aren't available to do," Gutierrez says. "We need sources of labor from other countries to fill jobs that aren't getting filled."

"All we want as employers is for people to show up and do an honest day's work for an honest day's pay — we don't care where they come from, we just need them," Twist agrees. "We wouldn't be asking for them if we couldn't find them."

U.S. citizens in general tend to side with contractors on this issue, 65 percent of them believing that immigrants take jobs Americans don't want (only 24 percent believe they take jobs away from Americans), the Pew Hispanic Center study says. The report also reveals that only 16 percent of Americans feel they or a family member lost a job to an immigrant worker.

But illegal immigrants aren't helping the situation. Some contractors feel they are being coached poorly by their peers and are seen by some as using American opportunities without paying for any of the benefits or learning English so they can truly become part of society. One example is claiming zero dependents on their W-2 forms and then failing to file tax returns. As a result, 53 percent of Americans feel illegal immigrants should be required to go home, and only 25 percent of that group believe they should be allowed to use a temporary worker program, the Pew Hispanic Center reports.

The other issue that fuels this debate is one of security. Lawmakers examine all existing and proposed immigration-related laws more closely since the 9/11 attacks to ensure measures are taken to protect the country from future occurrences. Therefore, any programs created to aid immigration take more time and money to draft and approve. Whitley says this is understandably necessary. "I wouldn't want to be a part of the program or security measure that wasn't strong enough to keep out the next Muhammad (Atta al-Sayed — a suicide pilot believed to be the leader of the 9/11 attacks)."

TOUGH ENOUGH? Immigration isn't a new issue for the United States. In fact, Gutierrez says there are fewer foreign-born people living in the country today — 12 percent — than there were in 1890 when 14.8 percent of the population was foreign-born.

The most recent example of a bill put into place to reduce illegal immigration is The Immigration Reform

and Control Act of 1986, which started the auditing of I-9 forms employers must fill out within three days of hiring an immigrant worker and established an amnesty program for illegal immigrants, granting a percentage of them legal status. The bill also tried to reduce employment prospects and tighten border security to prevent further illegal immigration.

Critics of this bill point to the simple fact that for each illegal immigrant granted amnesty under the plan (more than 2.7 million) approximately four new ones have since replaced them.

Many say the problem is one of enforcement. But as the immigration issue moves to the forefront, regulation execution is picking up pace. "There are laws that have been on the books for years that the government is finally starting to enforce," Jeanette points out.

In April alone, Immigration and Customs Enforcement (ICE) arrested more people (employers and employees) for unauthorized employment than they had in the entire previous year, according to the Greenberg Traurig Attorneys' *Immigration Alert*. Public statements issued by Assistant Secretary of ICE Julie Myers and other Department of Homeland Security officials indicate that worksite enforcement will continue and that employers who fail to adhere to employment verification procedures can expect to face heavy civil and criminal penalties.

Jeanette says the government is already becoming stricter on its imposing of fines as a result of mis-match letters, which are sent to employers by the Social Security Administration (SSA) or ICE when employee names and Social Security numbers on W-2 or I-9 forms do not match.

On June 14, ICE issued proposed federal regulations outlining procedures employers should follow upon receipt of mis-match letters, and requested comments from businesses regarding these suggested policies. Initial responses say rule time lines are impractical and the rules themselves overly broad, ignoring employer responsibilities in certain situations, such as if SSA fails to respond timely to inquiries or an employee is an identity theft victim.

In addition to beefing up consequences as a result of mis-match letters, President George W. Bush

www.lawnandlandscape.com

WANT MORE INFORMATION?

The challenges concerning H-2B and comprehensive immigration reform aren't expected to go away soon. Visit our September issue online to learn more about potential H-2B cap changes, H-2B myths vs. realities, how to hire a quality H-2B provider and for a listing of H-2B provider companies as well as regular news and updates concerning legislation on both H-2B and comprehensive immigration reform. Feel free to send comments and questions concerning this issue to nwisniewski@gie.net.

made the decision in May to send 6,000 National Guard troops to the Southern U.S. border to assist the Border Control in regulating the flow of illegal immigrants pouring in from Mexico, and it's starting to have an effect. *The Associated Press* reports that in June with the arrival of less than 100 of these support troops along the border, detentions were down 21 percent border-wide and 23 percent in Arizona alone, the state with the busiest border, according to Dougherty. Jeanette reports border crossing being down 45 percent with just 1,100 extra guards in these early stages of enforcement.

ONE SOLUTION. In the midst of these concerns, some contractors think the H-2B program is the only way to find a legal workforce.

The H-2B nonimmigrant program permits U.S. employers to hire foreign workers for temporary nonagricultural work, which may be one-time, seasonal, peak load or intermittent. There is a 66,000 per year limit on the number of foreign workers who may receive H-2B status during each U.S. Citizenship and Immigration Services (USCIS) fiscal year (Oct. 1 through Sept. 30). The process for obtaining H-2B certification is similar to but less extensive and time consuming than permanent certification. Employers must apply for workers no more than 120 days before they need them after failing to hire American workers via advertisements through the state and federal labor departments.

According to *Lawn & Landscape*, 26 percent of contractors currently use the H-2B program, up from 19 percent in 2003. And certified workers in the landscape laborer H-2B



category totaled 48,590 in fiscal year 2004, making the industry the largest user of the program. This increased from 36,299 in fiscal year 2003.

The H-2B program's strict requirements resulted in marginal usage until the past five to seven years as contractors learned to better work with its limitations, resulting in 10 to 25 percent growth annually, Whitley says. Employers' reliance on the program increased until the cap was hit for the first time on March 9, 2004, and even sooner the next year on Jan. 3, 2005. As a result, President Bush signed the Save Our Small and Seasonal Businesses Act into law in May 2005 as a two-year temporary fix. The law exempts return workers who used the

H-2B program for the previous three fiscal years and splits the program cap into two 33,000-person segments to help prevent spring and summer employers from being closed out of its use.

While the bill does not set a ceiling, the Department of Homeland Security estimates that an additional 30,000 people a year are admitted under this expanded cap.

According to *Lawn & Landscape* research concerning fiscal year 2005, 15 percent of contractors said their applications for H-2B workers did not get in by the time the cap was reached Jan. 3, with 5 percent missing it by one week, 5 percent missing it by more than one week and 5 percent re-

porting they hadn't even reached their 120-day deadline yet. After the Save Our Small and Seasonal Businesses Act was passed, some of these contractors did receive relief via returning H-2B workers, and only 3 percent of contractors reported that they did not receive their H-2B workers before the first fiscal year 2006 cap was reached Dec. 16, 2005 and that they would not reapply for the second 33,000 fiscal year cap.

But, as the government stated when the law was passed, it's a "temporary solution," and one that reaches its deadline Sept. 30. Landscape contractors have been busy making Capitol Hill visits urging senators and representatives to co-sponsor and

employers face further fines, liability

As it stands today, employers who hire immigrant workers are protected by I-9 forms as long as they review each immigrant's documentation and it appears official. But proposed comprehensive immigration reform bills promise to strictly penalize employers for hiring illegal immigrants despite whether or not the paperwork looks legit.

The two comprehensive reform bills currently being reviewed and debated by the House and Senate include stiff penalties for hiring or continuing to employ unauthorized workers, starting as low as \$500 and moving up to \$5,000 to \$7,500 for first time offenses and going all the way up to \$40,000 for repeat violators who fail to comply with the law.

According to an August 2005 Government Accountability Office Report, document fraud and the large number of documents acceptable for proving work eligibility have caused significant confusion among employers. "Contractors can't be document experts," laments Bob Wingfield, owner, Amigos Labor Solutions, Dallas, Texas.

But with comprehensive immigration reform the government is promising to give employers the tools to ensure they don't make paperwork assessment mistakes.

U.S. Secretary of Commerce Carlos M. Gutierrez describes a biometric card identification system, where through technology a person's unique characteristics, such as a fingerprint, could be

used to verify his or her immigration status.

"We have an underground industry built on producing false documentation for illegal workers," Gutierrez says. "Employers have a hard time helping enforce the law because they are not sure what documents they should require. The rules must be clear enough to hold businesses accountable for hiring people with the proper documentation."

"When we have a biometric system – and we have a temporary worker program – the dynamics will change," Gutierrez continues. "Over time, it will become unlikely that people will risk their lives coming across the border illegally if it is well-known that unless you have a temporary worker's permit, you will not find a job."

Unfortunately for employers, 49 percent of Americans agree the government should penalize employers for hiring illegal immigrants, ranking it their No. 1 solution to illegal immigration problems, followed by increasing border patrol at 33 percent, according to Pew Hispanic Center research.

Contractors disagree with these measures, saying the government could "cripple the economy if employers are made more responsible," says John Mohns, president, Benchmark Landscaping, San Diego, Calif. "The solution is not to further penalize the employer but to create a system that ensures there are enough legal workers in the country for employers."



pass the proposed Save Our Small and Seasonal Businesses Act of 2006 bills in the House and Senate today (H.R. 4740/S. 2284) that extend the returning worker exemption for three more years. Without it, many say the cap will be reached even sooner, maybe as early as November, Whitley says, and more will be left without workers.

What's slowing down H-2B? Senate and particularly House members feel they cannot renew an H-2B law without also moving forward on comprehensive immigration reform.

The Senate and House have both proposed bills dealing with the subject, albeit they are very different. The Senate's bill (S. 2611) combines border enforcement with a temporary guest worker program and lists requirements illegal immigrants must meet to pursue legal status and qualify for citizenship. It is also supported by President Bush. The House bill (H.R. 4437) focuses solely on border enforcement, authorizing construction of 700 miles of security fencing along the U.S.-Mexico border and making it a felony to come across the border illegally or to help illegal immigrants.

Industry professionals support the Senate's bill because it provides a guest worker program, is a bit more lenient concerning illegal immigrant hiring violations and can convert some of their current illegal workers into employees of legal status.

"The Senate bill wants to make a certain number of undocumented workers legal – that's awesome," Navarro says. "The only thing I worry about is illegal immigrants who have been in the country the past few years who may not qualify. As landscape companies have grown from the housing boom, it's inevitable that they have some newer workers at their companies. Look around your office – can you lose five people right now and still get the same level of work done? Some companies might have to considerably scale back the amount of work they do if they lose these workers."

Unfortunately, neither bill has budged. And House members insisted on holding summer hearings on the subject before trying to compromise with the Senate, pushing formal negotiations until September, when law-

makers typically shy away from tough issues because campaigns are entering their final weeks. This leaves many in the industry fearing that agreements on comprehensive immigration reform or H-2B won't be reached before November, and more importantly for H-2B before Oct. 1.

If Congress does not act this year, the House and Senate will have to

"I want a legal workforce – that's what I want. I want to have the confidence in knowing that my workers are 100 percent legal."

– John Mohns



begin anew in 2007 should lawmakers want to pursue immigration changes.

THE CONFUSION. So far, H-2B and comprehensive immigration reform bills remain intertwined in House and Senate discussions, but many industry professionals think the two issues should be evaluated separately.

"People are very confused," Twist says. "Anti-immigrant people are afraid non-immigrants will come here on H-2B visas with the intent to migrate. My experience is this is rare."

In fact, 98 percent of H-2B workers return home to their countries of origin each year as their visas expire, according to Bob Wingfield, president of H-2B provider Amigos, Dallas, Texas. "Nothing about H-2B has to do with immigration – it's a non-immigrant program," he explains, adding that the industry and the government need to focus on H-2B now and worry about comprehensive immigration reform later. "Thinking that Congress can revamp the immigration system in a few weeks is idiotic. Fixing H-2B now would allow companies to survive until they figure it out."

"Comprehensive immigration reform is not the answer," Whitley agrees, "and holding ourselves hostage to it is a mistake. Supporting the general need for reform will not at the end of the day get H-2B fixed."

However, some contractors have not had the same success with H-2B or don't understand the program and therefore feel comprehensive immigration reform is the better issue on which to focus.


"I think the H-2B program is flawed and I do not agree with it," Aksar shares. "Immigrants are already here on this soil. Background check them and give them work permits."

The dispute could intensify as the two issues continue to split the House and Senate, as well as the industry.

"Many companies in many industries depend on foreign workers," explains Chad Stern, owner of Mowing & More, a landscape business based in Chevy Chase, Md. "If the government is going to crack

down on illegal immigration they need to simultaneously implement systems that allow for more people to come here legally. If there are not enough H-2B visas for the workers trying to come here legally, does anyone really think that there would be enough for those people plus the ones who are coming here illegally? For those employers who try to go through the visa process only to be met with disappointment all you can do is forget the government and do things your own way."

Throughout the continued debate, the industry and the government "must show leadership, face reality, deal with immigration as it is and not as we wish it were and avoid letting emotion take over," Gutierrez suggests. In the meantime, despite the controversy and disparity surrounding both issues, the bottom line remains the same, Mohns explains: "I can't find workers. I know as time goes on the workforce will continue to shrink so I'm trying to think long term. I want a legal workforce – that's what I want. I want to have the confidence in knowing that my workers are 100 percent legal. Right now, we do our best to screen them, but that 100 percent confidence is not always there."

"Business is tough even without the government looking at you," Wingfield agrees. "Contractors are doing the best they can." 

www.lawnandlandscape.com

Loss leaders are common methods of encouraging clients to buy into other, more profitable, services, but do they have a place in the landscape industry? Lawn & Landscape Message Board users weigh in.

PROFIT

Loss

Losing To Win

In other industries, it's a common business practice to provide services that do not generate a great deal of profit for the business owner.

The trade-off, of course, is that the money-losing venture – often referred to as a “loss leader” – entices clients into committing to additional more profitable products and services. For example, restaurants may take a loss with the price of an entrée, but make a profit on the price mark-up for beverages and liquor. And service stations, as another example, make a slim margin on selling gasoline and diesel at the pump, but make their real profits in convenience store sales and with repair/auto mechanic services.

So is there an acceptable loss leader in the green industry? It's a question Chad Stern, the owner of Mowing & More in Chevy Chase, Md. recently posed to fellow professionals for debate on the Lawn & Landscape Message Board.

“Do you think that in the green industry it is a good idea

to provide unprofitable services as a means of driving up sales for profitable services?” Stern asks fellow message board participants. “Or, is it better to just abandon any services that do not generate any direct profits?”

MOWING – WINNER OR LOSER?

Many contractors participating in this discussion suggest first identifying the base service, or entry point, that encourages clients to contact a landscape professional.

For example, Steve Cissel, founder and CEO of the online green industry directory GIYP.com, posted that his local pick-your-own farmer uses sweet corn as

Sure, there are other products
that will help you kill grubs.

But only Merit will give you
good old-fashioned peace of mind.



It's nice to know that help is never far away. Especially when it comes to controlling grubs. After all, your job isn't about taking risks, it's about keeping turf essentially grub-free and healthy. And that's why you should stick with Merit®. It's the #1 preferred insecticide in the country. It controls virtually every grub species, averaging 97%* efficacy, and it's the most proven grub control product on the market. And if that's not enough, it's Backed by Bayer,™ which gives you the support and resources you need to get the job done. If you ever have questions or problems, we're here to help. It's Science. It's support. It's peace of mind.



MERIT®

*Average based on university science and field trials.

Bayer Environmental Science, a business group of Bayer CropScience 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. Merit is a registered trademark and Backed by Bayer is a trademark of Bayer AG. Always read and follow label directions carefully. © 2006 Bayer CropScience



Bayer Environmental Science

a loss leader. "People flock to the place and then the farmer nails them on tomato sales," Cissel posts.

Following this business logic, many landscape contractors posted mowing could be the green industry's loss leader. Contractors point out that some of the very large maintenance companies use mowing as a loss leader and then overcharge, or recover that loss, on enhancement services.

For other contractors, mowing is the loss leader by default.

"Mowing almost is a loss leader for us," posts Todd Patton, president of Hay Market, Va.-based Patton Property Maintenance. "It's the least profitable thing we do, but it gets us in the door. When I go to price a full-service account I swear they barely give a second thought to the prices on any of the services except mowing.

"People put no value on mowing," Patton adds. "And if you're the cheap-

est and portray a somewhat positive image, you'll get the job. I always try to get better mowing prices, but it's the hardest job to get unless you're cheap."

Cissel suggests identifying other potential loss leaders besides mowing. "What do people do in the spring that is a one-time service that could get a

repair are possibilities. Certainly there is a living to be made mowing grass, and to use it as a loss leader is questionable."

Stern agrees and adds that while mowing may seem like the obvious loss leader, it may not be the most prudent choice for one.

"Do you think that in the green industry it is a good idea to provide unprofitable services as a means of driving up sales for profitable services? Or, is it better to just abandon any services that do not generate any direct profits?" - Chad Stern

company in the door as a loss leader?" he asks message board participants. "Gutter cleaning, storm window change out to screens and driveway

"In my mind, the problem with that is that you will attract cheap people who will not be valuable long-term customers and who will only

THE BEST GROOMED LANDSCAPE TRAILERS.



VISIT OUR WEB SITE AT PACEAMERICAN.COM OR CALL 800.247.5767

CHECK OUT THE ENTIRE LINE OF LANDSCAPE TRAILERS

© 2005 PACE AMERICAN, INC.



SUMMIT



HAMMER



CONQUEST

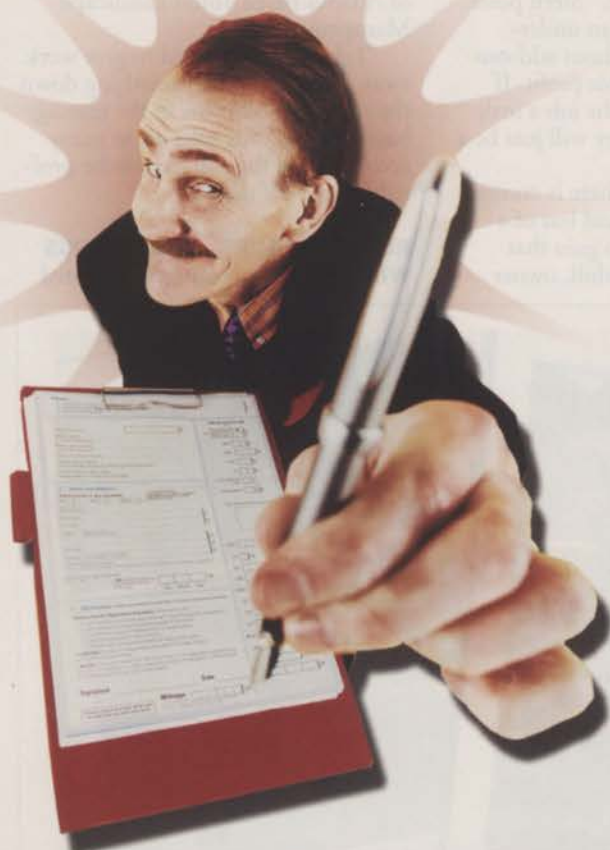


CARGOSPORT



JOURNEY

USE READER SERVICE # 39



middleman **not** included.

Irrigation Direct is eliminating the need for the middleman. Our easy-to-use online ordering system now lets you have the absolute best irrigation products available shipped FREE directly from the manufacturer to your front door. Our superior product is priced far less than competitors and comes with a 100% satisfaction guarantee. In fact, if you aren't happy, we'll ship it back for free and send a replacement. Irrigation Direct will make you wonder why you ever dealt with the middleman.



1-Inch Valve
\$7.80 - \$9.95



6-Sta. Controller
\$49.00 - \$69.00



Module
\$14.00

www.irrigationdirect.com
the grass just got greener

ID ➔
Irrigation Direct
877.436.6922

use the mowing service," Stern posts. "Then you're left with an under-priced mowing job without add-ons to generate an acceptable profit. If anything, I may price the job a little bit higher if I know they will just be a mowing customer."

In a larger market there is enough business for everyone and less of a need for a loss leader to gain that business, posts Kelly Tohill, owner

of Atlanta-based Tohill Landscape Management.

"I don't feel the need to give work away to try and gain something down the road," Tohill posts to the message board. "I can only take on so many accounts and they all have to be profitable right off the bat."

RELATIONSHIPS – A REAL LOSS WINNER. Many contractors posted

to the *Lawn & Landscape* Message Board that they believe a loss leader isn't needed if the contractor is successful at establishing a strong relationship with the client from the very beginning.

More often than not, once a client chooses a service provider they will most likely use that same company for whatever additional or future services they need, says Todd McCabe, president of McCabe Landscape Group in Wrightsville Beach, N.C.

"Most of the time they are not going to get bids for each little project," he posts. "And unless they are being completely ripped off, they probably would not think they are overpaying for a service."


To establish stronger relationships, Stern suggests informing clients that a competitor is using a loss leader to get their business but is charging exorbitant prices for other services.

"You would be showing that you are more honest and up front than the competition right off the bat," Stern posts to the message board.

Some contractors responded to the group that the tactic could be used to lure customers in, but it's a dangerous practice to bad mouth the competition to a client.

"How would you know who is charging what unless you have their proposal in hand and think you can beat it," Patton warns the message board. "Bringing anything negative into the conversation will go against you and not the other guys. Even if I told you that's what I did, it's not going to make a difference. Your prices shouldn't be the same as mine anyhow. How would you know my overhead?"

What it comes down to is value and relationships, McCabe posts, and not loss leaders in establishing maintenance services with clients that are profitable for the contractor.

"I do agree that very few people put value on mowing," McCabe states. "We had a \$60,000 installation that we did last year. We had the mowing contract for a couple of months and then we were dropped. The homeowner swears we did nothing wrong and says that it just didn't make sense to him, financially, to pay us what we were charging when he could have it done for so much less. He still wants us to do everything else – mulch, seasonal color change outs, fertilizing, pruning, etc. – the stuff he sees value in." 



Maximum Transplant Survival and Growth


- Cut callbacks and plant loss
- Improve plant survival and health
- Five products to meet your specific needs: dryROOTS®, M-ROOTS®, TRANSPLANT 1-STEP®, ROOTS® concentrate and ROOTS® Plant Food



Ask about Roots products, today.

roots® ... Our Name Says It All

www.novozymes.com/roots

novozymes 

Read and follow all label directions. Dry-Roots, M-Roots and Transplant 1-Step are trademarks of Novozymes Biologicals, Inc. The Novozymes logo and Roots are registered trademarks of Novozymes A/S. ©2006 Novozymes Biologicals, Inc.

USE READER SERVICE # 41

AGILITY ON THE ROCKS.



With the boom swing casting and BOTH front corners within the tracks, Bobcat® ZHS compact excavators have the most unrestricted motion in the industry. More swing area allows you to work in tighter areas. And the optional FastTrack™ drive provides speeds of more than 5 mph—so you can spend 30% less time backfilling. Do more... and do it faster.

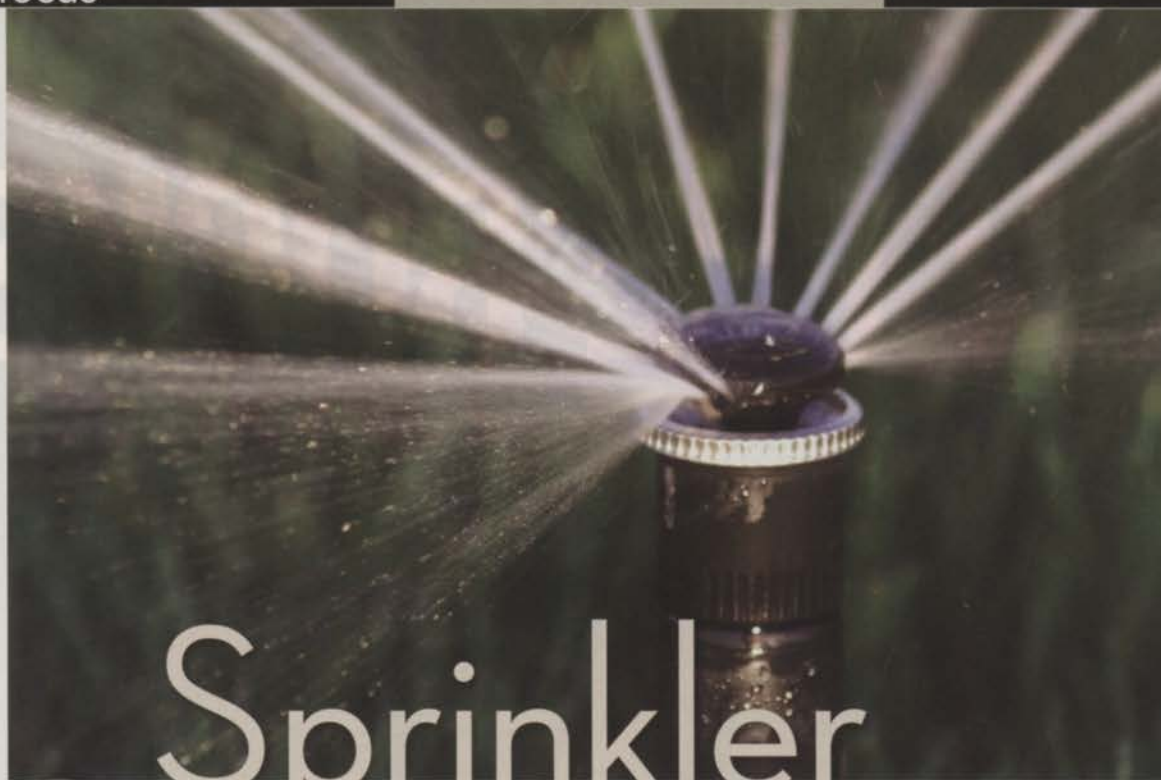
One Tough Animal™



Bobcat®

IR Ingersoll Rand
Compact Vehicle Technologies

1.866.823.7898 ext. 690 www.bobcat.com/landscape
USE READER SERVICE # 42



Photos: Walla Walla Sprinkler Co. (this page and on page 60)

Sprinkler Smarts

Sprayhead and rotor advancements improve performance by shooting for optimum irrigation efficiency.

Smart controllers are the big-ticket, hot-topic items in the irrigation market. These provocative, high-tech toys garner attention for the water and cost savings they create for customers and because they boost contractors' bottom lines. Besides, who doesn't like a new gadget?

There are, however, more passive, lower cost ways to improve a system's performance. "Something I mention when I talk to cities about creating irrigation specifications is that the cost difference is very low between a quality irrigation system and a poor one," says Matt Piper, general manager of Dallas-based GP&E's water management services division. Taking advantage of sprayhead and rotor advancements – including hybrid sprinklers, check valves and pressure regulators – is a simple way to step up an irrigation system's efficiency.

"The cost is low, but the long-term effects are great."

WHAT'S A SPOTOR? Conventional sprinkler wisdom dictates sprayheads are used to irrigate narrow areas from 8 to 15 feet and rotors are used for wide-open areas 25 to 35 feet apart. Rotors tend to water turf more efficiently than sprays because rotors' application rates better match the turf's absorption rate.

One new sprinkler development is changing those rules. The so-called "hybrid" product, which entered the market within the last several years, can be used in areas from 4- to 30-feet wide. Manufacturers say this crossbred prod-

by marisa palmieri | associate editor

ProScape

MESA

Patented Slow Release Nitrogen Technology

ProScape® fertilizers and fertilizer combination products aren't for everyone.

Fortunately, some of your competition still hasn't figured it out. They think low cost is the path to high profits, that value is the same as low price. That's why you're out closing a referral while they're across town scrambling to deal with a customer complaint! ProScape's innovative nutrient sources like MESA™ give

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

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

you more green, faster, and longer than the competition, with less surge growth. You can reduce nitrogen rates lowering spring disease pressure, go longer between applications, even save time and money associated with excess clippings. All while providing excellent quality results that your customers will rave about.

ProScape is for serious turf care professionals.

To learn more visit our web site www.LebanonTurf.com. Click on Promotions and enter coupon code LL2096. We'll send you a **FREE** 40 page Agronomy Manual just for taking a look!

LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

USE READER SERVICE # 43



YOU SAW MY DRIVER PARKED WHERE?

- Control Overtime
- Improve Customer Service
- Increase Security
- Lower Operating Costs
- Improve Response Times
- More Efficient Routing
- Reduce Insurance Risk
- Track Vehicle Maintenance

As a fleet owner or manager, you already know that unauthorized use of company vehicles, combined with inefficient routing and driving practices, are major business headaches.

Our GPS-based, web-enabled vehicle tracking solutions are currently making thousands of businesses healthier and more productive. We'll show you exactly where your pain is -- and how to fix it. **Permanently.**

navtrak
Driving Business Productivity™
www.navtrak.net
866.590.9903

SPECIAL OFFER

for Lawn & Landscape subscribers!

You can get your copy of Street Suite™ 4.0 absolutely free (a \$199 value), with a new activation! Call us now at 866.590.9903, or find out more online at:

www.navtrak.net/landscaping



USE READER SERVICE # 44

issue focus

uct, known as the multi-stream, multi-trajectory rotating sprinkler, behaves like a sprayhead but applies water more like a rotor. In fact, one manufacturer's distributor nicknamed it a "sprutor."

"It's neither a spray nor a rotor; it's a device that sort of bridges the divide," says Jeff Carowitz, a consultant with Strategic Force Marketing, San Diego, who works with San Marcos, Calif.-based Hunter Industries. "In the last two or three years they've really taken off in the industry."

Multi-stream, multi-trajectory rotating sprinklers are installed like conventional spray nozzles, fitting over sprayhead bodies or shrub adapters. With a growing focus on water conservation, consumers are becoming more conscious of run-off and other wasted water. These sprinklers' low

precipitation rates (from 0.40 to 0.60 inches/hour) significantly reduce run-off and allow water to percolate deeper into the soil, which helps establish stronger, deeper root systems, in turn reducing how frequently the turf needs to be watered.

These sprinklers have been documented to use 30 percent less water compared to conventional sprays, says Mike Baron, MP Rotator sales manager for the Walla Walla Sprinkler Co., a division of Nelson Irrigation, Walla Walla, Wash. Manufacturers say they cost from \$4 to \$8.25 each.

In addition to appreciating their low-application rate and high-uniformity, contractors praise multi-stream, multi-trajectory rotating sprinklers for their

go with the flow stoppers



The ability to turn off a single rotor without shutting down the entire zone is a feature irrigation manufacturers brought to the market as a result of contractors' requests.

"Flow shut-off devices have become popular with contractors as an installation and maintenance feature and also with homeowners so they can turn off sprinklers one by one if need be," says Jeff Carowitz, a consultant with Strategic Force Marketing, San Diego, who works with

San Marcos, Calif.-based Hunter Industries.

Mark D'Alonzo, vice president of Cow Bay Sprinkler Co., Port Washington, N.Y., says this feature increases productivity by eliminating extra trips to the controller to shut off the zone. He sells rotors with shut-off devices as an upgrade.

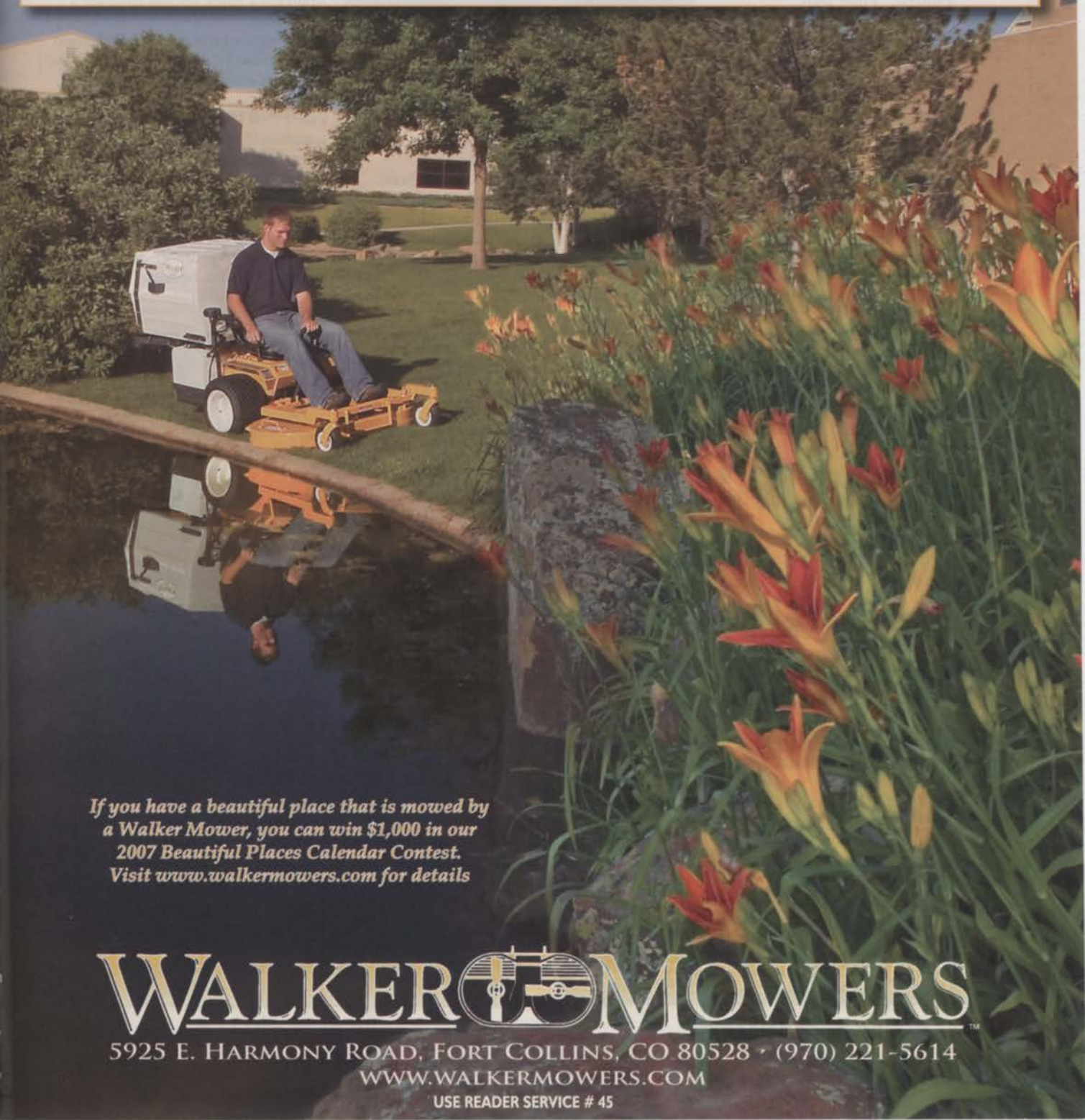
This feature is beneficial beyond allowing contractors to service single heads without getting wet, manufacturers says. It gives flexibility to poorly designed irrigation zones by allowing contractors or homeowners to cut off irrigation to an over-watered shady area.

"This feature is usually used for maintenance purposes like bringing in sod or topdressing," says Don Fisher, a product and marketing manager with The Toro Co.'s, Riverside, Calif.-based irrigation division. The shut-off feature can make landscape maintenance tasks like resodding a lawn or aerating easier, too. Previously, contractors flagged heads so they wouldn't run over them while mowing or aerating. With this feature a contractor can shut off the heads, turn the system on, and the heads will pop up without spraying water.

"I think flow shut-off devices are interesting products, but they're not being used widely," says Matt Piper, general manager of Dallas-based GP&E's water management services division. "But I've been around long enough to know that there is a place for these products."

Beautiful Places

At Walker Manufacturing this is how we think about what we do--we don't make lawn mowers, we make beautiful places. That thought has inspired us for nearly 30 years on our quest to design and build the best possible machine to make a beautiful place. And the Walker is made for landscape contractors who have the same thought--we don't "mow grass", we make beautiful places. Ask to see a Walker demonstration if you are not using Walker and would like a little help in making your own beautiful places.



If you have a beautiful place that is mowed by a Walker Mower, you can win \$1,000 in our 2007 Beautiful Places Calendar Contest. Visit www.walkermowers.com for details

WALKER MOWERS

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

WWW.WALKERMOWERS.COM

USE READER SERVICE # 45

"retrofitability" and because they eliminate the need for interchangeable nozzles.

"I like that it's adaptable," Piper says. "I deal with a lot of existing properties, so I appreciate a product that's retrofitable to an older system."

"Also, I like that you can automatically get matched precipitation without changing a nozzle," Piper adds.

Other contractor benefits include easy arc and radius adjustment and less complex system design because more heads can be installed per zone, requiring fewer zones and reduced installation time.

As with any new technology, manufacturers are challenged with communicating the value of these sprinklers to their customers. "Getting contractors and end-users to buy in to the technology can be tough because it is relatively new, and changes in the irrigation industry tend to be incre-

mental," says Todd Vanden Branden, a product manager for Rain Bird's contractor division, Glendora, Calif.

Baron agrees it's difficult to convince a contractor who has been installing traditional sprayheads and rotors for years to change his habits and perception of what works.

Mark D'Alonzo of Cow Bay Sprinkler, Port Washington, N.Y., is



Photo: Weathermatic

one contractor who isn't convinced yet. He's toyed with one brand of spray/rotor hybrid sprinklers, but says he wasn't pleased with their durability. "They're new and we just haven't reached a comfort level with them yet," says D'Alonzo, a Cow Bay vice president who runs the company's irrigation division. "But the idea is certainly good," he says, confirming that situations occur that are too small for a rotor yet too large for a sprayhead.

"It works great for the application it's intended for," Carowitz notes, "but it doesn't always work for everything."

POPPING UP. Another irrigation sprayhead/rotor trend is a push toward higher pop-up heights for turf applications and pop-ups replacing risers in planted areas.

With water conservation experts emphasizing the importance of taller turf heights to promote deep root growth, the time between mowing is

MTI RAIN BIRD SALE

5004-PC
4" Pop-Up Turf Rotor

**NEW
Lower
Price**

ONLY \$7⁰⁰ ea.

Buy the Box

Ask About Quantity Pricing

Call NOW for FREE Sample

**FREE
Shipping**

Order By 1 p.m.
SHIPS SAME DAY



800-600-TURF (8873)

M-F 7:30-5 SAT 8-1 Pacific Time **Call Now & Save**

www.SPRINKLERS4LESS.COM



Dynamic Duo

The Industry's Unbeatable Team

Zero-Turn
Hydrostatic Drive

Spray 48,000 sq. ft.

100 lb.
Capacity
Hopper

Dual Action
12' Break-Away Booms

3-Speed
Impeller Spreads
4 ft., 12 ft., 24 ft.

Turf Tracker Time Machine® \$5,995
For small to midsize properties

Cargo Rack
200lb.
Capacity

Zero-Turn
Hydrostatic Drive

200 lb.
Capacity
Hopper

Spray up to
140,000 sq. ft.

12' Break-Away
Booms

3-Speed
Impeller Spreads
4 ft., 12 ft., 24 ft.

Turf Tracker Stealth® \$9,995
For midsize to large properties



C&S TURF CARE EQUIPMENT, INC.
1-800-872-7050 • www.csturfequip.com
Visit us on the web for great savings!

USE READER SERVICE # 47

USE READER SERVICE # 46

More contractors choose Rain Bird® spray heads and nozzles than all other brands combined.



Install Confidence.®
Install Rain Bird® 1800® Series Spray Heads and Nozzles.

Contractors and specifiers choose Rain Bird spray heads and nozzles more often than all other brands combined. For some, the reason is a proven track record of performance that spans nearly three decades. Others praise the reliability, the durability or nearly 90 nozzle options. Whatever the reason, Rain Bird spray heads and nozzles continue to be the dominant choice.

RAIN  BIRD®

lengthening and sprinkler head pop-up heights are getting taller.

"As turfgrass is cut to a taller height we're seeing the 6-inch height becoming more popular for this application," says Carowitz, noting that 4-inch pop-up heads are still the most popular for turf applications, but 6-inch pop-ups are gaining ground, especially in California and Florida.

In planted areas, the use of pop-ups rather than risers is growing for aesthetic and practical purposes. "Customers no longer want to have the risers if they can have the pop-ups, which they don't have to see in their hedges," says D'Alonzo, noting that 12-inch pop-ups are common for shrubs. In addition to visibility issues, contractors and customers prefer pop-ups to risers because they recede into the ground lessening the chance for breakage.

UNDER PRESSURE. Pressure regulators, located in sprinkler pop-up stems, are also catching on. Typical

"I deal with a lot of existing properties, so I appreciate a product that's retrofitable to an older system."

— Matt Piper

city water pressure is 50 to 60 psi, however optimum operating pressure for a spray nozzle is 25 to 30 psi. While it's possible to regulate pressure at the valve level, many manufacturers are adding this feature to sprinkler stems. "This way you don't get misting and overspray, and you can be sure all sprinklers are performing uniformly," says Don Fisher, a product and marketing manager with The Toro Co.'s Riverside, Calif.-based irrigation division.

Cost can be a concern, considering this feature typically adds 20 to 25 percent to the cost of the sprinkler, but Carowitz notes the payback probably will come in less than one season. "Having the pressure regulator built right into the sprinkler just makes it easy," he says. "Some manufacturers are claiming a savings of 25 to 30 percent just by using pressure regulation."

Bill Savelle, sales and product manager for Dallas-based Weathermatic, agrees that today's contractors understand the benefits of and need for pressure regulation. "Many of the manufacturers have had pressure-regulating sprayheads out there for many years, but I don't see the average contractors investing in these." He says contractors are turning to an older product — the flow control valve — to tune each zone, which achieves a similar pressure-regulating effect at a lower cost. "You could pay \$1.20 per head or upgrade to a flow control valve for a dollar per zone," he says.

THE MP ROTATOR® saves water compared to conventional sprays & rotors

WE TAKE THIS CLAIM VERY SERIOUSLY

*The water savings potential is real ...
it is big ... and the MP Rotator® is the future.
Visit www.mprotator.com to learn more.*

W Walla Walla
Sprinkler Company

A subsidiary of Nelson Irrigation Corporation Walla Walla, Washington, U.S.A. Tel: +1 509-525-7660

USE READER SERVICE # 49

The true test of a mower is how fast and effectively it cuts through problems.

- ✗ Tall, lush grass.
- ✗ Heavy, wet grass.
- ✗ Long, wispy grass.
- ✗ Different grass varieties.
- ✗ Spring and fall leaves.



©2006 The Toro Company



No-tools-needed adjustable baffle lets you quickly adjust cutting performance.

As conditions change, Toro's 7-gauge TURBO FORCE® cutting deck can be quickly adjusted on the job to deliver an unbeatable quality of cut. To see the productivity-enhancing deck that professionals are raving about, contact your Toro Landscape Contractor Equipment dealer, or visit www.toro.com/zmaster.

TORO

Count on it.

MTI**\$UPER \$AVINGS\$ ON
ALL YOUR \$PRINKLERS\$****WWW.SPRINKLERS4LESS.COM****FREE
Shipping****RAIN BIRD****TORO****Hunter**VISA
MasterCard
AMERICAN EXPRESS
DISCOVER**FEBCO**PROGRESSIVE
ELECTRONICS INC.

Irritrol NELSON

Order By 1 p.m.
SHIPS SAME DAY**800-600-TURF** (8873)**Call NOW & SAVE \$\$\$ All Year**
M-F 7:30-5 SAT 8-1 Pacific Time

USE READER SERVICE # 52



Easy Lawn

WWW.EASYLAWN.COM
800 638 1769

100 - 1200 GAL
JET AGITATION
ROBIN SUBARU ENGINES

SIMPLY

**EASY TO OPERATE
LOW MAINTENANCE
HOLDS MORE MULCH**

BETTER

TM 60

USE READER SERVICE # 53

SEEDA-VATOR®

In using the Seeda-vator I have seen a 50% savings in seed over previous methods of application. Also not having to pickup the unit to make turns gets the crew finished quicker which translates to more productivity. The ability to seed while aerating is a tremendous benefit.

1st Products
INNOVATIVE TURF EQUIPMENT

CALL FOR A FREE VIDEO TODAY
800-363-8780

WWW.1STPRODUCTS.COM • SALES@1STPRODUCTS.COM



Kevin McCarty
Truegreen-Chemlawn
Albany, New York

USE READER SERVICE # 51

issue focus

CHECKING IN. Customers are cluing in to low-head drainage, which creates a spongy area in their yards and wasted water running from their properties into the street. Local governments have taken notice and are taking action. "A lot of cities are starting to mandate the check valve both on sprays and rotors so they can retain the water in the pipe and prevent losing and wasting that water," Savelle says.

Because check valves are fairly standard on most manufacturers' sprinkler heads, contractors often install them across the board — even in locales where mandates don't exist. "Now it's just part of the application process," D'Alonzo says. "It's usually required by the water department, but we take that regulation and carry it from town to town whether it's required or not. Using sprinkler heads with check valves has cut down a lot of service calls that aren't billable because there's nothing wrong with the heads — it's just gravity."

In Dallas/Fort Worth, Texas, where Piper operates, an abundance of clay soil increases the chance for run-off. "Check valves are very useful here," he says. "But a lot of times you see check valves in every single head on the property where there is no slope. To me that's not an effective use of the product." For older systems, Piper says aftermarket snap-in check valves are available, and sloped areas should be zoned separately during the design process so they can be controlled independently.

Check valves typically add less than \$1 to the cost of the head. "It costs maybe 75 to 85 cents per head, but it's helping us a lot more in the long run because it's cutting down on non-billable service calls," D'Alonzo says.

IN CONTROL. While all eyes are on ET- or weather-based controllers right now, sprayhead and rotor technology is part of the package that makes a system run smart. "There is a tremendous amount that's coming out on the control side of the business," Savelle says. "But the advanced controls are going to drive up the performance expectations of the sprinklers." **LL**

www.lawnandlandscape.com

For more on how to communicate the value of irrigation system efficiency to clients and the cost difference between irrigation systems that operate poorly vs. those that do exceptional jobs, visit the September Online Extras section.

Lawn & Landscape Media Group Presents...



Smart Business Solutions For Your Company

Seminar Schedule

September 14, 2006
Atlanta, Georgia

September 28, 2006
Indianapolis

October 12, 2006
Washington, DC

October 19, 2006
Northern New Jersey

November 16, 2006
Dallas, Texas

Improving Your Lawn Care Service Bottom Line

What Will You Learn?

- Add-On Service Opportunities
- Strategies For Successful Weed Control Programs
- Solutions For Troublesome Pest Problems
- Practical Tips For Improving Service Quality
- Earn CEU Credits For Attending

Who Should Attend?

- Lawn Care Professionals
- Landscape Contractors
- Training & Technical Directors
- Crew Foreman
- Technicians

Sponsor Partners

Gold Level



Bayer
Environmental Science



LESCO
syngenta

Bronze Level

ADVAN

pbi/gordon
corporation
An Employee-Owned Company

**Call A Lawn & Landscape Event Representative At
800/456-0707 or go to www.lawncareseminars.com**



Photos: Caterpillar (this page), Vermeer (page 70)

Nothing 'Mini' About Them

Mini-excavators can perform a host of tasks at a fraction of the cost of their larger counterparts.

Jorge Huerta says it's not uncommon to see mangled sidewalks or torn-up turf left in the wake of large excavators and heavy backhoes on a jobsite. "It's an unintended consequence of moving heavy equipment," explains the field superintendent for Fairco Developer Landscape Services, with offices in Scottsdale, Ariz. and San Diego, Calif.

But a smaller machine has been winning over fans with its versatility and light feet – the mini-excavator. Since its inception, contractors have been using it to drill holes, dig trenches, grasp large stones and perform a host of other tasks. Its ability to squeeze into tight areas can make it ideal for congested suburban neighborhoods. And because many mini-excavators move on rubber tracks instead of inflatable tires, operators can work without worrying about tearing up turf or suffering flat tires, Huerta says.

EXPANDED USES. Mini-excavators were first used in Japan, where they were developed for their ability to squeeze into work areas where their larger counterparts could not. "They had to have a way they could dig on one end, rotate around and be able to dump with the other," says Mike Lumbers, senior product manager for compact utility products for Ditch Witch, Perry, Okla. "Since they were in between buildings, they didn't want to have to be limited by the obstruction of the building. A mini-excavator can rotate in the footprint of its tracks. It just gives you more flexibility."

Flexibility is what contractors are searching for, but flexibility comes with a

by mark philips | associate editor

You won't believe how much wood this **WoodChuck** chucks!



By E-Z Trench Mfg



The SG65 Woodchuck grinds stumps
and cuts down underbrush.

Specs: Honda 6.5hp GX Engine
Centrifugal 'Wet' Clutch
Weights 160 pounds
Folding Handles



E-Z Trench Mfg.
2315 Hwy 701 S
Loris, S.C. 29569

(843) 756-6444
www.eztrench.com

Bedscaper

By E-Z Trench



**Redefine Beds
Create New Beds
Install Lighting
Irrigation
Prune Roots**

Equipment that you can
depend on to perform day
in and day out. Our goal is
to provide you with high
quality products that will
help you get more done
in less time.

GRINDSAW



E-Z TRENCH®

OUR NAME SAYS IT ALL

(843) 756-6444 www.eztrench.com

USE READER SERVICE # 55

Online Management System for Commercial Turf Sites

9:30 AM

Ann uses eConstellation to program her irrigation controllers from home using her laptop

Use **eConstellation** for online access to your flow data and reports

Use **eConstellation** to program your irrigation controllers from any computer or location

Use **eConstellation** to automatically adjust your irrigation using local weather conditions

Use **eConstellation** to put your controllers into rain shutdown from office, home or anywhere

eCONSTELLATION
ONLINE MANAGEMENT SYSTEM

SIGNATURE CONTROL SYSTEMS, INC.

4 Mason, Suite B, Irvine, California 92618

Toll free: 866.4SIGNATURE

Local: 949.580.3640 ■ Fax: 949.580.3645

Web: www.SignatureControlSystems.com

USE READER SERVICE # 56

construction equipment

price. Generally, the mini-excavators landscape contractors use weigh between .7 and 6 metric tons. That puts the engine at roughly between 12 and 50 horsepower. Prices for machines in that range are \$12,000 to \$60,000. Depending on the model, digging depth can be between 4 and 13 feet.

One of the reasons, besides size, that a mini-excavator can work in confined spaces has to do with "zero-tail spin." In traditional excavators, the tail hangs over the tracks as the cabin spins to perform a task. Unless the machine has a counter-weight installed, most mini-excavators leave little hanging over the tracks as the cabin rotates. "You're not going to bang the tail end of the machine into an obstacle, like a wall or a tree," says Matt Mumford, the North American mini-excavator industry manager for Caterpillar, Peoria, Ill. "Equally important, you're not going to damage the siding on someone's house. These machines can work right next to a building without the fear of having an impact."

Not only can a mini-excavator operator move the boom by

the learning curve

Though they may be viewed as more complicated machines compared to others contractors use, mini-excavators are fairly easy to learn to operate, manufacturers say. Jorge Huerta, field superintendent for Fairco Developer Landscape Services, Scottsdale, Ariz. and San Diego, Calif., says it normally takes about a half-hour for a worker to feel comfortable using a mini-excavator.

Most mini-excavators feature a pattern-changer that switches between excavator- and backhoe-style controls. "With the flip of a switch, it allows them to change their control patterns to whatever they're more comfortable with," says Matt Mumford, the North American mini-excavator industry manager for Caterpillar, Peoria, Ill.

Herb Babman, owner of Matrix Concrete & Landscaping, in Cedar Hill, Mo., owns a mini-excavator he bought for his three-man crew. "I've had some of my employees who have never used one before taking about a half-hour to get used to the controls, and they were digging about two hours later," he says.

On the job site, Huerta uses at least one spotter per machine to help watch for obstructions and give instructions to the operator. If someone wants to learn how to operate a mini-excavator, he'll have them serve as the spotter. "The more operators I can train, the better it is for the company," he shares.

To learn more about how to operate a mini-excavator, Kuyers suggests contractors seek out training opportunities from their dealers and read the owner's manual.



Trim Your Labor Costs!

Leading landscape professionals rely on the easy-to-use, long-lasting formulation of Cutless® Granular Landscape Growth Regulator to reduce the labor costs associated with maintaining landscaped shrubs, hedges and groundcovers. Plants treated with Cutless Granular require less trimming and exhibit a more compact, uniform shape.

Use Cutless Granular today... You'll love the increased profits and your customers will love the fuller and more attractive plants.

For more information about Cutless Granular Landscape Growth Regulator, visit our web site at www.sepro.com, or call 1-800-419-7779.

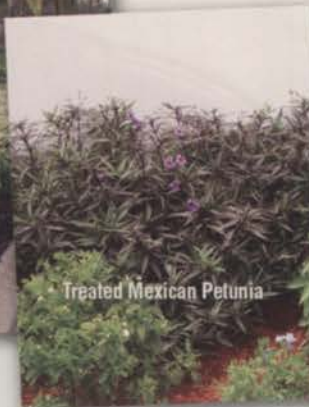
Cutless® Granular Landscape Growth Regulator



Untreated Jasmine



Treated Jasmine—
Note the enhanced blooms
of the treated shrubs.



Treated Mexican Petunia



Untreated Mexican Petunia

Side-by-side proven results with Cutless® Granular.

Example below of reduced shoot growth and enhanced bud development of the treated Jasmine on the left, and untreated on the right.



Treated Plumbago

Untreated Plumbago



Untreated Boxwood

Treated Boxwood

SePRO Corporation Carmel, IN 46032
*Trademark of SePRO Corporation. Always read and follow label directions.



USE READER SERVICE # 57

rotating the cabin, but many machines also feature a swing boom that can move independently from the cabin. "When you swing the boom all the way to one side, and then when you turn the house of the machine, it enables you to dig right up next to a foundation or a wall," Mumford says.

Mini-excavators also feature

hydraulics instead of cables that can stretch during use. "The nice thing about this is that the controls will feel the same over time as they did when they were new," Mumford says.

"You have the constant pressure of the hydraulics, so as you move them, everything is already pre-loaded," Lumbers adds. "That allows full force

or pressure to be applied even at low RPMs. That gives you some options so you don't have to have the machine at full flow to be able to get a good, smooth action and get full pressure for a side load or pick-up."

Because of the weight distribution and rubber tracks, mini-excavators are also gentle on turf. "Many of them have less than 4 pounds per square inch of ground pressure," Lumbers says. "Because you have a lot of track on the ground, you have good flotation and traction."

Also, because the tracks help spread out the weight, "you can drive over a trench and you don't have to worry about cave-ins nearly as much," explains Jon Kuyers, compact solutions manager for Vermeer, Pella, Iowa, adding that rubber tracks are also good on sandier soil in Southeast locations like Florida.

The reasons for using mini-excavators are as varied as the number of attachments made for them.

They're ideal for lifting and placing materials and clearing debris through the use of grappling devices such as hydraulic thumbs, Lumbers says. Trenching tools also can be attached to the end of the boom.

A trimmer also can be attached, "where you can actually trim trees when you're sitting in your excavator," Lumbers says, adding that augers, breakers and buckets are considered must-have attachments.

Mini-excavators are ideal during hardscaping, when digging the footings or foundation for a retaining wall, Kuyers points out.

Time saved is a high priority when deciding whether to use a mini-excavator. "It could probably reduce your labor in half, if not by three-fourths, compared to conventional digging," Kuyers says.

While getting a job done quickly saves money, using a mini-excavator could also reduce worker's compensation claims. "Digging trenches is back-breaking work," Kuyers says. "When you're doing it with a machine, you don't have to worry."

BUYERS' GUIDE. There are a number of factors a contractor should consider when thinking about purchasing a mini-excavator. Two of the most important are digging depth and reach of the boom, Kuyers says.

Whether or not the mini-excavator will be used to load a truck is

COLD AND WET CAN
KNOCK ALL DAY
BUT THEY AIN'T COMING IN.



Why are Red Wing work boots legendary for keeping the elements out? Because we put so much into them. For waterproofing, we use full-grain waterproof leathers and a special moisture-wicking barrier for a system so effective, it's guaranteed for one year. For warmth, we use genuine Thinsulate™ Ultra Insulation. Keep your feet warm and dry with Red Wing Shoes. Built to fit. Built to last. For a dealer: redwingshoes.com or 1-800-RED-WING.

© 2006 Red Wing Shoe Company



USE READER SERVICE # 58

A red Ditch Witch mini excavator is shown in profile, digging a deep trench in a field. The operator, wearing a hard hat and safety glasses, is visible in the cab. The excavator's arm is extended, and its bucket is dumping a large amount of dark soil into the trench. The background features a dramatic sunset sky with orange and purple hues. The overall scene conveys the power and versatility of the machine.

YOU'LL FORGET IT'S A MINI.

Get the durability, power and versatility you expect from Ditch Witch® machines. Featuring remarkably smooth operation, a 360-degree turning radius and tremendous bucket digging force, the MX line can prepare everything from a small flower bed to a large service trench. Call 800-654-6481 for a dealer near you, or visit ditchwitch.com.

 **Ditch Witch**
GROUNDBREAKING™

GROUNDBREAKING™ EQUIPMENT FROM THE COMPANY THAT LAUNCHED THE INDUSTRY: COMPACT UTILITY | TRENCHERS | HDD | ELECTRONICS

USE READER SERVICE # 59

an important consideration, Kuyers explains. "If a truck is too high and the boom can't reach it, it defeats the purpose," he says.

The attachments must also match the mini-excavator in terms of hydraulic flow, which is measured in gallons per minute. An ill-matched attachment and machine won't work. "A lot of times a customer will rent an attachment and it's not properly sized

— are all very important," he says. "Many excavators used to have four cab posts that framed the windows. The trend now is two posts. That opens up your whole viewing area to where you're operating the excavator."

How the hydraulics perform under the stress of operation is also an essential factor to consider. "Can you get full power or full push at a very low idle so you can control the hydraulics very smoothly?" Lumbers asks, adding that smoothness in hydraulic performance is also important.

If a contractor is not really sure if a mini-excavator is a piece of equipment they need or aren't sure they can afford it financially, rental is another avenue, Kuyers says. "If you notice you're renting it more than two to

three times a week, then you might want to consider buying it," he says.

For contractors worried about return on investment, Kuyers advises them to think long-term. "With a machine, you're actually replacing labor, so ask yourself, 'How many workers and their salaries will it replace?'"

Herb Babman, owner of Matrix Concrete & Landscaping in Cedar Hill, Mo., says he rented mini-excavators a number of times over the years before he finally bought one. Babman, who has three employees, recommends them to contractors. "I can have three guys digging on one trench for a week and that mini-excavator can do it in about three hours," he says. "Those are the kind of man-hours you can save." **LL**

"A mini-excavator could probably reduce your labor in half, if not by three-fourths, compared to conventional digging." — Jon Kuyers

hydraulically, so the performance is poor," Kuyers says.

Contractors should also look for cabins that offer a comfortable workspace, Lumbers says. "The whole layout of the operator's cabin — how roomy is it and the visual obstructions

www.lawnandlandscape.com

For more information on mini-excavator safety features, visit the September issue of *Lawn & Landscape* online.

ONE SOURCE. LIMITLESS POSSIBILITIES.

NELSON TURF NOW FEATURES THE HENRI STUDIO PRODUCT LINE.

HENRI STUDIO, THE WORLD'S LARGEST DESIGNER OF FOUNTAINS AND GARDEN DÉCOR, HAS BUILT A REPUTATION FOR ORIGINAL DESIGNS CREATED IN THE TRADITION OF OLD WORLD ARTISANS. NOW, IN ADDITION TO OUR PROFESSIONAL LINE OF QUALITY IRRIGATION PRODUCTS, NELSON TURF OFFERS THE FULL LINE OF HENRI STATUARY, CONCRETE FOUNTAINS, FIGURINES AND WATER GARDENING SUPPLIES.

YOU CAN NOW ORDER ALL OF YOUR LANDSCAPE DESIGN PRODUCTS FROM ONE TRUSTED SOURCE.

FOR MORE INFORMATION, OR TO ORDER OUR NEW CATALOG, CALL: 1-888-NELSON8



WATER GARDENING • CONCRETE FOUNTAINS • PLANTERS • BENCHES • STATUARY



NELSON TURF

Quality. Service. Guaranteed!

NELSON TURF • ONE SPRINKLER LANE • PEORIA, IL 61615 • 888.NELSON8 • WWW.LRNELSON.COM

Henri Studio, LLC is a subsidiary of L.R. Nelson Corporation

USE READER SERVICE # 60

We can build the lawn care truck of your dreams



A perfect blend of function and image.....

- ◆ 300 gallon fiberglass liquid tank up front ◆ Mechanical or pressure agitation ◆ 50 (or 100) gallon fiberglass auxiliary tank ◆ Gas engine powers agitator and pump
- ◆ Diaphragm pump ◆ Mechanicals mounted on auxiliary tank to save space ◆ Electric pumps available



Fiberglass side boxes provide dry storage for 24 plus bags of fertilizer..... and the hose reel.

Complete systems, or we can supply the components and you can build your own.

New for '05... Tanks & spray systems for VANS! Call us.

Lehman Mfg. Company, Inc.
800.348.5196

www.llc-equipment.com

USE READER SERVICE # 61

Now with a
4-Year Warranty.
But don't take that
as a challenge.



DK45S




KIOTI
Your Land.
Our Territory.



We know what you're thinking: a **KIOTI** with a 4-Year warranty? Now you can drive it right off a cliff to catch a roadrunner, right? Not quite, but we are talking two-years of bumper-to-bumper, all parts and labor, and another two years on the engine and drivetrain, including all parts and labor. That's the best tractor warranty available anywhere. Acme included.

- Major Daedong components including a solid, reliable Daedong engine
- Attachments and implements to meet any demand
- More standard features, like foldable ROPS or cab style, 12x12 synchronized transmission and independent PTO/auto PTO
- Extensive, KIOTI-tough 4-year warranty.

There are 15 KIOTI tractors from 20-65 HP. To view the whole pack, visit www.kioti.com or call 877-GOKIOTI (465-4684).



Photo: ArborSystems

Branch Out with Microinjection

This tree care service presents profit potential for contractors committed to learning the craft.

Trees can make or break a property. For some prospective homebuyers, an evergreen timberline flanking a lot or a solitary ash tree anchoring a front-yard landscape can turn a possible purchase into a done-deal.

Aesthetic qualities aside, trees improve property values by as much as 25 percent depending on size, type, location and health, according to the Tree Care Industry Association (TCIA). Trees also shade and insulate properties, creating heating and cooling savings. They can block up to 90 percent of solar radiation, which naturally cools a home and can increase an air conditioning unit's efficiency by 10 percent, according to the U.S. Department of Energy. In addition, properly placed trees can reduce winter heating bills by 15 percent, the TCIA says.

It's no wonder customers opt to pay up when these organic assets are threatened. Customers' willingness to protect trees — especially in a global economy where insects like the Asian Long-Horned Beetle and Emerald Ash Borer (EAB) can be transported from one locale to the next — presents a profitable opportunity for contractors to branch out into tree care services like microinjection.

"Landscape companies can include microinjection very simply in their organizations," says Wayne White, sole proprietor of Emerald Tree Care, White Lake, Mich. Before spinning off his own company last year, White, a board-certified master arborist, worked for Great

by marisa palmieri | associate editor

THE ALL NEW

" GEN II 3 STEP "

MICRO-INJECTION DELIVERY SYSTEM



FEATURING VERSALOCK™

**3 POWERFUL COMPRESSION LEVELS
THAT LOCK INTO PLACE**

**LEAK PROOF
COMPLETELY CLOSED SYSTEM**

HIGHER VOLUMES (up to 15 mL)

**WORLDWIDE USAGE MOST
RELIABLE INJECTION SYSTEM**

www.mauget.com

800-TREES Rx ... (800-873-3779)

877-TREE HLP ... (877-873-3457) (Toll free technical support line)

Mauget.
INNOVATION

USE READER SERVICE # 63

Oaks Maintenance, Novi, Mich., building up a base of tree-care clients. Since 2002 he's been attacking EAB using microinjection treatments as one part of his remedy.

Adding microinjection to a landscape company's list of services is a solid idea, White says, pointing out that this is especially true for compa-

nies that guarantee plant material on new installations. "If you're going to have a warranty for plant care, why don't you recommend to people how to take care of their plants?" he says. "Microinjection is an effective method for treating trees with insecticides, fungicides, fertilizers, micronutrients and plant growth regulators."

Jim Haas, president of Lincoln Tree Service, Lincoln, Neb., explains that landscape maintenance companies are poised to reap microinjection revenue. "When you're out mowing lawns that puts you on an awful lot of properties," he says. "Especially when mowing — you're already out there 36 times a year. Those are opportunities to sell additional services."

He recommends contractors make use of the power of suggestion. "The best way to sell microinjection is to be out there letting customers know if there are tree problems and that you can take care of them." Like other add-ons, many consumers would rather pay one provider they know and trust for multiple services than gamble with hiring a new contractor.

THE BASICS. Commercial microinjection, which has been around since the 1950s, has spawned two major application methods: low-pressure and high-pressure. Both require the use of concentrated systemic pesticides, which are injected into trees and then transported throughout by their vascular systems. The difference lies in how the chemical is mainlined into the tree (for a side-by-side comparison of the two methods, see "Low-Pressure vs. High-Pressure" on page 82).

Low-pressure injection, the older method of the two, is also known as "passive infusion," says Nate Dodds, president of J.J. Mauget, Arcadia, Calif. Dodds likens the low-pressure approach to an IV drip a human receives in the hospital.

The applicator drills a hole (typically 1/4 inch or less) into the tree and then inserts a plastic capsule that contains the chemical. The plastic unit remains in the tree as the tree's transport system takes up the material at its natural rate. When the capsules are empty, the applicator removes and disposes of them.

"The downside of the infusion system is the chemical is being entered at the tree's own sap-stream rate, so it can take a few minutes to several hours for the product to be placed in the tree's system," Dodds says.

If low-pressure microinjection is like an IV, high-pressure microinjection is similar to a shot. No drilling is required; instead, applicators use a special syringe-like, direct-inject unit. "The high-pressure system is on the front side very good because you put

GROUNDSKEEPER PRO

BUSINESS SOFTWARE for

Lawn Care & Landscaping

Scheduling

Estimating

Accounts Receivable

Routing

Pesticide/Herbicide

Contracts

Tracking & Reporting

Invoicing

Expenses/Costs

Income Reports

Time & Materials

FREE
Trial

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

USE READER SERVICE # 65

Job Description

Work 24 hours a day
in winter despite sleet,
snow, sun and rain.



Our holiday lighting products do what postal workers are supposed to do — deliver the goods in spite of rain, snow, sleet and gloom of night. We deal only in commercial-grade holiday lighting and decorations that are built to withstand the rigors of winter, year after year after year.

Take our new Pro-Grade™ LED lights for example. They produce no heat. They're virtually unbreakable, waterproof and rated at 100,000 hours. Our Weather-X™ green and white cord spools are true commercial-grade spools with a UV inhibitor to slow the aging process and stay pliable for years. Our Ultra Minibrites™ are crushproof, waterproof and rated at 25,000 hours.

Sure, you can buy the flimsy stuff. But you'll end up buying the flimsy stuff again next year.

For your free, full-color catalog or for more information:

Visit our new website: www.creativedisplays.com

E-mail: paul@creativedisplays.com

Toll-free: 800-733-9617 • Local: 913-402-9617



Better products at better prices.™

©2006 Creative Displays, Inc.

Weather-X, Pro-Grade, Ultra Minibrites and the slogan "Better products at better prices" are trademarks owned by Creative Displays, Inc.

USE READER SERVICE # 64



envista[™]
E-LANDSCAPE

STUNNING VIEWS INTRODUCING envista

A WHOLE NEW WAY OF DOING BUSINESS

Integrated software system designed exclusively for landscapers.

ESTIMATING

SALES
TRACKER

SCHEDULING/
ROUTING

CUSTOMER
SERVICE

PROFITABILITY
ANALYSIS

ADMINISTRATION

866-641-6459

www.envistainc.com

the chemical in the tree under hundreds of pounds of pressure," Dodds says. "It's fast; the applicator does not have to come back and remove any device from the tree. They can walk away and the tree has treatment."

The drawback, critics say, is some research shows that the pressure inflicted on the tree may damage its cambial zone, which results in bark splitting or dead xylem tissue (areas of discolored wood). Also, the tree accepts a lesser amount of the active chemical.

Both systems have their believers. "The quick speed and the fact that you don't have to return to the tree to remove the delivery system makes high-pressure attractive to the practitioner," Dodds says. "The higher volume of active ingredient placed into tree with the low-pressure system is also valued by many."

Compared to other add-on services like pruning or pond building that may require contractors to make



Microinjection is one method that's being used to combat EAB. From left: Dan Hermes, department of entomology, The Ohio State University; Eric Bristol and Joe Docola of Arborjet, Ron Howell, owner of Howell Tree and Landscape; and Dr. Bal Rao, manager of research and technical development, The Davey Tree Institute. Photo: Arborjet

major capital investments, start-up training and supplies for low and high-pressure microinjection generally cost no more than a few hundred dollars. The low-pressure method requires a rechargeable, battery-powered drill and a rubber or plastic-faced mallet, for a total of approximately \$100. As is standard when dealing with chemicals, experts recommend safety goggles, pro-

TECTIVE clothing and chemical-resistant gloves, too.

A high-pressure system is pricier but still low-cost compared to capital purchases for other add-on services. The start-up cost of a high-pressure system employing a direct-inject tool is less than \$600, says Chip Doolittle, president of ArborSystems,

Omaha, Neb. "Most guys can pay for the device in a day," he adds.

TREE-DOC TRAINING. Tree care professionals acknowledge that microinjection is "easy" and can be "picked up in five minutes," but there's more than just learning the proper drilling or injection technique.

If a company is going to add

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 company's potential. Each one is compatibility tested to maximize the performance of your John Deere tractor.

So, whether you're grading a driveway, seeding the grounds, mowing grass or tilling the beds, 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 business are endless—and so are the tools from John Deere and Frontier. See your John Deere dealer today.

FRONTIER
EQUIPMENT
Rugged. Reliable. Ready.

Frontier Goes Here!

www.BuyFrontier.com

USE READER SERVICE # 67



Who's telling your story?

Your work results in more available oxygen and fewer allergens, noise reduction and lower cooling bills, thicker turf that filters pollutants and landscapes that increase property values. There are endless environmental, economic and lifestyle benefits that green spaces provide—yet consumers don't know about them. They don't understand the true value of your products and services.

Join us in telling the whole story of what you do. Project EverGreen is an organization dedicated to educating the public about the value of green spaces and encouraging responsible practices.



To make a contribution or find out more, call 877-758-4835 or visit www.projectevergreen.com.

microinjection successfully and build customer loyalty, acquiring diagnostic ability is essential. "We see a lot of people who just go out there and inject trees randomly without knowing what the problem is," Haas says. "You don't want to put a hole in the tree if you don't have to."

Tree care product suppliers are one of the main microinjection education providers, as they are required by the Environmental Protection Agency to certify people who use injecticides, Dodds says.

Typically, suppliers certify applicators by requiring them to pass a test after they've completed home-study courses or hands-on classes conducted by distributors or company representatives. "It is an invasive process — you're putting chemical into the living part of tree — and there can be some dramatic consequences if you put the wrong chemical in or you treat a tree that doesn't need to be treated," Dodds says, adding that an understanding of plant physiology is essential to prevent misapplication.

In addition to supplier education, arbor schools and tree care industry associations, such as the International Society of Arboriculture (www.isa-arbor.com) and the Tree Care Industry Association (www.tcia.org), offer training. "It's really important for a landscape contractor who doesn't know anything about trees to take classes," Doolittle stresses.

PRICING AND PROFITS. Once contractors are diagnostically adept, they can move on to the next step — being profitable.

When pricing microinjection services, tree care professionals first measure the tree's diameter at breast height. Injections are made every 2 to 6 inches. A tree that's 12 inches in diameter at breast height typically requires six injections for both high- and low-pressure systems, Doolittle says.

The chemical costs vary widely with fertilizers at the low end, costing about \$1.50 per injection, and some insecticides at the high end, priced at


about \$2 to \$3 per injection.

Once a contractor knows the tree's size and the chemical cost, pricing becomes simpler, Doolittle says. For example, assuming an insecticide cost of \$2 per milliliter, the product for a high-pressure injection would cost approximately \$12, because 6 milliliters (1 milliliter per injection) of chemical is needed, he explains. Considering an application time of three to 10 minutes and assuming an applicator's wage to be \$10 per hour, labor for a high-pressure job costs 30 cents to \$1 (not counting travel time). Thus, Doolittle says treating a 12-inch tree using a high-pressure system would cost a contractor a total of about \$13.

Making the same assumptions (a 12-inch tree that requires six injections), low-pressure treatment chemicals would cost a contractor \$36, or three times as much, however the tree receives three times the amount of active ingredient (3 milliliters per injection for a total of 18 milliliters), Doolittle points out. Because a low-pressure microinjection service can last anywhere from 30 minutes to two hours, the labor cost (again at a rate of \$10 per hour) is about \$5 to \$20. In total, a low-pressure system would cost a contractor about \$41 to \$56.

Once a contractor knows his true costs, then he can markup the service accordingly to factor in profit. "You should charge three to four times your cost," Haas says, noting that overhead and market conditions should dictate the appropriate markup percentage. "But everybody's different."

High-pressure microinjection can be profitable because an applicator can inject many trees in a short time. White, for example, has administered as many as 100 high-pressure injections in one day.

Speed isn't the essence of low-pressure microinjection treatments, but that might not matter for contractors who provide customers with services in addition to microinjection. Dodds recommends technicians perform injections at the time of routine lawn maintenance. "Treat the tree first — it takes just a few minutes — then do the rest of the work and check the capsules before leaving," he says. "Most of the time no repeat trip is necessary, and you'll have added to your bottom line." 

www.lawnandlandscape.com

For the differences between using spray vs. microinjection treatments to treat tree problems, check out the September Online Extras section.

low-pressure vs. high-pressure

Thinking about adding microinjection to your repertoire and not sure which approach to adopt? Each branch of microinjection methodology has its pros and cons. Here's a breakdown of the difference between low-pressure and high-pressure systems.

	Low-pressure	High-pressure
Also known as:	Passive infusion; microinfusion	
Equipment needed:	Drill, mallet	Direct-inject tool
Time to treat one tree:	Six- to 18-minute application time, plus 30 minutes to several hours to guard tree during up-take time	Three to 10 minutes
Critics say:	Drilling permanently damages a tree's sapwood, causing a wound that can attract pests and diseases and affect the tree's ability to move water and nutrients and store food	The pressure inflicted can damage a tree's cambial zone and may not effectively transport chemicals to the xylem
Applicators like:	Small, low-risk investment — a drill and mallet can be purchased for less than \$100; tree accepts a larger amount of active ingredient	Fast application time, plus no downtime for tree guarding

Lawn & Landscape Presents...



Benchmarking Your BUSINESS SEMINARS Lawn & Landscape

If Your Company Is Looking To Benchmark Its Future Success, This Is A MUST Attend Event

- A unique one-day educational seminar dedicated solely to helping landscape contractors benchmark their businesses for improved efficiency and growth.
- Seminars will deliver valuable take home information that will help you initiate positive change in your company's performance and growth.
- Each registered attendee receives a take-home prize package from John Deere with valuable discount offers.

Featured Speaker

Jim Huston, JR Huston Enterprises

Seminar Topics Include

- Employee Bonuses & Incentives
- Financial Statement Benchmarks
- Analyzing Growth Patterns
- Company Structure
- Equipment Costs
- G&A Overhead Benchmarks
- Setting Sales & Marketing Goals
- Buying & Selling A Business



Win A John Deere 757/60" Mower!

Register and attend a seminar and you are eligible for a drawing to win a John Deere mower!



Seminar Schedule

September 13, 2006	Washington, DC
September 14, 2006	Boston, Massachusetts
October 10, 2006	Tampa, Florida
October 12, 2006	Houston, Texas
November 14, 2006	Detroit, Michigan
November 15, 2006	Chicago, Illinois

HOW TO REGISTER?

Call 800/456-0707
www.lawnbizseminars.com

Sponsored
Exclusively By
John Deere



JOHN DEERE

Haul-Marks

Motor companies have rolled out their 2007 commercial truck models.

compiled by heather wood | web editor

2007 Chevy Kodiak C5500 and 2007 GMC TopKick C4500

- Powered by a Vortec 8100MD V8 Gasoline or Duramax 6600 V8 Turbo Diesel engine
- Includes standard Allison transmission and TranSynd synthetic transmission fluid
- 4x4 available on Crew Cab and Regular Cab models, providing ground clearance from the bumper to the ground
- Large windshield and sloped hood provide a field of forward vision starting as close as 13 feet from the front bumper
- Tight wheelcut of 53 degrees produces an ideal turning diameter
- Chevy – 800/862-4389, www.chevy.com/mediumduty;
GMC – 800/462-8782, www.gmc.com/mediumduty

Circle 200 on reader service card



2007 Dodge Ram 3500 Chassis Cab

- Includes option of Cummins Turbo Diesel, now available in 6.7-liter displacement
- Features new, from-the-ground-up commercial-grade chassis
- Flat, "clean" frame rails with the industry-standard 34-inch frame rail spacing
- Includes 121.7 cubic feet of interior room for Quad Cab models
- Oil change intervals span 15,000 miles
- Dodge – 800/423-6343, www.dodge.com/commercial

Circle 201 on reader service card



Ford F-150

- New FX2 Sport Package available on 4x2 SuperCab and SuperCrew XLT
- Features a towing capacity of 10,500 pounds
- Has a maximum payload of 3,050 pounds
- Engine choices include 4.2-liter V-6, a 4.6-liter Triton V-8 and 5.4-liter, three-valve Triton V-8
- 4.6-liter V-8 horsepower increases from 231 to 248
- Ford – 800/392-3673, www.ford.com

Circle 202 on reader service card





Noticeably beautiful lawns.

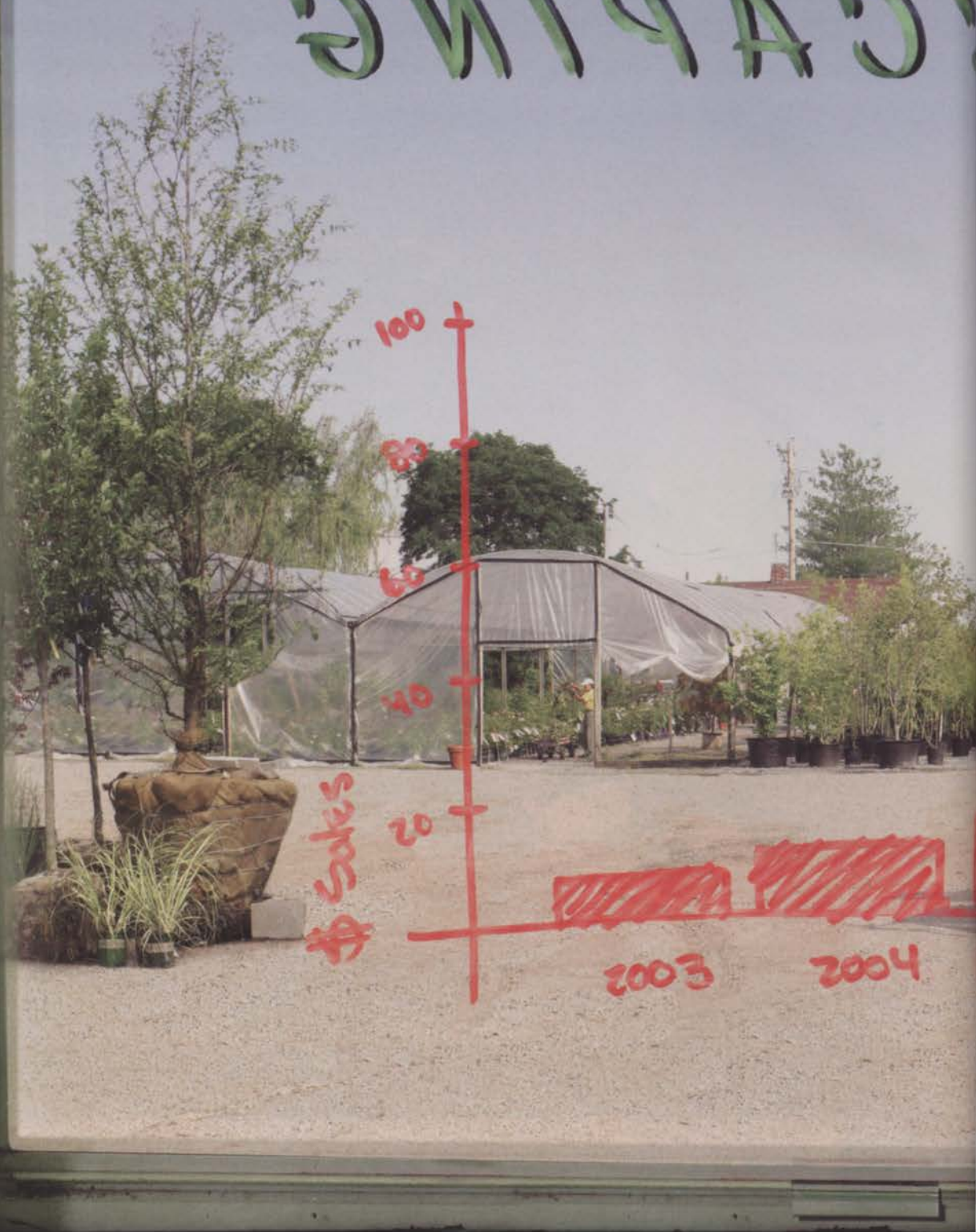
They're what referrals are made of. Keep weeds out and customers happy with Barricade®, the longest-lasting pre-emergence herbicide for crabgrass and more than 30 other weeds.



It lets you work on your own schedule. Apply it in the fall, early or mid spring and select the desired rate to give you the length of protection needed. You also get a choice of quality formulations, from wettable granule, flowable, or on-fertilizer in a variety of sizes to fit your needs.

Syngenta is here to help you in your pursuit of perfection—thicker, healthier, harder lawns. A lawn can never be too eye-catching.

COMMERCIAL CAMPING



STRONGEST STANDARD FRAME IN ITS SEGMENT | HUCKBOLTS TO PREVENT ALIGNMENT SHIFTS, SQUEAKS AND RATTLES | UP TO 19,500 LBS. GVWR | MAKES A SMART INVESTMENT

FORD LCF

www.commtruck.ford.com

BOLD MOVES



International Truck and Engine 4100 Truck

- Class 5 truck
- Designed to provide good life-cycle value by using the same commercial truck components and chassis featured in International class 6 and 7 models
- Powered by a V8 diesel engine
- Includes three spacious cab configurations
- Features cab over design, which offers greater visibility
- Can be outfitted by a variety of bodies, including stake or van bodies
- International Truck and Engine – 800/448-7825, www.internationaldelivers.com

Circle 203 on reader service card

Isuzu N-Series

- Medium-duty Low Cab Forward truck
- Designed for high visibility and tight turning radius
- Trucks are offered with crew cabs that seat up to seven or two- and three-passenger cabs
- Powered by a Vortec 6000 6-litre V-8 gasoline engine, which delivers 300 horsepower and 360 pounds per foot of torque
- Also available with an optional 5.2-litre I-4 diesel engine
- Isuzu – 800/255-6727, www.isuzucv.com

Circle 204 on reader service card



Jrco Fall Leaf Clean-up Attachments

Heavy-duty Attachments for Commercial Mowers

Leaf Blade Plow

- Quickly move large piles of leaves
- 55" wide galvanized steel Blade
- Stainless spring tines



Fits all brands- most models
Walk-behind and ZT

Blower Buggy Carrier

- Carrier for walk-behind blowers
- Low profile
- Reduces fatigue



www.jrcoinc.com

Call for Dealer
800.966.8442

USE READER SERVICE # 71

DO MORE WITH YOUR TRUCK.



ONE TRUCK. MULTIPLE BODIES

Buck's
Switch-N-Go

DETACHABLE TRUCK BODY SYSTEM

888-311-0867 www.bucksfab.com

USE READER SERVICE # 72

It's All About The Company You Keep.



Jim Furyk endorses and practices on Southwest Greens' Putting Surfaces



The company you keep says a lot about you, the quality of your products, the service you give your customers and your objectives as a growing business.

At Southwest Greens, we're proud of the company we keep. Since 1997, we have established an international network of top flight franchises that lead the industry in the sale, design and installation of championship-caliber premium golf greens and other premium synthetic surfaces. Our expert knowledge and commitment to quality has attracted the finest professional golfers in the world.

Tour golfers like Vijay Singh, Sergio Garcia, Jim Furyk, Hale Irwin, David Toms and Chris DiMarco have selected Southwest Greens to custom design and install sand filled golf greens at their homes.

Nicklaus Design recently chose Southwest Greens to work with its design team to offer a premium line of golf greens. And, our acclaimed Envy Lawn turf products are some of the best in the industry.

Now you have an opportunity to offer this exclusive product to your customers by becoming a part of our referral network at Southwest Greens. We're a company that can help you grow your business. Call our toll free number or visit www.SouthwestGreens.com to locate the Southwest Greens professional franchise in your area.

Join up with a company that cares about the company it keeps. Call 1-877-260-7888. We look forward to hearing from you.

Franchise inquiries welcome.

"With the quality of product they have to offer, a support system that is incredible, the endorsements, and the professionalism and integrity of Southwest Greens... it's the best investment we could have made."

Southwest Greens Sacramento —
Cottage Landscaping

"SWG' has created a support base that ensures each dealer that they are never alone in their quest for success... from the extensive training of our installation team, to the daily accessibility of the management to answer any and all questions."

Southwest Greens Long Island —
Island Hardscaping

"Southwest Greens impressed me from day one by doing something as simple as doing what they say they will do! That is the way I do business and I want to affiliate with people like that."

Southwest Greens Houston


SOUTHWEST GREENS
Putting Greens • Synthetic Grass • Play Areas

**Visit us at www.SouthwestGreens.com
or call us toll free at 1.877.260.7888**

Southwest Putting Green Technologies, Inc., 8535 E. Hartford Dr., Suite 105, Scottsdale, AZ 85255

USE READER SERVICE # 73



Sterling Acterra

- Features the low cab-over-engine Sterling 360 design
- Designed to save on fuel costs
- Includes a wider door and ergonomic step position for easier entry and egress
- Cab volume measures more than 80 cubic feet
- Powered by a 4.9-liter turbo diesel engine with 175 horsepower at 2700 rpm
- Sterling Truck – 800/785-4357, www.sterlingtrucks.com

Circle 205 on reader service card

Super Lawn Trucks System

- Customized trucks with storage room
- Build and customize a truck Web site and get a free price quote
- Features an eight-step TruckBuilder feature
- Options include board fuel storage tanks, hand and power tool storage, custom paint colors, marketing packages, optional body sizes and cab sizes
- More than 40 trucks featured on the Web site now as examples
- Super Lawn Trucks – 866/923-0027, www.superlawntrucks.com

Circle 206 on reader service card



Landscape Design Software that makes an impact!

visual impact imaging
EARTHSCAPES
Landscape Design Software



NEW

visual impact imaging
GPS DESIGNER

Plots your site plan automatically!

www.visualimpactimaging.com

Visit our website for a free demo or call 330.665.9080

USE READER SERVICE # 74

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.

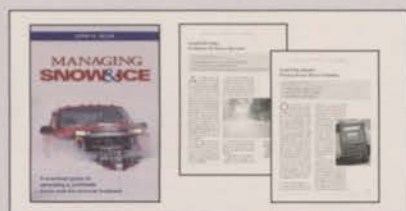
1500 FIRST AVE, BEAVER FALLS, PA 15010

800-822-3437 www.TurboTurf.com

USE READER SERVICE # 75

All 3 Products for \$300

From Lawn & Landscape Media Group, Publishers of GIE Media's SNOW Magazine



Managing Snow & Ice

From highly respected and successful snow removal contractor John Allin comes a new, comprehensive guide to the business of snow and ice removal. From pricing to plowing, *Managing Snow & Ice* will educate readers on every aspect of owning and operating a snow and ice removal company. Novices will gain a solid understanding of all levels of the industry, while experienced pros will find insights to boost productivity and profitability.

- Published by Lawn & Landscape Media Group and GIE Media's Snow Magazine
- 224 pages in a durable softcover



Snow Removal Business Forms

A companion to *Managing Snow & Ice*, this CD-ROM contains all the forms and documents essential to snow removal. Taken directly from forms John Allin uses in his highly successful snow removal operation!

More than 25 forms including:

- Sample contracts
- Subcontractor agreements
- Financial statements
- Snow response plans
- Marketing documents
- Time sheets
- Sales letter
- Job application
- Rate sheets
- And much more!



Sponsored By:

J:B

Snow Estimating Software

Adapted from the system used by successful snow removal contractor **John Allin**, this software system will ease the estimating process. A user-friendly platform walks contractors through the estimating process, computes the information entered and delivers a time, material and cost estimate per job. The system delivers price in per-push, per-event and per-season formats.

- Can be customized based on your company's production rates, snowfall, costs, equipment, etc.
- Includes default production rates based on rates used by Snow Management Group

Demo: <http://216.119.90.91/snow/>

Lawn & Landscape

1. **VISIT:** www.lawnandlandscape.com/store

2. **CALL:** 800-456-0707

3. MAIL THIS FORM TO:

Lawn & Landscape Magazine Bookstore
4012 Bridge Ave.
Attn: Book Store
Cleveland, OH 44113

4. **FAX TO:** 216-961-0364

☐ Check Enclosed.

Payable To: Lawn & Landscape Magazine

☐ Charge My:

☐ American Express

☐ Visa

☐ Mastercard

☐ Discover/Novus

Card Number _____

Exp. Date _____

	Qty	Subtotal
Snow Products Special - All 3 for \$300		\$
<i>Managing Snow & Ice</i> - \$25.00 each		\$
Snow Removal Business Forms - \$24.95 each		\$
Snow Estimating Software - \$265.00 each		\$
Ohio Residents Add 8% Sales Tax		\$
MERCHANDISE TOTAL		\$
SHIPPING & HANDLING Inside The U.S. - First Item \$6.00; Additional Items \$2.00 Each International - First Item \$11.00; Additional Items \$4.00 Each		
TOTAL AMOUNT DUE		\$

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Turning Point

Check out the new zero-turn mowers on the block.

compiled by heather wood | web editor

BOB-CAT FastCat Compact ZT

- Available with 36-, 42-, 48- and 52-inch decks
- All feature Kawasaki engines starting at 17 horsepower
- Reaches speeds up to 8 miles per hour
- Features high-back deluxe seat
- Includes a two-year commercial warranty
- BOB-CAT – www.bobcatturf.com

Circle 207 on reader service card



Bush Hog M2673 Mid-Mount Zero-Turn Mower

- Equipped with 10-gauge steel frames
- Features 7-gauge steel fully floating deck
- Includes 5½-inch deep side discharge
- Quick Foot height adjustment from the seat and anti-scalp rollers available
- Has a 73-inch cutting width
- Powered by a 26-horsepower Kohler Command Pro EFI engine
- Bush Hog – 334/874-2700, www.bushhog.com

Circle 208 on reader service card



Cub Cadet Z-Force Line

- Two new models introduced - the Z-Force 48 and the Z-Force 60
- Z-Force 48 features a durable, fabricated deck
- Z-Force 60 features an enlarged, 60-inch triple-blade stamp deck
- Both offer a pivoting front axle and semi-floating deck
- Powered by a 23-horsepower Kohler Command engine
- Mowers include anti-scalping wheels
- Cub Cadet – www.cubcadet.com

Circle 209 on reader service card



MORE PROFESSIONALS DEMAND KOHLER POWER

THIS IS WHY:

EXCLUSIVE Closed Loop EFI. Automotive-inspired technology. The most precise fuel mix across the entire rpm range. Instantaneous adjustments to changing load. Incredible power and response. An astounding 25% fuel savings. KOHLER® Command PRO® engines. Inside and out, they're all-pro. Call us at 1-800-544-2444, ext. LL8, or see your KOHLER dealer.



GREEN LEAD
OIL SENTRY

ROUTE OIL SENTRY LEAD
AIR CLEANER BRACKET

OIL SENTRY
25-099-24

OXYGEN SEN
ATTACH TO
WIRE TIE

OHV

EFI COIL 1
SPACER 124
SCREW 1M67
NUT 1M6410

PURPLE LEADS INTO
30 AMP FUSE BOX

Whether it's engines, plumbing products or world-class resorts, Kohler sets the most demanding standards for design, engineering and innovation. For the most demanding professionals.

KOHLER.

Dixie Chopper Silver Eagle Mower

- Models range from a 22-horsepower mower with a 34-inch deck to a 54-horsepower diesel version with a 72-inch cut
- 34- and 44-inch models offer the ability to mow in tighter areas
- 50- and 60-inch deck models can mow 3 to 5 acres per hour
- All models come standard with electric blade engagement, digital hour meter, foot-assisted deck lift and a flip-up floor plan
- Lifetime warranties offered against rust on the stainless steel, breakage of the front forks and damage to the front caster-bearing assembly
- Dixie Chopper – 765/246-7737, www.dixiechopper.com

Circle 210 on reader service card



Dixon Black Bear ZTR Pro Series Mower

- Features a 34-inch cut-width model for a small footprint
- 44-inch cut-width model also available
- Powered by a Kawasaki KAI 16-horsepower twin-cylinder or Kohler Command Pro 18-horsepower single cylinder engine
- Includes Parker hydraulic pumps and wheel motors
- Oversized front and rear tires aid in handling, a comfortable ride and lower soil compaction
- Removable foot plate provides access to spindles and belts for cleanup
- Optional attachments include a two-bag grass catcher, mulch kit, ROPS and snow blade
- Dixon – 877/288-6673, www.dixon-ztr.com

Circle 211 on reader service card

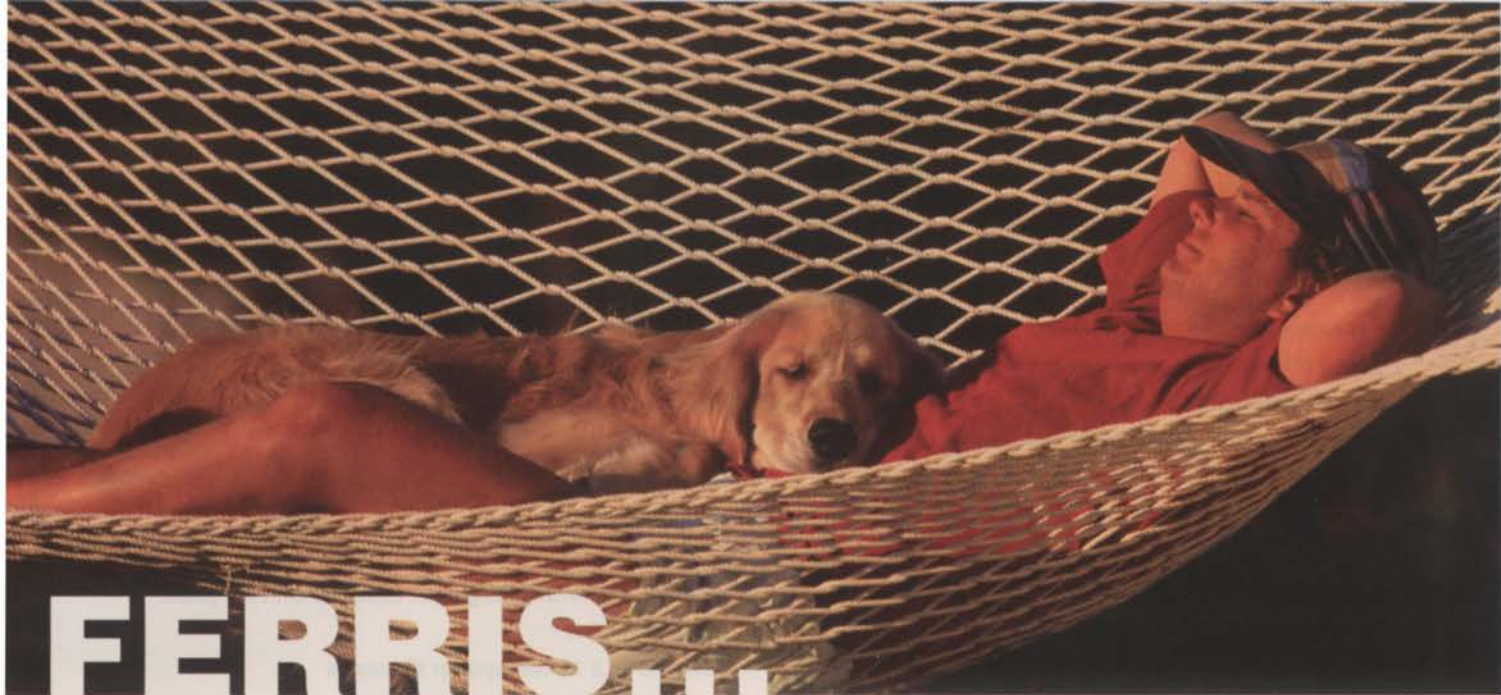


Encore X-TREME Z-Riders

- Offers 48-, 52- and 60-inch deck sizes
- Features bigger tires, heavy-duty pumps and wheel motors powered to mow at 10 miles per hour
- Designed for power and versatility
- Powered by 19-, 23- or 25-horsepower air-cooled Kawasaki engines or 20- or 25-horsepower Briggs & Stratton engines
- Encore Power Equipment – 800/267-4255, www.seriousred.com

Circle 212 on reader service card





FERRIS

What will you do on *your* day off?

“Ever since I started mowing with my Ferris IS® 3100Z, my weekend starts on Friday.”

Richard Hale • R.L. Hale Landscaping • Suffield, CT

Relax - enjoy it! You *can* because a Ferris mower will increase your productivity and take the pain out of mowing. Our patented suspension systems have been proven to help prevent fatigue when compared to non-suspension machines. Ferris owners have been able to increase their productivity by as much as 20%! If you mow for a living, that could be an extra \$1,000 in your pocket every two weeks, from each Ferris machine in your fleet!

And since our patented suspension systems allow the cutter deck to follow the contours of the landscape, you'll have a beautiful manicured finish every time.

Contact your local Ferris dealer for a demo today and experience the difference suspension makes!



www.FerrisIndustries.com/lawn • 1(800)933-6175

EverRide Warrior Zero-Turn Riding Mower

- Features tough clutch with 200 feet per pound of torque
- Offers pivoting front axle
- Includes 1.5-inch blade overlap to eliminate streaking
- Twin HydroGear BDP-16 pumps available
- Powered by a 26-horsepower Briggs & Stratton engine
- Available with a 60-inch cutting deck
- Tunnel deck has a 149-square-inch discharge area
- EverRide – 402/274-8600, www.everride.com

Circle 213 on reader service card



Exmark Phazer Zero-Turn Riding Mower

- Features a 34-inch cutting deck designed with the gated property in mind
- Powered by a 19-horsepower Kawasaki engine to mulch or side-discharge
- Designed with a low center of gravity
- Comes with 18-inch tires to further enhance stability
- Mulch kits are available on all models
- Also available with a 44-inch cutting deck
- Exmark Manufacturing – 402/223-6300, www.exmark.com

Circle 214 on reader service card



The Truly Nolen Franchisees are a Great Group of Professionals!



It is the culture that makes the system great!
Attitude - Marketing - Training - Support
To Discuss Adding on General Pest
Control Call Me Personally 800 458 3664

USE READER SERVICE # 79

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 # 80

ProScape

PennMulch. Seed Accelerator

When seeding 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



*Help give grass seed
a better start at life.*

PennMulch™ Seed Accelerator to the Rescue

without adding a single weed seed. 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 LLI096 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

USE READER SERVICE # 81

"We chose Hustler because of the speed, quality of cut, and because Hustler holds up to our mowing demands better than any other brand we tried. Also, we really love the way Hustler stands behind their product – customer service is very important to us."

Steve Miller, Top Cut Lawn Services, Lake Worth, Florida



HUSTLER

To try a Hustler for yourself, call now: 1-800-395-4757

hustlerturf.com



Steve Miller, Owner (Standing); Freddie Diaz, Account Manager

Ferris IS 2000Z Model Zero-Turn Mower

- Features Ferris' patented four-wheel suspension system
- Includes a 61-inch double-top 10-gauge deck
- Engine options include a 25-horsepower Kawasaki or 27-horsepower Kohler gasoline engine
- Drive train features high-capacity, fan-cooled hydraulic pumps and large-displacement wheel-motors
- Additional features include Roll Over Protection System with retractable seat belt, deck lift and flexible discharge chute
- Ferris Industries – 800/933-6175, www.ferrisindustries.com

Circle 215 on reader service card



Grasshopper True ZeroTurn 100 Series Mowers

- Feature 41- or 48-inch MidMount or DuraMax decks that side discharge or convert to optional mulching or vacuum collection using the same deck
- Operator station includes shock impact reduction system, low center of gravity and operator protection structure
- Cutting height can be adjusted from 1.5 to 4.5 inches
- Powered by a 20-horsepower V-twin gasoline engine
- Includes an adjustable beverage holder
- Has a 6-gallon fuel capacity
- Grasshopper – 620/345-8621, www.grasshoppermower.com

Circle 216 on reader service card



Gravely Extra Durability Zero-Turn Mower Line

- Feature a 30 percent overall increase in durability
- Available in 144, 148, 152 and 160 models of the Gravely 100 series and the 252, 260 and 272 models of the 200 series
- Improvements to the subsystems include ground drive, electrical, deck drive and deck
- Results in cooler hydraulic temperatures that result in longer pump and motor life and increased durability
- Improvement to electrical systems designed to eliminate corrosion and downtime
- Gravely – 920/756-2141, www.gravely.com

Circle 217 on reader service card



Great Dane Brutus Zero-Turn Riding Mower

- Features twin 12 cc hydraulic pumps
- Powered by a 25-horsepower Kawasaki or 27-horsepower Kohler engine
- Includes a 52- or 61-inch cutter deck
- Offers enhanced cutter deck baffling
- Other features include a simple frame and a cushioned, full-suspension seat with a retractable seat belt
- Great Dane – 402/274-8600, www.greatdanemowers.com

Circle 218 on reader service card

Carl Black

GMC Commercial Trucks

GMC
BUSINESS
CENTRAL

CARL BLACK GMC



**CALL THE WORLD'S #1 GMC
TRUCK DEALER FOR YOUR
LANDSCAPE TRUCK NEEDS!**

877-745-4500



NEW 2006 GMC W-3500 DIESEL

Auto, AC, CD, 16ft Landscaper Body,
Weedeater Rack, Watercooler Rack,
Shovel Rack, Folddown Side



NEW 2006 GMC W-4500 DIESEL

Auto, AC, CD, 12' Landscape Dump Body,
Side Door, Tow Package, Shovel Racks,
Wheel Barrel Rack, Aluminum Walk Ramp



NEW 2006 GMC C-5500 DUMP

Duramax Diesel, Automatic,
Crystel Deuce Dump Body,
Heavy Duty Hitch



NEW 2007 GMC W-4500 CREWCAB

Diesel, 18ft Van Scaper Body,
Automatic, AC, AM/FM



NEW 2006 GMC C-5500 4X4

Regular Cabs and Crew Cabs IN STOCK



NEW 2006 GMC C-5500 DUMP

300HP Duramax Diesel Allison Automatic
Transmission AC AM/FM Cassette



NEW 2005 GMC C-6500

25,950 GBW, 6-Speed Manual Trans, 7.8L,
215 HP, Duramax Engine, 18ft Dump Body,
5ft Sides w/Barn Doors, Tow Pkg, Tarp System



NEW 2007 GMC W-4500

190 HorsePower Diesel
Automatic AC AM/FM CD
19 Ft. Landscape Body



NEW 2006 GMC W-3500 DIESEL

Automatic AC AM/FM CD
Enclosed 18 Ft Landscaper Body
In Stock Ready to Go

USE READER SERVICE # 82

Financing available with approved credit. See dealer for details.

www.gmccommercialtrucks.com
email:sales@gmccommercialtrucks.com

Hustler Super Z Mower

- Features a top speed of 15 mph
- Offers the choice of a 64-, 60-, 66- or 72-inch XR-7 mowing deck
- High-capacity hydraulic pumps and wheel motors designed for reduced pressure and longer system life at high speeds
- Includes hydraulic oil cooler
- Has a 14.4-gallon fuel capacity
- Powered by a Honda, Kawasaki or Kohler engine
- Hustler Turf Equipment – 800/395-4757, www.hustlerturf.com

Circle 219 on reader service card



John Deere 757 Mid-Frame Z-Trak Mower with Mulch-on-Demand Deck

- Mulch-on-Demand Deck is a factory-installed option and allows operator to switch from side discharge to mulch mode by moving a lever
- Powered by a 25-horsepower horizontal shaft, air-cooled Kawasaki engine
- Includes either a 54- or 60-inch 7-Iron II mower deck
- Low-effort dial height-of-cut adjustment with foot assist deck lift system included
- Single tank holds 9.5 gallons of fuel
- John Deere – 800/537-8233, www.johndeere.com

Circle 220 on reader service card



demand more
innovation power
value performance

Demand more. Because good enough isn't good enough. Demand Maruyama. Because extraordinary quality, proven durability and superior performance still matter. Because commitment to service and support still count. Because we build the tools of your trade, the tools you depend on, everyday. Demand Maruyama. Because anything less just isn't good enough. All commercial outdoor power equipment is not created equal.

Maruyama. extraordinary.

PREMIUM OUTDOOR POWER EQUIPMENT
www.maruyama-us.com

PREFERRED SUPPLIER OF PORTABLE OUTDOOR POWER EQUIPMENT

UNIVERSAL Orlando

USE READER SERVICE # 83

I NEED A MACHINE THAT'S **DURABLE**,
RELIABLE AND THAT CAN TACKLE THE MOST
CHALLENGING LANDSCAPE!

I NEED A MACHINE THAT WILL
INCREASE MY CREW'S **PRODUCTIVITY**!

I NEED A COMPANY THAT **UNDERSTANDS**
WHAT I NEED TO GET THE JOB DONE!

I NEED GRAVELY!



GRAVELY



X-TREME TESTING ON ALL XDZ
COMPONENTS GUARANTEES THESE
MACHINES WITHSTAND EVERY
LANDSCAPE DEMAND.

WE RAISED THE STANDARD WITH
OUR DURABILITY TESTING BY
COMPARING 300% MORE
COMPETITIVE UNITS AGAINST THE
XDZ PLATFORM UNDER EXTREME
CONDITIONS.


THE RESULTS? WE INCREASED
DURABILITY BY AN INCREDIBLE
30% OVER OTHER ZERO-TURN
MOWERS!

GRAVELY.
EVERY LANDSCAPER'S DREAM!

WWW.GRAVELY.COM

SEE OUR NEWEST PRODUCTS AT EXPO 2006
BOOTH #1601!

USE READER SERVICE # 84

 **JP Horizons**
INCORPORATED

 **PLANET**
LANDSCAPE

© 2006 ARIENS COMPANY

Kubota ZD-PRO Line Mowers

- Available in 21, 25 and 28 horsepower
- Powered by quiet, low-vibration 3-cylinder liquid-cooled Kubota diesel engines
- Integral type twin hydrostatic transmission is hermetically sealed, requiring no maintenance beyond an occasional fluid change
- Seven-gauge steel-fabricated ZD-PRO deck offers cutting performance in all grass varieties and conditions
- Available in a 60- or 72-inch cutting width
- Kubota – 888/458-2682, www.kubota.com

Circle 221 on reader service card



Lastec 2861 AGC Zero-Turn Mower

- 61-inch commercial articulating rotary mower
- Features three fully articulating 21-inch decks
- Designed to eliminate turf damage and scalping
- Features a modular baffling system, allowing the deck to be a rear or side discharging deck that can be set up to mulch
- Has a height of cut range from 1 to 4½ inches and can be adjusted from the operator's seat
- Powered by either a 28-horsepower fuel-injected or carbureted Kohler engine
- Lastec – 317/892-4444, www.lastec.com

Circle 222 on reader service card



Massey Ferguson ZT29 and ZT33 Zero-Turn Mowers

- Feature a 3-cylinder, liquid cooled diesel engines in 29 or 33 horsepower
- Available with a 60-inch, standard 72-inch or high-volume 72-inch mower deck
- Offers leg room for comfort
- Built-in mower lift system designed to give easy access to the under side of the deck for servicing
- Tilt hood provides fast daily service checks
- Massey Ferguson – 800/767-3221, www.masseyferguson.com

Circle 223 on reader service card



RedHawk Hydro Drive Mower

- Cutting height ranges from 1½ to 4 inches
- Features dual hydro-gear integrated zero-turn transaxles 310-2600
- Includes a parking brake
- Holds 5 gallons of fuel
- Has quick tracking adjustment
- One-year commercial warranty offered
- RedHawk – 800/508-3246, www.redhawk-usa.com

Circle 224 on reader service card



TurnAer Steerable Aerator Line

- 30% more productive than standard aerators
- Now, aerate like you mow
- Two sizes to fit your needs
- For larger areas, maximize productivity with Chariot add-on



Traditional Aerator Line

- Simple, durable design keeps you running
- Solid steel axles and bearings for increased longevity
- Handlebar throttle for greater control
- Tow-behind models also available

Turfco—the *Direct* Answer for Turf Renovation

At Turfco® Manufacturing, we're the only family-run company focused on the turf renovation market—in fact, we've been making turf renovation equipment for more than 50 years. We are also the only company that sells direct to lawn care professionals like you. Because of our focus—and working directly with you—we offer the most innovative and serviceable products at the most affordable prices.

From direct access to our full line of products and service to direct access to people and resources—you get the *Direct* Advantage from the leader in turf renovation.

Edge-R-Rite™ II



- The ultimate in edging versatility
- Eliminate shovel work for edging installation

LS-20 Overseeder



- Seeds over 30,000 square feet per hour
- 1½" blade spacing for maximum germination

KisCutter™ Sod Cutter



- Cutting sod has never been easier
- Lower vibration reduces operator fatigue

TURFCO
direct

Order Direct: 1.800.679.8201

Visit us on the Web: www.turfcodirect.com

Ask for a FREE catalog.



SIERRA



"HIGHEST RANKED HEAVY-DUTY FULL-SIZE PICKUP IN INITIAL QUALITY."*

360 HORSEPOWER. 650 LB-FT. TORQUE. 0 COMPETITION.

GMC® SIERRA® 3500. WITH CLASS-LEADING HORSEPOWER AND TORQUE FOR DIESEL ENGINES.

There can only be one leader. And this one's as powerful as it gets. The GMC Sierra 3500 with an available DURAMAX™ 6600 diesel engine.[†] With best-in-class horsepower and best-in-class torque, it overpowers everything in its way. Competition included. Along with a new, improved 6-speed Allison® transmission,[§] the DURAMAX diesel also delivers outstanding towing capability. GMC Sierra 3500. Meets your highest standards. Has yet to meet its match. Visit WWW.GMC.COM or call 1-800-GMC-8782.



OnStar

*J.D. Power and Associates 2005 Initial Quality Study. †Based on a total of 62,291 consumer responses indicating owner reported problems during the first 90 days of ownership. www.jdpower.com. DURAMAX diesel engines produced between 9/26/05 produce lower horsepower and torque. ‡Available on 2500 HD and 3500 models. Call 1-888-4-ONSTAR (1-888-466-7837) or visit onstar.com for system limitations and details. OnStar is a registered trademark of OnStar Corp.

GMC

WE ARE PROFESSIONAL GRADE.®

Rich Mfg. Convertible

- Engine has been relocated from under the seat to the rear of the machine
- The seat pedestal has been lowered 5 inches
- Reconstructed position and size of the control arm allow for a more compact walk-behind and comfortable zero-turn rider
- Includes a quiet canister muffler
- Other changes include color, engine options, tire size, deck, lift system, foot rest contour and choke location
- Rich Mfg. – 765/436-2744, www.convertiblemower.com

Circle 225 on reader service card



Scag Turf Tiger Zero-Turn Rider

- Includes a 52-, 61- or 72-inch cutter deck
- Features 16 cc hydraulic pumps, auxiliary oil coolers, double tube steel main frame and a driveshaft-powered cutting deck
- Low center-of-gravity and wide stance provide positive traction and stability
- "Command-Comfort" operator station includes adjustable "Quick-Fit" steering levers and adjustable deck lift pedal
- Scag Power Equipment – 920/387-0010, www.scag.com

Circle 226 on reader service card



Snapper 3500 Pro Series

- Features a 57-inch wide track
- Powered by a 30-horsepower air-cooled Kohler V-Twin or 32-horsepower air-cooled Briggs & Stratton Vanguard engine
- Includes a 7-gauge welded steel frame and mower deck
- Reaches a forward speed of 10 miles per hour
- Twin 7-gallon fuel tanks included
- Snapper – 800/935-2967, www.snapperpro.com

Circle 227 on reader service card



Toro Z Master Diesel Mowers

- Powered by a 23-horsepower Kubota liquid-cooled diesel engine
- Included on 52- and 60-inch machines
- Feature a 12-gallon fuel capacity
- Reach a ground speed of 11 miles per hour
- Include an adjustable baffle that lets the operator fine-tune the performance of the deck
- Toro – 800/348-2424, www.toro.com/professional

Circle 228 on reader service card

AMERICA'S #1 LCF TRUCK. SINCE 1986.

\$750
LOYALTY AND
UPGRADE BONUSES NOW!



Isuzu trucks have been America's #1 selling low cab forward truck for 19 straight years for a lot of reasons. With their panoramic visibility and incredible handling, they easily get you around the tightest traffic.

And for 2006, our N-Series LCF diesel trucks offer even more productivity enhancing features and a premium 3-year/unlimited warranty. Visit us at www.isuzucv.com/ll or call 800-785-5445 ext. 2379 for full details.



Tilt/Telescoping
Steering wheel

Tachometer Standard
for Diesel Engines

Power Door
Locks Standard

Power Windows
Standard

Washer Fluid
Refill in Dash

Air Filter
Indicator



ISUZU
TRUCK

USE READER SERVICE # 87



Walker Riding Mowers

- Eight models are offered and range from 13 to 31 horsepower
- Gas and diesel engines are available
- Eleven mower deck sizes are available, ranging from the 36- to the 74-inch deck
- Include grass collection, side discharge or mulching capability
- All decks tilt up to 90 degrees for maintenance and compact storage
- Walker Manufacturing – 970/221-5614, www.walkermowers.com

Circle 229 on reader service card

Woods FZ- and MZ-Series Mow'n Machine Zero-Turn Mowers

- FZ-Series is powered by either a 21-horsepower Kubota liquid-cooled diesel engine, a 23-horsepower Vanguard gasoline engine or a 28-horsepower Kawasaki gasoline engine
- MZ-Series is powered by a 33-horsepower Generac industrial V-twin engine
- FZ-Series available in deck sizes ranging from 52 to 72 inches, while the MZ-Series features a 61- or 72-inch deck
- Both series offer a full-suspension seat
- Woods Equipment – 800/319-6637, www.woodsequipment.com

Circle 230 on reader service card

Wright Mid-Mount, Zero-Turning Radius Commercial Mower

- Nearly 3 inches lower than most mid-mounts
- Hydro drive pulley is mounted on the bottom of the engine drive shaft, allowing the pumps to be mounted lower
- Features a lower center of gravity
- The rear wheel motors can be moved in three different settings for proper weight balance with collection systems
- Available with 21-, 23- or 25-horsepower engines and 48-, 52- or 61-inch deck widths
- Wright Mfg. – 301/360-9810, www.wrightmfg.com

Circle 231 on reader service card



Yazoo/Kees Mid-Max Mower

- Series has expanded to include the ZMKH61251
- Features 11.2-gallon fuel capacity
- Full-floating cutting deck is constructed of 10-gauge steel with reinforced 7-gauge size skirts
- Offers a low center of gravity and wide wheel stance for increased stability and smooth performance
- Includes large pneumatic tires
- Ground speed reaches 9.5 miles per hour
- Yazoo/Kees – 877/368-8873, www.yazookees.com

Circle 232 on reader service card





CHANGING HEIGHTS? NO SWEAT.

WITH THE WRIGHT STANDER'S NEW RAPID HEIGHT ADJUSTMENT, YOU CAN CHANGE DECK HEIGHTS WITHOUT BREAKING A SWEAT. THAT'S WHAT IT MEANS TO RIDE WRIGHT.

Wright mowers are smaller, lighter, and more agile than the competition, so you get more done in less time.

You can handle changing conditions without changing mowers, and finish faster.

You can adjust deck heights for tall or short grass instantly, with a single lever—and without getting off the mower.



To cut different types of grass in sun and shadow, you have to change the deck height quickly and easily — because in lawn maintenance, time is always money.

Now, Wright's Stander RH™ and Sentar® mowers feature rapid deck height adjustment, controlled by a single lever. Combined with the speed and agility lawn maintenance professionals have come to expect from Wright's riding mowers, Wright's lever-action height adjustment can help you rise to any mowing challenge — and cut the competition down to size.

Power, performance, and a little excitement. That's the Wright way to mow.

WRIGHT STANDER



WRIGHT SENTAR



WRIGHT VELKE



USE READER SERVICE # 88

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.

Heads Up

The latest in spray heads and rotors may be heading to a lawn near you.

compiled by heather wood | web editor

Ewing MP Rotators

- Supplemental irrigation system
- Comprised of 8- to 30-foot rotators
- Multi-trajectory, rotating stream sprinklers
- Fits popular spray heads and shrub adaptors
- Offers matched precipitation even after arc and radius adjustment
- Ewing Irrigation – 800/393-9530, www.ewing1.com



Circle 232 on reader service card

Horizon TurfGro Pro Series Spray Heads and Nozzles

- Available in 2½-, 4-, 6- and 12-inch pop-up heights
- Feature 12 fixed-pattern nozzles
- Accept all standard female thread pop-up spray nozzles
- Flush cap helps ease nozzle installation
- Heads have a double-lipped wiper seal that ensures sand and debris are kept out of the body and seal
- Friction collar is designed to cut installation time and allow 360-degree adjustment on the piston
- Horizon – 866/887-3476, www.turfgro.net



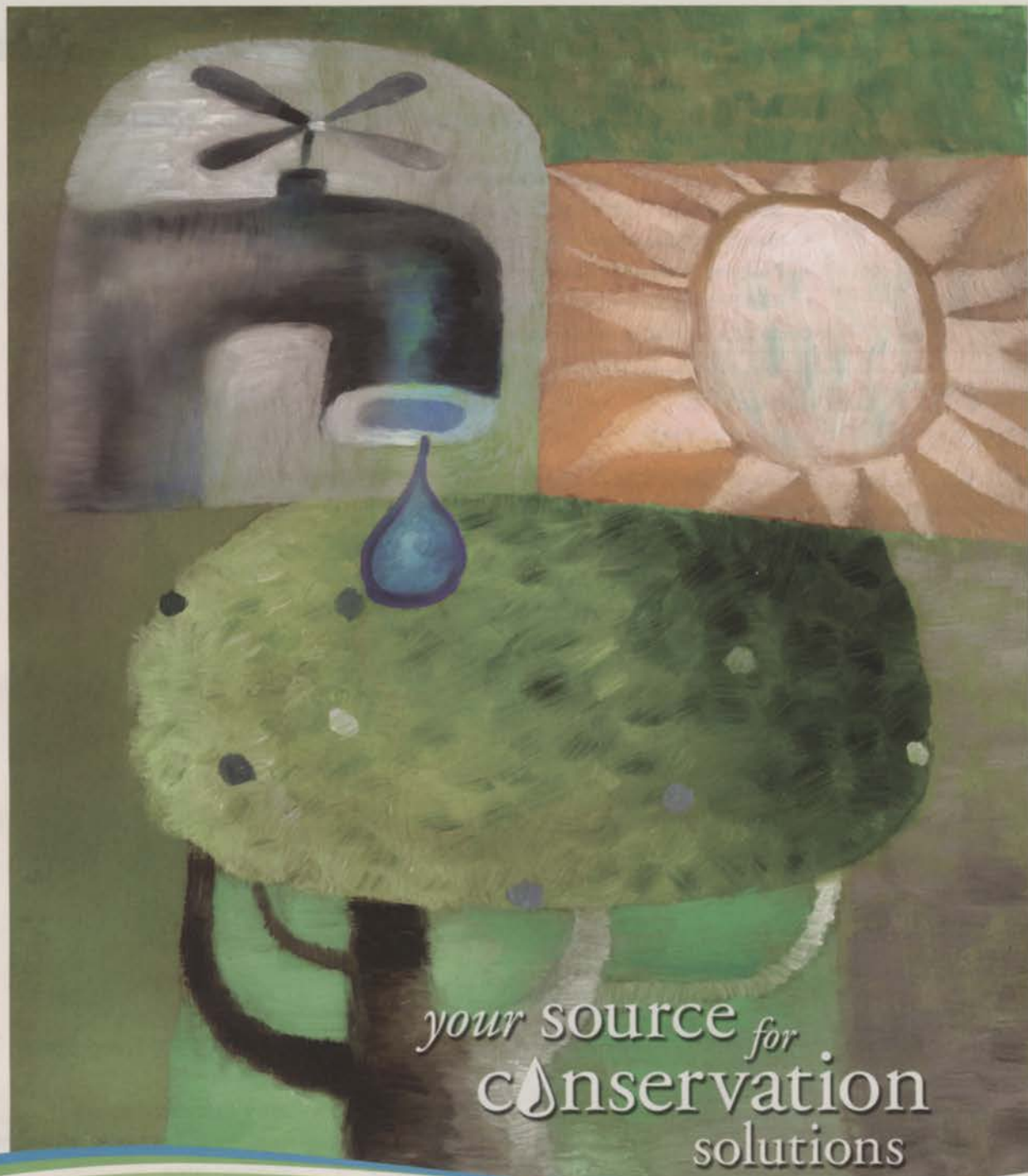
Circle 233 on reader service card

Hunter Pro-Spray Fixed-Pattern Nozzles

- Now available in popular arc patterns
- Feature the female-threaded design
- Radius ranges include 8, 10, 12, 15 and 17 feet
- Each includes a radius adjustment crew for fine tuning
- Color coding helps with radius identification
- Hunter Industries – 760/744-5240, www.hunterindustries.com



Circle 234 on reader service card



your source for
conservation
solutions

Ewing: Keeping you informed of the latest Water Management Products and Trends

Water availability will continue to be an issue we must face as we progress; water delivery systems and infrastructure can't keep up with development and population increases. With widespread drought and increasing government regulations contributing to the rising cost of water, conservation is the future of our industry. We are proud to serve as your local experts in irrigation efficiency, and will do our absolute best to keep you informed of local rebate programs, as well as keep you up-to-speed on the latest product technology from key manufacturers such as Hunter, Toro, Baseline, Calsense, MP Rotator, and Planter Technology. 800.343.9464 | www.ewing1.com





Rain Bird 5000/5000 Plus Pressure Regulating Stem Series Rotors

- 3/4-inch rotors with pressure regulating features in the stems
- Similar to 1800 PRS Series Spray Heads; require no extra pieces to be installed
- Ideal for projects where high pressure or pressure fluctuations are common
- Designed to efficiently distribute water
- Rain Bird – 800/724-6247, www.rainbird.com

Circle 235 on reader service card

NEW PRO LANDSCAPE™ VERSION 12 PREDICTS THE FUTURE WITH 100% ACCURACY

It's software so easy to use, you won't believe you waited this long. Specifically designed for landscape professionals, PRO Landscape enables you to sell, plan and bid more accurately and efficiently, all to improve your bottom line. With more than 12 years on the market, it's the most popular professional landscape design software available today. It's simple, it's profitable and it's power you've never had before.



Realistic Photo Imaging

Easy-to-Use
CAD

Professional
Proposals

Night & Holiday
Lighting



60 Day Money-Back Guarantee

drafix software, inc.

**PRO
Landscape™**

The Standard in Design Software For Landscape Professionals

www.lawnandlandscape.com/prolandscape

800-231-8574 or prolandscape@drafix.com

Sell Better • Plan Better • Bid Better

USE READER SERVICE # 90



Toro 570Z PRX Fixed Spray

- Offers an in-riser Pressure Regulator that maintains a constant 30-pound rating
- Promotes optional irrigation distribution and eliminates misting and fogging caused by excess sprinkler pressure
- Ideal for systems with high or varying water pressure
- Equipped with an X-Flow shutoff device that restricts water loss to removed or damaged nozzles
- Toro – 800/664-4740, www.toro.com

Circle 236 on reader service card



For when you want it gone and you want it gone fast

Customer callbacks – they're a part of the business. Did you spray these weeds? Why aren't they dying? These calls take time to answer – time you don't have!

Razor Burn™ is the new post-emergent, systemic herbicide that controls weeds quickly and easily in ornamentals, in bed maintenance, for crack and crevice treatments, brush and vine clearing and perimeter treatments. Visible results occur in 24 to 48 hours!

This unique liquid formulation is a great product for situations where mechanical efforts are not suitable or other herbicides don't provide the speedy visual results.

- The *complete control* of glyphosate combined with the *quick burndown* of diquat – visible results in as little as 24 to 48 hours
- Unique, liquid formulation is easy to pour, measure and mix and will not settle out in solution and is essentially non-volatile



- Squeeze-and-measure container ensures there is no waste and no worries about over-application that might lead to incomplete control
- Reduces applicator followup, creating more productivity and customer satisfaction

RAZOR BURN™

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

™ Razor Burn is a trademark of Nufarm Americas Inc.

Always read and follow complete label instructions.



Nufarm
Turf & Specialty

Home of Riverdale Brands



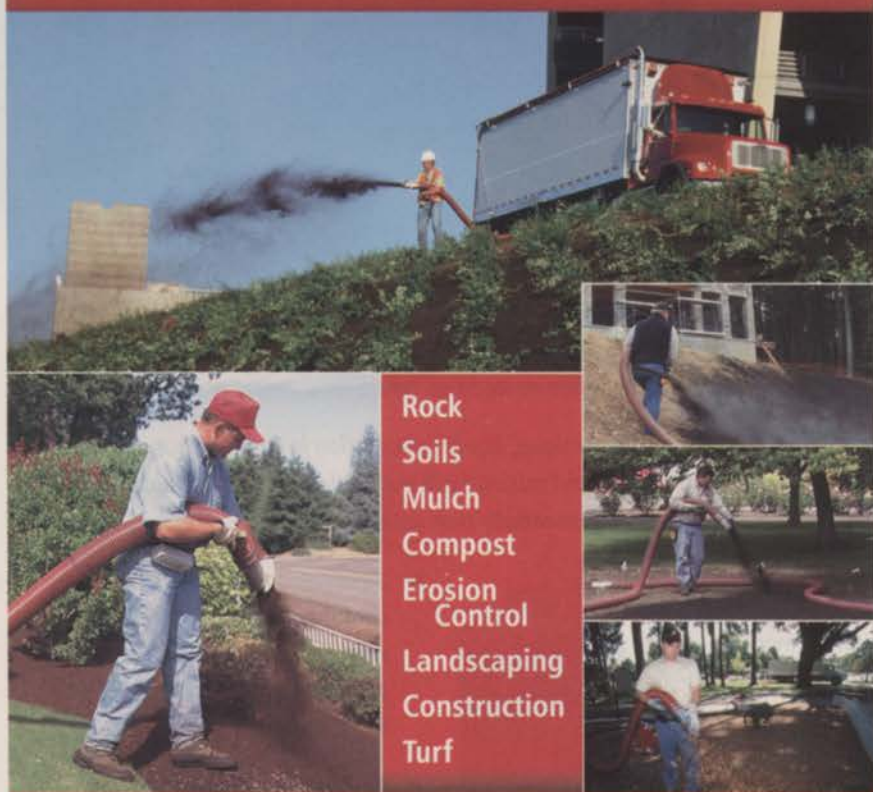
Walla Walla MP Rotator Strip Sprinklers

- Left, Side and Right Strip models available
- Feature matched precipitation even after radius reduction with head-to-head spacing
- Any MP Strip model can be used on the same zone with the MP1000, MP2000 or MP3000 and still maintain matched precipitation; offer improved uniformity and wind-fighting ability
- Feature adjustable right edges to fit curved strips
- Walla Walla Sprinkler Co. – 509/525-7660, www.mprotator.com



Circle 237 on reader service card

VERSATILE EQUIPMENT



Rock
Soils
Mulch
Compost
Erosion
Control
Landscaping
Construction
Turf

Capitalize on the Potential.

From the products applied to the markets served, Express Blower has the most versatile blower equipment available.



Express Blower, Inc.

Express Blower™ is a trademark, and the Express Blower design logo is a registered trademark of Express Blower, Inc.

1-800-285-7227
expressblower.com

USE READER SERVICE # 92



Weathermatic T3 Part Circle Rotor

- Features "point and shoot" arc adjustment for faster installation
- No tools are required to arc set the 40- to 360-degree adjustable head
- Available as a 4-inch pop-up or shrub model with a radius range from 23 to 61 feet
- Includes a nozzle rack with 14 options, including low angle and flow+ with up to 14.9 gpm
- Micro-filter provides contamination resistance in dirty water
- Weathermatic – 888/484-3776, www.weathermatic.com

Circle 238 on reader service card

1
2
3
5
9
12
18
19
24
30
31

AUGER 6 TREE HOLES
BRING 30" BIT



REMOVE
CONCRETE PATIO
& HAMMER
& BUCKET



INSTALL
IRRIGATION
SYSTEM AT
JOHNSON HOME

ATTACHMENTS NEEDED:
* BACKHOE
* TRENCHER
* VIBRATORY PLOW



Less does more.

The Toro® Dingo® compact utility loader helps you do more work in less time.

With more than 35 attachments that can be changed in seconds, manual labor and equipment costs aren't the only things it saves. The light footprint of Toro's wheeled and tracked models minimizes damage to existing landscapes. Call 1-800-DIG-TORO for a demonstration, or visit toro.com/dingo.

USE READER SERVICE # 93

© 2006 The Toro Company

TORO

Count on it.



A true team player.

In one efficient pass, the RotaDairon® Soil Renovator™ accomplishes what other machines only claim to do: save you time and money.



Take care of your business.

The RotaDairon® vertical cut dethatcher performs double duty as both a dethatcher and spiker. Its flexibility and patented blade fitting/removal system make this machine a must-have for turf maintenance.



For more information,
call 800.554.4863,
fax 570.602.3053

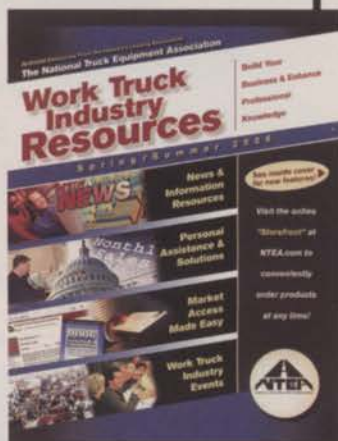
or email rotadaironemrex@aol.com.

USE READER SERVICE # 94

National Truck Equipment Association Industry Resources Catalog

- Complements the association's online "storefront"
- Describes products including buyer's guides and directories; news publications; business management and market data services; training guides and technical and vehicle certification resources
- Features new products including the Sales, Productivity, Earnings and Quality Plan Manual
- Outlines NTEA services
- NTEA - 800/441-6832, www.ntea.com

Circle 239 on reader service card



FINN BB705 Bark Blower



- Uses a trailer-mounted design
- Can be customized with a seed injection system or front conveyor
- Includes a 4.5-cubic-yard hopper
- Hopper is integrated with a time-tested blower, specially designed rotary airlock, upgraded floor drive shaft and increased gear capacity
- Powered by a 71-horsepower engine
- Includes 140 feet of 4-inch hose
- FINN - 800/543-7166, www.finncorp.com

Circle 240 on reader service card

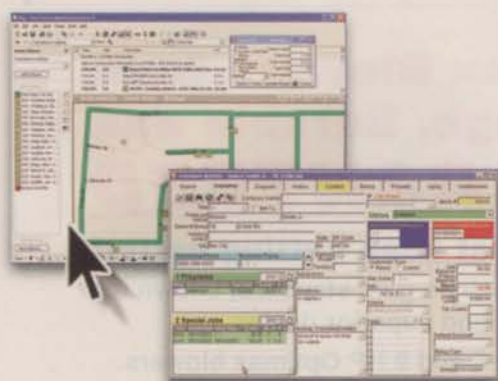
McLaren NU-AIR TYRE Series Pneumatic Tire Technology



- Designed to provide a cushioned ride even in harsh working environments
- Features strategically placed holes designed to create the proper cushioning
- Tire does not flatten
- Made from heavy-duty rubber compounds
- Average life expectancy is 1,000 hours
- Ideal for skid-steers and backhoes
- McLaren - 800/836-0040, www.mclarenindustries.com

Circle 241 on reader service card

Providing The Most Powerful Suite of Tools to Manage and Grow Your Business



SOFTWARE

LA.Net
•
Lawn Assistant III
•
Mapping Assistant



TOOLS

Pocket LA.Net
•
GPS Truck Tracking
•
Handheld Data collection



SERVICES

Mailing Services
•
Marketing List Creation
•
Custom Printing



REAL GREEN SYSTEMS

ph: 1-800-422-7478 • fax: 248-360-5285

www.realgreen.com



Jungle Labs Pond Fizz Tabs

- Pre-measured tabs that use fizzing action technology to deliver treatment doses to ponds
- Each tablet treats 50 gallons of water
- Tabs include specific treatments for water conditioning and water shading, water clarification, fungus, parasites and ick
- Features Pond Oxy Clear, which has potassium permanganate to help eliminate harmful organics
- Jungle Labs – 800/357-7104, www.junglepond.com

Circle 242 on reader service card



Gempler's E-track Tie-Down System

- Can be used on any trailer
- Includes vertical and horizontal steel with 1/4-inch diameter holes that can be mounted or welded
- Both tracks are 4 inches wide and 2 to 5 feet long
- Colors include green, gray and galvanized
- Straps use rings and snap-in fittings
- Tie-downs are made from heavy-duty polyester webbing and have extra-wide ratchet handles
- Gempler's – 800/382-8473, www.gemplers.com

Circle 243 on reader service card

**UP to 30%
MORE
POWERFUL!**



**LITTLE WONDER®
OPTIMAX**
MAXIMUM OUTPUT BLOWER

To Find a Local Dealer

Call Toll-Free

1-877-596-6337

www.littlewonder.com

1028 Street Rd.

Southampton, PA 18966

The NEW Optimax Blowers from Little Wonder® are Tough, Durable and **GUARANTEED**

The best walk-behind blowers just keep getting better!

Little Wonder blowers are the industry's gold standard, known for unmatched leaf-blowing efficiency and superior design.

Now introducing the Little Wonder 8 and 9 HP Optimax blowers.

30% more powerful in moving leaves and stubborn debris.

Now it's easy to acquire the industry leader. We are so confident in our new Optimax blowers, that:

If You Don't Like It... We'll Buy It Back!

And why not? Besides the functional, ergonomic design and superlative engineering, these hurricane-force blowers are made of tough, durable solid steel. Use them in all climates and conditions and they'll perform!

Besides this fabulous guarantee, the Optimax blower comes with a **5-YEAR** warranty. All of the details are available at www.littlewonder.com or by contacting a Little Wonder dealer near you.

Professionals Demand Little Wonder... Shouldn't You?

USE READER SERVICE # 96

ProScape Confront®

Fall is the ideal time to control turf weeds. Forget about mixing, spraying and worrying about weather conditions. Simply spread Confront right from the bag to control a wide variety of weeds. Use the same reliable ProScape 19-2-9 Confront you have always used, or for residential Turf try our new 19-0-6 Confront 3! Either way you can



*New Confront Dimension
coming Spring 2007!*

Announcing ProScape Confront Dimension for Spring 2007!

forget about call-backs too! It's never too early to plan ahead for Spring! Our new Confront Dimension combination is the ultimate flexible and labor saving way 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. For a **FREE** copy of our weed ID booklet visit www.LebanonTurf.com/promotions and enter coupon code LL3096.

LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

Confront is a registered trademark of Dow AgroSciences LLC



EdgePro Ultra™

PVC Landscape Border System

**The sleek look
of metal edging with
the advantages of PVC!**

- » High-end, finished look
- » Competitive price
- » Versatile anchoring options
- » Will not rust, crack, rot, or deteriorate due to weather
- » Custom-designed connectors

EdgePro® -Exclusive!

Click & Lock Connectors

Custom-designed connectors click into the track system, locking pieces together without unsightly overlapping or nesting of edging pieces.

Spike Anchoring Adaptors

Innovative spike anchoring adaptors slide into the track system, holding 3/8 inch diameter steel landscape spikes and allowing for optimum versatility with spike placement.

DIMEX

MANUFACTURED BY DIMEX LLC
1.800.EDGEPRO | 1.800.334.3776

28305 St. Rt. 7, Marietta, OH 45750

PH: 1-800-334-3776 FAX: 1-740-374-2700 www.edgepro.com

USE READER SERVICE # 98

products



ALLSCAPE 2006 Catalog on CD

- Interactive, full-line catalog on CD-ROM
- Provides a comprehensive overview of ALLSCAPE
- Users can access product and specification information by selecting an icon that represents a product category
- Categories include specified landscape, step light, low level, flood light, building mount, architectural and area lighting
- Allows access of the company's 3dOP software program at no charge
- ALLSCAPE – 800/854-8277, www.alllighting.com

Circle 244 on reader service card

Husqvarna Protective Apparel Powerkit

- Available in two different versions for contractors
- Kits include protective helmet systems, work gloves, protective glasses and a lanyard
- One kit is ideal for situations where there may be falling branches or debris; the other is for a variety of cutting projects
- Additional information is available in a downloadable instruction manual
- Husqvarna – 706/826-6900, www.husqvarna.com

Circle 245 on reader service card



RZI Tree Watering Bank

- Individually released water chambers only need to be refilled once every three watering cycles
- Conserves water by dripping directly into the root ball
- Decorative and durable
- Theft-deterrent eye bolt provided
- Effective way to introduce mycorrhizal, fertilizer or other soluble products into soil
- Removable cap provides access to the inside
- RZI – 800/704-0893

Circle 246 on reader service card



ISUZU

ISUZU

ISUZU

ISUZU

ISUZU



ADOBE

EQUIPMENT

COMMERCIAL TRUCK CENTER

FORMERLY KNOWN AS KELLEY COMMERCIAL TRUCK CENTER



OVER 200 TRUCKS IN STOCK



2006 ISUZU NPR

Auto, A/C, 6.0L 300hp.
Pwr Windows & Locks
16ft Landscape Body

\$454 MO
48 MONTHS



2006 ISUZU NPR Diesel

Auto, A/C, 14ft Dovetail

\$564 MO
48 MONTHS



2006 ISUZU NPR DIESEL

Auto, A/C, 16ft Landscape Body

\$518 MO
48 MONTHS



2007 ISUZU NPR CREW CAB DIESEL

Auto, 16ft Landscape Body

\$36,641

**Ask Us About
Our Used Truck
Inventory**

2006

**WE SHIP
ANYWHERE!**

IS THE YEAR TO PURCHASE YOUR TRUCKS

Due to more stringent emission laws on commercial vehicles, the price of trucks produced after January 1st 2007 will increase \$3,000 to \$5,000.

Dont wait, order your trucks now and beat the rush!!!!

1-800-543-5109 OR 770-496-1000

FAX: 770-270-6774

email: TKPisciotta4@aol.com

www.adobetruks.com

"Call our Parts Department for Overnight Nationwide Shipping"

ISUZU

ISUZU

ISUZU

ISUZU

ISUZU

Shindaiwa M-Series Attachments

- Two attachments available: AHS short shaft articulated hedge trimmer and PS short shaft pole pruner
- Designed to fit the Shindaiwa M2510, M231 and M230 multi-tool systems
- Features a positive coupler design for quick changing
- Ideal for applications where tight maneuvering is essential
- Shindaiwa – 800/521-7733, www.shindaiwa.com

Circle 247 on reader service card



THE BOSS Snowplow Sight System

- Allows operators to align their plows on the first try
- Can be used from the truck cab
- Drivers can use the site system and then drive right into the plow
- Standard on BOSS snowplows for the 2006 season
- THE BOSS – 800/286-4155, www.bosspow.com

Circle 248 on reader service card



Hannay GH 1100 Portable Hose Reel

- Ideal in applications requiring the transport of hose
- Features a steel handlebar, a one-piece foot and heavy-duty rubber-tired wheels
- Handlebar is detachable for ease of transportation and storage
- Camlock brake device is used to brake the reel
- Lifetime bearings and adjustable tension control included
- Hannay Reels – 877/467-3357, <http://go.hannay.com/IND>

Circle 249 on reader service card



3 Generations, 54,000 Jobs, 630,000 Holes...



The Semmerling Family, Security Fence, Greenville, WI
From left to right: Mark, Wayne Jr., Wayne Sr., and Ed Semmerling

...and Still Going Strong.

After 60 years in the fencing business, the Semmerling family knows something about long-lasting equipment. That's why they've relied on Little Beaver earth drills for more than 30 years. Little Beaver has been there for them, generation after generation.

"We use Little Beaver because they're easy to operate, easy to maintain, and they are extremely long-lasting."

"The best features of Little Beaver are: lightweight, durable and very affordable."



"One of the main benefits we receive from using Little Beaver products is the portability of the machines. You can get the machine around tight areas, such as flower beds and gardens."

"We've received great ROI from Little Beaver equipment purchases."

"Little Beaver is for us because it's a good company, has good service, and has great people."

—The Semmerling Family



Little Beaver, Inc. P.O. Box 840, Livingston, TX 77351
www.littlebeaver.com • sales@littlebeaver.com • 800-227-7515

Eliminate Water Waste with WATERMARK

Control any Irrigation System by soil moisture

SAVE WATER, MONEY, ENERGY & FERTILIZER

IRRIGATE ONLY WHEN NECESSARY

GROW HEALTHIER LANDSCAPES

No Maintenance – Simple to Install!



IRROMETER

BOX 2424, RIVERSIDE, CA 92516
951-689-1701 • FAX 951-689-3706
www.irrometer.com

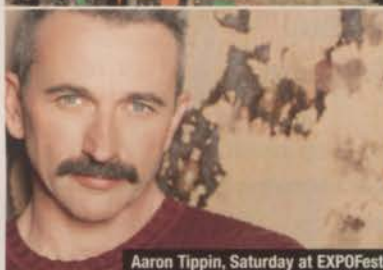
USE READER SERVICE # 100

USE READER SERVICE # 101

EXPLORE THE GREAT OUTDOORS.



Aaron Tippin, Saturday at EXPOFest



The Marshall Tucker Band, Friday at Rocktober



free concerts sponsored by ariens company and briggs & stratton

THE ONLY INDUSTRY SHOW WITH INDOORS AND OUTDOORS ALL IN ONE PLACE

EXPO 2006 is your opportunity this year to compare outdoor power equipment, supplies and accessories of key manufacturers, indoors and out for three full days. Seminars and Q&A sessions will show you how to profit from your opportunities. Find the products, services and contacts that will help you grow this year.

Register Online
for your chance to win a
Ferris single hydro-drive
walk-behind mower.

Sponsored by
Ferris Industries



October 6-8, 2006 | Louisville, Kentucky
(800) 558-8767 | www.expo.mow.org

EXPO

The International Lawn, Garden
& Power Equipment Exposition

2006

POWER. KNOWLEDGE. GROWTH.

USE READER SERVICE # 102

Oetiker 1-Ear Clamps with Mechanical Interlock



- For use on irrigation systems with black polyethylene pipe
- Designed to be easy to install with a pair of pincers
- Reinforcing dimple in the clamp ear builds a spring action into the clamp band to remain tight under pressure
- Will maintain its tension against vibration and pressure surges
- Pincers are also available
- Oetiker – 800/959-0398, www.oetiker.com

Circle 250 on reader service card



QuickBooks Easy Estimate Software

- A stand-alone application
- Organizes all estimating information in one place
- Includes proposal and job estimate templates to save time
- Designed to help the contractor create an organized proposal faster
- Intuit – 800/446-8848, www.intuit.com

Circle 251 on reader service card

Growing **YOUR** Business is **OUR** Business



Advanced Nurseries is a **commercial wholesale nursery**. We intend to help you grow **your** business it's as simple as that!

We have been in the **nursery industry** in the Southeast over the last **16 years** and understand the entrepreneurial spirit of our customers.

We intend to deliver the same spirit as a wholesale supplier.

CALL US TOLL-FREE 866-901-0970

Headquarters ~ 755 Union Hill Road ~ Alpharetta, Georgia 30004
Visit us online at www.advancednurseries.com

WIN FREE

PRODUCTS!

THIS MONTH, WIN A HENRI CONCRETE FOUNTAIN FROM L.R. NELSON!

The Henri Concrete Line

- The highest quality stone products
- Fountains, pots, benches & statuary
- Unique designs
- 19 different finishes to choose from
 - 15 standard finishes
 - 4 relic stains
- Over 30 years of experience
- Great addition to any landscape project!

Tradition of excellence handed down from its founder so many years ago!

www.lrnelson.com



ENTER TO WIN!

Go to www.lawnandlandscape.com/sweepstakes/contestdetail.asp

Lawn&Landscape.com

SWEEPSTAKES

- **Daily News**
- **Archived Magazine Articles**
- **Message Boards**
- **Current MSDS/Labels**
- **Sign Up for Your Personalized My Lawn&Landscape Account**

Questions?

Call 800/456-0707

More Software Tools Period

Hardware:

Check Reader - automatically reads your customer's checks for quick receivables.

CLIP Connect - Use your Nextel or other phone for live, real-time route sheets. See what customer is being serviced.

CLIP Trak - Instantly know where your trucks are, then have this data automatically download into **CLIP** via GPS.

Erouter - go paperless and send your crews out with Palms that have the day's work on them.

Bill on website - your customers can view their bills on the web.

Bar Code Scanner - print bar coded sheets for the crews and scan as they get to each property.

Software Links:

Links with MapPoint - automatically route all your customers on the map.

Links with Microsoft Word and Excel - Make estimates and letters inside the customer's file.

Link with Scanner - Save the signed contract right inside the customer file.

Language Translation - Route Sheets notes print in Spanish and Portuguese.

Links with Microsoft Outlook - Send email to customers from within the **CLIP** program.

Links with QuickBooks Pro - Send all billing data directly to QuickBooks.

CLIP Software:

- Bill from **CLIP** or QuickBooks.
- Up to 15 ways to schedule jobs.
- Store photos in customer record.
- Contact Management System.
- Do billing in minutes not hours.
- Employee Tracking.
- Chemical Tracking.
- Landscape/construction estimating and tracking.

What does all this mean for you? You can spend less time in the office doing paperwork and more time running the company. **CLIP** has been around for over 20 years. There is a reason why 2 BILLION dollars are run through **CLIP** each year.

www.clip.com **CLIP**

Call **800-635-8485** for more information

USE READER SERVICE # 104



Xytext™

broad-spectrum, systemic insecticide

Xytext contains

MERIT®

Xytext™ combines the performance and predictability of Bayer's **MERIT®** insecticide with Rainbow Treecare Scientific's commitment to providing powerful tools and protocols to those who care for the health of trees. The result is the most comprehensively supported and highest performing set of insect control tools available.

INSECTS CONTROLLED

Adelgids, Aphids, Borers(including: Bronze Birch Borer, Emerald Ash Borer, Asian Longhorn, Eucalyptus Longhorn), Elm leaf beetles, Japanese beetles, Lace bugs, Leafhoppers, Leafminers (including: Birch, Elm, Citrus, Boxwood), Mealybugs, Pine tip moth, Psyllids, Royal palm bug, Sawfly larvae, Scale insects (soft scales), Thrips, Whiteflies, White grubs

ACTIVE INGREDIENT

imidacloprid - a broad-spectrum, systemic insecticide in the chloronicotinyl chemical class. It blocks receptor sites in the insect's nervous system and disrupts internal transmission of messages. Insects ingest imidacloprid and quickly stop feeding and then die.

For Product and Research Information

1-877-ARBORIST

www.xytext.com



©2006 Rainbow Treecare Scientific Advancements. Xytext is Trademarks of Rainbow Treecare Scientific Advancements. Merit is a registered Trademark of Bayer Environmental Science.

USE READER SERVICE # 105

products

PBI/Gordon Surge Herbicide



- Recently approved for use in California
- Water-based amine formulation for weed control in warmer weather
- Contains protox inhibitor technology
- Designed to knock out spurge and other warm-weather weeds including knotweed, plantain, oxalis, clover and dandelion
- Injury symptoms are visible in 24 to 48 hours
- PBI/Gordon - 800/821-7925, www.pbigordon.com

Circle 252 on reader service card

Cleary Chemical TriStar 30SG Insecticide



- Easy mix formulation
- Designed to be more convenient for small volume users
- Effective against the same pests as TriStar 70WSP
- Cleary Chemical - 888/524-1662, www.clearychemical.com

Circle 253 on reader service card

Kawasaki Backpack Blowers



- Three new models: KRB650B, KRB750A and KRB750B
- Model engines range from 45.4 to 64.7 cc
- Feature more precise throttle control
- Include paper air filters; low noise
- Clean exhaust emissions meet California Tier II and EPA Phase 2 standards
- Kawasaki - 877/529-7297, www.kawpowr.com

Circle 254 on reader service card

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 Largest Classified Section.

We offer the industry's lowest costs! Be seen in both *Lawn & Landscape* magazine and on www.lawnandlandscape.com for one low 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 Bonnie Velikonya at 800/456-0707 or bvelikonya@gie.net.

Business Opportunities

ARE THE ROOTS OF YOUR BUSINESS DYING?

Revive them with the #1 Natural Organic-Based Lawn Care Opportunity!

- Proven Marketing Accelerates Growth
- Differentiate Yourself Using Proprietary, Organic-Based Fertilizers
- Successful Training Tools and Programs
- Over 18 Years of Success

We can make it easy for you to join the Leader in Organic-Based Lawn Care.

Call Marcus Peters at:
800-989-5444



THE LEADER IN ORGANIC-BASED LAWN CARE™

www.nl-aamer.com

© 2006 Natural Lawn of America, Inc. All rights reserved.

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

Business Opportunities

LAWN PROFESSIONALS -- TAKE NOTICE --

Are you interested in **MAKING MORE MONEY & HAVING MORE FREE TIME?** The information contained in our manuals and the templates on our CDs are being used every day in our lawn service and by hundreds of your peers throughout the United States & Canada. We don't just talk the talk, we **WALK THE WALK!** Our lawn service was rated as a **TOP 10** service in August 2002. Our manuals and CDs include proven techniques for Bidding, Service Agreements, Estimating, Snow & Ice Removal, Marketing, Advertising, Selling, Letters for Success, Telephone Techniques, Employee Policy & Procedures and more.

Pricing from
\$24.95 to
\$47.95



LET US HELP YOU EARN WHAT YOU DESERVE!

PROFITS UNLIMITED Since 1979
Call 800-845-0499 • www.profitsareus.com



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



SELLING YOUR BUSINESS?

FREE
APPRAISAL

NO BROKER
FEES

Professional Business Consultants



Merger & Acquisition Specialists

Professional Business Consultants can obtain purchase offers from qualified buyers without disclosing their identities. Consultants' fees are paid by the buyer.

CALL:

708/744-6715

FAX: 508/252-4447

Taking Your PROFITS To The Next Level

Synthetic Golf Greens Voted,
"The #1 Profitable Service Idea Of 2006"



Reasons To Call Us:

- Huge Profits - Up To 60%
- Online Advanced Training
- Utilize Existing Equipment
- An Easy Add-On Service
- Upsell Existing Products
- Greens Sell More Landscapes

FREE VIDEO

800-334-9005

www.allprogreens.com



GOLFscapes

SELLING OR BUYING A FLORIDA BUSINESS

>> Call Today <<

FLORIDA BUSINESS OPPORTUNITIES
941/366-1500

www.FloridaBO.com

Dale Tindall, Lic. Broker

Flbizops@aol.com

- Free Business Appraisals
- Exit Strategies
- No upfront fees
- CONFIDENTIAL

Lawn & Landscape Professionals

Business for Sale

APPLICATING/LAWN MAINTENANCE COMPANY

Located in the Beautiful Rocky Mountains! Owners retiring after 15 years in business. Well established company in a booming & fast growing market. Good quality equipment-Excellent Reputation-many multi year contracts. Owner will help train. Lawn Spray-Tree Spray-Deep Root Feed-Pest Control-Noxious Weeds-Lawn Mowing/Irrigation maintenance program. Gross over \$500K/ in 7 months.(May - October.) Serious Inquires only. Call (970/904-1890)

WANTED BUYER WITH GREEN THUMB!

Profitable top ranked franchised lawn and tree care business for sale in Washingtonville, Monroe, Cornwall New York annual revenues of 330k. Tremendous potential. Own your own business. Ongoing training and support..all inclusive. Contact laurelcompanies@aol.com for buyers prospectus.

KUBOTA DEALERSHIP FOR SALE

EXCELLENT MARKET AREA
DIVERSIFIED CUSTOMER BASE
THERE ARE TWO GROUPS OF DEALERS
- KUBOTA DEALERS AND DEALERS THAT
WANT TO BE KUBOTA DEALERS
SERIOUS BUYERS ONLY PLEASE
REPLY WITH STRICT CONFIDENCE
P.O. BOX 153
CHAPMANBORO, TN 37035-0153

GULF COAST OF FLORIDA

Lawn & Landscape Companies For Sale

City		Gross	Net
St. Pete	Irrigation	1.5m	280k
Sarasota	Sod Co.	1.6m	288
Sarasota	Landscape Supply	1.0m	282
Naples	Commercial Lawn	950k	191
St. Pete	Commercial Lawn	660k	270
Ft. Myers	Landscape	6.2m	800
Sarasota	Landscape Design	325k	150
Ft Myers	Full line Landscape	2.8m	710

www.FloridaBO.com

FLORIDA BUSINESS OPPORTUNITIES 941/366-1500

Email: flbizops@aol.com
Dale Tindall, Lic. Broker

Profitable 12 year old Landscape / Irrigation construction company in southwest Missouri for sale. Includes 300 sprinkler system service accounts, equipment and work backlog. Current owner will help with smooth transition. Hard assets of equipment and trucks equal \$200,000. Business grosses \$750,000 and cash flows around \$150,000. Excellent opportunity for relocation to a growing area. Price is firm at \$300,000 with option to buy building and property. Serious only respond by email to libiz4sale@yahoo.com

200 Acre Sod Farm 90 miles E of Chicago
50x170 bldg with offices
2-40x80 bldgs w/shops - 2 homes
Sand Sod inventory/Machinery
Serving major athletic fields 269/695-5505

LANDSCAPING BUSINESS - Fairfield Co., CT

\$1,600,000 gross, \$370,000 net, \$750,000 asking
25+ years in business, residential & commercial accounts
Michael Sukhman, SKYLINE EQUITY, (212) 286-4023

For Sale: Thriving lawn fertilizer service considering offers to purchase our company. We have an excellent reputation in Lake, Geauga and Cuyahoga Counties among others in Ohio. Annual sales \$450,000.00. Contact Lisa 440/413-4169.

Located in the Florida lower keys, a well established 27 years yard maintenance, Lethal Yellowing tree injection business, has mobil license \$125,000, available home on secluded acre with storage area 1.0 million. Contact owner Chris 305/872-9659.

Elliott Irrigation Co. Inc. for sale. Rated top 10% in country. Located in Birmingham Alabama. Family in business since 1962. Full details at www.elliott4sale.com. Great opportunity.

Florida Lawn & Landscape Businesses for Sale
\$130,000 to \$3.7 Million
CIBB, Inc.
239/936-1718
email - cibb@cibb.net www.cibb.com

LAWN MAINTENANCE - FOR SALE

Reputable business - Summerlin, Northwest, Southwest Las Vegas with multi-year customers. Quality new and well-maintained equipment: multiple hydrostatic mowers, blowers, line trimmers, hedge trimmers, chainsaws, irrigation tools and supplies, and trailer with steel cages. \$60,000.00 Option to buy 2003 F-350 diesel dually with new tires, well maintained.
Serious inquiries: 702/240-6661

Organic based lawn care company in Louisville, KY.

Eleven years old with very loyal customer base (mainly residential). Owner willing to stay on as a consultant. For information call (502) 412-0404.

LANDSCAPE BUSINESS LIQUIDATION

Excellent reputation with Arizona contractor and resale licenses. 15 year business located in booming housing market area (Phoenix metro). Current gross \$150,000 + or - unlimited potential. Truck, tools, clients, suppliers, sub-contractors, etc. **Retiring Just Reduced to 30K**
Contact Raymond at 480/963-5018.

Business Wanted

WANTED TO PURCHASE

Chemical lawn & tree care companies, any area reply in strict confidence.
laurelcompanies@aol.com

For Sale

kbKUBOTA.com

FAST
DELIVERY ON
Kubota PARTS

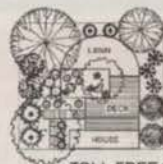
Order Parts at kbKUBOTA.com or call toll free at...
1-877-4KUBOTA

This website "kbKUBOTA.com" is operated by Keller Bros. Tractor Company, an authorized dealer of Kubota Tractor Corporation since 1972.

Kubota

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.



LANDSCAPE DESIGN STAMPS

Rubber stamp symbols of trees, shrubs, plants, rocks, pavers, ponds, and more. Easy to use. CHECK OUR WEB SITE
www.americanstampco.com

AMERICAN STAMP CO.

TOLL FREE 877-687-7102 Local 916-687-7102
Call Tue, Wed or Thur 8-4:30 PM Pacific Time for Info.

INDIANA MULCH BUSINESS and TRUCKS FOR SALE



1995 Volvo Express Blower EB 60 \$130,000



2000 Kenworth Express Blower EB 60 \$190,000

All options too numerous to mention. Ready to spread mulch, seeding and erosion control. All upgrades and updates done, in excellent condition and very productive units. Turn-key profitable Indiana blowing business and accounts available for a small amount more. Call (260) 615-0325 or email mulchworx@verizon.net

BARK BLOWER

Finn 605, Like New, 38 hours, 4.5 cu. yards. hopper capacity, remote control, roll away tarp & more.
For information or photos please call
913/764-3300 or
e-mail office@grassrootsinc.com

For Sale

TrakMats™

Ground Cover Mats for Professionals



- * Tough, Lightweight
- * Cleats for Traction
- * UV protected
- * Light color prevents burnt grass
- * Hand cutouts for lifting

800-762-8267

SVE Sales, Inc. www.trakmats.com
Charlotte, NC 28216 email: sales@trakmats.com

ATMAX WHEELMAX SOD INSTALLER, MODEL 300, ONLY 165 HOURS, LIKE NEW. WILL HANDLE 48" WIDE ROLLS, QUICK AND EASY TO OPERATE. FEEL FREE TO CONTACT NICK AT ATHLETIC FIELDS, LLC @ 866/287-4763.

BCS Lombardini

Walk-Behind Rotoroller. 5-Speed Diesel.
\$2,500 O.B.O. Tel. 760/772-1194

Tree Moving Equipment: Red Boss tree spades, Tree Boss, Tree Tie, Tree Planters.
Call Tree Equipment Design at 877/383-8383.
info@treeequip.com. www.treeequip.com.
Made in USA.

FORMS AND DOOR HANGERS. Invoices, proposals, work orders and more. Fast service and low minimum quantities. Order online and save. 4WorkOrders.com Shorty's Place in Cyberspace. 800/746-7897.

SUPER LAWN TRUCKS (2)

04 & 05 16ft body with crew cab with side door, auto, diesel, aux fuel tanks, all options.

Excellent shape. Very low miles.

04 - \$32,000 05 - \$36,000 obo Call - 866/825-4192



Labor

LANDSCAPERS, Plan for your 2007 workers now!

Want legal, reliable workers on the job every day? Bring them from Mexico (and other countries) with H2B visas. We do all the paperwork. We can select great workers, too!

We care about your success and lead the way in FAST, FRIENDLY, AFFORDABLE service.

FREE information & booklet.
USAMEX Ltd. (501) 724 8844
DavidDonaldson@USAMEX.ORG
(Limited supply of visas in 2007)

Help Wanted



Land-Tech Enterprises, Inc. is one of the Delaware Valley's largest multi-faceted landscape firms. Serving commercial clients throughout PA/NJ/DE. Our continued growth presents exciting career opportunities with unlimited growth potential!

- Career opportunities in management, production, supervision and crew level are available in the following work disciplines:
- Landscape Management
 - Landscape Construction
 - Erosion Control
 - Business Development-Estimating

Contact Human Resources at
215.491.1470 or fax resume to
215.491.1471
careers@landtechenterprises.com
www.landtechenterprises.com



HIGHGROVE
PARTNERS

HighGrove Partners, LLC is growing and we need Leaders who want to grow with us and have fun along the way.

Atlanta and Charlotte career opportunities are available in:

- Sales
- Landscape Architecture
- Landscape Design
- Irrigation

Grow Your Bright Future Today!
Contact Keith Worsham at 678/298-0582
Or keith.worsham@highgrove.net
www.highgrove.net

NEED PROFESSIONALS!

Advance Tree & Shrub Care Inc., a fast growing tree care company located in north Dallas area who specializes in saving sick trees, needs degreed/certified arborist and phd tech. Call 214/544-8734.

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



We are a Commercial Installation & Maintenance contractor located in San Diego, California. We are now hiring the following positions:

- Account Managers
- Project Managers
- Field Supervisors
- Field Foremen
- Sales/Estimating
- Quality Control/Training

Contact: 858/513-7191 (fax)
careers@benchmarklandscape.com (e-mail)
www.benchmarklandscape.com (web)



Know Us ... Know Success

Your recruiting firm for the Landscape Industry

ARE YOU A HIGHLY QUALIFIED EXECUTIVE OR PROFESSIONAL WHO IS READY TO CONFIDENTIALLY TAKE YOUR CAREER TO THE NEXT LEVEL?

- ✓ Call JK Consultants - your recruiting firm for the Landscape Industry.
- ✓ We are currently doing business with several top national Landscape firms who have maintenance and construction opportunities - excellent compensation and excellent locations.
- ✓ Take your career to the next level with JK Consultants. Know us ... Know success.
- ✓ Put our statement to the proof and call us right now to confidentially discuss your career.
- ✓ Do you know other professionals ready to make a change? We offer a referral fee if the person you refer to us is hired by one of our clients.

You never know where professional friendships may lead.

Call us right now to find out confidentially how we can take your career to the next level.

E-mail: contact@JKSuccess.com

Phone: 209/532-7772

Visit our website at www.JKSuccess.com

Help Wanted

TRUGREEN LandCare™

Seeking Highly Qualified Landscape Professionals
VA • MD • DC • DE • PA • NJ • NY • CT • MA • NH

We're Expanding Operations in 2006!

- Regional Managers
- Branch Managers
- Install/Contract Maintenance Mgrs
- Sales Managers & Entry-Level Reps
- Supervisors (Install/Irrigation/Maintenance)
- Manager Trainees
- Landscape Designer/Arch

Excellent compensation, rewarding bonuses & incentives, aggressive commission plan, company vehicle, relocation, promotions across US, complete benefits package & much more!
Email: Ron_Anduray@landcare.com or fax 301-924-7782. EOE

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



BRICKMAN

Enhancing the American Landscape Since 1939

Brickman is looking for leaders who are interested in growing their careers with a growing company.

Nationwide career and internship opportunities available in:

- Landscape Management
- Landscape Construction
- Irrigation
- Accounting
- Business Administration

Start growing your career at:
brickmangroup.com

ARBORISTS, BOSTON AREA

Serving the finest properties from Boston to Cape Cod and TCIA Accredited, We are offering career opportunities in all aspects of arboriculture with excellent growth potential. Top pay, benefits, equipment, modern facility, support staff and work environment.

Interested candidates should contact Dan McCarthy, Director of Safety & Training, at 508/543-5644, danmccarthy@treetechnic.net <mailto:danmccarthy@treetechnic.net> or visit our web site; TreeTech Inc.net

GOTHIC LANDSCAPE, INC. & GOTHIC GROUNDS MANAGEMENT, 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 US 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
- Estimators
- Irrigation Technicians
- Project Managers
- Sales Personnel
- Foreman
- Spray Technicians (QAC, QAL)
- Superintendents
- Supervisors

For more information, visit: www.gothiclandscape.com or Email: hr@gothiclandscape.com
Ph: 661/257-1266 x 204
Fax: 661/257-7749

U.S. LAWN

NO ONE KNOWS THE
LANDSCAPE MAINTENANCE
INDUSTRY LIKE WE DO.

Use your experience as an Account Manager, Operations Mgr., Branch Manager or Regional Manager to work for you.

E-mail resume to hr@uslawns.net or fax to 407/246-1623.



Join the company where People Matter...

Our motto is *Our business is people and their love for trees*™. We offer excellent career opportunities at all levels.

We value *safety first*, provide *ongoing training*, and have an excellent *compensation and benefit package* that includes a 401K with company match and ESOP.



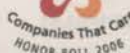
thecareoftrees.

877.724.7544

fax 847.459.7479

Apply online at

www.thecareoftrees.com



Chicago, New York, Philadelphia, San Francisco, Washington, D.C.

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.

THE HIGHRIDGE CORPORATION, A TOP SEATTLE AREA FIRM, OFFERS UP TO \$1,000 SIGNING BONUS FOR FOLLOWING POSITIONS:

- Division Manager
- Landscape Architect
- Account Manager
- Sales Representative
- Irrigation Service Technician
- Low Voltage Lighting Technician

james@highridge.com
425.392.0905
www.highridge.com

Exciting Career Opportunities For Service Industry Managers

Come join one of the largest Vegetation Management Companies in the United States. DeAngelo Brothers, Inc., is experiencing tremendous growth throughout the Country creating the following openings:

Division Managers
Branch Managers

We have immediate openings in:
VA, New England, FL, MO, TX, CO, LA, IL

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: Carl Faust,
100 North Conahan Drive, Hazleton, PA 18201.
Phone: 800/360-9333. Fax: 570/459-5363 or
email-cfaust@dbiservices.com
EOE/AAP M-F

Help Wanted

Western States Reclamation, Inc.

Our company is expanding due to increase in project load and new client demands for our services.

- Above-average pay and benefits for qualified top-notch employees.
- **Equipment Manager** - Requires strong knowledge of DOT record compliance and fleet care and a Class-A CDL.
- **Revegetation Foreman** - Requires individual with at least five year's previous farming or heavy highway experience and supervisory experience. Must have strong mechanical aptitude and be willing and able to travel and have a Class-A CDL.
- **Revegetation & Landscape Operators** - For hydro mulchers, grade tractors, farm tractors with reveg. implements, backhoes, and loaders.
- **Class-A CDL Drivers** - Equipment hauling locally and periodically out of state.

New hire bonus for qualified applicants!

Call Liz 303/833-8839 or fax 303/833-4447 or e-mail lchenoweth@wsreclamation.com.

See employment section www.wsreclamation.com

**ACCOUNT MANAGER
DESIGNER
HORTICULTURALIST/SUPERVISOR**

A leader in business since 1948, Moore Landscapes is an award winning, multi-million dollar design, maintenance & construction firm seeking motivated, quality oriented professionals. Immediate openings available.

ACCOUNT/PRODUCTION MANAGER

Commercial maintenance accounts in the NW suburbs.

LANDSCAPE DESIGNER

Experienced designer for commercial maintenance project upgrades and annual innovative spring and summer flowers.

HORTICULTURIST/SUPERVISOR

Degreed Horticulturalist for City of Chicago projects. Must be self-motivating, organized with strong client relationship skills.

These are salaried positions with excellent benefits, 401(k), medical & dental insurance, continuing education, company vehicle and performance bonus.

For more information visit our website at moorelandscapes.com.

Career Opportunities listed under "Contact Us"

MOORE LANDSCAPES, INC.

Attn: Bill Parker
1869 Techny Road
Northbrook, IL 60062

847/564-9393 Fax 847/564-9080

E-mail: wparker@moorelandscapes.com

SALES POSITION

Must have strong ties to industry and affluent commercial clientele. Salary, commissions and benefits. Greenscape Inc. provides landscape maintenance, site development, tree services, irrigation and snow removal throughout the PA, NJ, and DE areas.
Fax resume to 856/321-0105
Phone: 856/667-5296

RUPPERT NURSERIES

Part of an organization that has been growing successful companies since 1977, Ruppert Nurseries is expanding and has **LANDSCAPE CONSTRUCTION, LANDSCAPE MANAGEMENT and TREE GROWING** opportunities available in the mid-Atlantic and southeast. Fax 301/414-0151 or email careers@ruppertcompanies.com for more information.

Software

make it
**easier to run your
lawn & landscape
business.**

ServiceCEO® - the leading
business management software solution
for lawn care and landscape professionals
that's affordable and easy to use.



- increase revenue
- lower costs
- boost efficiencies
- enhance productivity
- increase customer retention

Learn more about the
impact ServiceCEO is
having on other
lawn and landscape
businesses and sign up
for a free demo today.

INSIGHT DIRECT
ServiceCEO

Visit www.insightdirect.com/lawnmag
for a special offer to Lawn & Landscape Magazine
readers, or call **800.471.4200**

"ServiceCEO has done wonders for our company. Not only has it helped us to increase revenue, but it has produced tremendous results for our operational efficiencies."

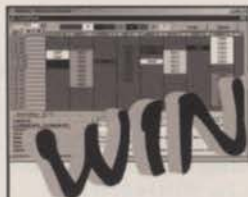
"We were looking for a program to aid in dispatching our service technicians and ended up with the ability to do things we had only dreamed of but never thought possible without hiring new staff. And with ServiceCEO, unlike other companies, you don't spend a fortune to get the latest improvements."

"We searched long and hard for the right software and nothing compared to ServiceCEO. With the rising cost of fuel, the mapping feature alone has more than paid for the cost of the software."

**INSIGHT DIRECT
LAWN & LANDSCAPE**

ACCOUNT MANAGEMENT
CUSTOMER SERVICE
INVOICING
SCHEDULING
ESTIMATING
SALES
MARKETING
PROJECT MANAGEMENT
ACCOUNTING
SCHEDULING
SERVICE CONTRACTS
SERVICE HISTORY
EMPLOYEE MANAGEMENT
CUSTOMER MANAGEMENT
STAFF VIEW CALENDAR
OWNER VIEW CALENDAR
CUSTOMER PROFILE
INVENTORY
STOCK & EMPLOYEE TOOLS
WEB SITE TOOLS
ONLINE
INVENTORY
FINANCIAL FILES
INVENTORY MANAGEMENT
PURCHASE ORDERS
BACK ORDER TRACKING
WARRANTIES
REORDER CATALOGS
MARKETING TOOLS
BOOKS/BOOKS INFORMATION
MAPPING
DISPATCH TOOLS

Software



Check out the software that is revolutionizing the green industry!

www.wintac.net

or call:

1-800-724-7899

WINTAC™ The all-in-one software for lawn care and landscaping contractors

- Unlimited Customers & Properties
- Automatic Scheduling, Routing
- Automatic Invoicing, Job Costing
- Service History & Profit Tracking
- Labor and Productivity Tracking
- Material & Chemicals Tracking
- Automated Marketing Manager: 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®, MapPoint® Street Mapping, Emailing, and more!

MOWERMETER™

New! Equipment Maintenance Software

Designed for the Green Industry

- Scheduling
- Tracking
- Costing
- Parts Inventory



Free Demo 800-635-8485
WWW.MOWERMETER.COM

Go Paperless! TurfGold Software

Manages phone messages, appointments, proposals, scheduling and invoicing. 100% Synchronizable database works with both Tablets and Pocket PCs. Compatible with MapPoint and QuickBooks. Free demo presentation at www.TurfGold.com, or call Tree Management Systems, Inc. at 800/933-1955.

Industry Web Sites

BUSINESS RESOURCES

LawnSite.com – Where Business Owners Meet
PlowSite.com – For Snow & Ice Professionals
LawnCareSuccess.com – Books, Templates, Tutorials, Proposals, Contracts, Flyers, Door Hangers, Letters, How To Estimate Properly, Advertising, & More. 412/415-1470

Web Designers

Web Design, Brochures, Logos, Lettering and Printing Services for Landscapers. Your single source for marketing your landscape business. Samples online: www.landscapermarketing.com or call 888/28-DSIGN.

Lighting

The Holiday Décor Enterprise System You Can Make Money With:

- NO license or franchise fee
- Innovative, quality products
- Widest product line available
- Complete marketing and training materials
- Full member support

Guaranteed!

Brighten up your bottom line. Join us today.
866-932-9363



Making Seasons Bright



www.HolidayBrightLights.com

Lighting

Learn the Christmas Decorating Business and Watch Your Profits Glow!

TRAINING VIDEOS

- Award Winning Instructor
- Advanced Techniques
- Easy to Follow
- Sold Individually



MANUAL
• Step-by-Step
• Easy to Understand
• Fully Illustrated
• Toll-Free Support

- No contracts to sign!
- No franchise fees!
- No hidden costs!

Everything you need to run a successful exterior Christmas lighting business at affordable prices. Call today to get your FREE information packet and video sampler demonstrating our training materials available.

1.888.251.8799

www.CreativeDecoratinginc.com



Award-winning Creative Decorating — over 25 years experience in the Christmas lighting business

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

www.lawnandlandscape.com

Lighting

**BECOME A DISTRIBUTOR
TO EXPAND YOUR
BUSINESS & INCREASE
OFF-SEASON REVENUE!**



**-THE-
HIGHEST QUALITY IN
HOLIDAY LIGHTING!**

FREE
Business Planning Kit
& DVD available!

CALL NOW!
1-888-200-5131



www.briteidea.com

Marketing Services

**Dominate Your Lawn Care Market in
28 Days or Less....Guaranteed.**

This Fall, if you would like to quickly increase your sales and profits, get better customers with less work and cut the waste out of your advertising..... here's a **FREE OFFER** you can't afford to miss.

Get your hands on a proven marketing system that puts an end to all your wasted marketing efforts and rapidly creates a steady stream of qualified prospects that are ready, willing, and able to become loyal customers.

Receive a copy of this **FREE**, no obligation audio report that gives you the secrets of this powerful marketing system that's guaranteed to help you dominate your market in 28 days or less. Call toll-free 866/395-6971, 24hrs a day for an automated message or log onto
www.lawnmarketingmagic.com/freereport.htm.

GROW YOUR BUSINESS
**With One or Both Of These
Great Service Offerings!**

**NITE TIME
DECOR™**

Landscape and Architectural Lighting

**We'll Help You Tap Into
This \$600 Million
Industry**



Training ~ Products ~ Support
www.nitetimedecor.com
1-877-552-4242

**Christmas
Decor**

375 Locations in 48 States
**\$2000 Daily Production
Per Crew!**



Call Today!
1-800-687-9551
www.christmasdecor.net

GPS Vehicle Tracking

No monthly fees
Call 800/779-1905
www.mobiletimelock.com

EXTREME GPS

Locate any vehicle 24/7
Track 1 to 10,000 vehicles
Reduce fuel cost
Save up to 30% on insurance
Monitor poor driving habits
Establish route boundaries
Speeding notification
Increase bottom line

Log onto website for limited
time discounts and free demo
www.extremegpsystems.com or call
866/213-5138 and mention web address

Landscape Billing

Get the invoice monkey off your back...
"At last... How to collect money
from your lawn customers with
practically no work!
Amazing NEW technology gets
you paid, while you enjoy your
time off!"

Sebring, FL - A newly released free report
reveals the quick and easy way to stop the
monthly billing grunt work! Don't spend
another evening or Sunday afternoon
sending out monthly invoices. Why put
yourself through it anymore? Get this free
report so you'll know exactly what to do.
Call the toll-free number to get your copy,
800/832-0743 (Toll-free, 24 hour
recorded message)

**Get your bills out on time
and
Get Paid faster
with**

GRA\$\$
Landscaper Billing

Call for a free sample bill and brochure

800-464-6239

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
- Fertilization
- Herb./Pest. App.
- Right of Way
- Holiday Lighting
- Irrig. Install./Serv.
- Mowing & Maint.
- Tree & Shrub Serv.
- Spill Clean Up

Contact one of our Green Industry
Specialists for a quote at
800/886-2398 or by fax at
740/549-6778
M.F.P. Insurance Agency, Inc.
rick@mfpinsure.com

**Pays to advertise in the
Lawn & Landscape
classifieds.**

The author is president and CEO of Crawford Landscaping Group based in Naples, Fla.

■ Setting Standards At Crawford Landscaping

When we started Crawford Landscaping Group in July 2004, I had never heard of the International Organization for Standardization (ISO) certification for a landscape company. But, as we started developing systems to make every operation and procedure run as smoothly as possible, I thought about my years in the automotive field where ISO is the quality benchmark. I figured if it could work for that industry, maybe it could apply to ours as well. And even if we couldn't secure certification, we'd have developed solid systems and quality control measures for operating a successful landscape business.

The first step was to detail our systems, policies and procedures in writing. Over the next year, little by little, we established the work orders, billing forms and manuals that would help de-

fine ISO to our landscape company, and before we knew it we had a documented system for every major aspect of work.

The initial structure took a team of us about four months to develop. Since then, it has generally taken two to four people to create new or modify existing processes and to integrate them into the overall system. Best of all, we are able to achieve and maintain all of this with no cost to the company since we develop it ourselves in-house.

At Crawford, our work process begins with a route sheet that organizes customer jobs by location and tasks. When our uniformed crews arrive at a job site, they follow a standardized system for parking their trucks and putting out safety cones. Then they get to work, approaching each property in a standardized process with minor modifications depending on that specific customer.

For example, we have a standard for how we cut lawns, prune plants and trees, clean up and leave a property. We have standardized forms that detail, track and report completed work, time required, mileage, expenses and so on. Then the details of each job site's report are given to our customer service manager for entry into our computer software system.

Since each step is performed according to set, written instructions, each procedure becomes a company-standard process, and because it is repeatable it is measurable. These two aspects – repetition and measurability – enable employees to become more proficient, increasing efficiencies in travel and work time and reducing waste time, while allowing supervisors to measure the crew's performance and identify where possible efficiencies can be gained.

Any reduction in time may result in an increase in profit since we can then use that time to address additional interests or anticipate the needs of our clients thus increasing our client satisfaction; perform additional main-



Blake Crawford, president and CEO



Photos: Crawford Landscaping Group

Crawford Landscaping Group detailed its systems, policies and procedures in writing to create documented systems for every major aspect of its work.

tenance on our equipment thereby reducing equipment down-time and continuing the quality of our services; and provide additional training, if needed, promoting cross-training, if applicable.

We have found that when we increase our efficiencies on our current properties through the monitoring of our crews, we are able to apply that in the future, in terms of projected growth, saved time and potential cost savings for future clients.

When it comes to tracking our costs and performance, we use business software especially developed for the landscape industry. The software we invested in, including installation, upgrades, training and implementation was packaged for less than \$5,000. Not only does it categorize the information into various key fields that measure time and cost efficiencies, but it generates daily reports for our review and analysis. These reports are then compiled into monthly overviews for our managers with drill-

down capability to virtually the smallest detail of a given job on a given day. We are able to pinpoint to the minute where waste times are occurring and make adjustments as needed. Moreover, with the same accuracy, we are able to spot where lower waste time has been realized and reward respective crews accordingly.

So far the process seems fairly straight-forward, and it is – provided we know the outcome we are seeking for each customer.

Communicating this outcome to our employees is where the real value of developing solid systems and quality control measures comes into play. Because our employees have an exact, written and measurable method for approaching each and every task, we have found that our work meets and often exceeds customer expectations.

What's more, the time it takes to train an employee is significantly reduced. Indeed, after being paired with an experienced crew leader, most trainees learn 'the Crawford

way' within a mere three weeks, then either join that crew or are assigned to another depending on the needs of the company. Prior to developing and adopting these systems, training could have taken as long as six weeks?

When employees are given a clear road map that has repetitive excellence built into it, the pride of workmanship rises exponentially and that translates into happy employees. This is especially valuable in an industry with a high turnover rate.

Now that we have written our core playbook, we have started looking into formally pursuing ISO certification. For us, this process has helped us define who we want to become for our customers, for our employees and for ourselves. It continues to enforce our founding beliefs: quality, service and a commitment to honoring our word. Implementing that vision not only keeps us a great company, it allows us minimum headaches and maximum reward. — Blake Crawford 

Company Name	Web Address	Page #	RS#	Company Name	Web Address	Page #	RS#
Adkad Technologies.....	www.adkad.com	78	65	Legend Manufacturing ..	www.legendmfginc.com	25	23
Advanced Growing Systems	www.agsincorporated.com	126	108	Lehman Mfg.....	www.llc-equipment.com	74	61
Adobe Commercial Truck				LESCO	www.lesco.com	44,45	37
www.adobetrucks.com		123	99	Little Beaver.....	www.littlebeaver.com	124	100
Ariens/Graveley	www.graveley.com	103	84	Little Wonder.....	www.littlewonder.com	120	96
Bayer Environmental Science				LR Nelson	www.lrnelson.com	74	60
www.bayerprocentral.com		53		LT Rich Products	www.z-spray.com	28	25
Bobcat.....	www.bobcat.com	57	42	Marsan Turf Irrigation.....	www.marsanturf.com	62, 66	47, 52
Bucks Fabricating	www.bucksfab.com	88	72	Maruyama.....	www.maruyama-us.com	102	83
C&S Turf Care Equipment.....	www.csturfequip.com	62	46	Mitsubishi Fuso.....	www.mitfuso.com	139	106
Carl Black GMC.....	www.carlblackgmc.com	101	82	Morbark	www.morbark.com	39	35
Case Construction	www.casece.com	7	12	Mulch Mule.....	www.mulchmule.com	32	29
Chemical Containers.....		96	80	Navtrak	www.navtrak.net	60	44
Clear Chemical	www.clearchemical.com	9	13	New Holland Construction			
CLIP Software.....	www.clip.com	128	104	www.newhollandconstruction.com		11	14
Creative Displays	www.creativedisplays.com	78	64	Nufarm Turf & Specialty			
Cutter's Choice	www.cutterschoice.com	29	28	www.turf.us.nufarm.com		17, 115	17, 91
DIG Irrigation Products	www.digcorp.com	29	27	Oldham Chemicals Co.	www.oldhamchem.com	28	26
Dimex	www.edgepro.com	122	98	Outdoor Power Equipment			
Ditch Witch	www.ditchwitch.com	73	59	Institute.....	www.opei.org	125	102
Dixie Chopper	www.dixiechopper.com	2	10	Pace American	www.paceamerican.com	54	39
Dodge	www.dodge.com	3		PBI Gordon	www.pbigordon.com	37	33
Drafix Software.....	www.drafix.com	114	90	Perma-Green Supreme			
Easy Lawn.....	www.easylawn.com	66	53	www.permagreen.com		27	24
Envista	www.envistainc.com	79	66	Project Evergreen			
Ewing Irrigation Products	www.ewingl.com	113	89	www.projectevergreen.com		81*	69*
Express Blowers.....	www.expressblower.com	116	92	Rain Bird.....	www.rainbird.com	15, 63	16, 48
EZ Trench.....	www.eztrench.com	69	55	Rainbow Tree Care.....	www.rainbowtreecare.com	128	105
Ferris Industries.....	www.ferrisindustries.com	95	78	Real Green Systems	www.realgreen.com	119	95
First Products	www.1stproducts.com	66	51	Red Wing Shoe Co.	www.redwingshoes.com	72	58
FMC	www.pestsolutions.fmc.com			Roots.....	www.rootsinc.com	56	41
		81*, 91*	68, 76	RotaDairon	www.mge-dairon.com	118	94
Ford Motor Co.	www.ford.com	86,87		SePRO Corp.	www.sepro.com	71	57
Frontier Equipment	www.buyfrontier.com	80	67	Signature Control Systems			
GMC Truck.....	www.gmc.com	33, 106,107		www.signaturecontrolsystems.com		70	56
Hannay Reels.....	www.hannay.com	38	34	Southwest Putting Greens			
Hilliard Corp.....	www.hilliardcorp.com	34	31	www.southwestputtinggreens.com		89	73
Hunter Industries	www.hunterindustries.com	140	107	STIHL.....	www.stihlusa.com	13	15
Hustler Turf Equipment				Syngenta			
www.hustlerturfequipment.com		98,99		www.syngentaprofessionalproducts.com		85	70
International Truck and Engine				Toro	www.toro.com	65, 117, 50,	93
www.internationaldelivers.com		19	18	Truly Nolen.....	www.trulynolen.com	96	79
Irrigation Direct.....	www.irrigationdirect.com	55	40	Turbo Technologies	www.turboturf.com	90	75
Irrrometer Co.	www.irrometer.com	124	101	Turfco Mfg.....	www.turfco.com	105	85
Isuzu Commercial				Turf-Seed.....	www.turf-seed.com	34	30
Truck of America	www.isuzucv.com	109	87	U.S. Lawns	www.uslawns.com	22,23	19
J.J. Mauget Co.....	www.mauget.com	77	63	Vermeer Mfg.....	www.vermeer.com	24	20
John Deere Landscapes				Visual Impact Imaging			
www.johndeerelandscapes.com		25, 35, 21,	32	www.visualimpactimaging.com		90	74
JRCO	www.jrcoinc.com	88	71	Walker.....	www.walkermowers.com	61	45
KBI	www.kbico.com	43	36	Walla Walla Sprinkler	www.mprotator.com	64	49
Kioti Tractor	www.kiotitractor.com	75	62	Weed Man.....	www.weed-man.com	51	38
Kohler	www.kohlerengines.com	93	77	Wells Cargo.....	www.wellscargo.com	26	22
Lebanon Turf				Wright Mfg.....	www.wrightmfg.com	111	88
www.lebanonturf.com		5, 59, 97, 121	11, 43, 81, 97				

* Denotes regional advertising. This listing provided as a courtesy to Lawn & Landscape advertisers.

FUSO vs. ISUZU. TWO TRUCKS. 38 ROUNDS. ONE WINNER.



[www.
mitfuso.com/
compare](http://www.mitfuso.com/compare)



Compare our FE to ISUZU's NPR/NQR and see for yourself.

Go to our web site and watch them compete, head-to-head. From driver comfort, safety and operation to durability and service/maintenance, to its 5-year/175,000-mile powertrain warranty, our FE cabover will prove why it's the middleweight champion for your business. Visit our web site now, then visit your nearest Mitsubishi Fuso dealer!



THE RIGHT TRUCK FOR THE JOB



Better Wiper Seal. Better Nozzles. Better Body Cap. Better Switch Now.

Why are professionals making the switch to Pro-Spray® in record numbers? Because Pro-Spray has been *designed to be better than the leading brand in all aspects*. The wiper seal is grit-resistant (which helps put a stop to stick-ups) and prevents flow-by leakage (which allows the head to be used under lower pressure).



*Convenient
pull-ring flush cap*

The body cap is built strong to resist stress cracking in high pressures and extreme

temperatures. And, the superior engineering of Pro-Spray fixed-pattern nozzles features precise edges, optimum droplet size, and the industry's easiest, as well as most aesthetically pleasing,

color-coding I.D. system. Visit your Hunter distributor to make a change to Pro-Spray and make a change for the better.



*Extra strong
body cap won't
leak or crack*



*Co-molded
wiper seal
eliminates leaks
and "flow-by"*

Hunter®

The Irrigation Innovators
www.HunterIndustries.com