

January 2008

www.lawnandlandscape.com

Lawn & Landscape

THE SOFT BUSINESS

Sales 2.0

Selling lawn care online? Noon Turf Care proves it's possible.

Matt and Chris Noon
Noon Turf Care, Hudson, Mass.

The next best thing to real.

DESIGN IT. SELL IT.

Landscape design is all about vision, and knowing how to share that vision with potential customers. With PRO Landscape design software, you can translate your creative ideas into photorealistic images and proposals in minutes, giving your vision the polish and impact you need to sell. With more than 15 years on the market, PRO Landscape is the most popular, professional landscape design software available today – and the next best thing to real.

- Realistic photo imaging
- Easy-to-use CAD
- Customer proposals
- 3D photo rendering
- 3D CAD rendering
- Night & holiday lighting



With 3D



drafix software, inc.

PRO Landscape™

SELL BETTER | PLAN BETTER | BID BETTER

800-231-8574 or prolandscape@drafix.com

60-Day Money-Back Guarantee

www.prolandscape.com





MP ROTATOR®



WARNING

Once you install this product on older irrigation systems, one thing is likely to happen: a decrease in water usage. Which will make you look very good to your customers, especially after they see the first water bill. Chances are they will call everyone they know, resulting in a multitude of calls from people begging you to repair their irrigation systems. If you don't want new work retrofitting old systems, then please do not handle this product. We cannot be held responsible for an increase in call volume or larger bank accounts.



TIME TO E... **AMAZING, SUPER EFFICIENT**
ROTOR THAT WILL CHANGE THE WAY YOU IRRIGATE...

...FOREVER.

Hunter®

www.mprotator.com

USE READER SERVICE # 11



COVER STORY

28

Sales 2.0

Selling lawn care online? Noon Turf Care proves it's possible.

BUSINESS

42 Best of the Web – Spinning A Web

A company Web site can act as a portal to a new client base – just make sure the site gives the potential customers a positive impression.

114 Business Opportunities – Should You Work For Uncle Sam?

Red tape or not, government contracts can be a great line of business for landscape companies. Here are the basics.

IRRIGATION

64 Two-Timing

Two-wire irrigation is a time-saving alternative, particularly for contractors with big jobs to do.

MAINTENANCE

46 Mowing for More

Getting the most out of your mowing operations means taking a smart approach.

72 Trim Away

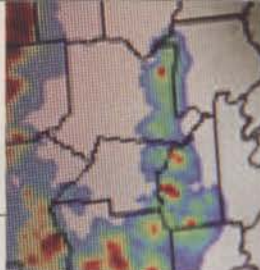
String trimmers offer high-power in a lightweight package.



"We're trying to harness technology to do something better."

— Chris Noon, Noon Turf Care

Chris and Matt Noon | Noon Turf Care, Hudson, Mass. | Cover photo by: Stephen Faust



54 Back to the Future

2008 brings a number of challenges for lawn care operators, from uncertain weather conditions to a push for greener solutions.

TECHNOLOGY

78 Software Satisfaction

Business software is an essential component for a well-run landscape operation, but is that upgraded program you're considering turn-key or turn-off?

PRODUCT SPOTLIGHTS

84 The New Line

The latest string trimmers feature updated engine and ergonomic technology.

90 Biz Bytes

The latest software releases include even more tools to improve productivity.

94 Helping Hands

Even small hand tools can save contractors a large amount of work.

DEPARTMENTS

- 6 Online Contents
- 8 Editor's Focus
- 10 Letters to the Editor
- 12 Inside the Industry
- 24 Market Watch
- 26 Horticulture
- 98 Tool Kit
- 100 Benchmarking Your Business
- 104 Sales & Marketing
- 108 It's About People
- 112 What's the Deal?
- 120 Product Express
- 129 How We Do It
- 130 Advertisers' Index



LAWN & LANDSCAPE (ISSN 1046-1540) is published monthly, with special issues in January, March, May and September and 2 special issues in July and November. Copyright 2008 G.I.E. Media, Inc. 4020 Kirtross Lakes Parkway, #201, Richfield, OH 44286. 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 \$96 in other foreign countries. One year foreign airmail rate: \$218. Two year subscription rate: \$42. Subscriptions and classified advertising should be addressed to the Richfield office. Periodicals postage paid at Richfield, Ohio, and additional mailing offices. Postmaster send changes to LAWN & LANDSCAPE, 4020 Kirtross Lakes Parkway, #201, Richfield, Ohio 44286.

gie
media

Lawn & Landscape



If you missed the International Irrigation Show in December or just want to learn more about the products and education at the event, log onto lawnandlandscape.com to see what you missed.

FIVE TOP WEB STORIES

1. H-2B Remains in Political Deadlock, Fly-in Attendees Say

Even after the "emergency" Save Small Business Fly-In, H-2B supporters were uncertain about the fate of the returning-worker exemption.

2. Agrium Acquires UAP Holding Corp.

Agrium agreed to pay \$2.6 billion.

3. Housing Recovery To Begin in 2008

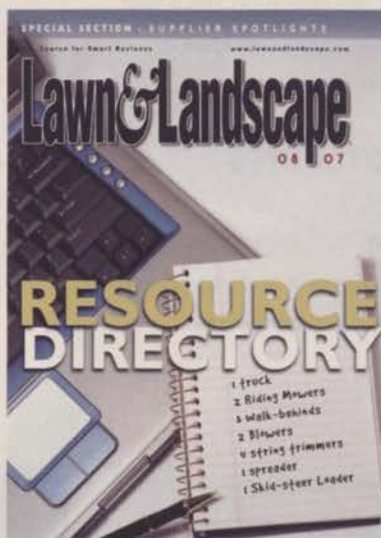
The National Association of Home Builders predicts a housing upswing.

4. New Irrigation Association Head

Douglas York was inaugurated at the International Irrigation Show.

5. Landscape Contractors in Florida Get Leaf Blowers Sound-Checked

Voluntary tests help leaf blower users comply with the city of Palm Beach's noise ordinance.



YOUR INDUSTRY RESOURCE

The latest Lawn & Landscape Industry Resource Directory is available online in an easy-to-search format. Visit lawnandlandscape.com and click the "Resource Directory" box midway down the right side of the home page. There you'll find information for all your business needs.



GREEN SIDE UP

Green industry consultant Ed Laflamme's guide to management, "Green Side Up" is available in the Lawn & Landscape book store.

Visit lawnandlandscape.com/store to order a copy.

The Month Ahead | lawnandlandscape.com

INDUSTRY BUZZ

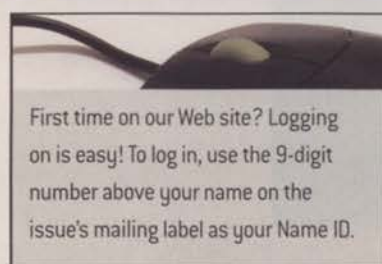
Log on Jan. 14 as an industry professional tackles the latest issues and shares secrets to managing lawn and landscape companies.

ONLINE EXTRA

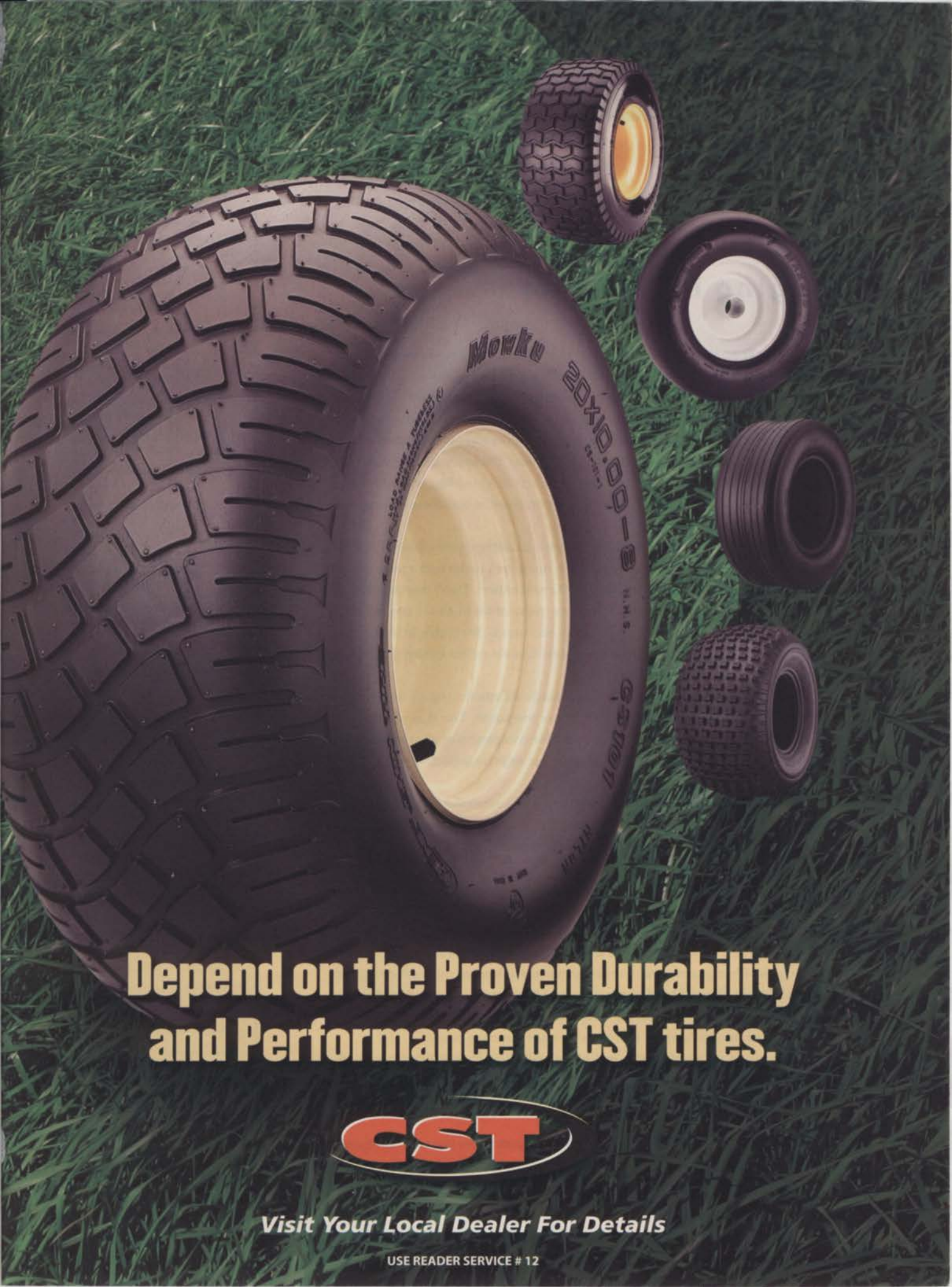
See this month's Tool Kit feature about uniforms, then read online about renting them at the bottom of the home page under "current issue."

WEB CAST

Scroll your mouse to the top right corner of our home page and "peel back" the corner to access Real Green's webcast, "How to Grow Your Business."



First time on our Web site? Logging on is easy! To log in, use the 9-digit number above your name on the issue's mailing label as your Name ID.



**Depend on the Proven Durability
and Performance of CST tires.**



Visit Your Local Dealer For Details

USE READER SERVICE # 12



cindy code | ccode@gie.net

4020 Kinross Lakes Parkway • Suite 201
Richfield, Ohio 44286
PHONE: 800/456-0707 EDIT FAX: 330/659-0824
Internet: www.lawnandlandscape.com
Subscriptions & Classifieds: 800/456-0707

Ring in a New Year

Happy New Year. With the New Year we debut a newly designed magazine. Our design and editorial team worked together to bring you a cleaner look that more effectively conveys the depth of content that monthly keeps you on top of events, trends and opportunities in the professional lawn and landscape marketplace.

Don't worry. We're still providing you with the same top-notch business management articles you rely on to run your businesses efficiently and profitably. In fact, we've expanded the breadth of this coverage by providing you with more innovative ideas to grow your residential and commercial businesses along with governmental and HOA properties.

We've organized *Lawn & Landscape's* various sections with this in mind. In this issue, you'll find input from our readers in our letters to the editor page. We're always eager to receive input from our 80,000 subscribers. Don't hesitate to send in your thoughts and opinions. We'll print as many of them as we can in future issues. Next, you'll find industry news, events and trends. We highlight stories and key statistics that impact your business and accurately reflect the ever-changing nature of the landscape industry.

Our feature section follows the news and leads off with the issue's cover story, easily the most identifiable characteristic of our magazine. This is anything but a cookie-cutter industry and it's our goal to profile companies of all revenue sizes, varying service niches and across all geographic regions including seasonal vs. year-round operations.

We profile those companies who have created a successful template for their landscape business. We don't highlight only the "big" companies; rather it's our goal to provide proven, real-world successful business strategies that you can incorporate into your businesses.

We've also included a section in the back of the magazine to serve as a business tool kit. Within this section, you'll receive expertise from industry veterans and exclusive *Lawn & Landscape* columnists Marty Grunder, Jim Huston and Bill Arman. These contributors have all worked the service side of the business and bring real-life experience with regard to sales and marketing, business operations and labor – the lifeblood of our industry. Along with our popular "How We Do It" and "Business Opportunities" sections, we'll include a monthly "Took Kit" page that features an essential tool to make your business better.

It's certainly a lot of content to include in print. There's never room for it all, so to get the full picture, you need to log on to www.lawnandlandscape.com to receive all of our issue extras, business forms, MSDS labels and to enjoy a dialogue with your peers on our message boards.

We're excited about 2008 and the continued growth of the lawn and landscape industry. Please share with me your thoughts about our new look or any subject you're interested in reading about at ccode@gie.net. Make it a great year. **LL**

EDITORIAL

CINDY CODE Editorial Director
ccode@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

EMILY MULLINS Assistant Editor
emullins@gie.net

HEATHER WOOD Web Editor
hwood@gie.net

CREATIVE

MARK ROOK Creative Director
mrook@gie.net

ANDREA VAGAS Managing Art Director
avagas@gie.net

COLUMNISTS

BILL ARMAN
The Harvest Group
people@gie.net

MARTY GRUNDER
Grunder Landscaping Co.
landscapesales@gie.net

JIM HUSTON
J.R. Huston Enterprises
benchmarking@gie.net

EDITORIAL MISSION STATEMENT

Through its business management content, *Lawn & Landscape* provides its readers with pertinent, practical information on how to become more productive, efficient and profitable in your businesses.

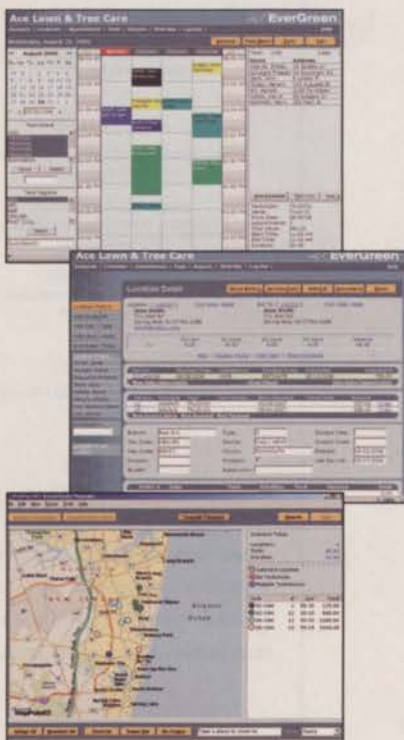


— PROJECT —
EverGreen
Because Green Matters™

Introducing **EverGreen Software:**

Web-based office management software
specifically designed for large multi-branch
lawn care companies

**EverGreen Software will help you make
your organization more profitable and productive.**



Web-based Technology

- Anytime, anywhere access
- Centralized database for multi-office companies
- Tightly integrated e-mail and Web site capabilities

Route Optimization

- Higher production and revenue
- Lower gasoline and vehicle maintenance costs
- Happier customers and technicians

Mobile Solutions

- More historical account information than paper service tickets
- Better data collection in the field
- Less data entry work for office staff

Enterprise-Level Solution

- Extensive billing and customer relationship management features
- Scheduling one time services and recurring service programs
- Salesperson and technician production and commission reporting

Microsoft
CERTIFIED
Partner

Call **1-800-762-0301** today for your **FREE EverGreen Software** trial,
or visit our Web site at **www.evergreensoftware.com**.

letters to the editor

Readers can forward their letters via the Letters to the Editor button at www.lawnandlandscape.com or directly to Editor Cindy Code at ccode@gie.net.



Lawn & Landscape

4020 Kinross Lakes Parkway • Suite 201
Richfield, Ohio 44286
PHONE: 800/456-0707 SALES FAX: 330/659-0823
Internet: www.lawnandlandscape.com
Subscriptions & Classifieds: 800/456-0707

Dear Editor:

I look forward to your magazine every month. The November issue is the best issue I have ever read. You covered so many topics, and they were so well written and so detailed. My hats off to you. All of your issues are good, but this one especially stands out. I just wanted to say thank you.

Dina Thweni
Trim Cut Landscaping
Warren, Mich.

Dear Editor,

I own a medium-sized, Georgia-based landscape company and read your magazine monthly. The November issue was especially interesting as it "hit home" to a very similar situation. The article, "My Employee Stole Nearly \$500,000" brought chills up my back. I had a situation in 2005 where I had two employees embezzle nearly \$100,000 within five months. Fortunately, we caught it quickly, as it would have ruined our company.

I have heard more and more stories in the past two years of embezzlement in small- to medium-sized companies. It seems every time I mention it to another business owner, they too have their own horror story. Business owners need to be made aware of the dangers of bookkeepers, managers and family members working within a family-owned business. A business owner can never take his eye off the ball.

Dave Henderson
President & CEO
Associated Environmental Landscape
Alpharetta, Ga.

Dear Editor,

I read with interest your September cover story, "Can an Industry Marketing Campaign Survive?" It makes some great points. Afterward, I started looking around for a word or two that, when dropped at the kitchen table, everyone would know. I found it: carbon footprint.

Well, our GREEN INDUSTRY is the solution to the carbon footprint. As your article states: "If people realized that a growing patch of lawn can produce enough oxygen for a family of four and realized we're improving living conditions, that would go along with all the hype Al Gore is pushing."

Our antidote to the carbon footprint is the oxygen footprint (www.oxygenfootprint.org). I share this spark with you in hopes that something will catch fire and give our industry the recognition it deserves.

Steve Cissel
CEO and Founder
10-20 Media, Inc.
Woodbine, Md.

Dear Editor,

Your magazine has always been the leader in our industry in my opinion. I finished reading the October issue and I wanted you to know that every page was chocked full of good articles. I forwarded it to key associates in our company. Kudos to you and your team!

Frank Mariani
CEO
Mariani Landscape
Lake Bluff, Ill.



SALES

JOE DIFRANCO Group Publisher
jdifranco@gie.net

DAVID BLASKO National Sales Manager
dblasko@gie.net

DAVE ANDERSON Account Manager
danderson@gie.net

DREW BREEDEN Account Manager
dbreedeen@gie.net

MIKE ZAVERL Account Manager
mzaverl@gie.net

CHRISTINE ZERNICK Account Manager
czernick@gie.net

AMEE ROBBINS Account Manager
616 Marine Ave., Manhattan Beach, Calif. 90266
PH: 310/465-6060 FX: 866/857-5442
arobbins@gie.net

TARYN O'FLAHERTY Account Manager
644 29th St., Manhattan Beach, Calif. 90266
PH: 310/545-1567 FX: 866/802-0549
toflaherty@gie.net

BONNIE VELIKONYA
Classified Advertising Sales
bvelikonya@gie.net

JANET MARIONEUX
Marketing Coordinator
jmarioneux@gie.net

PRODUCTION

HELEN DUERR Director, Production
hduerr@gie.net

SAMANTHA GILBRIDE
Advertising Production Coordinator
sgilbride@gie.net

CHRISTINA HACKEL
Internet Production Coordinator
chackel@gie.net

CONFERENCES

MARIA MILLER Conference Manager
mmiller@gie.net

CORPORATE

RICHARD J. W. FOSTER CEO

CHRISTOPHER W. FOSTER President & COO

DAN MORELAND Executive Vice President

JAMI CHILDS Director, Business Resources & IT

MELODY BERENDT Director, Circulation

KELLY ROOP Manager, Accounting Department

**AMERICAN
BUSINESS MEDIA**
The Association of Business Media Companies



Puzzled about your pre-emergent choices?



We've completed the puzzle for you. LebanonTurf offers a variety of products to get your lawn off to a healthy start this spring. Whether you choose our ProScape products with MESA® for its quick response and consistent, brilliant color, or our value-added LebanonPro line, your customers will notice the difference.

- ◆ ProScape 18-0-5 0.09% Dimension 25% MESA
- ◆ ProScape 16-0-8 0.43% Barricade 43% MESA
- ◆ ProScape 16-4-8 0.38% Barricade 43% MESA
- ◆ ProScape 22-0-6 0.13% Dimension 40% MESA
- ◆ Lebanon Pro 17-0-5 0.13% Dimension 25% SCU

Find the piece that's your best fit by contacting your local LebanonTurf dealer, visiting LebanonTurf.com, or calling 1-800-233-0628.

LebanonTurf

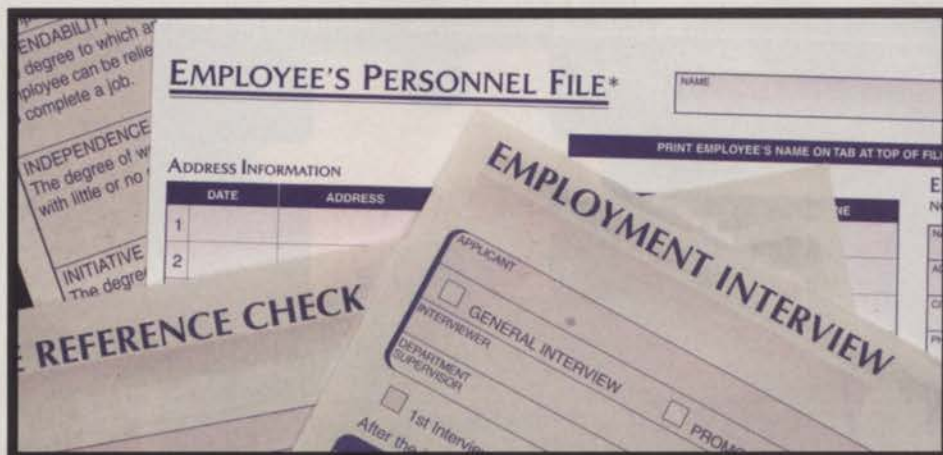
Improving the Way Professionals Care for Turf

LABOR

NEW I-9 FORM RELEASED

U.S. CITIZENSHIP AND IMMIGRATION SERVICES (USCIS) made changes to its Employment Eligibility Verification Form (I-9) as part of its ongoing work to reduce the number of documents used to confirm identity and worker eligibility. The Form I-9 with a revision date of June 5, 2007, is the only version of the form that is valid for use. All employers are required to complete a Form I-9 for each employee hired in the United States.

Key changes include the removal of five documents for proof of both identity and employment eligibility because they lack sufficient features to deter counterfeiting, tampering and fraud. They



include: Certificate of U.S. Citizenship (Form N-560 or N-570); Certificate of Naturalization (Form N-550 or N-570); Alien Registration Receipt Card (Form I-151); the unexpired Reentry Permit (Form I-327); and the unexpired Refugee Travel Document (Form I-571).

Additionally, the most

recent version of the Employment Authorization Document (Form I-766) was added to "List A" of the "List of Acceptable Documents" on the revised form. The revised list now includes: a U.S. passport (unexpired or expired); a Permanent Resident Card (Form I-551); an unexpired

foreign passport with a temporary I-551 stamp; an unexpired Employment Authorization Document that contains a photograph (Form I-766, I-688, I-688A, or I-688B); and an unexpired foreign passport with an unexpired Arrival-Departure Record (Form I-94)

continued on page 14

NO-MATCH LETTERS

DHS TO SURVEY SMALL BUSINESSES

THE DEPARTMENT OF HOMELAND SECURITY will revise its "no-match" letter rule, created to crack-down on employers who hire illegal immigrants, and will conduct a small business survey in the process.

DHS's agreement to revise the rule comes as a response to Federal Judge

Charles Breyer's Oct. 10 decision to indefinitely suspend DHS's no-match rule, which says an employer must fire a worker whose social security information can't be resolved within 90 days of the employer's receiving a letter from the Social Security Administration indicating the employ-

ee's identity doesn't match the agency's records.

Trade groups took DHS to court over the issue, saying the rules over-burdened businesses and the error-ridden Social Security database to be used for verification could cause

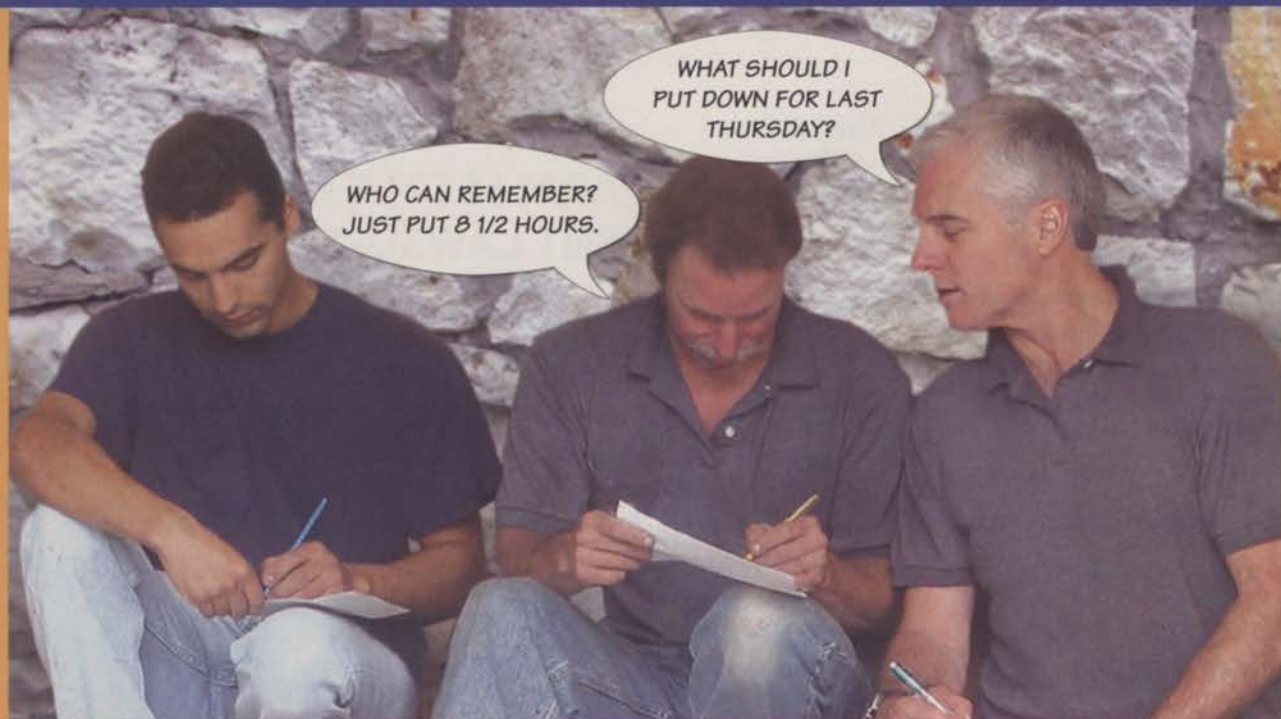


citizens to lose their jobs.

Breyer gave DHS until March 24 to get small business owners' input and rewrite the rule.

— Marisa Palmieri

HOW MUCH IS THIS CONVERSATION COSTING YOU?



WHY DEAL WITH THIS?

Employee Time Card

Name: **DAVID B.** Dates: **11-15**

Day:	Start:	Lunch:	End:	Jobsite:	Activity:	Hours:
Monday	7	1/2	3:30	Brentwood	Gen	8
Tuesday	7	1/2	3:30	"	"	8
Wednesday	7	1/2	4	"	"	8 1/2
Thursday	7	1/2	4	Crestview	"	8 1/2
Friday	7	1/2	4	"	"	8 1/2

Employee Signature: *David B.* Total Hours: **41 1/2**

WHEN YOU CAN HAVE THIS.

Employee Report

Burns, David Date Range: 2/11/2008 through 2/15/2008

Day	Date	Jobsite	Start	Stop	Cost Code	Hours	Total
Mon	2/11	Brentwood	7:08 AM	12:05 PM	Irrigation	4:57	7:38 hours
			12:41 PM	3:22 PM	Irrigation	2:41	
Tue	2/12	Brentwood	7:12 AM	12:07 PM	Irrigation	4:55	7:35 hours
			12:43 PM	3:23 PM	Irrigation	2:40	
Wed	2/13	Brentwood	7:12 AM	12:02 PM	Irrigation	4:50	7:53 hours
			12:46 PM	3:49 PM	Irrigation	3:03	
Thu	2/14	Crestview	7:17 AM	12:19 PM	Planting	5:02	7:58 hours
			12:50 PM	3:46 PM	Planting	2:56	
Fri	2/15	Crestview	7:13 AM	12:07 PM	Planting	4:54	7:49 hours
			12:44 PM	3:39 PM	Planting	2:55	
						Total	38:53 hours

Signature: *David B.* Burns, David

> **TRACKING** service work?
 > **DOZENS** of cost codes?
 > Crews on the **MOVE?**

Ask About
PocketClock®

More than 500,000 workers
 clocked in today with
The JobClock System.

Find out why!

USE READER SERVICE # 59

Visit us at the
 2008 Landscape
 Industry Show
 Booth
838

THE JOBCLOCK® THE LANDSCAPER'S TIMECLOCK.™

Call today: (888) 788-8463 • www.jobclock.com

EXAKTIME
 INNOVATION AT WORK

continued from page 12

for non-immigrant aliens authorized to work for a specific employer.

Both the revised form and the "Handbook for Employers, Instructions for Completing the Form I-9" are available online at www.uscis.gov or by calling 800/375-5283.

— Marisa Palmieri

EDUCATION

DEVELOP ACCOUNT MANAGERS

INDUSTRY VETERANS Bruce Wilson and Tom Oyler have created an educational opportunity focused on fool-proof methods of developing world-class account managers.

Beginning this month, the Wilson-Oyler Group Success Series seminar sessions will provide the educational content to develop top-of-class account managers. The Wilson-Oyler skill development processes are based on real-life scenarios and have lead to a development platform that allows landscape companies to grow revenues and retain long-term clients.

Seminar cities include Atlanta, Dallas, Chicago, Baltimore, Columbus, Denver and Orlando and dates include Jan. 10 and 14, Feb. 7 and 21, March 6 and 20 and April 3. The series is presented by Husqvarna and the media sponsor is Lawn & Landscape. For a registration form, go to www.wilson-oyler.com

CHEMICAL

BAYER, NUFARM SETTLE PATENT INFRINGEMENT LAWSUIT

BAYER CROPSCIENCE AND NUFARM AMERICAS reached a settlement in a lawsuit Bayer filed for infringement on its patent for the pesticide imidacloprid on fertilizer.

The settlement grants Nufarm and its partners freedom to work with Bayer's patented imidacloprid on fertilizer technology, including the ability to commercialize products incorporating the patented technology. Nufarm acknowledged that Bayer's patent is valid and enforceable, according to company officials. Other terms of the settlement are confidential.

The crux of the lawsuit

centered around Nufarm's use of adhesives in the form of sticks, plates, tablets or granules in its combination imidacloprid product. Both Bayer and Nufarm will continue to market combination fertilizer products with imidacloprid to the lawn and landscape marketplace.

In other Nufarm news, the proposed acquisition of Nufarm by China National Chemical corporation and two private equity groups — The Blackstone Group and Fox Paine Management III — is off. The group said it was not able to finalize its proposal prior to the expiration of the exclusivity period. No extension is planned.

— Cindy Code



Bayer Environmental Science



CONTRACTOR NEWS

OREGON CERTIFIES FIRST ECOLOGICAL LANDSCAPE COMPANY

ALONG WITH BECOMING CERTIFIED LANDSCAPE TECHNICIANS AND CERTIFIED LANDSCAPE PROFESSIONALS, landscape companies in Oregon now have the option of becoming environmentally certified. Salem, Ore.-based DeSantis Landscapes was certified as the state's first commercial ecological landscape contractor by the Portland Regional Pollution Prevention Outreach Team. The organization, made up of environmental experts from eight Portland-area agencies, recognizes landscape design, installation and maintenance contractors that "reach the highest standards in minimizing environmental impact."

"About four years ago we made a serious commitment to be a leader in sustainable

continued on page 18



GOLF



LAWN



NURSERY



ORNAMENTAL



GET MORE WITH THE POWER OF MORE.™

With the new customer rewards program from Dow AgroSciences, you get more. More products. More solutions. More cash back in your pocket. We offer one of the most comprehensive portfolios of Turf & Ornamental products in the industry, so you can prevent problems before they ever happen. And earn more on your purchases. When you need a proven solution for your Turf & Ornamental business, you can count on Dow AgroSciences. That's The Power of MORE™. To learn more about The Power of MORE, visit www.powerofmore.com or contact your local distributor or Dow AgroSciences sales representative.

**THE POWER
OF
MORE™**
DOW AGROSCIENCES PROVEN SOLUTIONS

*Trademark of Dow AgroSciences LLC ©2007 Dow AgroSciences LLC T38-000-002 (9/07) BR 010-60508 510-M2-443-07

P R O V E N S O L U T I O N S



THE ZAHN. THE REVOLUTION IS HERE.



 **Ditch Witch**
TheZahn.com

USE READER SERVICE # 15

Bigger.



Better.



Bandit.



TWENTY-FIVE YEARS.

Bandit chippers have been **outperforming** the competition day in and day out for the past twenty-five years. See for yourself why more industry professionals trust the Bandit name.

CALL TO SET UP A PRODUCT
DEMO AT YOUR JOB SITE TODAY!

1-800-952-0178

<http://www.banditchippers.com>

USE READER SERVICE # 16

inside the industry

continued from page 14

landscapes and thought getting certified was a perfect way to prove we met the criteria," said Dean DeSantis, president.

DeSantis Landscapes met requirements in six categories: business practices, site design, installation, site maintenance, vehicles and equipment, and materials handling. The company already fulfilled many of the application's requirements, such as biodiesel usage in trucks and equipment, utilization of four-cycle technology in handheld equipment, implementing erosion control programs on design/build projects and minimizing pesticide use. The entire certification process took four months.

DeSantis said environmental certification will become more commonplace as landscape companies around the country look for ways to lessen their impact. "Everyone is realizing the earth is in trouble and we all have to do what we can to protect it," he said.

The certification has established the company as a leader in environmental consciousness, and its clients appreciate its extra efforts to be green, DeSantis said. "To be the first in anything distinguishes your business," he said. "We don't just say we're a green company, we have someone behind us saying we're the real deal."

— Emily Mullins

LOCAL RESTRICTIONS

LEAF BLOWER BAN USED ON 'HEART RATE'

CITY COUNCIL MEMBERS IN CAMBRIDGE, MASS., are considering an ordinance that would partially ban leaf blowers, not based on hearing loss, but the possibility of raising the heart rates of passersby, the *Boston Globe* reports.

Jo Solet, a Harvard Medical School researcher who studies the effects of noise on the body, tells the newspaper decibel levels emitted from leaf blowers are to blame for raising heart rates. However, most studies on leaf blowers have shown that the bulk of leaf blowers on the market produce decibel levels comparable to normal conversation (60 to 70 decibels). A telephone dial tone is about 80 decibels.

"There's tension between cleaning up our parks and noise in residential neighborhoods," Henrietta Davis, a city councilwoman, tells the *Globe*. "I think we need to draw the line that says we shouldn't have to put up with the noise and what's being put into the air." Should the ordinance pass, commercial use of leaf blowers within 150 feet of residential areas would be illegal, the *Globe* reports.

Dana Gallup, owner of Cambridge-based Gallup Landscape Co., says banning leaf blowers, even partially, will slow how quickly his crews can perform work. "The ban ranks somewhere between ridiculous and absurd. If you move into a city, you come to expect noise. What's next? Will they outlaw trucks and jackhammers because they're too loud and dirty?"

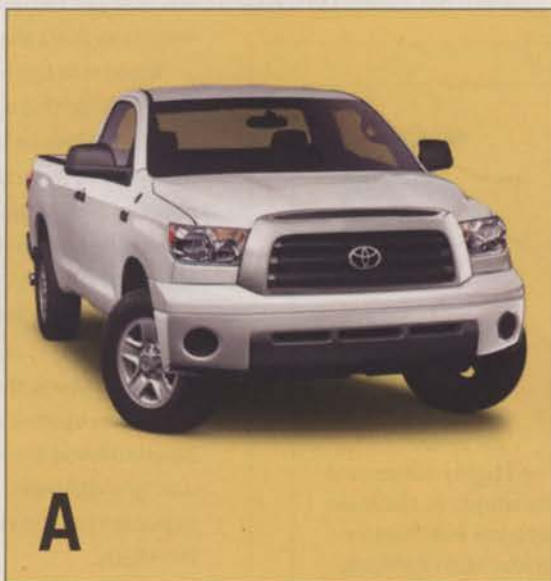
Other cities in the U.S. are dealing with new leaf blower bans. Yonkers, N.Y., has come under fire recently because though the city banned all use of blowers during the summer, city workers are exempt from the ban.

— Mark A. Phillips

BUSINESS SOLUTIONS QUIZ #2

MULTIPLE CHOICE

Which of these Tundras tows over 10,000 lbs.,^{1,2} has an available 5.7-liter, 381-horsepower V8 engine, pre-approved vehicle credit lines, open-ended lease plans and financing for truck specialty equipment?³



Answer: A and B. Toyota is the one-stop solution to all your fleet vehicle and financing needs. For more information, contact your Toyota dealer today.



Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your Owner's Manual. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. ¹4x2 Regular Cab Long Bed with available 5.7L V8. ²All finance programs on approved credit through Toyota dealers and Toyota Financial Services. Pre-qualified credit line may be used for vehicle lease or financing. Finance programs are not available in AL, FL, GA, NC, and SC. Toyota Financial Services is a service mark of Toyota Motor Credit Corporation. ©2007 Toyota Motor Sales, U.S.A., Inc.

CONTRACTOR NEWS

ORDINANCE VIOLATES CONTRACTOR'S RIGHTS, JUDGE SAYS

A MASSACHUSETTS LANDSCAPE CONTRACTOR'S CONSTITUTIONAL RIGHTS were violated by a city ordinance that banned trucks in his neighborhood, the *Eagle-Tribune* newspaper reports.

Judge Thomas Murtagh ruled that a law prohibiting commercial vehicles weighing more than 3 tons on certain streets in Haverhill, Mass., "likely discriminates arbitrarily" against Leonard Russo, owner of Russo's Earth Care, the newspaper says. Russo had taken the city to court, saying the law would put him out of business. The ruling means Russo can continue to operate the business from his neighborhood, but a city lawyer says the zoning rules eventually

will force him out. The address of Russo's business is also his home address.

"This is a good lesson for the city," Joel Rosen, Russo's attorney, told the *Eagle-Tribune*. "You cannot discriminate. You cannot put a good person out of business just because the

neighbors don't like him."

Russo tells *Lawn & Landscape* he's getting a raw deal, especially since he's contributed a lot to the city. "I've donated a lot of time taking care of the Korean War Memorial in town," he says. "I put in two ball fields here in the city." Russo argues that his business should be allowed to operate in his neighborhood because it was "grandfathered in". His father started the business in the 1950s.

— Mark A. Phillips



YOU WON'T GET BITTEN WITH MosquitoMax

When it comes to making an impact on your bottom line and pleasing your customers think MosquitoMax misting systems.



The reasons are clear:

- Highly automated yet simple to maintain
- Supports eco-friendly insecticides and repellants
- Attractive wall mounted powder coated enclosure
- Misting nozzels target harborage areas in landscaping

HARDER WORKING.
LESS MAINTENANCE.
MORE FLEXIBILITY.

For satisfied customers and higher profits the choice is clear.

MosquitoMax
misting systems
Automated Insect Control

877-523-2525
www.mosquitomax.com



Log onto lawnand-landscape.com in between issues for the latest industry news, including updates on the H-2B situation, as well as valuable online content to help your landscape business grow and achieve greater success.

USE READER SERVICE # 18



Bob is building an outdoor staircase. He can use either (A) natural stone, which weighs approximately 390 pounds each, requiring heavy machinery and extra crew members to move and position the slabs or (B) RockStep,[™] a reinforced concrete product* that looks like natural stone but weighs just 80 pounds, so no extra labor or machinery is required. Which material will allow Bob to save both time and money?

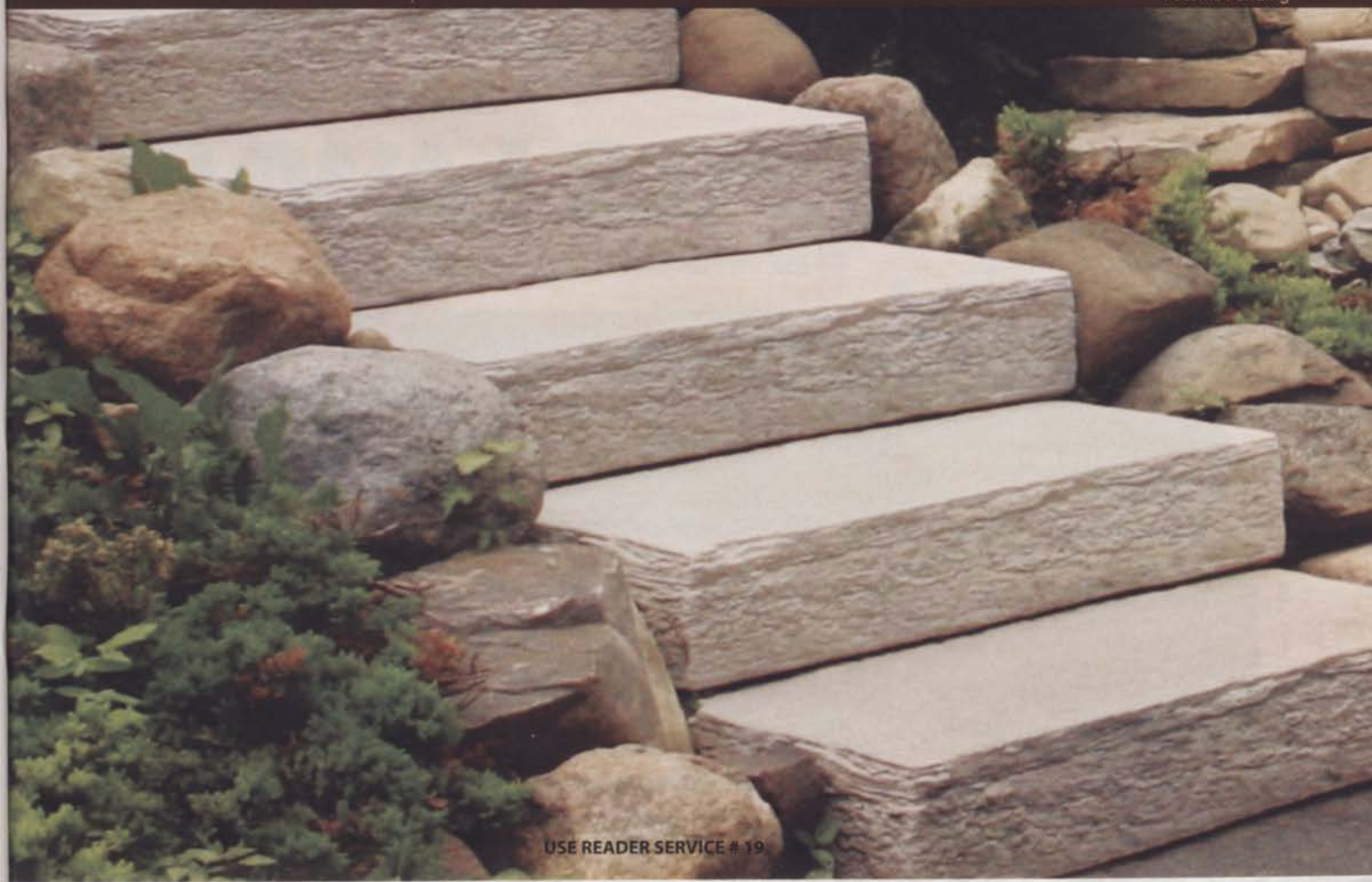
(B) RockStep. The perfect answer for all your landscaping step designs.

MystiCrete

ROCKSTEP

mysticrete.com 1-877-79STEPS Dealer inquiries invited

*Patents Pending





ENGLISH TO SPANISH PHRASES

ENGLISH: We need to plant these flowers.

SPANISH: Debemos plantar estas flores. (deh-BEH-mohs plahn-TAHR EHS-tahs FLOWH-rehs.)

ENGLISH: We need to plant these shrubs.

SPANISH: Debemos plantar estos arbustos. (deh-BEH-mohs plahn-TAHR EHS-tohs ahr-BOOS-tohs.)

ENGLISH: We need to fertilize all the shrubs in this yard.

SPANISH: Debemos fertilizar todos los arbustos en este jardín.
(deh-BEH-mohs fehr-tee-lee-SAHR ToH-dohs lohs ahr-BOOS-tohs ehn EHS-teh hahr-DEEN.)

ENGLISH: We need to add peat moss to the bed.

SPANISH: Debemos agregar musgo de turba al cantero.
(deh-BEH-mohs ah-greh-GAHR MOOS-goh deh TOOR-bah ahl kahn-TEH-roh.)

ENGLISH: We need to water well with root stimulator after we plant.

SPANISH: Debemos regar bien con el estimulador de raíces después de plantar.
(deh-BEH-mohs rreh-GAHR kohn ehl ehs-tee-moo-lah-DOOR deh rrah-EE-sehs dehs-poo-EHS deh plahn-TAHR)

Considering that a growing number of landscape contractors are employing Hispanic or H-2B workers, improving communication is becoming more crucial to ensure quality work done right the first time.

In an effort to aid landscape and lawn care professionals in their communication efforts, Lawn & Landscape is publishing a few phrases each month in English and Spanish, including a pronunciation guide, courtesy of the book "The Lingo Guide For Landscapers" by E.G. White. To inquire about ordering the book, which costs \$14.95, visit www.lawnandlandscape.com/store or contact the Lawn & Landscape Book Department at 800/456-0707. Got a phrase you need translating? E-mail it to Managing Editor Mike Zawacki at mzawacki@gie.net.



U.S. LAWNs

NO ONE KNOWS THE LANDSCAPE MAINTENANCE INDUSTRY LIKE WE DO.

NATIONAL STRENGTH, LOCAL COMMITMENT®

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

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





We're on it like white on snow.

When Mother Nature dishes out her worst, look your best to snow removal clients with John Deere on your side. Our quick-change attachments let you go from blower to blade to loader faster than any other line. Our compact utility tractors feature best-in-class cabs with superior visibility and comfort for longer, more productive days. And the legendary reliability of John Deere, backed by a three-year powertrain warranty, will keep your green team rolling whenever the snow is falling.

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



JOHN DEERE

Drought:

Lack of Rain Devastates Georgia

A survey by the Georgia Center for Urban Agriculture shows just how severely the recent drought in Georgia affected the green industry.

Of 1,500 businesses surveyed, the drought's bite on the green industry in Georgia was pegged at an average of \$2.58 million in reduced revenue, on average, per company. That amounts to about 43 percent less in revenue in 2007 over 2006. Respondents from businesses included irrigation; wholesale nursery, greenhouse and sod production; landscape; turf installation and maintenance; wholesale, rewholesale and garden retail sales; and golf courses. On average, Georgia green industry firms reported laying off six workers. Firms estimated a total of 11 workers were to be laid off at the end of 2007.

— Source: Georgia Center for Urban Agriculture



\$2 million

The amount of revenue Steve Pattie estimates he'll lose if he's unable to get visas for 30 seasonal workers through the government's H-2B program. The president of The Pattie Group, a landscape design/build and maintenance company in Novelty, Ohio, fears the ripple effect of the H-2B crisis will hit other industries as well.

— Source: Lawn & Landscape magazine



21 million

The number of gallons of water Nelson Peltz, the corporate titan, used at his 13-acre Palm Beach, Fla., home in a 12-month period. That works out to 57,000 gallons per day. The average southern Florida home consumes about 54,000 per year.

— Source: The Wall Street Journal

\$341 billion

A study by Management Information Systems says the American green industry is worth \$341 billion and encompasses 5.3 million jobs.

— Source: Management Information Systems



Photos: Dreamstime.com

It's uncanny. From the moment you shake Lenny's hand, you quickly realize that when it comes to Exmark mowers, the guy knows his stuff. If there's ever a question, he's your man. Electrical, hydraulic,

signature beaded weld and durable construction. From there he moved on to R & D, testing new machines and tweaking the others. Now, he's solving your problems and working closely with

for distributors, dealers and technicians. It's a chance for him to get out there and talk to these guys, listen to what they have to say, and keep them in the loop about new and existing products. So when

Meet Lenny Mangnall, mower encyclopedia.

simple maintenance, cut quality, you name it, he's all over it. Intense obsession? Or incredibly thorough job training? It's a little bit of both. Which explains why he's earned his place as an Exmark customer service representative.

Lenny first got his feet wet as a welder on the factory floor. It was his introduction to Exmark's

other departments to make certain every mower built lives up to his standards. Yep, his standards.

One of his responsibilities is to look at a new mower through the eyes of the technician. You can bet if it's not easy to maintain, it won't make the cut. It's part quality control and part pursuit of perfection.

During the off-season, he's on the road conducting service schools

Lenny answers your call, you know you're in good hands. As he likes to put it, he knows a thing or two about mowers. He's modest that way. Clearly he also knows a thing or two about you and your needs.

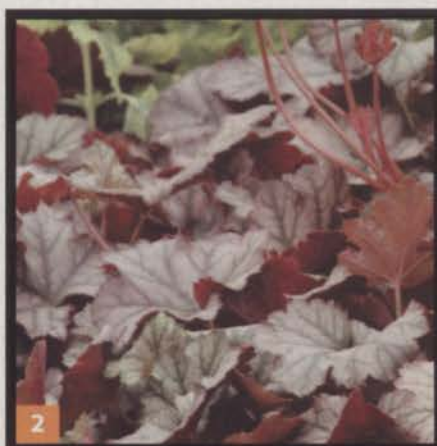
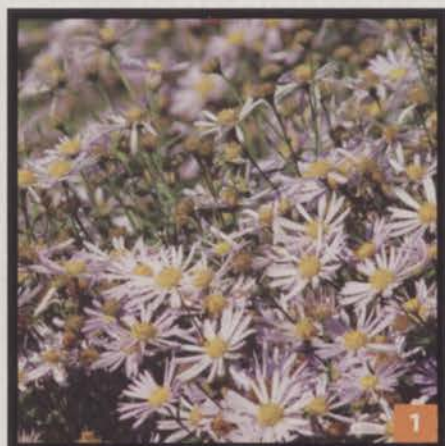
There's a story behind every mower.



To read more about Lenny and the other Exmark employees who make the Lazer Z the best mowers on the field, visit exmark.com/stories.



Going Native



Native plant material protects landscapes from drought, pests and disease.

LANDSCAPE contractors around the country are thinking twice about the plant material they use and embracing the benefits of native landscapes. "There's no question natural landscapes are a growing trend," says Larry Weaner, founder of Larry Weaner Landscape Design Associates, a Glenside, Pa.-based firm that specializes in natural landscapes. "Over the last five, six, seven years there has

been a dramatic increase in the interest in and understanding of them."

Factors like water and pesticide restrictions have required contractors to install plants tolerant of drought, pests and disease, and homeowners are re-embracing the aesthetic of natural, low-maintenance landscapes, Weaner says. Above are four native plants contractors can incorporate in their natural landscapes.

1. NORTHEAST

Variety: 'Jim Crockett' Boltonia
Species: *Boltonia asteroides* var. *latisquama*

USDA Zones: 4 to 9

Plant Type: Perennial

- Grows 18 to 24 inches tall
- Requires full sun
- Has green foliage and lavender blooms with yellow centers
- A compact plant great for small areas and containers

2. NORTHWEST

Variety: Harvest Series
Species: *Heuchera*

USDA Zones: 4 to 9

Plant Type: Perennial

- Grows 6 to 12 inches tall, spreads 12 to 16 inches wide
- Requires partial sun
- Available in burgundy-bronze (pictured), greenish-silver and chartreuse
- Thrives in autumn's shorter days and cooler temperatures

3. SOUTHEAST

Variety: Luna Series Hibiscus
Species: *Hibiscus moscheutos*

USDA Zones: 5

Plant Type: Perennial

- Grows 2 to 3 feet tall, spreads 2 feet wide
- Requires full sun
- Available in blush, pink swirl, red, rose and white
- Heat and drought tolerant

4. SOUTHWEST

Variety: 'Early Sunrise' Coreopsis
Species: *Coreopsis grandiflora*

USDA Zones: 4 to 9

Plant Type: Perennial

- Grows 24 inches tall, spreads 22 to 24 inches wide
- Requires full sun
- Produces golden yellow, semi-double flowers
- A tough variety great for parks and landscapes



6-Station Controller
\$49.00 - \$69.00

With **prices**
like these...

who **needs** the
middleman.

We save you money, clean and simple. Not by sacrificing quality or customer service but by offering a direct manufacturer source for contractors. We stand behind our products and provide:

- ⇒ Products **priced 35% to 50% below** competitors
- ⇒ High quality, **100% tested** irrigation valves and controllers
- ⇒ **100% satisfaction** guarantee and **3-year** warranty
- ⇒ No more complicated supply chains
- ⇒ **Free shipping** to your doorstep



1-Inch Valve
\$7.80 - \$9.95

Log on to save.
www.irrigationdirect.com



Module
\$11.00 - \$14.00

ID →
Irrigation Direct
877.436.6922



the grass just got greener

USE READER SERVICE # 23

Design Sales





Selling lawn care online?

Noon Turf Care proves it's possible.

BY MARISA PALMIERI/ASSOCIATE EDITOR

PURCHASING AIRLINE TICKETS. Paying bills. Ordering prescriptions. Considering 73 percent of American adults use the Internet, all of these daily tasks are increasingly taking place on the Web. Why not add "buying lawn care" to the list?

That's what Matt and Chris Noon, brothers and partners at Hudson, Mass.-based Noon Turf Care, thought. Over the last two years they've invested heavily to refine their company's online quoting and sales mechanism to do what all businesses would like to do: lower the cost of a sale.

A decade ago, people would have thought it was odd to buy airline tickets online, Matt Noon says. Now that's the primary way to book flights. "I think it's funny when you have to go out and meet someone to give them a lawn care estimate," he says.

Matt and Chris Noon
Noon Turf Care, Hudson, Mass.
Photos: Stephen Faust

permagreen Gives Back

We're raising \$150,000 to help orphans in a small East African village so they can have food, water, clothing, medicine and education. PermaGreen is pledging \$75,000, plus we will add 50¢ to every dollar you donate*. Together, we can make a huge impact! Donate online at permagreen.com or CaringPlaceMinistries.org or by phone.

*up to the \$150,000 goal



Aaron T. Jessen, Director of Marketing & Sales at PermaGreen, and his wife, Kendra, have founded a grassroots, 501(c)(3) non-profit, Christian organization called CaringPlace Ministries International to help HIV/AIDS affected and infected orphans in Bugonzi Village, near Masaka Town in the East African country of Uganda. CaringPlace absorbed a struggling orphanage in this poor village, which serves as a home and drop-in facility for 75 children.

Aaron & Kendra have already raised enough money to conduct HIV testing, install a 10,000-Liter fresh water tank, build a more adequate latrine and expand the children's diet to include meat and more fruits and vegetables. But the need is still great!

The children currently sleep 3 or 4 to a bed, and the only means for cooking is an open fire, which is difficult to maintain during Uganda's 9-month-long rainy season. The facilities have no electricity and there is no transportation to the nearby town. And there are hundreds of children in the area who still need a home and the chance for a bright future. CaringPlace needs your help to provide these children with the basics of survival!

Robert Luwalira, the native Ugandan that founded the orphanage, is the Director of Operations in Bugonzi. He provides proper management over the activities on the ground and ensures that every dollar is spent for the benefit of the children.

We need your donations to make this project a success!

\$50 provides a child with food, water, medicine, education and housing for a month

\$100 can buy chickens or goats and pay for mattresses and mosquito nets

\$500 can pay a teacher's salary for an entire year

\$1,000 helps with operating costs for a month or can go toward building dormitories, buying a vehicle, building a kitchen, installing electricity or many other major improvements

The Green Industry is not just a green place...it's a CaringPlace! Please consider giving today!

CaringPlace is a registered 501(c)(3) non-profit. All contributions are tax-deductable.



visit permagreen.com/caringplace or CaringPlaceMinistries.org or call 800.346.2001 for more information

That's MY

permagreen

Now easier to clean...

more comfortable to ride!

see details & win your own! visit permagreen.com



800.346.2001

"It's nice, but it's not efficient. With rising overhead and increased competition, we need to figure out more cost-effective ways of doing business."

The Noons believe a better business model is exactly what they've created with their Web site's quote-producing function. "We're trying to harness technology to do something better," Chris Noon says.

The early adopters of Web buying have been professionals in dual-income households who want to get on their Blackberrys or laptops at the office and have their lawn care taken care of for the year, Matt Noon says. Though he concedes it will take some time for most clients to get used to buying lawn care online, the company's 33 percent growth from 2006 to 2007 and 70 percent projected growth for 2008 prove that customers just may be ready for Lawn Care 2.0.

HOW IT WORKS. A client visits Noon Turf Care's www.smartlawn.com, enters his or her address and other details, and the proprietary program



"If you're not creating processes that make it easier on the customer, you're not giving good service."

— Matt Noon, Noon Turf Care

generates an instant lawn care quote based on property size.

Next, if the customer accepts the quote, a technician goes out the next day to conduct a diagnosis and make the first application. Noon Turf Care employs one technician who's dedicated to doing first applications and service calls within 24 hours of

requests. "When you sell a new customer, the last thing you want to do is provide them with that service two weeks later – there's no trust built that way," Matt Noon says. "Our 24-hour turnaround technician who gets new customers activated with their first treatments and retains customers is a vital asset for us."

A prospect who declines an online quote receives a follow-up e-mail with an estimate. In addition, Noon Turf Care's system kicks declined quote leads over to its telemarketing center, where follow-up calls are made to prospects who may prefer to receive formal estimates. "A lot of people will get their quote, but they'll need a little



Noon Turf Care

PARTNERS: Matt and Chris Noon

HEADQUARTERS: Hudson, Mass.

INCORPORATED: 2001

EMPLOYEES: 10 year-round, 30 seasonal

SERVICE BREAKDOWN:

80% Chemical lawn care

20% Maintenance

CLIENT BREAKDOWN:

90% Residential

5% Commercial

5% Commercial residential

REVENUE:

2007.....\$2 million (projected in December)

2006.....\$1.5 million

2005.....\$1.2 million

2004.....\$1 million

CONTACT INFO:

3 Brent Drive

Hudson, MA 01749

978/562-1707

www.noonturfcare.com

matt@noonlandscape.com

further assistance to get activated," says Chris Noon, adding that some consumers are more comfortable talking to a live voice.

The company's flexibility to give quotes the "old way" if requested is part of the system's success right now as customers warm up to the idea of buying lawn care online.

DEVELOPMENT. To get the custom electronic quote feature up and running two years ago, the Noons made significant financial and labor investments. They spent countless

hours of their time and an estimated \$150,000 on the system and expect a return on investment in two years. They weren't aware of any turn-key quoting systems on the market, so they developed the concept themselves and subcontracted a full-time programmer for one year to execute the technological end. Most of the system was built in-house by connecting the Noon's customer database with a satellite service called Microsoft Virtual Earth.

So far they're satisfied with the site's success in driving down their

cost per sale. It costs \$20 to acquire a new customer over the Internet, compared to \$100 with direct mail and \$50 with telemarketing.

The Noons were a bit worried during the first year when online sales weren't rolling in like the they had hoped. "We were getting hits, but people were backing out because they didn't trust where the price was coming from," Chris Noon says. In early 2007, they added a feature that displays a satellite image of the client's property. "When we added that, it built some trust with the client so more people are actually activating online rather than just getting the quote," he says. He estimates adding the satellite image has improved the rate of

customers who purchase online by 60 percent.

In addition to driving down the number of phone calls coming into the office and weeding out "tire-kickers," this feature has taken Matt Noon completely out of the sales process, allowing him to spend more time hiring and training front-line employees. He has an interview scheduled every day, whether he needs a new technician or not. "If you have more time to find better people and invest in training, it propels you years ahead of what you'd be doing if you had to spend the time to sell," Matt Noon says.

Some people might argue it's unfavorable to take the face-to-face component out of the sale, but Matt

Noon disagrees. "We've found that lawn care is more of a commodity-based service," he says. "And I don't mean commodity in a negative way. There's less hands-on customer service required than with landscape management of an entire property or installation services. With lawn care, if you're not creating processes that make it easier on the customer, you're not giving good service."

UPSELLING ON THE WEB. In addition to introducing the electronic quote service for new customers in 2006, the Noons added an up-sell mechanism to their online arsenal this year. They created a separate URL, www.mysmartlawn.com, for existing customers to

We're a lot like having a new best friend.



PBMSPRAYERS.COM

Go on-line today and check out the largest selection of Spray Equipment available.



PBM Supply & Mfg., Inc.

Headquarters - Northern California

(800) 688-1334

One difference. At the end of the day our reliable PCO Sprayers improved your bottom line instead of chewing up your pillow.



110 Gallon Highway Rated Trailer Sprayer

GATORLINE™

ASK FOR IT BY NAME



FOR EXCELLENT TRIMMER LINE PERFORMANCE CHOOSE GATORLINE™

The original round and square **GATORLINE™** are made with a long-lasting co-polymer material.

Step up to the **MAGNUM GATORLINE™** and you get the benefits of a co-extruded process that further enhances friction resistance and abrasion wear.

These plus nearly 8000 other high quality replacement parts are available through your authorized Oregon® distributor or dealer.

Choose Oregon® to be your one-stop parts source!



Advanced Cutting Technology



Oregon Cutting Systems Group • Blount Inc. • www.oregonchain.com

USE READER SERVICE # 26

cover story

purchase technician-recommended extras like grub control, core aeration and lime applications. Every invoice they send encourages customers to log on to their accounts for instant add-on service quotes.

The company also drives existing clients to www.mysmartlawn.com with "constant contact" e-mail reminders that go out once a month to a list of customers who've indicated they'd like to receive e-mail offers. "That's crucial in terms of convenience to the customer," Chris Noon says.

These initiatives plus telemarketing to current clients are responsible for increasing the average customer's annual spend by about 30 percent over the last few years, Chris Noon says.

Catering to Web-Savvy Clients

In addition to providing instant electronic quotes, Noon Turf Care offers customers the means to pay their bills or ask quick questions online.

Noon accepts credit card payments via PayPal, an online secure payment service owned by eBay. PayPal, which costs the company about \$100 per month, charges 2 percent to 3 percent per month plus 30 cents per transaction. On average, it's less than the company pays to process credit cards directly.

Another way Noon makes life easier for clients is the live chat tool online. Powered by a service called Boldchat, this feature lets customers talk to Noon Turf Care's office manager without having to call or send an e-mail. Live chat, which costs Noon Turf Care about \$40 per month, is ideal for clients who just need to relay brief information to the company, like "We're working on our driveway, can you come after Wednesday?" or "How long should we stay off the lawn?"

Make a KILLING



MistAway® Systems is the leading manufacturer of outdoor misting systems that effectively control mosquitoes, no see ums and other annoying insects.

We are actively seeking **Lawn & Landscape Professionals** to become **MistAway® dealers**.

Contact us today to receive a free no obligation informative DVD.

BUG us anytime!

866-485-7255

www.mistaway.com



USE READER SERVICE # 27



TYGAR MFG. LLCTM
WILD ON CURBING

Toll Free 866.999.9506
www.tygarmfg.com

\$ PER DAY
\$6,500
\$5,500
\$4,500
\$3,500
\$2,500
\$1,500
\$ 500

Are your profits getting squeezed? Too many competitors?

Try LANDSCAPE CURBING!

The fastest growing segment in landscaping!

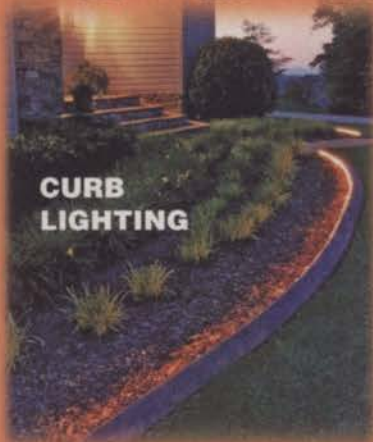
- Great compliment to any project
- Low start-up costs, high profits
- Financing available
- **FREE** info—see below



Complete Turnkey Packages (training & support included!)

LINEAR FEET

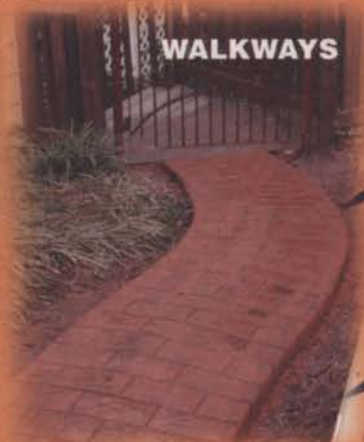
100 200 300 400 500 600 700 800 900 1000



CURB LIGHTING



LANDSCAPE ACCENTS



WALKWAYS

How to Get Started

Request a **FREE**
DVD & Catalog—
Toll Free 866.999.9506 or
www.tygarmfg.com

Attend a **FREE** Demo Day
on the 1st Monday
of each month.

Call today to reserve your spot!

Phone 770.345.6625
Fax 770.345.6637

425 Wilbanks Drive
Ball Ground, GA 30107

USE READER SERVICE # 28



cover story

CALL CENTER CUES. Noon Turf Care's telemarketing strategy spurs more sales and catches customer service issues before they become problems.

Its 2-year-old call center employs five telemarketers during the season to call on existing customers and 10 during January and February to drum up business for the spring. The call center includes 10 workstations, each with a computer and telephone wired to an automated dialing system.

Today Noon Turf Care's call center is a sophisticated set-up, but it wasn't always. The company's telemarketing efforts began by making follow-up calls in the evenings to clients who received estimates earlier that day.

The advent of the federal Do-Not-

Promoting Pre-payment

April is cash-flow crunch time for Noon Turf Care. Payroll must go out, but payments are just starting to roll in. As a result Matt and Chris Noon have learned to be vigilant about collections. The company leaves invoices for every service rendered, sends monthly statements and makes a "casual" collections phone call after 30 days. If a client hasn't paid within 90 days, their account goes on credit hold until the issue is resolved.

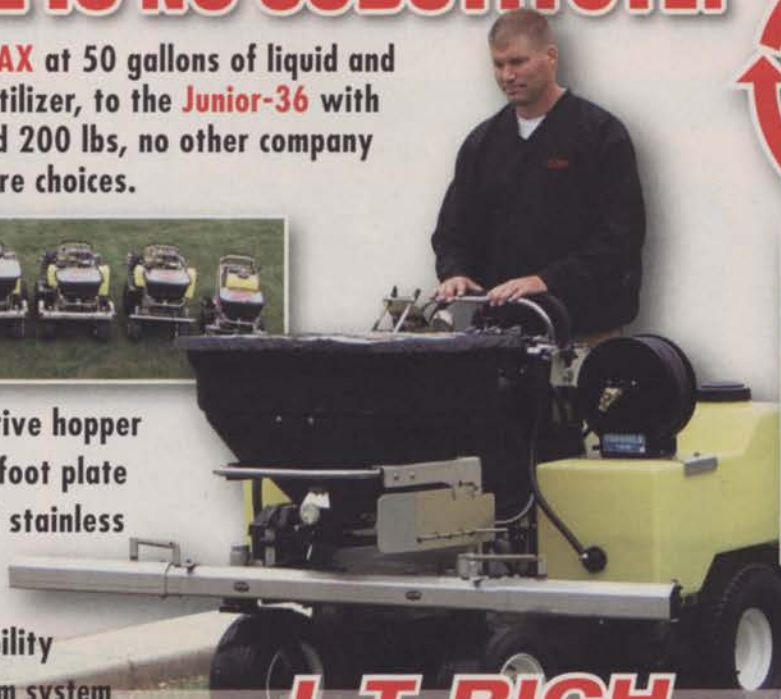
To finance the first month's payroll, Noon Turf Care offers an incentive to customers who prepay. Letters offering a 7 percent discount go out in November, prompting 20 to 25 percent of customers to prepay for the next year. Depending on the size of the account, the discount ranges from about \$45 (for a lawn care-only customer) to \$350 for a full-service client who gets mowing, lawn care, spring and fall cleanups and other extras. "For a traditional full-service account, that \$350 discount is like a free spring cleanup," Chris Noon says. "It's definitely enough to entice them to prepay."

THERE IS NO SUBSTITUTE!

From the **Z-MAX** at 50 gallons of liquid and 300 lbs of fertilizer, to the **Junior-36** with 18 gallons and 200 lbs, no other company offers you more choices.



- Hydraulic drive hopper
- Suspension foot plate
- All laser cut stainless steel
- Zero-turn maneuverability
- Enclosed boom system
- 4 GPM pump
- GPS wireless speedometer



Patents Pending

L.T. RICH

PRODUCTS, INC.

Check out all the new features at www.z-spray.com
or call us @ 877-482-2040

USE READER SERVICE # 29

PRODUCTIVITY | UPTIME | LOW DAILY OPERATING COSTS



JOHN DEERE

Nothing Runs Like A Deere™



"Pip-Squeak"

This little guy is big on attitude. The energetic John Deere 313 and 315 small-frame skid steers may be compact and nimble. But there's muscle behind this hustle. Operators dig the exceptional visibility and best-in-class stability. Owners are impressed by the reliability and strong dealer support that come with the John Deere name – at a price to match their modest size. So see your dealer or call 1-800-503-3373 to put these versatile little go-getters to work for you.

www.JohnDeere.com/PipSqueak

cover story

Call list has turned a lot of companies away from telemarketing, but not Noon Turf Care. "I wasn't in telemarketing before [the Do-Not-Call list], so I don't really know what it's like before vs. after," Chris Noon says, adding the

company "makes do" by calling more ZIP codes than it would if it didn't have to cleanse lists with Do-Not-Call data.

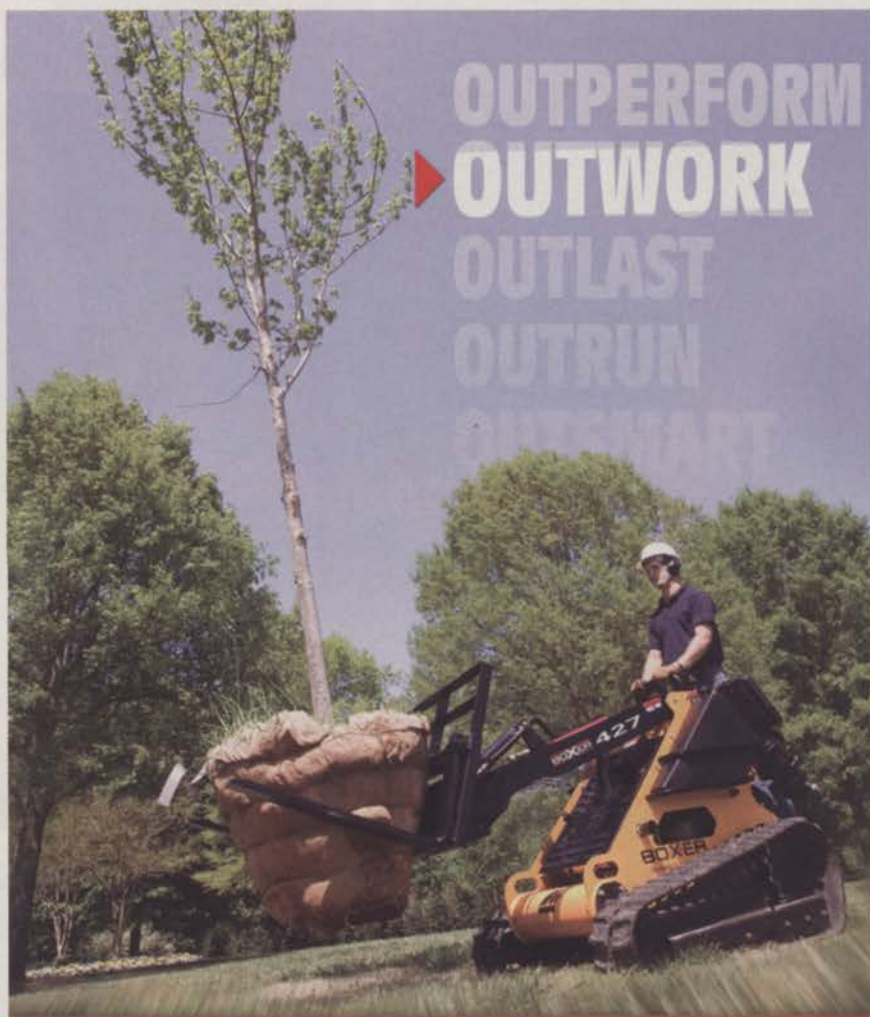
Noon Turf Care buys lists from several marketing firms for 10 to 15 cents per record. "There are all different

kinds of ways to pull the lists, so we'll pull by income, or by people with a house and two cars," Chris Noon says, adding that block leading, or targeting the neighbors of current clients to improve route density, is another effective list-development method.

When Noon's telemarketers call existing customers during the season, their main goal is upselling services, but they also ask how customers' lawns look and how technicians are doing. Any concerns are logged and routed as service calls for the next day. As a result, the company has registered an 8 percent improvement in its cancellation rate. "These customers are floored – they can't believe we're contacting them," Matt Noon says. "Not only are they going to purchase more from us, but we're stopping a complaint before it exists."

Working in concert with the Web site, Noon Turf Care's call center has helped drive sales and improve customer relations. In the future, Matt and Chris Noon see the technology of both systems improving – especially the features of existing customer site www.mysmartlawn.com. Ideally the site will grow to mimic the functions of financial services sites, allowing customers to fully manage all aspects of their accounts – including purchasing, payments and customer service.

The Noons will continue to look outside the industry to research their online initiatives because they believe it's the future. "Anyone who's tracking leads knows that traditional monster phone books don't connect customers anymore," Chris Noon says. "Customers are looking online." LL



Reduce hand labor and increase profits with a Boxer 400 Series mini-skid. With an operating capacity up to 900 pounds, this rugged machine is at the top of the class for superb productivity. 50+ Attachment versatility. Wheels or tracks. Outwork the competition without increasing labor costs or investing in other equipment. Demo a Boxer at your local dealer today or see what all the excitement is all about at www.BOXERoutperforms.com.

BOXER
BIG POWER IN ALL PLACES
1-800-476-9673

a division of
COMPACT POWER

See us at:



Booth# N-1409



Booth# 6134



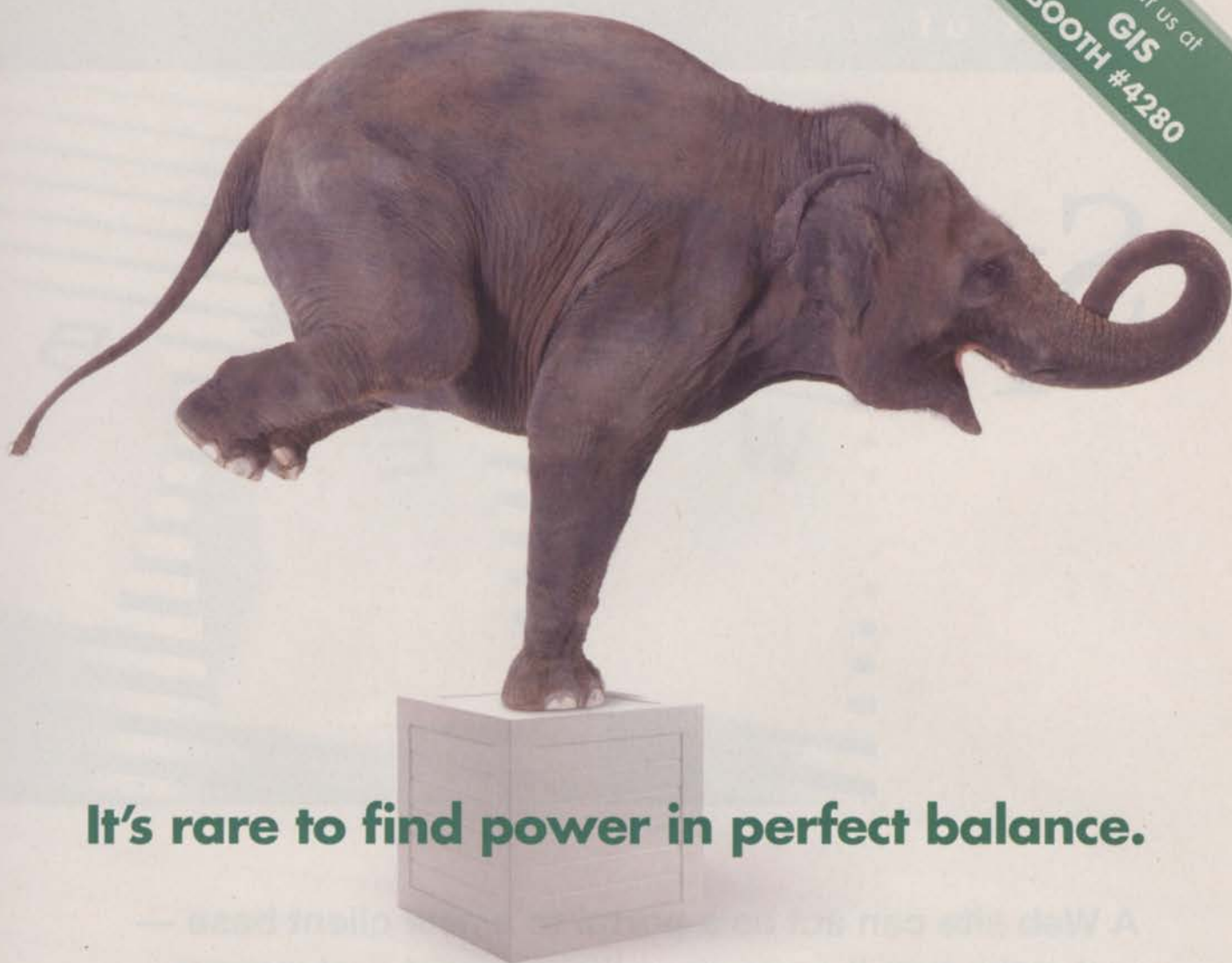
Booth# C6795



Visit January's online extras to read about Noon Turf Care's history and its unique way of wooing back former clients.

USE READER SERVICE # 31

visit us at
GIS
BOOTH #4280



It's rare to find power in perfect balance.

New Quincept's™ innovative formula controls crabgrass and other tough grasses, as well as over 200 broadleaf weeds.



Quincept™ Balancing power and performance is no easy task. That's why *The Formulation Innovators™* at Nufarm Turf and Specialty are proud to introduce Quincept for the control of both grassy and broadleaf weeds. With an ideal ratio of active ingredients, Quincept delivers more than enough power and flexibility to deal with virtually any situation. Plus it's available in the convenient 64-oz. squeeze and measure jug, as well as the "no-glug" 2 1/2 gallon size. So whether it's early-season broadleaf control or late-season crabgrass clean-up, trust Quincept to pack the punch you need to get great results.

800-345-3330 www.nufarm.com/usto

™ Quincept and The Formulation Innovators are trademarks of Nufarm Americas Inc. Always read and follow complete label instructions.

Value with a difference.



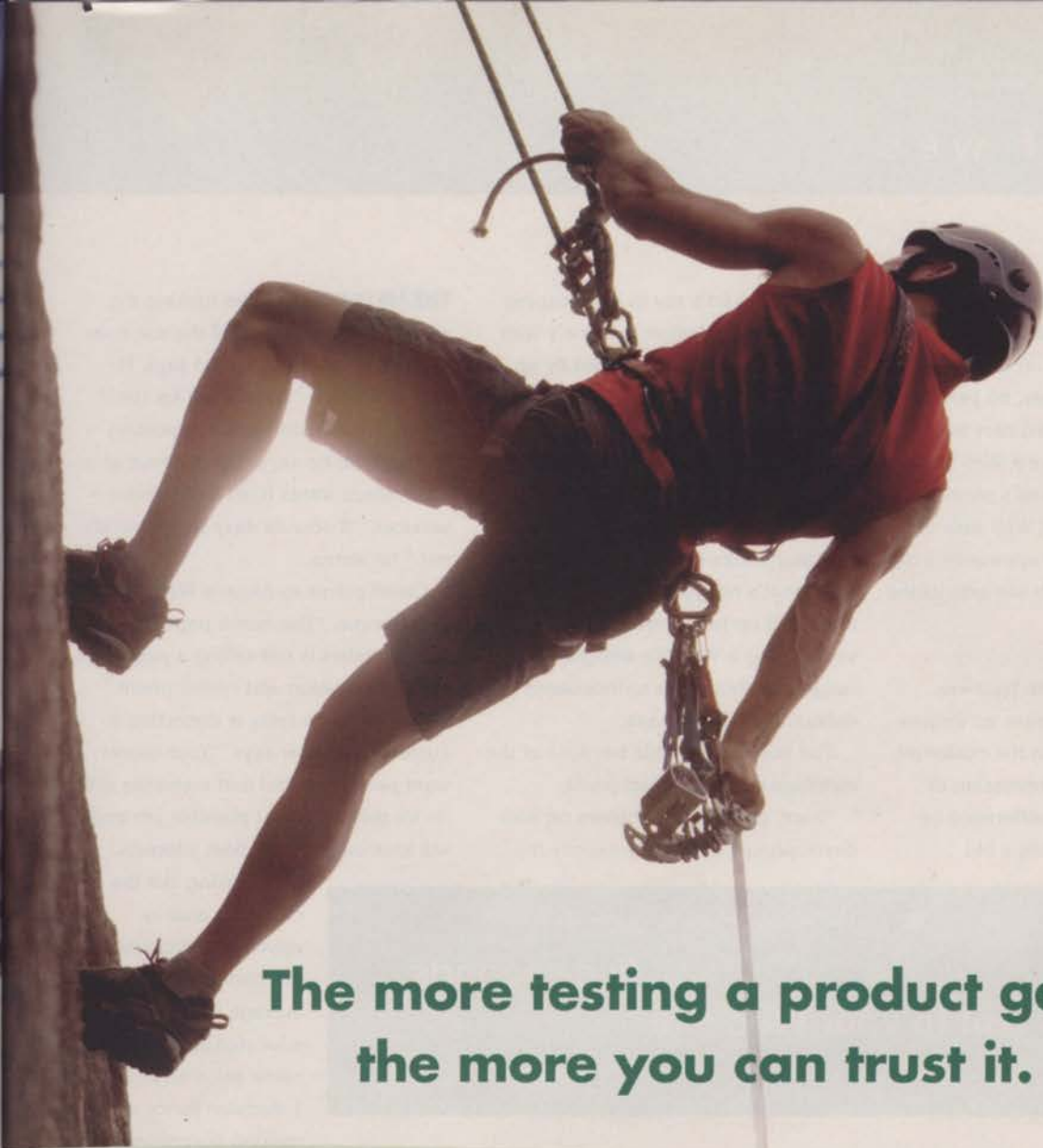
Spinning a

A close-up photograph of three white computer keyboard keys labeled 'W', 'E', and 'B' in blue capital letters. The keys are arranged in a row, slightly overlapping, and are set against a background of horizontal blue lines. The lighting is soft, creating a slight shadow beneath the keys.

A Web site can act as a portal to a new client base — just make sure the site gives the potential customers a positive impression.

Andrew Aksar can't remember the last time he opened a phone book, and he suspects his customers are the same way. Aksar, president of Outdoor Finishes in Walkersville, Md., says his customers are increasingly getting information about his landscape business from the Web. In fact, about 85 percent of his jobs in 2007 came from his Web site, he says.

Aksar shared this on a recent discussion on the *Lawn & Landscape* Message Board in response to a question posted about the value of business Web sites. Bill Smallwood of WJ Smallwood Landscaping in Salem, N.H., started his business Web site this year and agrees with Aksar. "It has been a huge asset to us this year, drumming up quite a bit of new business," he says.



**The more testing a product gets,
the more you can trust it.**

**Mallet 2F is one of the most well-researched and
rigorously tested imidacloprid insecticides available.**



Mallet 2F stands tall against even the best-known imidacloprid product on the market. That's because after extensive testing, Mallet 2F has been proven in the real world to deliver the results you expect. The fact is, Mallet 2F works on contact and ingestion to control white grubs as well as billbugs, aphids, beetles and other insects. What's more, it's safe to use on turfgrass, ornamentals, trees and shrubs—and just one application provides year-long control of key pests. So hit 'em hard with Mallet 2F. The insecticide that will earn your firm trust, season after season.

For more information, contact a Nufarm representative or your local distributor today.

800-345-3330 www.nufarm.com/usto

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

Value with a difference.



Web sites appear to be quickly catching on in the green industry. According to a recent *Lawn & Landscape* technology survey, 66 percent of companies in the lawn care and landscape industry have a Web site.

But many of the thread's participants agree that not all Web sites are created equal. Like the appearance of a crew, a business' Web site acts as the face of the company.

FIRST IMPRESSION. Like business cards, a Web site can leave an impression – good or bad – on the customer, whether it's the right impression or not. It could mean the difference between winning and losing a bid.

professional, let's say in landscaping and landscape design, but one's Web site looks like it was designed by an amateur, the user will move on until it finds a professional design."

For those who have an eye for design, programs like Microsoft FrontPage can be useful in creating a site, and books exist to guide the user. But if that's not your forte, it's better to leave it up to a professional, Cissel says. Hiring a Web site designer can range from hundreds to thousands of dollars, Smallwood says.

The cost is justifiable because of the message it sends, Cissel posts.

"Sure, you can cut corners on Web development, but that is exactly the

THE MESSAGE. Besides making the site look sharp, it helps if the site calls out to the customer, Cissel says. He calls it WIFM – "What's in it for me?" Think like a customer when posting the content, he says. Think about what a customer wants from a contractor's services. "It sounds easy to do, but it's not," he warns.

Cissel points to Aksar's Web site as an example. "The home page for Outdoor Finishes is not selling a patio; it is selling relaxation and contentment."

The ability to relax is important to customers, Aksar says. "Your clients want peace of mind that someone will do for them the best possible job and will look out for their best interests."

Thinking like the customer also involves knowing who the customer is. The average Internet user is educated and doesn't name price as the No. 1 decision factor when making purchases,

according to Cissel. Buying over the Internet is a different experience for the customer, he says. "The Internet allows you to reach a buyer at the exact moment they are searching and it allows you to reach a buyer when they don't know about you."

Still, don't put all your business eggs in one virtual basket, Aksar warns landscape contractors, adding many people still don't have computers or access to the Internet. **LL**

"The professionalism of your business will be decided in the first five seconds of the new user's visit to your Web site"

— Steve Cissel, 10-20 Media

Aksar highlighted this point with a story about a meeting with a prospective customer. The customer showed Aksar a competitor's business card. The competitor made the business card himself, and the customer clearly was not impressed, commenting that the card looked homemade. "People perceive you by whatever you provide them with," he says.

The Internet might be a different medium, but the same concept holds true for landscape contractors.

"The professionalism of your business will be decided in the first five seconds of the new user's visit to your Web site," says Steve Cissel, CEO and founder of 10-20 Media in Woodbine, Md. "You have one chance at a first impression. If one claims to be a business

message you give to your Web prospects," he says.

Once it's designed, a Web site can be easy to maintain, some Message Board users post. Although, some contractors are split on whether to do the work in-house. According to the technology survey, 39 percent hire outside companies to maintain their sites, while 32 percent maintain it themselves. Another 14 percent have someone on staff keep the site updated while 11 percent have a family member keep the content current.

The possibilities for Web sites are endless. Check out other companies' sites for ideas and seek advice on the *Lawn & Landscape* Message Board, Smallwood says. "They helped me and can help you if you listen," he adds.



Log onto lawnandlandscape.com/messageboard to share your tips on creating a professional Web site.

tough jobs?



TOUGH TOOLS.

As tough as nails, genuine Maruyama tools are built rugged and built robust, built to work hard and to work long. Power, performance, craftsmanship, durability and an ironclad warranty, Maruyama builds working-class, commercial-grade tools for guys that work for a living. Maruyama builds the tools of your trade.



Maruyama. extraordinary.

PREMIUM OUTDOOR POWER EQUIPMENT
www.maruyama-us.com

PREFERRED SUPPLIER OF PORTABLE OUTDOOR POWER EQUIPMENT

UNIVERSAL Orlando

Mowing for more

As he established his fledgling mowing operation, one of Chad Stern's greatest mistakes was not accounting for his overall costs.

As the president of Mowing & More, based in Chevy Chase, Md., Stern thought he'd tracked his costs and had a handle on his profit structure. But as his company took off, nothing could have been further from the truth. "As my company grew, it really surprised me," Stern says. "Everything from payroll, to insurance to vehicle maintenance, it all adds up and eats into your bottom line."

Those and other issues gnaw and nibble away at a contractor's ability to realize a decent profit from his mowing operations. And in the worst-case scenario, this oversight can put a company out of business.

Getting the most out of your mowing operation means taking a smart approach.

DISCOVER AN ALL-NEW WAY TO WALK

PRO



Revolutionary operator controls virtually eliminate hand fatigue resulting from squeezing.

Intuitive design enhances ease-of-use, and shortens the learning curve for new operators.

Deck lift and adjustment of cutting height is quicker and easier than ever before.

Velocity Plus cutter deck continues to deliver the best cut quality in the industry.

Contact your local Scag dealer today to learn more about the amazing new **Scag Pro-V** hydro-drive walk-behind mower.

www.scag.com

SCAG
POWER EQUIPMENT

© 2008

Mowing is one of the base-line services contractors engage in when entering the landscape industry. On average, landscape contractors derive nearly 40 percent of their annual sales from lawn mowing and maintenance, according to recent *Lawn & Landscape* research. In addition, 30 percent indicated mowing/maintenance was their fastest-growing service in 2007, the research says.

So despite potentially debilitating business handicaps such as low-ball contractors, fuel costs and a shortage of skilled labor, there are ways contractors can control costs and strengthen their overall profit pictures.

ROUTING. Stern learned early on the importance of solid budgets in reveal-

accurately map an operational budget. However, a contractor can take a more judicious approach to moving from one property to another through solid routing practices.

Choose routes carefully to minimize travel, says Pete Schepis, vice president of The Greenwood Group, Chesterfield, Mo. "Chart your farthest client as your first stop and work your way back to your shop," Schepis says. "It's the golden rule of routing."

Along with solid routing, contractors need to be aware of the traffic patterns within their community, Schepis says. For example, crews rolling out prior to morning rush hour will get to job sites and out of stop-and-go traffic, which consumes time and fuel. Likewise, recalling crews prior to the



"I'd rather lose a job than to underbid and not make a profit on it. If I'm not making a profit, than that job is just practice and we don't need any more practice." — Pete Schepis, The Greenwood Group

ing a true cost and profit picture for his mowing operations.

"Budgets will reveal how much money you need to make and how much you can spend in a given year," he says. "Without them, it'd be very difficult to find success and make a profit in this business."

Fuel price is one budget item on every contractor's mind. The sporadic rise of fuel prices makes it difficult to

afternoon traffic rush achieves an additional cost savings.

In addition, Schepis assigns 98 percent of his crews to only cut grass. "Considering the cost for mowing equipment today, I don't believe in sending crews out to mow and then to stick around to do other maintenance work," he says. "If they're busy doing other things that a second maintenance crew could handle, than that



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.

THE WRIGHT WAY TO MOW.

wright
commercial products

For more information, call
1.301.360.9810 or find our dealer
locator at www.wrightmfg.com.

WRIGHT STANDER



WRIGHT SENTAR



WRIGHT VELKE



USE READER SERVICE # 36

m a i n t e n a n c e

expensive mower is sitting on a trailer and not making me money.”

While crew momentum is a solid mowing principle, Russell Hunt, owner of Total Lawn Care in Steubenville, Ohio, cautions contractors to not sacrifice job quality in lieu of improving time management and efficiency. “It’s true, you want to mow as efficiently as possible to improve profits,” he says. “But you also want to do whatever it takes to get the job done right.”

Hunt advises contractors to choose a market and stick with it. “You might get a call from a potential client who is a half-hour away,” he says. “And while the potential business is attractive, you have to decide whether it’s a smart thing to do. Stick to your guns about

what you’ve defined as your market and carefully consider whether you’re ready to expand into a new market.”

COSTS AND CLIENTS. Mowing is a cut-throat business. Clients – both residential and commercial – are too easily swayed by a low-cost bid sheet.

Mowing contractors focused on optimizing their profits need to be OK with being outbid by a low-cost contractor from time to time, Schepis says. “I’d rather lose a job than to underbid and not make a profit on it,” he says. “If I’m not making a profit, than that job is just practice and we don’t need any more practice.”

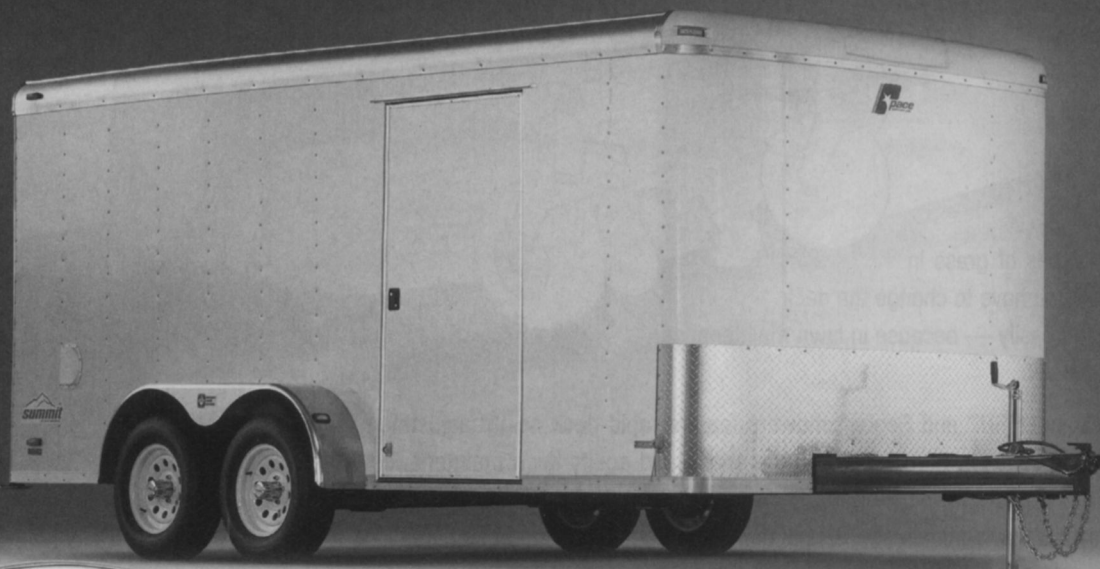
Profit is directly linked to a solid understanding of a mowing contrac-

tor’s overall cost structure, says Jim Huston, president of J.R. Huston Enterprises in Englewood, Colo., and an industry consultant. Huston suggests mowing contractors ensure all of their costs – including general and administrative overhead – are passed on to their clients. Also, he advises contractors to track their costs to identify gross margins on their mowing jobs. “Most contractors just don’t understand what costs are and how to cover all of them in their pricing methods,” Huston says.

Many contractors try to maintain a 15 percent profit margin when mowing, and any job that slips below 10 percent is a cause for close scrutiny.

“The new guys in the industry have

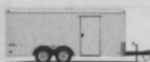
THE BEST GROOMED LANDSCAPE TRAILERS.



VISIT OUR WEB SITE AT PACEAMERICAN.COM OR CALL 800.247.5767

CHECK OUT THE ENTIRE LINE
OF LANDSCAPE TRAILERS

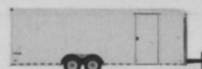
© 2005 PACE AMERICAN, INC.



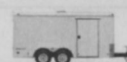
SUMMIT



HAMMER



CONQUEST



CARGOSPORT



JOURNEY

USE READER SERVICE # 37

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.



WALKER MOWERS

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

WWW.WALKERMOWERS.COM

USE READER SERVICE # 38

m a i n t e n a n c e

no idea of where their costs are and they'll be more than happy to underbid you for a dollar," Schepis says. "I have no idea how they expect to make a profit, and most of them don't. You won't see them next season."

When bidding commercial work, one challenge is overcoming a property manager's expectation that a contractor will beat the price of the existing contract. Never base an estimate on what the other guy did. Schepis says. "Explain and educate the client that it's in their best interest to have you provide them a bid from a fresh perspective," he says. "Who knows how long they've used that original contract. It's very likely the property has changed over that time."

A fresh approach includes care-

fully and completely measuring the property. Schepis prefers to submit his proposal only after consulting with the crew chief who will do the work. "I base our pricing off of what our people tell us and what they'll need to do the job completely," he says.

Educating mowing crews on how to work efficiently is another important aspect in ensuring greater mowing profitability. For example, doing the job right the first time is an essential message to instill in mowing crews. Nothing saps profits faster than traveling back to redo a job that should have been done right the first time.

Another vital lesson involves client satisfaction. "Do what you need to do to keep your clients happy because it will cost you more money to replace

a client than to correct a problem to keep one satisfied," Hunt says.

EQUIPMENT. Most contractors say an investment in quality mowers pays back dividends in speed, efficiency and time management. "Not enough can be said about the benefits of a good piece of commercial-grade mowing equipment," Hunt says. "Don't be afraid to spend the money necessary to purchase a good quality machine."

Quality mowers not only ensure reliability, but also allow workers to operate at a profitable pace. At the very minimum, Hunt believes a mowing crew should be equipped with a zero-turn with the ability to bag and a walk-behind for hilly or steep areas. "Ten to 15 minutes and then on to the next property," he says. "If I have to spend an hour on each lawn then I'm going to lose money."

Use mowers that can handle clients' job sites, says Jimmy Eavenson, chief engineer at Cub Cadet Commercial in Valley City, Ohio. "Match the needs of the site with the correct equipment," he says. "For example, use the largest mower that will fit the job."

Schepis, for example, outfits crews with a 61-inch zero-turn and a 52-inch walk-behind for efficient mowing.

A preventive maintenance program also strengthens profitability, Eavenson says. "Ensure the equipment is properly set up and adjusted," he says. "Make sure it's lubricated, the mower deck is clean with sharpened blades and the unit is regularly serviced to keep filters and fluids clean."

In addition, educate crews on proper mower use. "Invest in training crews in equipment operation and safety," Eavenson says. "And enforce safety standards. Accidents harm workers and the company's bottom line. LL



UNIVERSAL AERA-VATOR®

THE AERA-VATOR IS NOW AVAILABLE WITH 3 INTERCHANGEABLE ROTOR SHAFT OPTIONS FOR INCREASED VERSATILITY. THE AERA-VATOR NOW COMES WITH THE AERA-VATOR SHAFT, THE MULTI-TINE SHAFT, AND A NEW SLICER SHAFT. ONE MACHINE WITH 3 OPTIONAL SHAFTS WILL HELP PRODUCTIVITY THROUGHOUT THE WHOLE YEAR FOR TURF PROFESSIONALS. THE UNIVERSAL AERA-VATOR ALSO HAS AN OPTIONAL SEED BOX BUILT BY FIRST PRODUCTS.



800-363-8780

WWW.1STPRODUCTS.COM

SALES@1STPRODUCTS.COM

USE READER SERVICE # 39

WITH OVER 20 IMPLEMENTS AND ACCESSORIES YOU CAN WORK ALL YEAR LONG.

~ We apologize ~



The PowerVac™ Collection System

From clippings to wet leaves and debris, the powerful vacuum action of a PowerVac™ Collection System picks up virtually anything, leaving a manicured finish. A trash-ingesting steel impeller chops, propels and compacts debris for fewer stops while you mow. And when it's full, our exclusive PowerTilt™ collector empties at the flip of a switch for uninterrupted productivity. It's one more way a Grasshopper True ZeroTurn™ mower keeps you working — and profitable — season after season.

A PowerVac™ collection system is available
for every Grasshopper model.

Call 620-345-8621 to find a dealer near you,
or visit www.grasshoppermower.com



YOUR NEXT MOWER®

© 2007 The Grasshopper Company

Back^{to}_{the} Future

2008 brings a number of challenges for lawn care operators,
from uncertain weather conditions to a push for greener solutions.

BY EMILY MULLINS/ASSISTANT EDITOR

Another year has come and gone, and 2008 lies ahead. With the coming months a seemingly clean slate, it is difficult for lawn care operators (LCOs) to consider conditions six months from now. But when much of their livelihood is based on factors out of their control – weather, labor shortages, fuel prices – it's important for LCOs to plan ahead and prepare for the unexpected.

A prevailing attitude to pest, disease and weed control in 2008 is the industry's desire to approach business in an environmentally responsible way. The green movement has influenced nearly every aspect of people's lives – from the cars



"I don't know if it's a response to Al Gore's movie or just general awareness, but we've hit a tipping point where being green is big."

— John Gachina, Gachina Landscape Management

we drive to the light bulbs we switch on – and LCOs, university researchers and manufacturers from around the country conclude it will continue to impact the lawn care industry.

GOING GREEN. More and more clients seek greener homes both inside and out, and LCOs and manufacturers are answering the call. "Environmental stewardship and pesticides aren't often

associated with each other," says Todd Mayhew, researcher for Valent, Phoenix, Ariz. "But an overall trend in the lawn care market is to deliver products that are environmentally benign as well as effective."

John Gachina, owner of Gachina Landscape Management, Menlo Park, Calif., says his state's progressive culture has embraced the green movement. While he still offers synthetic

products, Gachina is researching organic products as part of what he calls "bay-friendly landscaping," which focuses on the health of the San Francisco Bay and its waterways. About a dozen of his clients request organic programs as part of Leadership in Energy and Environmental Design (LEED) certification, a program run by the U.S. Green Building Council to encourage environmental consciousness

Photo: Dreamstime.com



**50 YEARS
UNLEASHED**



Unleash a better way.

50 years ago, Bobcat unleashed a way to work better, smarter, faster.

You've been using Bobcat® compact equipment to work your way ever since.



Bobcat®

www.bobcat.com/unleashed 1.866.823.7898 ext 842

Bobcat® and the Bobcat logo are registered trademarks of Bobcat Company in the United States and various other countries ©2007 Bobcat Company. All Rights Reserved.

One Tough Animal

USE READER SERVICE # 41

in the building industry, and he predicts this number will continue to rise. "I don't know if it's a response to Al Gore's movie, 'An Inconvenient Truth,' or just general awareness, but we've hit a tipping point where being green is big," he says. "That's what people are talking about, so we're working hard to get the necessary information to be environmental stewards."

Chris Peppers, maintenance manager for Frontier Landscaping, Vancouver, Wash., says his company also is looking to reduce its chemical use by growing its integrated pest management (IPM) program and "monitoring, monitoring, monitoring" problems like white grubs and European crane fly. "We try to deal with problems cultur-

ally first and use chemicals as a last resort," he says.

Because drinking water in the Vancouver area comes from an underground aquifer, Peppers says it's the company's responsibility to exercise caution when using chemical products and stresses the importance of using them according to their labels. Like Gachina, Peppers is looking into the benefits of organic fertilizers and says it's necessary to educate customers about the products' differences. "You have to explain to your customers that their lawns won't look the same at first when using organics, but they will look great later," Peppers says. "Slow-release synthetic fertilizers and lots of rain have spoiled our Northwest

customers, they're used to very green lawns."

Even in the East and Midwest where the green movement has arguably been slower to catch on, more and more clients are requesting to have their lawns treated without synthetic pesticides, says David Shelter, urban landscape entomologist for The Ohio State University in Columbus. Legislation also is driving this trend. For example, Ohio law permits usage of four nicotinoids, a type of insecticide chemistry, while New York law permits just one, which can be used only by licensed technicians in specific places. "This kind of legislation is forcing contractors to use more organic materials," he says, adding insect-

Merit Injectable

The #1 tree and shrub insecticide now available in a new Microinjection Product.

Tree Tech® Microinjection Systems and Bayer Environmental Science present Merit Injectable, the latest addition to the Merit insecticide family. Injected directly into the tree trunk or root flare tissue, Merit Injectable offers arborists and landscape professionals a powerful new weapon in controlling pest infestations and contains more active ingredient (17.1%) than other injectable products on the market.

Merit Injectable is available in leak-proof Tree Tech units in two different dosages, depending on tree diameter. Tough-to-control insect pests such as Asian longhorned beetles, emerald ash borers and hemlock woolly adelgid meet their match with Merit Injectable. Other nuisance insect pests such as aphids, armored scales, Japanese beetles, lace bugs, leaf beetles, leathoppers, mealybugs, psyllids, thrips, tip moths and whiteflies also get their due from Merit Injectable treatments.



Tree Tech®
microinjection systems

950 SE 215th Ave.
Morrison, FL 32668

1-800-622-2831

e-mail: info@treetech.net
www.treetech.net

Merit is a registered trademark of Bayer AG.

When the control of deserving tree insect pests demands your attention...



Merit Injectable is your best choice!



Bullseye on crabgrass, sedges and broadleaf weeds.

Finally, you can target three major lawn problems in one round. New Echelon™ herbicide from FMC delivers unmatched preemergent control of crabgrass, sedges and broadleaf weeds. That's right, we said preemergent sedge and broadleaf control with your crabgrass herbicide. Some call it ground-breaking. No argument here.

Echelon. Expect More.

Always read and follow label directions. FMC and Echelon are trademarks of FMC Corporation.
©2007 FMC Corporation. All rights reserved. FSP-0606 10/07/06**FMC**

FMC Professional Solutions

1-800-321-1FMC • fmcprosolutions.com
Echelon™
HERBICIDE

pesticides/fertilizers

ticidal and miticidal soaps and oils are regaining popularity. "Landscape contractors have kind of forgotten how and when to use them, but when used correctly they're extremely effective."

While synthetic and organic products can be effective, installing and maintaining sustainable landscapes is another way to avoid pest, disease and weed problems, and Shelter expects this to be a growing trend in 2008. Shelter suggests contractors replace their clients' susceptible plant material with pest- and disease-tolerant plants. While it can cost 20 percent more to install tolerant plants, Shelter says they avoid future pest and disease problems. "Contractors should modify their landscapes in the short term for better

long-term performance," he says. "If contractors approach potential problems from the get-go, then homeowners don't have to immediately start spraying."

Lawn care companies are looking for a number of ways to be green. Paul Wagner, president of Masters Green, Walled Lake, Mich., says his company stopped putting its marketing materials and application notices in plastic bags and started doing all billing electronically. He includes tips in the company's monthly newsletter on how clients can reduce waste, and is also looking for a facility to recycle the company's used fertilizer bags.

"We're trying to do little things that show our clients we care about what

we do," Wagner says.

UNPREDICTABLE PROBLEMS. Warmer winters, lengthy droughts and periods of heavy rainfall throughout the country contribute to changes in typical pest, disease and weed populations. Peppers has witnessed above-average rainfall and more snow and ice in Vancouver over the past three to five years. This climate change places more pressure on plants and turf which provides a foothold for weeds, disease and insects. For example, pink snow mold, which previously plagued only golf courses, has recently become a problem in residential lawns. "Problems occur when more than one pressure – like drought and poor mow-

GROUNDSCKEEPER PRO BUSINESS SOFTWARE

FEATURES INCLUDE:

- BILLING
- SCHEDULING
- ROUTING
- ESTIMATING
- CONTRACTS
- TIME & MATERIALS
- INCOME & EXPENSE REPORTING

AND MORE!

Download a **FREE Trial** of GroundsKeeper Pro Business Management Software and See How You Can Get More Organized for 2008!

ONLY \$399!

Save thousands compared to similar programs!



Adkad Technologies / 1.800.586.4683 / www.adkad.com/freedemo.htm

USE READER SERVICE # 93



Shorter visits and higher profits.
It's our aim to please.

The secret to a great performance is in the follow through. Hit crabgrass, sedges and broadleaf weeds with Echelon™ herbicide in the first round, and you'll use fewer chemicals and spend less time on your next scheduled treatment. Plus, there are two formulations of Echelon for your convenience, Echelon sprayable and Echelon on fertilizer. It's just one way to score more profits.

Echelon. Expect More.

Always read and follow label directions. FMC and Echelon are trademarks of FMC Corporation.
©2007 FMC Corporation. All rights reserved. FSP-0643 10/0706

FMC

FMC Professional Solutions

1-800-321-1FMC • fmcprosolutions.com


Echelon™
HERBICIDE

USE READER SERVICE # 45

ing practices – occur at once,” Pepers says. “Our strategy is to continue to identify and monitor problems and figure out the best treatments.”

Jason Kuhlemeier, marketing specialist for Bayer Environmental Sciences, Research Triangle Park, N.C., says contractors in the South should prepare for severe drought that he expects will continue into early 2008. “This will have a big influence on how much water contractors are able to use and when,” he says.

The water issue will undoubt-

plants and turf and manage problems as they come up.”

Because it takes experienced, qualified technicians to monitor problems and identify solutions, Shelter says the green industry’s labor crisis often prevents this from happening. “It takes time to gather the right people who have the confidence to identify problems and treatments,” he says. “Temporary or seasonal workers can’t always make those decisions accurately, and it’s difficult for the industry to retain the knowledgeable ones.”

“An overall trend in the lawn care market is to deliver products that are environmentally benign as well as effective.” – Todd Mayhew, Valent

edly affect weed populations in 2008, Kuhlemeier says, as less water means weaker turf. However, areas that receive too much rainfall can have more weed issues because moist conditions allow weeds to flourish. “If Mother Nature cooperates and lawn care operators can create healthy turf, then weeds might not be a significant problem next year,” Kuhlemeier says.

The Midwest has experienced much warmer winter temperatures the past few years, which have allowed many cold-sensitive insects to thrive. Bagworms, never found north of Southern Ohio in the 1980s, now inhabit Northern Ohio and Southern Michigan. Calico scales and mimosa webworms, which used to be knocked out by below-zero temperatures, now “run rampant,” Shelter says. “With these new problems, lawn care operators need to be flexible and willing to stray from their old programs. They shouldn’t spray just to spray – clients should pay them to monitor their

PRODUCTS AND PRICING. Depending on region, contractors expect product and material costs to fluctuate throughout 2008. Duane McNair, operations manager for LMC Lawn Management Co. in Houston, says pre-winter ordering prices were comparable to last year’s. But because fertilizers are made of petroleum products, he expects prices to rise during the peak season in April and May.

The price of fertilizer has risen 10 to 20 percent in the Vancouver area due to the increased demand for urea for alternative fuels production, Pepers says. Product prices also have risen slightly in California, and will most likely continue to do so because of the large amount of energy it takes to produce them, Gachina says.

In Michigan, Wagner budgeted for a 17 percent increase in product prices, but wouldn’t be surprised if increases reach 20 percent. “It’s difficult to even get pricing information right now because they are going up so fast,” he

says. “But our distributors are projecting a real doom-and-gloom outlook.”

LCOs are right to expect product prices to rise, and the increase will be felt industrywide, not just in the lawn care market, Mayhew says. “Most raw materials are tied to the petroleum market, and the whole chemical industry is petroleum-based,” he says. “Prices will increase next year in all areas of the industry.”

Kuhlemeier agrees that contractors can expect product price increases in 2008. On the chemical side of things, increases should be a few percent, similar to that of inflation, he says. Because fertilizers are petroleum-based, the prices of these products will be more volatile.

However, LCOs and manufacturers say the continued emergence of generic lawn care products helps keep costs down. “Off-patent products have helped control the rising costs,” McNair says. “We try to make the best purchasing decisions for our customers by using products that work and come at a good value.”

Aside from weather, labor and the green movement, additional factors like invasions of new pests, resurgences of old pests and global trade will also impact the lawn care industry in 2008. How will the year pan out? Only time will tell. “The problem with predictions is that no one knows if they’ll be right,” Shelter says. “The most important thing for contractors to remember for the coming year is to be flexible.” LL



Log onto lawnandlandscape.com to read how the green industry’s labor shortage will affect LCOs in 2008.



Customer satisfaction is your target, and ours.
Score big with Echelon.

At the end of the day, customers want results. That's our specialty. By controlling preemergent crabgrass, sedges and broadleaf weeds, new Echelon™ herbicide delivers customer satisfaction. Plus, it leaves you with shorter, easier and more efficient follow-up visits. That's a win-win in our book. So get in the game with Echelon.

Echelon. Expect More.

Always read and follow label directions. FMC and Echelon are trademarks of FMC Corporation.
©2007 FMC Corporation. All rights reserved. FSP-0644 10/07NKL

FMC

FMC Professional Solutions

1-800-321-1FMC • fmcprosolutions.com


Echelon™
HERBICIDE

USE READER SERVICE # 47



Two-Timing

Two-wire irrigation is a time-saving alternative,
particularly for contractors with big jobs to do.

BY EMILY MULLINS/ASSISTANT EDITOR

Scott Fay prides himself on keeping up with everything new and innovative in the irrigation industry. So it was only natural for the president of Treasure Coast Irrigation and Landscape in Hobe Sound, Fla., to embrace two-wire irrigation when it was introduced in the late 1980s. "As soon as it was available on the market, we started learning it and installing it," he says. "Our mission statement identifies us as a go-to company for irrigation, so it's our goal to master every segment of irrigation technology."

Two-wire irrigation is one of the fastest-growing segments of the irrigation industry, says Bernie Malonson, product manager, Rain Bird, Tucson, Ariz. Benefits like simplified installation and lower installation costs make it an economical alternative to traditional irrigation. Like with any new product, it takes time and training to properly install two-wire irrigation. "Two-wire systems require a little more care during the installation process, but after contractors have done it once

~~CENTRAL~~ CONTROL MADE EASY

← NETWORK



Signature breaks the ties to a traditional central system and gives you the freedom to do anything from anywhere.

- ☒ Standing at one controller and need to make a change on another? **WE CAN DO THAT.**
- ☒ Off site and need to shut all your controllers off right away? **WE CAN DO THAT.**
- ☒ Walking the site and need to check a zone? **WE CAN DO THAT.**
- ☒ Need to build your network one controller at a time? **WE CAN DO THAT.**

Do Anything from Anywhere.

Let Signature Control Systems show you how to build and manage your network of controllers the easy way.

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 # 49

irrigation

or twice they love it," says Malonson. "It just takes a little tweaking of the standard processes – like being in Europe and driving on the left-hand side of the road."

WHAT IS TWO-WIRE? In a nutshell, a two-wire irrigation system does the job of a standard irrigation system using only two wires. The two-wire path runs from the system's controller to each control valve located throughout a job site. A decoder is installed at each valve and programmed with its own unique address, or station number, to

irrigation is most cost effective on larger jobs. While decoders can be costly – \$100 to \$300 each depending on brand and size – money saved on less wire can add up, especially when working on large jobs. "Sometimes two-wire is cheaper to install and

and two-wire installations make up 15 percent of his company's business.

THE GOOD AND BAD. Unlike traditional irrigation systems, two-wire systems offer contractors flexibility. "With two-wire, the main line and the wire can



"Two-wire systems require a little more care during the installation process, but once contractors have done it once or twice they love it. It just takes a little tweaking of the standard processes – like being in Europe and driving on the left-hand side of the road." – Bernie Malonson, Rain Bird

which the controller sends operational commands. The two-wire path carries the power and the data necessary for the controller to communicate with each decoder. When the controller operates, it sends signals to the decoders that turn the valves on and off. "It's like an Internet system where everyone is running on a network," Malonson says. "Each valve has an address, and rather than running a separate wire out to everything, two wires are spliced and connected to each valve."

Two-wire systems are most often installed on sites with 20 valves or more, but they can just as easily run systems with as few as three valves. However, experts agree two-wire

sometimes it's more expensive," Fay says. "You can save money on wire, but you add the cost of the decoders."

Installation price depends on the system's size and the job site's layout and conditions, Fay says. "If you have a small system that has to run a long way, a two-wire system would be more cost effective," he explains. "But if you have a system with a lot of valves, the decoders add up."

Fay prices his two-wire installations similarly to his traditional irrigation installations, and considers the costs of material, labor, overhead and expenses, then factors in site conditions and desired profit. Most of Fay's two-wire clients are large commercial properties with more than 30 valves,

be laid out early in the project, and zones can be added whenever they need to be," Fay says. "If the architect wants to change the design and add things like annual beds that require different amounts of water, that's not a problem. With traditional systems, you have to know all of that ahead of time, but with two-wire, you're all set."

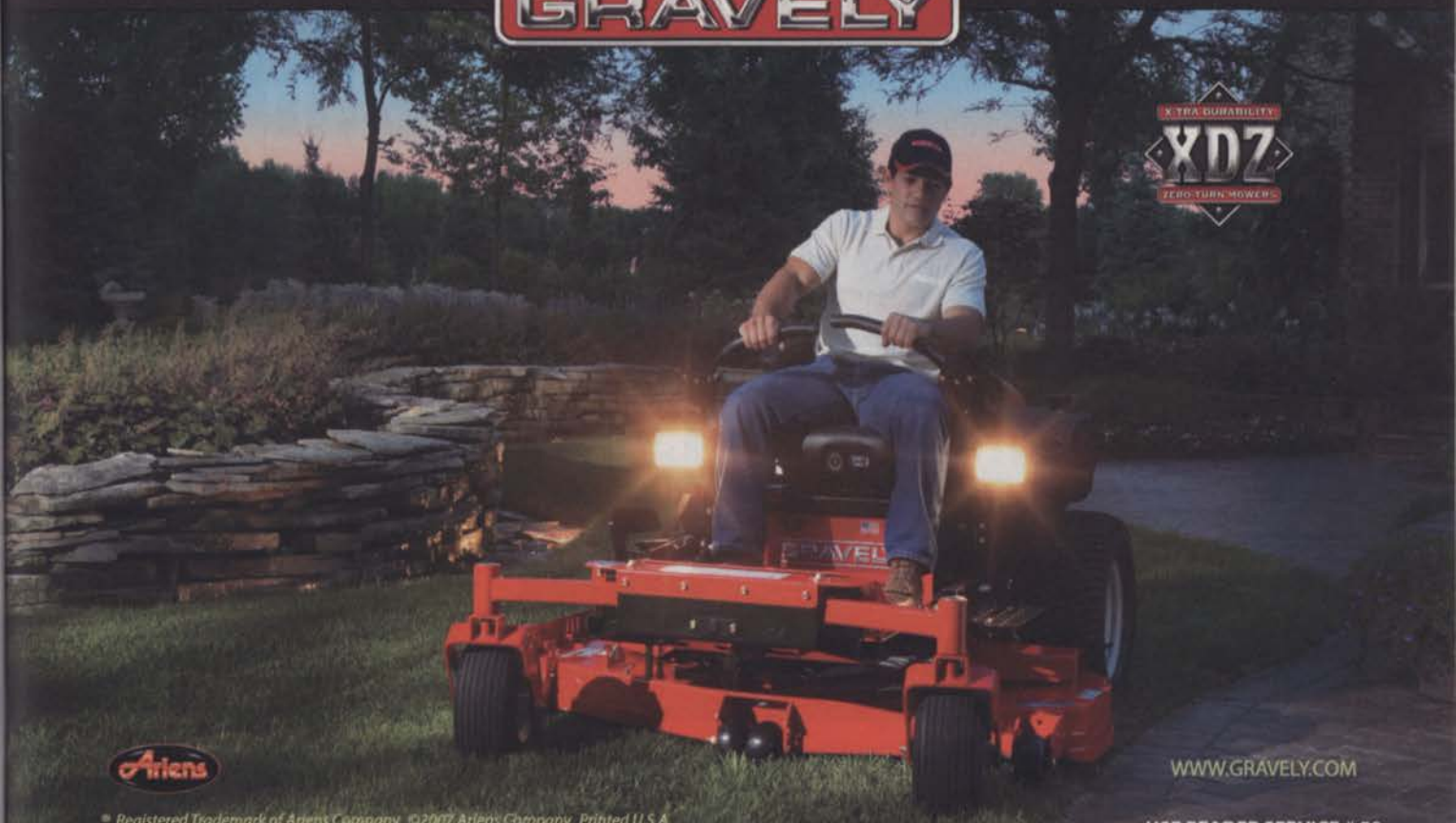
Malonson agrees. "In a perfect world, contractors think each site through as much as possible before installing an irrigation system, but things come up," he says. "If a housing development buys an adjacent piece of land and wants to irrigate it, a contractor simply needs to splice and add valves." As a result, the decision to install two-wire irrigation usually de-

**WHOEVER SAID WATCHING GRASS GROW
ISN'T FUN...**



NEVER OWNED A GRAVELY!

GRAVELY



XTRA DURABILITY
XDZ
ZERO-TURN MOWERS

Ariens

* Registered Trademark of Ariens Company. ©2007 Ariens Company. Printed U.S.A.

WWW.GRAVELY.COM

USE READER SERVICE # 50

irrigation

depends on a property's plans for future growth, Fay says. "Some clients, like commercial sites, plan to add on in a year or two so it makes sense to install a two-wire system," he says.

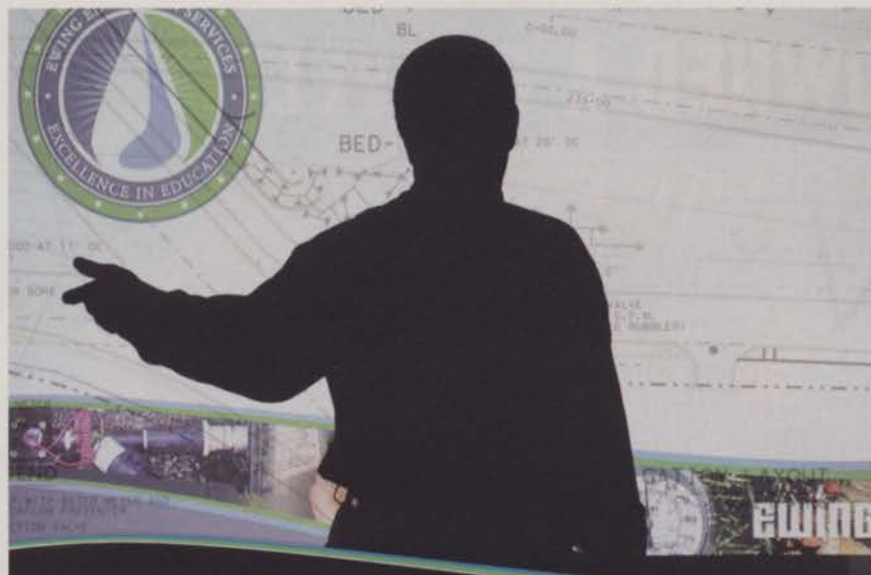
To add one or more valves, contractors simply splice the wires at the specified area and connect the valve. This splice-and-connect method drastically reduces the necessary amount of wire and is also less labor intensive. "If you have a football field and want to install a sprinkler every 10 yards, a traditional system would require thousands of feet of wire," Malonson says. "With a two-wire system, you'd run two wires up the middle of the field and splice it off every 10 yards. It definitely speeds up the installation process."

However, when it comes to maintenance, two-wire irrigation can slow things down. Because the systems run on just two wires, tracking them once they're installed can be a more technical process, Fay says. In a traditional irrigation system, a "hot wire" and a common wire run from the clock to every valve. With a two-wire system, every valve shares the same wire, making the wires and decoders more susceptible to damage. "With a two-wire system, every valve shares the same wire and, if done incorrectly, wire tracking can burn out a decoder," he explains.

Programming information for each decoder on a system also can be a difficult task, especially for non-English-

speaking laborers. Employee training is the only solution to this problem, Fay says, so he added a two-wire component to his company's 32-step irrigation training system, through which his employees participate in comprehensive hands-on and classroom training. The two-wire section takes about three hours and teaches his crews everything they need to know about installing and maintaining these systems.

Two-wire irrigation systems are also more susceptible to lightning damage than traditional systems, and Fay suggests contractors follow manufacturer recommendations for lightning protection, such as implementing surge and short-circuit protection features. Qual-



EDUCATION: THE ULTIMATE R.O.I.

Invest in your company's most precious resource: its people.

Educated employees = Engaged employees. Enhancing the job satisfaction of your workforce reduces turnover and increases the professionalism and productivity displayed on each job site, minimizing call backs to save time, labor, and money. We're committed to serving as the leading Green Industry Education Provider, and ultimate source of product knowledge for landscape and irrigation professionals. Take advantage of Ewing's quality educational sessions to improve your staff morale and your bottom line. Visit www.EwingEducationServices.com to find seminars near you.

your SOURCE in
conservation solutions

EWING

USE READER SERVICE # 51



PARTNERED WITH THE INTERNET,

Billing is Made Even Easier!

GRASS Landscaper Billing automates your landscaping and lawn maintenance billing with a handheld terminal. It also enables you to manage all of your accounts online.

- Get Paid Faster
- Save Time & Effort
- Bills Go Out On Time
- Eliminate Billing Headaches

GRASS
Landscaper Billing

Request a free sample bill
and brochure by calling:
800-464-6239

USE READER SERVICE # 52

INTRODUCING ALOFT™ THE ONE-TWO PUNCH™

Ask your Arysta LifeScience distributor about the ALOFT™ Unsurpassed Performance Guarantee



One – Bifenthrin provides quick knockdown of early-season adults and surface-feeders

Two – Clothianidin provides long-lasting systemic control of all white grubs



Knock out bugs with new ALOFT™ Insecticide. Nothing provides better, faster or longer control of white grubs, early-season adults (like annual bluegrass weevil, black turfgrass ataenius, billbugs and chinch bugs) and surface-feeders, including armyworms, cutworms and sod webworms. To learn more about the one-two punch of ALOFT, call 1-800-761-9397 or visit www.arystalifescience.us/aloft.

PERFORMANCE POWERED BY
CLOTHIANIDIN

Aloft™
Insecticide

Always read and follow label directions. ALOFT, the ALOFT logo and "The One-Two Punch" slogan are trademarks of Arysta LifeScience North America Corporation. The Arysta LifeScience logo is a registered trademark of Arysta LifeScience Corporation. © 2008 Arysta LifeScience North America Corporation. ALO-036



Arysta LifeScience

Harmony In Growth

irrigation

ity wire connectors are also important when installing two-wire systems. "A two-wire system is only as good as its connections," he says. "That is not a place installers should cut corners. "Two-wire systems carry more voltage than standard 24-volt irrigation systems," Fay continues. "They operate in milliamps, which makes the wire path more sensitive to resistance and wetness. The more resistance there is in the wire path, the better chance of line-path or decoder failure." Any open or exposed wire in a splice can shut down multiple zones to a site, Fay says, adding this happens more often when contractors use "cheap" connectors, which are easily exposed to water and dirt. Quality connectors cost

about three times more than inexpensive options.

TWO-WIRE FUTURE. Already a standard method in Europe, Fay predicts the popularity of two-wire irrigation will continue to grow in the coming years, and attributes much of this growth to improvements in equipment. "All of the major irrigation equipment manufacturers have come up with good answers to two-wire systems," he says.


Participating in industry events and associations also helps contractors learn the ins and outs of two-wire. Most of Fay's knowledge of new irrigation products and techniques – like two-wire – comes from his yearly pilgrimage to the Irrigation Association's

International Irrigation Show. "I'm a big believer that contractors who want to stay up on new trends need to be there," he says.

Like any new product, contractor acceptance will fuel the future growth of two-wire irrigation. "When two-wire irrigation first appeared on the market there were a lot of contractors who rejected it because it was different, nontraditional," Fay says. "Installing and maintaining two-wire became a competitive advantage for us because we were able to offer our clients the newest thing." LL

Log onto lawnandlandscape.com for a two-wire irrigation equipment checklist.

CARSON
by Oldcastle Precast® Enclosure Solutions
Specified & Preferred Worldwide
Introducing:
The New Professional Series Valve Box



New lid seat collar for greater durability
Improved ribbing structure for increased strength
Knock-out mouse holes increase flexibility

The **Trusted Valve Box**
for **38 years**

We also offer a complete line of quality drainage and fittings solutions and the innovative HosEnclose Storage System

Oldcastle Precast
Enclosure Solutions
1160 Nicole Court
Glendora, CA 91740
Toll Free (800) 735-5666
Phone (909) 592-6272
Fax (909) 592-7971
www.carsonind.com

USE READER SERVICE # 54

**LAWN AND LANDSCAPE
COMPANIES HAVE
GENERATED OVER**

\$1,000,000

**IN SALES FROM
CLC LABS SOIL
TESTING!**

LET US SHOW YOU HOW!

Call 614/888-1663 Today for your
Soil Testing & Marketing Information

CLC LABS

325 Venture Drive
Westerville, OH 43081
614 888-1663
FAX 614 888-1330

Exclusive laboratory services for the
Turf & Ornamental Professional.

USE READER SERVICE # 55

Know the Sign.



Greater Than or Equal To.

Quali-Pro products feature formulation quality second to none for performance results equal to the competitive brands they replace.

Propiconazole 14.3. Broad spectrum fungicide in a convenient micro-emulsion formulation that delivers high value performance results at low use rates. Learn more at quali-pro.com.

QUALI-PRO

Professional Turf & Ornamental Products

© 2007 FarmSaver.com, LLC. Quali-Pro is a registered trademark of FarmSaver.com. Always read and follow label directions.

BY MARK A. PHILLIPS/ASSOCIATE EDITOR

Trim Away



**String trimmers
offer high-power
in a lightweight
package.**

While there are no hard and fast rules to buying a string trimmer, there's certainly one aspect that comes close: Make sure it's still a joy to use at the end of a long day.

"Our guys tend to gravitate toward the lighter machines," says Steve Rak Sr., owner of Southwest Landscape Management in Columbia Station, Ohio. "If an employee has a choice between a lighter, older machine or a newer, more powerful machine that might be heavier, they'll pick the lighter machine every time."

Through advancements by manufacturers, string trimmers are becoming more comfortable to use with almost every new model. String trimmers have come a long way from their mostly electric brethren to become high-powered gasoline units that offer versatility through a wide range of cutting heads. Through

Photo: Husqvarna

ANNOUNCING THE FIRST GAS-POWERED, 7 PASSENGER, 325 HP LCF CREW CAB.



You've been asking for it, and now it's here. The first Isuzu Crew Cab powered by a V8 gasoline engine! The 2008 gas Crew Cab is the perfect solution for landscape, construction and delivery applications.

Isuzu gas Crew Cabs will accommodate 12-ft. and 16 ft. bodies. With 325 hp, the Vortec 6.0L engine delivers ample power to haul seven workers and all their gear to the jobsite in one trip. Come in today to see this productivity-enhancing truck for yourself.

ADOBE

E Q U I P M E N T

COMMERCIAL TRUCK CENTER

ORDER NOW FOR THE UPCOMING LANDSCAPE SEASON!

1-800-543-5109 OR 770-496-1000

www.adobetricks.com

USE READER SERVICE # 57

ISUZU
TRUCK

increased power-to-weight ratios, improved ergonomics, and operator-friendly controls, landscape contractors are more comfortable than ever during trimming tasks.

String trimmers are ideal for a number of applications, including trimming around hard-to-get-to areas, walkway/sidewalk edging or areas where mowers aren't practical, such as steep terrain, ditches and small areas. Whether a trimmer employs anti-vibration technology, a 4-cycle or 2-cycle engine or an auto-feed line trimmer

head, landscape contractors should consider the weight of the machine and how it will feel holding it after several hours.

Contractors should look for trimmers with the fewest internal moving parts as possible, says Jeff Nesom, product manager at Charlotte, N.C.-based Husqvarna. While many trimmers are still lightweight, to meet current emissions regulations, today's models use technology that includes more internal moving parts. Those additional parts result in added weight and more maintenance, though string trimmers are likely to be the equipment needing the least maintenance.

BUYING TIPS. Landscape contractors must first assess the job at hand and determine the size of the project and the cutting attachments that will be needed before buying a trimmer.

Rak buys several of the same model trimmer. He's found over the years that this saves time, money and training. "We buy them in uniform so we don't have to buy different parts," he says. "If

I keep a box full of the same bump heads, employees will always get the right one, no matter what they pull out of the box. This uniformity makes a world of difference."

Sixto Juarez, of DeSantis Landscapes, Salem, Ore., echoes that sentiment. "It should be easy to change the string," he says. "There should be an easy way to show our crews how to change the heads so it takes them less time to do it in the field. Our crews used to spend a lot of time doing that." That was, until the company began buying the same model trimmers.

Trimmer discussions inevitably lead to choosing the right engine. But regardless of the engine size and horsepower, the unit overall should have a good power-to-weight ratio.

"When it comes to looking for the right engine for line trimmers, 2-cycle engines offer the best power-to-weight ratios and contain a fewer number of moving parts, requiring less maintenance," Nesom says. Contractors can experience excellent throttle response and good power on engines with 25-30cc (minimum 1.2-horsepower) engines. "We get as big an engine we can get in the lightest machine," Rak says. For large commercial properties with heavy applications, 30cc and greater (with a minimum 1.8-horsepower) are suggested.

Accessories such as harnesses go a long way to reducing operator fatigue by taking stress off the arms, Juarez says. "At the end of a long day, it can get very tiring," he says. "Without something like a harness, your arms can hurt quite a bit."

Like many products, operator comfort for string trimmers is evolving. "When trimmers first came out, there wasn't a major concern about weight," says Marv Mathwig, a product manager for Virginia Beach, Va.-based STIHL. "Now there is, so they're lighter. Units in the past vibrated a lot and there weren't anti-vibration components. The equipment has definitely gotten more fuel-efficient." Part of that fuel efficiency is derived from the development of new technologies to comply with emissions regulations.

Four-cycle and 2-cycle engines employ different technologies to comply with emissions standards. Two-cycle engines burn a fuel-oil mixture, while 4-cycles models use a separate oil reservoir. Four-cycles fire every other



Contractors should make sure a string trimmer is comfortable to use, even at the end of a long day. Photo: Honda



Kurt and Matt Bland
Bland Landscaping
Apex, NC

"Our most effective cost-cutting measure was buying 58 new blowers."

Sometimes you have to spend money to save money. That's what Bland Landscaping did by replacing their entire fleet of blowers with 58 new STIHL BR 550's. "Our philosophy is to always do the right thing," Kurt says, "and that includes environmentally. We heard the fuel efficiency claims of the BR 550 and we ran our own tests. They were 40 percent more efficient than our other machines and we calculated we'd

save enough on gas to pay for the new blowers in less than two years." Fuel efficiency, low emissions – any other benefits, Matt? "The entire line of blowers is really powerful. And, my crews can work longer before refueling. We're doing more work, saving money and we're doing it clean."

www.stihlusa.com 1 800 GO STIHL

STIHL®

revolution, which allows the engine to burn cleaner and at a lower temperature, while 2-cycles fire each revolution. "How much should the landscape contractor pay attention to that? Probably not much," Mathwig says. "I wouldn't make the decision to buy a trimmer just on 4-cycle or 2-cycle."

Along with advancements in other areas, string trimmers have become safer machines. All trimmers produced today are required to provide a deflector type of cutting shield that surrounds the cutting attachment, Nesom says. Cutting shields reduce the chance of rocks, trimmings and other projectiles from striking nearby property, people or pets. In addition,

chance of slipping."

Safety apparel should also include heavy-duty non-slip gloves and sturdy, snug-fitting clothing. Mathwig recommends operators read the user manual, even if they've used string trimmers in the past. The manual spells out details about safe operation that the user may not have thought about. For example, if the operator intends to use a cutting blade, a different deflector is more appropriate than the one used in conjunction with a string cutting head.

While string trimmers have become more technologically advanced and versatile, there are some applications they're not meant to tackle. String trimmers are not designed for brush

you'll probably want to start off by cleaning the air filter."

The carburetor is another component that may require occasional idle adjustment. And if the trimmer features a gear box for the cutting heads, a weekly check should ensure there's enough grease in the gearbox. And depending on usage, the engine's fuel filter will need to be replaced at least on an annual basis.

Rak uses a high-quality synthetic oil in his string trimmers, which he believes makes them last longer. Just as the maintenance requirements are subject to use and conditions, these factors will determine the lifespan of the equipment.

"Contractors can expect a trimmer that's subjected to constant work to still last more than a year," Mathwig says. "If these guys are taking care of the equipment by maintaining it, it could be replaced between two and five years." Trimmers should last long after the EPA's emissions durability and expected useful life rating has been met or exceeded. Experts say contractors should stay away from machines that display useful life ratings of 50 hours, because those are for consumer use.

"The lifespan of a commercial trimmer depends on the conditions in which the trimmer is operated and how much routine maintenance was performed on the unit," Nesom says.

Most contractors expect a commercial trimmer to last between 900 to 1,200 hours or more with proper care. Contractors can get a durable, commercial-grade string trimmer for a few hundred dollars. In many cases, people just want raw power. A contractor requiring more than 2 horsepower can expect to pay up to \$500. A trimmer in the 1.25-horsepower range will cost around \$300. **LL**

"Our guys tend to gravitate toward the lighter machines. If an employee has a choice between a lighter, older machine or a newer, more powerful machine that might be heavier, they'll pick the lighter machine every time." — Steve Rak Sr., Southwest Landscape Management

spark arrestors control the muffler output and reduce the potential for fires due to sparks. Interlocks on the throttle also prevent unintended throttle engagement. Heat protection that surrounds the muffler and engine housing reduces the chance of burns to the operator. Most manufacturers provide a simple on/off switch to shut down the engine in an emergency.

Operators are warned to wear protective clothing, including eye, ear and leg protection.

"Definitely a must is proper eye protection," Mathwig says. "We recommend a steel toe in a shoe or boot that has excellent traction to reduce the

cutting, heavy edging applications or hedge trimming.

KEEPING THEM TRIMMING. Maintenance requirements for string trimmers vary depending on workload and conditions. Extreme conditions may require a higher frequency of replacing normal maintenance items. Some 4-cycle products require regular oil changes and engine valve adjustments. "A common maintenance item is the air filter," Mathwig says. "If the engine starts to bog down or you notice you're not getting the performance you've gotten in the past, and you operate often in dusty conditions,

Improving the Way Professionals Care for Turf

LebanonTurf

Professional Fertilizer Products

Proprietary Seed Varieties

Practical Solutions

Discover how LebanonTurf's fertilizer products and seed varieties can help your business succeed. Visit us at LebanonTurf.com or call 1-800-233-0628.

technology

Software Satisfaction

Business software is an essential component for a well-run landscape operation, but is that upgraded program you're considering turn-key or turn-off?

BY MIKE ZAWACKI/MANAGING EDITOR

For the last three years, Steve Wise has agonized over purchasing business software for his landscape company.

Wise's legacy system could no longer keep pace with the growth at Jamestown, Ohio-based Scapes. "The software I have now is pretty basic and is easy to work with," he says. "But it's not in-depth enough to track customer information and allow me to see how my business is performing."

In the landscape industry, business software includes everything from routing programs and design software to accounting and billing applications, as well as basic office programs such as word processing and spreadsheet management. Ideally, Wise has hoped to find an all-encompassing business software program,

WE STOCK LANDSCAPE TRUCKS!

**ISUZU
TRUCK**

NEW or USED TRUCKS @ WWW.neelycoble.com

As low as 3.99%
APR on GAS
W.A.C.

DELUXE LANDSCAPER

As low as 5.99%
APR on Diesel
W.A.C.



Isuzu NPR with 19' Dovetail Landscaper Body
300 HP Gas or 190 HP Diesel Engine, Automatic Transmission,
12,000 lb. or 14,500 lb. GVWR, Exhaust Brake (Diesel Only),
AM/FM CD Player, A/C, P/S, Power Windows & Locks, Floor Mat, Tilt Wheel,
(Other Options And GVW Ratings Available)



Isuzu NPR HD Crew Cab with 19' Dovetail Landscaper Body
190 HP Diesel Engine, Automatic Transmission, 14,500 lb. GVWR,
Exhaust Brake, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Floor Mat,
Tilt Wheel (Other Options And GVW Ratings Available)

LANDSCAPE DUMP



Isuzu NPR HD with 12' Dump Body
300 HP Gas Engine, Automatic Transmission, 14,500 lb. GVWR, 19.5 Tires,
AM/FM CD Player, A/C, P/S, Power Windows & Locks, Floor Mat, Tilt Wheel,
Tow Package & Brake Control, (Other Options And GVW Ratings Available)

ENCLOSED LANDSCAPER



Isuzu NPR with 18' Enclosed Landscape Body
300 HP Gas Engine, Automatic Transmission, 12,000 lb. GVWR,
AM/FM CD Player, A/C, P/S, Power Windows & Locks, Floor Mat, Tilt Wheel,
Split Dovetail Ramp, Side Door, (Other Options And GVW Ratings Available)

Remove Dovetail
In Less Than
5 Minutes!



THE REVOLUTION ALL NEW!!

**TWO TRUCKS IN ONE,
14' Dump Truck with
5' Removable Dovetail!**

Isuzu NPR HD with 19' Revolution Body
300 HP Gas Engine, Automatic Transmission, 14,500 lb. GVWR, 19.5 Tires,
AM/FM CD Player, A/C, P/S, Power Windows & Locks, Floor Mat, Tilt Wheel,
Electric Hoist, (Other Options And GVW Ratings Available)

Neely Coble Company Nashville, TN 800-367-7712

"I can't stress strongly enough the fact that a contractor really needs to do his research. Often you're laying out a lot of money and you need to make sure you're getting your money's worth with your software purchase."

— Eric Levine, GRA\$\$ Landscaper Billing

24/7 Help

Many business software developers provide their customers with support – either online or via an 800 number – 24 hours a day, seven days a week.

That may seem like a customer service bonus, but Eric Levine, president of Long Island, New York-based GRA\$\$ Landscaper Billing, warns that round-the-clock assistance may not be what it's cracked up to be for a landscape contractor in the middle of a software crisis.

"It's not so much a question of the number of hours the help desk is open," Levine says. "Rather, it's what kind of help will you get and what level of support is that developer going to offer you."

For example, will a contractor be speaking directly to the individual who wrote the software or someone who helped develop the program? Or will the person on the other end of the phone not be able to offer much assistance outside of installing the program?

and he wants a system that will interact with his design software. While he has done his due diligence, his three-year technical odyssey may have set his company back. "Business software is not cheap and I didn't want to invest \$10,000 in software to discover that I needed to invest another \$10,000 to get everything to work correctly," he says. "This has hamstrung my business a bit because I don't have a permanent system set up. The existing program I'm using is OK, but it doesn't reflect how well I can take care of my customer."

Making a smart business software purchasing decision does not have to be difficult. Like acquiring a mower or string trimmer, business software is another component of a landscape contractor's business tool kit, says Glenn Zior, vice president of operations at CLIP Software, Ijamsville, Md.

It's easy to see that to cut grass a contractor needs to buy a mower, Zior says. "However, you don't immediately see the dollars slowly slipping away from your company because of problems that some solid business software could solve," he says.

In recent years many landscape contractors have taken technology integration more seriously. According to recent *Lawn & Landscape* research, nearly 57 percent of contrac-

tors budget about \$5,000 annually for technology, which includes software purchases and upgrades. In addition, about 66 percent updated their business software – including design software, business software and accounting software – within the last year. Lastly, more than 77 percent categorized their technology investments – including software integration – as having made their business processes more effective, and nearly 70 percent believe those investments have paid for themselves.

PROBLEMS AND SOLUTIONS. Similar to buying a zero-turn mower or a skid-steer attachment, software requires thorough research before purchasing.

"I can't stress strongly enough the fact that a contractor really needs to do his research," says Eric Levine, president of GRA\$\$ Landscaper Billing in Long Island, N.Y. "Often you're laying out a lot of money and you need to make sure you're getting your money's worth with your software purchase."

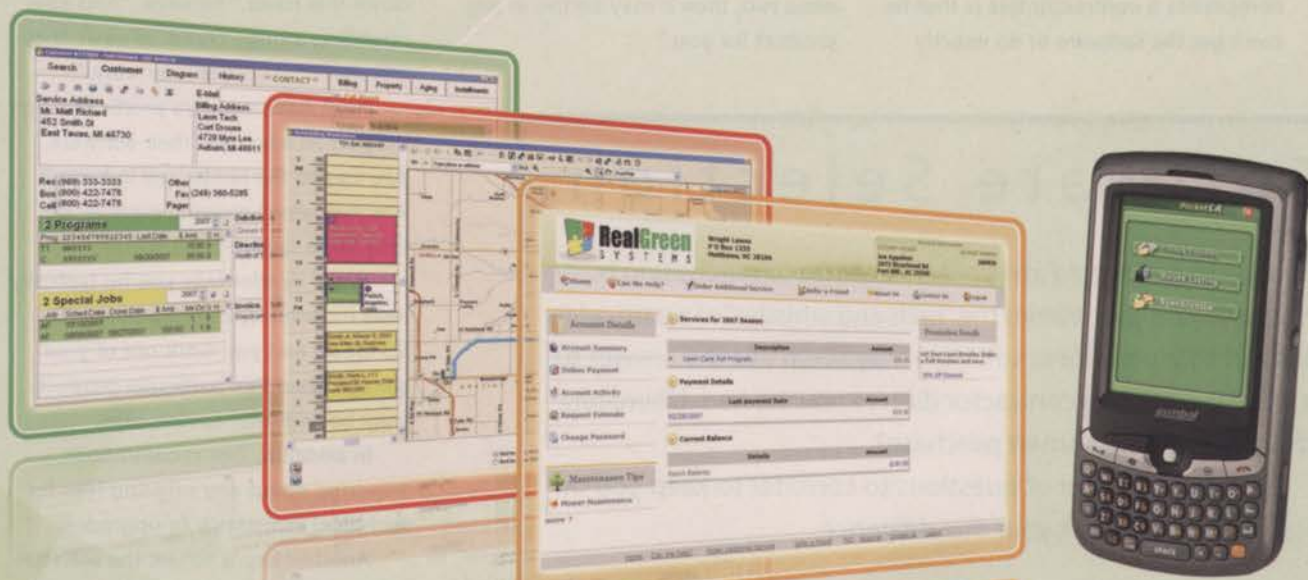
Along with product research, a landscape contractor needs to answer some specific questions. For example what problem is he troubleshooting with a particular piece of business software. Most software programs are developed to address a broad array



RealGreen

S Y S T E M S

Software for the Green Industry



Providing the most comprehensive suite of tools to grow your business.

LawnAssistant III

Service Industry Management

- Prepay Calculator
- Suggested Service Price
- Technician Truck Tracking
- Quick Data Entry
- Report Favorites
- Neighbor Pre-notification
- Satellite Imagery
- Call Log
- Neighbor Search
- Mapping Assistant

MappingAssistant

Integrated Mapping Software

- More powerful and easier to use
- Complete integration with Lawn and Pest Assistant III
- Routes estimates, invoices, and service calls
- Easily routes new customers
- Pre-route every service
- Makes tracking your trucks easy

CustomerAssistant

Self Service Web Site

- Make secure, on-line payments
- Purchase additional services
- Request estimates & service calls
- View payments & service history
- Give maintenance tips
- Increase referrals & upsells
- Get online quotes
- Increase customer renewals
- Pre-pay for services

Pocket LA

Handheld Technology

- GPS Truck Tracking
- Handheld Data Collection
- Voice Turn By Turn Directions
- Overhead scrolling maps
- Reduce Fuel Cost
- Increase Productivity
- Production Entry
- Estimates
- Invoices
- Block Leading
- Speed up Data Entry

For more information contact Real Green Systems today!

1-800-422-7478 • www.RealGreen.com

of business issues, which is at times contrary to simply seeking one or two solutions.

"Technology is sometimes a solution looking for a problem," Levine says. "One of the most common complaints a contractor has is that he can't get the software to do exactly

what he wants it to do. He can't navigate through the various layers of functionality to get to the solution to the problem he originally bought the software for. If the program offers 18 different functions and you only need two, then it may be the wrong product for you."

Unfortunately, "blanket" software doesn't exist, Zior says. Instead, a contractor should seek flexibility. However, Zior cautions contractors to avoid the lure of custom-developed software. "I have seen companies go down this route," he says. "And after spending a huge chunk of cash, they still don't have what they want."

Next, have vendors profile the typical person who uses their software. Are they in the landscape industry? Are they small mowing guys or are they large design-build firms?

"If the vendor tells you he typically sells to landscape contractors with 23 crews and you work out of your garage, then this particular product may be overkill," Levine says.

In addition, Zior recommends inquiring about any ongoing fees for technical assistance or upgrades.

Another key is to test the software. Many developers will distribute a trial version or provide a potential client with limited access to the software for a real-world experience. "You don't really know what you're buying until you can use the program firsthand," Levine says.

During his research, Wise set his sights on a particular suite of business software. From what he read about the product, it seemed like a good fit. Then, he ran the demo.

"It wasn't until I started using the program that I realized how complicated it was," he says. "I knew it was going to take a lot of time going over the program with the support people to really begin to learn how I could use it with my landscape operation."

Zior reminds contractors a software program may reveal inadequacies in their established business practices. "Be willing to change some of your business procedures to best work with the software," he says. **LL**

Software Selection

It's easy to get carried away when it comes to purchasing business software. Sometimes the "bells and whistles" of a particular suite of costly business software may seem like the answer to a lot of questions a contractor didn't know he had. Ultimately, though, will it be a smart purchase?

Here is a checklist of questions to consider to keep you on track as you conduct your due diligence.

- Have I identified the problems I'm trying to solve?
- Does this software solve these problems?
- Will I use the other functions?
- Is the learning curve to use this software within reason?
- Am I confident I can teach others within my company to use this software?
- Is the software within my budget?
- Are future upgrades available?
- Does the developer offer a support center?
- Is a less expensive alternative available?



MID-ATLANTIC
HARDSCAPING
TRADE SHOW
MAHTS.COM

**Turn Knowledge
Into Profit!**

Experience first hand the newest technical, product and equipment developments in the Hardscaping industry.

Many NEW courses, 100,000 sf of Hands-On Construction Sites, over 400 Networking Opportunities and more than 50 classroom and arena seminars.

**TRADE SHOW
FEBRUARY 20-22, 2008**

**EDUCATIONAL SEMINARS
FEBRUARY 19-22, 2008**

**ATLANTIC CITY
CONVENTION CENTER
ATLANTIC CITY, NJ**

FOR MORE INFORMATION &
ONLINE REGISTRATION VISIT

WWW.MAHTS.COM

USE READER SERVICE # 63

PRODUCED BY

EP HENRY
FOUNDED 1903

The New Line

The latest string trimmers feature updated engine and ergonomic technology.

Efco 8250 IC Ergo Trimmer

www.efcopower.com

- Powered by a 1.2-horsepower, 25.4-cc engine
- Easy to control with its balanced weight and design and ergonomic handle
- Features a heavy-duty, three-piece crankshaft and forged connecting rod
- Solid-steel drive shaft mounted on five internal self-lubricating bushings prevents impact stress and vibration
- Primer bulb and lift starter provide effortless starting
- Includes a 2-year professional warranty
- Efco – 800/800-4420

Circle 200 on reader service card



Honda HHT35S Trimmer

www.honda.com

- Uses Honda's 360-degree-inclinable GX35 four-stroke engine
- Available with a traditional loop handle or with a U-shaped, bicycle-style handle
- Features the Flex Shaft system that uses advanced materials for reduced weight
- Debris deflector shield aids operator visibility
- Can use any of four available cutting heads
- Honda Power Equipment – 800/426-7701

Circle 201 on reader service card



“Landscaping involves
a whole bunch of *tough tasks.*

This KIOTI is the best
multi-tasker
I've ever owned.”

Visit Us At
The National
Farm Machinery Show
Louisville, KY

“I was in need of one piece of equipment that would handle the challenge of multiple applications – material moving, tree planting, mowing and more. My new KIOTI is well built and helps me handle all these chores.”

Next time you're looking for a multi-tasking landscape tractor, stop by your local KIOTI dealer. KIOTI is now celebrating **over 20 years in North America!**

1-877-GO-KIOTI • www.KIOTI.com


KIOTI[®]

run ahead of the pack

John Deere XT140LE Line Trimmer

www.johndeere.com

- Powered by 25.6-cc, low-emission M-Series engine
- Solid steel, straight, 59-inch shaft reduces vibration and increases durability
- Creates a 17-inch cutting swath
- Commercial EZ Load string head provides fast, accurate line feed
- Features anti-vibration clutch housing, anti-vibration front handles and an over-molded throttle
- Glass-wool-lined aluminum mufflers offer quiet operation
- Weighs 12 pounds
- John Deere – 309/765-8000

Circle 202 on reader service card



Husqvarna 326LS Trimmer

www.usa.husqvarna.com

- Features a straight shaft and a bevel gear
- Powered by a 1.2-horsepower E-Tech II engine with air purge
- Extensive reach and angled front loop handle provide an effective and comfortable working position
- Fitted with a J-handle
- Can be used with a blade
- Weighs 9 pounds
- Husqvarna – 704/597-5000

Circle 203 on reader service card



Kawasaki String Trimmer

www.kawpowr.com

- Powered by a TJ027E engine
- Engine features include a heavy-duty crankshaft with roller main bearings, chrome cylinder with a two-ring piston, easy access air filter cover and a heavy-duty, felt-panel air filter
- Features quick throttle response
- Accepts attachments
- Lightweight, low-noise, low-vibration and ideal-balance trimmer
- Kawasaki Power Products

Circle 204 on reader service card







RedMax BCZ2610S Trimmer

www.redmax.com

- Strato-charged engine design delivers maximum performance
- Features the Maxcellerator, an accelerator pump for better throttle response
- Includes an inline vibration-dampening system
- Easily adapts to a blade configuration for heavy-duty jobs
- Durable and lightweight
- Uses RedMax's new, cable-twisted line
- RedMax – 800/291-8251

Circle 205 on reader service card

STIHL FS 100 RX Trimmer

www.stihlusa.com

- Powered by the STIHL 4-Mix engine
- Features a lightweight design, weighing 1.2 pounds less than the previous model
- Can be used with AutoCut, FixCut or PolyCut cutting heads
- Reduces vibration
- STIHL – 757/486-9100

Circle 206 on reader service card



Tanaka TBC-260PFL Extended Reach Trimmer/Brush Cutter

www.tanakapowerequipment.com

- Features a 71-inch drive shaft to accommodate tall operators
- Powered by a 1.3-horsepower, 25-cc, PureFire two-stroke engine
- Contains a Walbro carburetor with primer for fast and reliable starts
- Accepts blades and attachments
- Includes a padded D handle
- Backed by a two-year commercial use warranty
- Nikko Tanaka Engineering – 888/482-6242

Circle 207 on reader service card

Dow AgroSciences

Dimension[®] 2EW

Specialty Herbicide



GOLF



LAWN



NURSERY



ORNAMENTAL



OVER TIME, YOU'VE SEEN A NUMBER OF GREAT THINGS GET EVEN BETTER.

Another one of these things is the family of Dimension[®] specialty herbicides from Dow AgroSciences. Our new Dimension 2EW liquid formulation is an easier-to-use, low odor formulation that can now be sprayed over the top of ornamentals. Plus, it offers everything you've always counted on from past sprayable formulations of Dimension and Dimension on fertilizer. You get broad-spectrum control of crabgrass and other grassy and broadleaf weeds all season long. You also get postemergence control on newly emerged crabgrass. And it never stains. With the service and support of Dow AgroSciences, you can count on the family of Dimension specialty herbicides to be a great thing that just keeps getting better.

www.DimensionHerbicide.com ®Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products apply. Consult the label before purchase or use for full details. Always read and follow label directions. ©2006 Dow AgroSciences LLC T38-337-001 (11/06) BR 010-60459 510-M2-432-06

P R O V E N S O L U T I O N S

Biz Bytes

The latest software releases include even more tools to improve productivity.

EverGreen Software Service Route Optimization

www.evergreensoftware.com

- Decreases a vehicle's costs by driving tighter routes
- Increases service revenues by performing more jobs in one day
- Users can view the detailed appointment calendar or display a map of the routes to see the schedule for the day
- Includes reports of dollar per hour production
- Business features include billing, customer relationship management, sales lead tracking and detailed production and sales reports
- EverGreen Software – 800/762-0301

Circle 208 on reader service card

EverGreen Software
MARATHON DATA SYSTEMS



GRA\$\$ Landscaper Billing Service

www.obexdata.com

- Uses an inexpensive hand-held terminal or the Internet to enter billing information
- Bills go out on time and are accurate and professional
- Account management reports are sent monthly and additional management tools are available
- Easily interfaces with Quickbooks, Excel and Access
- Unlimited toll-free support is available at no extra cost
- Paper, envelopes, processing, printing, inserting and mailing are available for about 90 cents per bill
- GRA\$\$ Landscaper Billing – 800/464-6239

Circle 209 on reader service card

Fool Proof Methods to Develop World Class Account Managers

Account Manager Seminar

This seminar will provide emphasis into the "total customer experience" and how it pivots around the account manager. The Wilson-Oyler skill enhancement processes are developed out of real world experience and have lead to better development platforms that allow landscape management companies to produce account managers that understand and perform to their financial objectives, while enhancing company revenues and retaining "life time" clients. During each session Bruce Wilson and Tom Oyler will teach their proven methods and systems and provide the attendees the required educational content that, when fully utilized all but insures that the development of top class account managers.

Seminar Focus:

- Improving Production
- Efficient Equipment Utilization
- Effective Internal & External Communications
- Developing & Retaining Passionate, Top Tier Employees
- Developing & Retaining Loyal Customers
- Developing Top of Class Account Managers
- Discussions & Illustrations Identifying "The Shops" Role In:
 - Production Management
 - Interaction With The Wilson Oyler Team



WILSON OYLER
GROUP

WWW.WILSON-OYLER.COM

Wilson Oyler Group
Success
Presented by Husqvarna **SERIES** 

Seminar Dates & Locations

January 10th	Orlando, FL
January 24th	Dallas, TX
February 7th	Atlanta, GA
February 21st	Baltimore, MD
March 6th	Los Angeles, CA
March 20th	Denver, CO
April 3rd	Chicago, IL
April 17th	Columbus, OH

Seminar Rates

Single Registrant	\$189
2 to 6 Registrants	\$169 each
7+ Registrants	\$149 each

Notice: Discounted Rates apply only to registrants within the same company.

Ways to Register:

Wilson-Oyler Group

440 Old Vine Street, Lexington, KY 40507

Questions: 866.517.2272 or

E-mail: info@wilson-oyler.com

Series Sponsor

 **Husqvarna**

Media Sponsor

Lawn & Landscape

Groundskeeper Pro

www.adkad.com

- Create professional invoices monthly, weekly or daily with your logo and payment coupon tear-off perforation
- Customers can be charged different prices for the same service or charged for hourly labor and equipment rates at time and materials
- Schedules can be created for services or services can be assigned to routes
- Allows users to create job estimates to determine profitability
- Can track business expenses with an unlimited number of expense accounts
- Tracks customer account history
- Adkad Technologies – 800/586-4683

Circle 210 on reader service card



Exaktime PocketClock

www.jobclock.com



- Software designed to run on a Palm Pilot
- Allows multiple users to clock in and out directly on the handheld device
- Tracks dozens of cost codes for each worker
- Supervisor mode allows a supervisor to clock in for an entire crew
- Default job site can be set for everyone
- Records can be transmitted to the office via a Palm modem
- Time and attendance can be exported to accounting and payroll packages with AccountLinx software
- Exaktime – 888/788-8463

Circle 211 on reader service card

Real Green Systems Lawn & Pest Assistant III

www.realgreen.com

- The company's most recent software update
- Offers service professionals a comprehensive list of software and marketing tools
- Features include contact management system, fully integrated mapping, routing and scheduling system and a customer service site
- Includes GPS handhelds
- Real Green Systems – 800/422-7478

Circle 212 on reader service card



THE ARMY KNIFE OF TURF HERBICIDES



CRABGRASS • YELLOW NUTSEDGE • BROADLEAF WEEDS • TURF TOLERANCE • SPEED



pbi / Gordon
corporation

An Employee-Owned Company

800-821-7925 • pbigordon.com/q4

USE READER SERVICE # 66

ALWAYS READ AND FOLLOW LABEL DIRECTIONS. 00162
Q4™ is a registered trademark of PBI/Gordon Corp.

Helping Hands

Even small hand tools can save contractors a large amount of work.

Corona Clipper BP 3160 Bypass Pruner

www.coronaclipper.com

- Features forged steel alloy construction
- Has a 3/4-inch-diameter cutting capacity
- Slant-ground, narrow-profile hook makes it easy to snag unruly branches and stems
- Resharpenable forged Radial Arc bypass blade's special groove channels away sap
- Includes non-slip, cushioned grips
- Corona Clipper – 800/847-7863

Circle 213 on reader service card



Fiskars PowerGear Bypass Pruner

www.fiskars.com

- PowerGear mechanism increases leverage to make cutting three times easier than single pivot pruners
- Rolling handles match natural hand motion to reduce fatigue
- Includes an adjustable handle opening
- Features a sharp, precision-ground blade edge
- Fully hardened blade holds sharp edge longer
- Corrosion resistant, non-stick blade coating reduces friction to make cutting easier
- Has a cutting capacity of 3/4 inch
- Fiskars – 800/500-4849

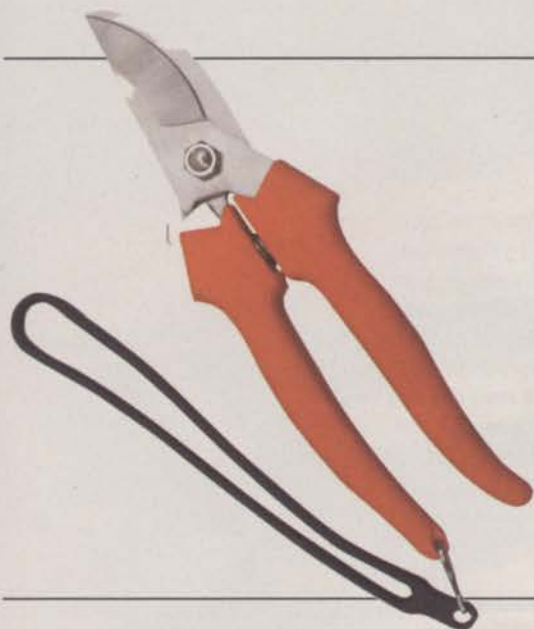
Circle 214 on reader service card

Leatherman Genus Pruner

www.leatherman.com

- Features a rotating handle that stores a set of professional tools
- Includes a knife, Phillips screwdriver, sprinkler head adjustment tool/flat screwdriver, bottle opener and saw
- Includes a nylon sheath
- Diamond-coated file included for pruner sharpening
- Covered under the company's 25-year warranty
- Leatherman – 800/847-8665

Circle 215 on reader service card



A.M. Leonard Standard Pruner

www.amleo.com

- Has Swedish, stainless steel blades
- Has a Rockwell hardness of 52+/-54
- Molded composite handles fit perfectly in most hands
- Comes with wrist strap
- Is 7 3/8 inches long and weighs 4.3 ounces
- A.M. Leonard – 800/543-8955

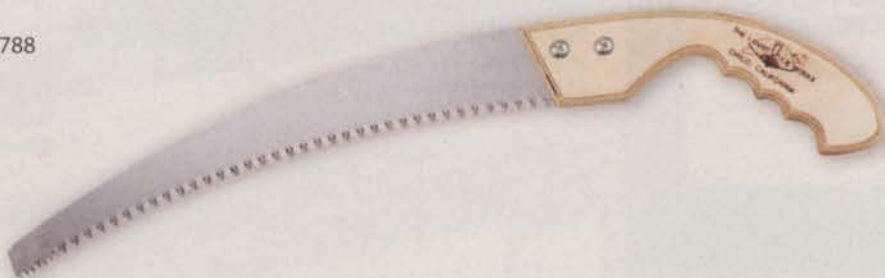
Circle 216 on reader service card

Forestry Suppliers Fanno Curved Pruning Saw

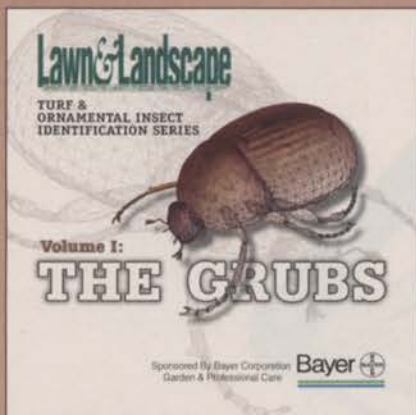
www.forestry-suppliers.com

- Available with either a contoured laminated hardwood handle or a plastic pistol grip handle
- Curved blade is 13 inches long
- Produces a clean, fast cut
- Forestry Suppliers – 800/360-7788

Circle 217 on reader service card



Stack Up



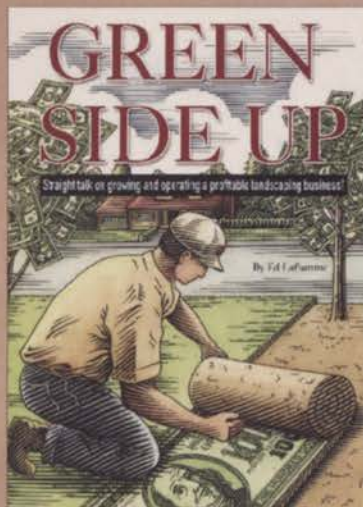
Turf & Ornamental Insect CD-ROM

Identification Series, Volume I: The Grubs
David J. Shetlar, Ph.D., Technical Content
Advisor & Project Photographer
Cindy Code, Editor

Volume I: The Grubs features cutting-edge
CD-ROM technology, high-resolution pho-
tography and 3-D imaging to educate lawn
and landscape professionals on the finer
points of grub identification and manage-
ment.

\$39.95 per copy

**FREE Shipping
During
January 2008**

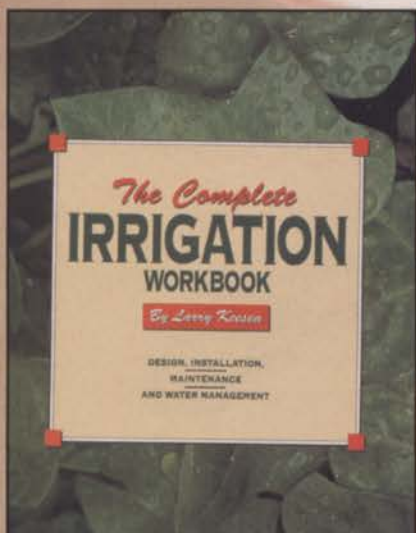


Green Side Up

Ed Laflamme

Cindy Code, Editor

Look no further for an accurate, fast-paced book on grow-
ing your landscape business. Based on nearly 30 years of
landscape industry experience, Laflamme shares unparal-
leled insight into the multi-faceted world of a landscape
business owner. Whether you're looking for ideas on running
your business, managing your people, balancing your P & L,
improving your operations or acquiring and retaining new
customers, this book will motivate you to take action and
chart a new course for your business.



The Complete Irrigation Workbook

Larry Keesen

Cindy Code, Editor

The workbook offers a
comprehensive look at
irrigation design, instal-
lation, maintenance and
water management includ-
ing practical hands-on
techniques.

\$12.95 per copy



Technician's Handbook

Richard Kramer, Ph.D.; Cindy Code, Editor

This field guide to turf & ornamental
insect identification & management
provides lawn and landscape technicians
with unequalled information on the biol-
ogy, behavior and physical characteristics
of more than 60 commonly encountered
insect pests in both turfs and ornamen-
tals. Perfect for lawn care operators,
training professionals, training directors,
entomologists, regulatory officials, and
technicians!

\$14.95 per copy

The Savings

Lawn & Landscape Technician's Handbook- 5 for \$60.00

This field guide to turf and ornamental insect identification and management provides lawn and landscape technicians with unequaled information on the identification and management of more than 60 commonly encountered insect pests in both turf and ornamentals. You'll find pest identification tips and detailed individual pest profiles with accompanying illustrations, as well as a full-color photo identification section featuring more than 50 insects.



The Complete Irrigation Workbook- 5 for \$50.00

This workbook offers a comprehensive look at irrigation design, installation, maintenance and water management including practical hands-on techniques. Each chapter contains questions and answers which can be used to test your own knowledge or as in-house training tool for new and seasoned employees. Appendix includes detailed drawings of irrigation installations and tables and conversion data.



Lawn & Landscape

FOUR EASY WAYS TO ORDER:

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

2. **CALL:** 800-456-0707 - 330-523-5341

3. MAIL THIS FORM TO:

Lawn & Landscape Bookstore
4020 Kinross Lakes Pkwy #201
Richfield, OH 44286

4. **FAX TO:** 330-659-4043

- ☐ Check Enclosed
Payable To: Lawn & Landscape
- ☐ Charge My:
☐ American Express
☐ Visa
☐ Mastercard
☐ Discover/Novus

Card Number _____

Exp. Date _____

Description	Qty	Sub-total
Green Side Up - \$19.95		\$
Lawn & Landscape Technician's Handbook - \$14.95		\$
The Complete Irrigation Workbook - \$12.95		\$
Vol. 1: The Grubs - CD Rom - \$39.95		\$
Lawn & Landscape Technician's Handbook 5 for \$60.00		\$
The Complete Irrigation Workbook 5 for \$50.00		\$
Ohio Residents Add 6.5% Sales Tax		\$
MERCHANDISE TOTAL		\$
SHIPPING & HANDLING		
Inside The U.S. - First Item \$8.00; Additional Items \$4.00 Each		
International - First Item \$15.00; Additional Items \$8.00 Each		\$ FREE
TOTAL AMOUNT DUE		\$

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

A Uniform Decision

Uniforms are an inexpensive way for contractors to create a neat, professional image.

You only have one chance to make a first impression, which is why many landscape contractors provide their employees with neat, professional uniforms.

"Contractors should think of their uniforms as advertising and their employees should wear them with pride," says Brian Garry, director of segment marketing, Cintas, Cincinnati.

Kelly Tohill, owner of Tohill Landscape Management, Atlanta, invested in uniforms as part of a marketing

in whatever they felt like wearing that day. Now everything is emblazoned with our name and colors and we arrive neat and clean-cut."

He requires his employees to wear a company-provided Tohill Landscape Management T-shirt, jeans and work boots. Tohill wears khaki pants and polo shirts or sweatshirts embroidered with the Tohill logo. The company's color scheme is orange, gray and green and is reflected in its trucks and business cards. "Contractors

should ensure their company's branding is consistent to add credibility and differentiate their business from a sea of others," Garry says.

PAY UP. Costs of uniforms vary and depend on factors like the number of employees, type of uniform and whether they're rented or purchased.

Tohill spends about \$200 a year on T-shirts for his three-man operation, and always has an extra supply of replacements.

According to 2007 *Lawn & Landscape* research, the average contractor spent \$1,829 on uniforms last year. Many contractors purchase their uniforms in bulk, Garry says. A set of

25 ball caps costs about \$8 per hat. Twenty-five shirts cost between \$16 and \$23 per shirt depending on style, such as a woven work shirt or a knit polo shirt. A set of 25 pairs of pants costs from \$18 to \$28 per pair. Also depending on style, work shoes can range from \$45 to \$85 a pair. Adding logos can cost \$25 to \$100, depending on the complexity of the logo and whether it's silkscreen or direct embroidery, Garry says.

ROUGH AND TOUGH. Uniforms are an easy and inexpensive way for owners to offer a valued service to their employees, Garry says. "Landscape work can be tough due to weather, heavy lifting and long hours," he says. "Employees don't want to wear out their personal clothes, so having their uniforms provided is often seen as a benefit to them."

Durability and functionality are important factors for contractors to consider when choosing their uniforms. "Depending on the jobs my crews are doing, a T-shirt might be ruined pretty quickly," Tohill says. "If they come to work wearing one that doesn't meet our professional standards, I'll give them a new one and the old one becomes a shop rag." **LL**



scheme his fourth year in business. Business tripled that year, and Tohill attributes much of that growth to his employees' new-found appearance. "When my crews began showing up to jobs looking professional we definitely started picking up more accounts," he says. "Before, my guys came to work

FULL SPEED AHEAD!

More power, performance and value!



Don't make a decision to buy a new mower until you take a look at the ALL NEW commercial mowers from Snapper Pro! The S200x, S150x and S50x have the power and performance you need at a price that's easy to afford. Choose from Kawasaki, Kohler and Vanguard™ BIG BLOCK™ engines with cutting widths ranging from 48" up to 72". Call us at (800)933-6175 or visit www.SnapperPro.com to find your local Snapper Pro dealer today!



**SNAPPER
PRO**



Don't Be Fooled By MORS

Multiple overhead recovery system (MORS) method calculates general and administrative (G&A) overhead in a bid by multiplying four predetermined percentages by the material, equipment, subcontractor and labor costs. Like in other methods, MORS multiplies components of direct costs by percentages or decimals to calculate the overhead for a bid or service price.

The MORS method typically adds 10 percent to material costs in a bid, 25 percent to equipment costs, 5 percent

to subcontractor costs and a predetermined percent to field labor and burden. The percent applied to labor and burden ranges from 35 to 95 percent depending on budget and size.

WHY MORS DOESN'T WORK. Job A requires labor for one month. Its price should include a month of G&A overhead cost or \$10,000. However, MORS adds \$18,770 to the bid for G&A overhead. It overstates G&A overhead by almost \$9,000. Job B requires the entire field labor force for four months.

The G&A overhead costs should total \$40,000 but MORS adds \$39,080 to the bid to cover G&A overhead costs. It is close but it understates G&A overhead costs by almost \$1,000. This is pretty close but it still is not accurate.

ANALYSIS. I could show jobs where the MORS markups in bids are right on, too high or too low. The issue isn't the precise markup percentages used in MORS. The mathematical problem arises because we are multiplying the components of direct costs by percentages.



LEADERSHIP JAM 2008

A PERSONAL APPROACH TO LEADERSHIP

DON'T JUST LEARN THE BASICS OF LEADERSHIP

DISCOVER HOW YOU LEAD FIRST!



Mention this ad when you register and receive a free gift from Ariens!

Leadership Jams are two day learning events that have helped hundreds of landscape foremen, supervisors and managers over the past 9 years hone their leadership skills and succeed in helping them and their companies **WORK SMARTER**. This year we will take your leaders on a journey of self discovery like never before as we evaluate each participant's "Insights Discovery Profile."

- Understand your **PERSONAL LEADERSHIP STYLE**
- Learn proven leadership skills that **DELIVER RESULTS**
- Discover **HOW YOU WORK BEST** and how you can best lead others
- Hold yourself and others **ACCOUNTABLE** to personal and company **GOALS**
- Network and share **BETTER PRACTICES** with your peers
- Renew your **ENERGY** and **FOCUS** for 2008 and beyond

PHOENIX 2/12 & 13 | ATLANTA 2/21 & 22 | INDIANAPOLIS 3/3 & 4 | PROVIDENCE 3/10 & 11


REGISTER TODAY
www.jp horizons.com • 877-JPH-JAMS



JP Horizons
INCORPORATED



Guarantee against breakthroughs.

Four small, green crabgrass plants are placed horizontally across the word "breakthroughs" in the main headline.

1-800-Barricade

A Barricade® guarantee. As the number one pre-emergent herbicide on the market, Barricade is probably the most important application you'll make all year. If you intend to apply Barricade this spring, call or register online to guarantee against crabgrass breakthroughs. Should you experience any callbacks after using Barricade as directed, we'll foot the bill. It's that easy, because we're that sure.

www.BarricadeGuarantee.com

benchmarking

Methods like MORS make the mathematical mistake of calculating G&A overhead based on multiplying direct costs by percentages. It isn't accurate.

Another problem is the markups

added to material, equipment and subcontractor costs – 10, 25 and 5 percent, respectively. These have absolutely no mathematical justification. In the late 1980s I taught the MORS estimating

system in workshops all over North America. I know the MORS method pretty well and I can say no one has ever come forth with any mathematical justification for these percentages. LL

Job A (material-intense, one-month job)				
	Direct Costs		OVHD %	Markup
Materials (w/tax)	\$100,000	x	10%	= \$10,000
Labor w/burden	13,000	x	54%	= 7,020
Equip. w/rentals	7,000	x	25%	= 1,750
Subcontractors	0	x	5%	= 0
	\$120,000			\$18,770
Total direct costs				\$120,000
Total G&A overhead to recover on job				18,770
Break-even point (BEP)				138,770
Net profit markup (10%)				13,877
Price for job				\$152,647

Job B (labor-intense, four-month job)				
	Direct Costs		OVHD %	Markup
Materials (w/tax)	\$40,000	x	10%	= \$4,000
Labor w/burden	52,000	x	54%	= 28,080
Equip. w/rentals	28,000	x	25%	= 7,050
Subcontractors	0	x	5%	= 0
	\$120,000			\$39,080
Total direct costs				\$120,000
Total G&A overhead to recover on job				39,080
Break-even point (BEP)				159,080
Net profit markup (10%)				15,908
Price for job				\$174,988

TAKE YOUR OFFICE WITH YOU CLIP2Go



GPS
Tracking
of Crews*



Bilingual
Directions



Start/Stop
Times for
each Job



Also with this amazing Software ...

- Route sheets for the crews
- Access to Customers, Jobs, Notes, History and Billing out in the field
- Modify information in the field and sync back to office
- Syncs with office via cable, Wi Fi or cell phone (with data plan)
- Multi level password protection
- Spanish and English built in

* Requires CLIPx, a Windows Mobile 5.0 device, TomTom mapping software, Microsoft MapPoint and GPS receiver.

Call **800-635-8485** to learn how
to get started using **CLIP2Go!**

CLIP
www.clip.com

Were You Featured In This Issue?



Reprints enable you to reuse your article and simply place it into the hands of your target audience.

Having been featured in a well-respected publication adds the credibility of a third-party endorsement to your message.

Give yourself a competitive advantage with reprints.

Call **Debbie Kean @**
800-456-0707

USE READER SERVICE # 71

Six new ways to grow

greener



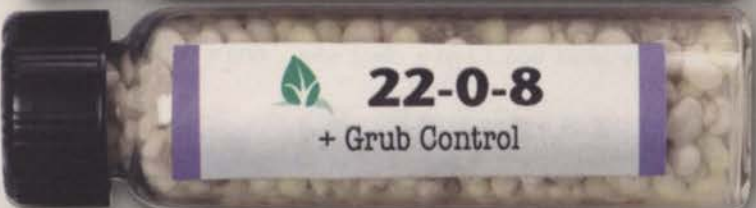
thicker



weedless



grubless



bugless



healthier
turf



The Scotts Advantage® keeps on spreading with the introduction of new combination fertilizers from Scotts® Landscaper PRO™. Each offers three to four months of proven Poly-S® nutrition. Five save you time and labor by adding pest-control ingredients; one offers

additional micronutrients for better results in deficient soils. Feed turf, trees and ornamentals the advanced nutrition of Scotts Landscaper PRO: four original granular turf and ornamental fertilizers, and now six new combination products.

Contact your Scotts Territory Manager or Distributor, call 1-800-492-8255 or visit www.scottsprohort.com.

 **Landscaper PRO™**

© 2007 The Scotts Company LLC, Worldwide Rights Reserved.

USE READER SERVICE # 72



You're Fired!

For a long time, I accepted the conventional wisdom that the customer is always right. Now, if he is a good customer, I still believe he is always right. After all, it costs a fortune to turn a prospect into a customer. So it only makes sense to keep clients so long as the relationship remains profitable, they are reasonable to work with and your team wants to work for them. But if you find yourself losing money or merely breaking even, or if the customer is so difficult that working for him is harming your company, then it might be time to fire the client. That's right, fire the client.

A few years ago, I had a client who

became a real problem. This lady was willing to make a considerable investment in landscaping to her very nice house, but she also believed she was the expert. She constantly second-guessed us and insisted we do things that we knew were horticulturally unwise.

While I understood my managers' concerns, initially I was reluctant to address the situation for fear of losing her \$30,000 a year in business. But it didn't take long to see this relationship in a much different light.

While inspecting the job site, I watched one of my best team leaders ring a large bell attached to a pole in her

yard before preparing to leave. Dumb-founded I asked him about what I had witnessed and he explained that the client wanted him to ring the bell when they began and when they finished their work for the day. "She writes down the time," he told me. "I guess to make sure we're here." He confessed the practice was childish and insulting, but he believed we needed her business.

Well, not at that price.

The next day I told her that while we appreciated the business she had done with us, we weren't a good match for her anymore and it would be best if she found another landscape contractor.

PROVEN MARKETING METHODS

CUSTOM PROMOTIONAL PRINTING & PROMOTIONAL POSTING SIGNS



We customize it completely your way at no additional cost!

- Door Hangers
- Brochures
- Mailers
- Flyers
- Newsletters
- Presentation Folders

View Hundreds of
Promotional Ideas, Layouts &
Exclusive Images Online
www.RNDsigns.com

REQUEST OUR
FREE
MARKETING
HANDBOOK



Signs include plastic stake!
Available in several sizes...

- 4" x 5"
- 6" x 6"
- 6" x 9"
- 8 1/2" x 11"



RNDsigns
Marketing, Design & Print
1-800-328-4009

Posting Signs & Promotional Products

For The Green Industry

Since 1985.

USE READER SERVICE # 73

YOU KNOW BUSINESS NEEDS.



WE KNOW EVEN BETTER SOLUTIONS.

W-SERIES

INTRODUCING THE NEW, REDESIGNED 2008 CHEVY W-SERIES. Offering a smoother ride, more spacious interior and comfortable highback seats. Larger side windows and mirrors. A new chrome front grille. And a strong frame to protect your drivers. 866-441-9638 or chevy.com/mediumduty

Comparisons are based on 2008 Chevy W-Series versus the previous 2007 model. Truck shown with equipment from an independent supplier.
© 2007 GM Corp.

 **AN AMERICAN
REVOLUTION**

"Ultimately, if the bad outweighs the good,
then you'll know what to do."

— Marty Grunder

INNOVATIVE EQUIPMENT



Terraseeding™ is Believing.

Blow soil blends and inject with seed using this unique and efficient one-step process. Call today and discover your possibilities.



Express Blower, Inc.

1-800-285-7227
expressblower.com

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

She thought I was kidding and didn't say much.

The next day this client's husband asked me why I had ended our business relationship. As a business man the husband told me he would never fire a client. But while I could sympathize with his panic and confusion, I maintained my resolve and stuck to my decision to end our business dealings.

To this day I'm still glad I fired them. Why, you might ask? As a business owner, I had a major epiphany that day. My team realized making money was important, but it had to be for the right reasons. We were neither passionate about, nor proud of, the work we did for this particular client. Telling her we could no longer work for her was very liberating. In addition, my team witnessed me take a stand on principle, and they understood I was not willing to sacrifice team morale or their dignity for a few extra dollars.

So as you examine your accounts for this year I want you to consider your client relationships.

Think about the overall characteristics you want in a landscape client and then seek out those people that fit this specific client profile.

Then, sit down with your team and ask them if there are any clients you should fire and why. Keep the discussion strictly professional – this isn't a laughing matter. Discuss problematic customers and analyze the impact they're having on your landscape operation's bottom-line.

Ultimately, if the bad qualities outweigh the good, then you'll know what to do. **LL**

USE READER SERVICE # 74

visual impact imaging
EARTHSCAPES
 Landscape Design Software

Landscape Design Software that makes an impact!

#1 Landscape Design Software Professional. Easy to Use. Affordable.

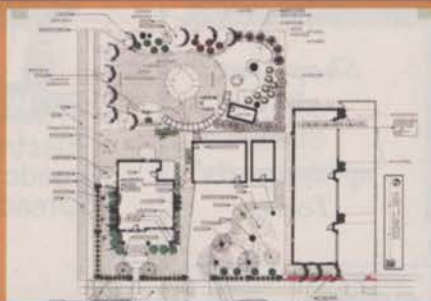
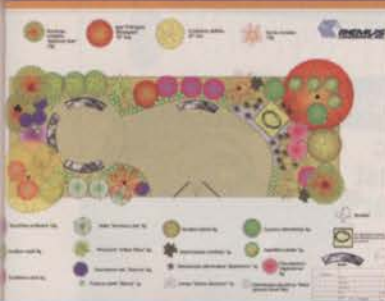
- High Resolution Photo Imaging
- Extensive Plant and Hardscapes Library: over 4,500 objects
- Design site plans in B&W or color
- Compatible with over 30 file types
- Runs on Windows XP or Vista

...and many more features!



upcoming trade shows

- **Mid-Atlantic Nursery Trade Show**
Baltimore, MD
Jan. 9-11, 2008 | Booth #469
- **Mid-Am Horticulture Trade Show**
Chicago, IL
Jan. 16-18, 2008 | Booth # 824
- **CENTS Show**
Columbus, OH
Jan. 21-23, 2008 | Booth #6034
- **New England Grows**
Boston, MA
Feb. 6-8, 2008 | Booth # 1818
- **Landscape Industry Show**
Los Angeles, CA
Feb. 27-28, 2008 | Booth # 949



visual impact imaging
EARTHSCAPES
 Landscape Design Software

www.visualimpactimaging.com
 Visit our website for a FREE demo
 or call 330.665.9080

USE READER SERVICE # 75



Recruiting Right

There are four fundamentals all companies should excel at to remain in business. Every organization must be profitable, consistently deliver service, attract, retain and grow the right customers and attract, retain and grow the right people.

Accomplish two of these and you'll do OK. Do three very well and you'll last for years. Now we could debate which one should happen first or their order, but to be successful an organization must excel at all four.

I would argue that without the ability to attract, retain and grow great people, the remaining three are irrelevant.

Recently, I conducted contractor workshops on creating recruiting programs and growing great people within the landscape industry. When I asked the audiences what their people needs were for the next year I was astonished at the number of managers, middle managers, foremen and workers being sought in this industry. What equally amazed me was how low the organizations rated their ability to retain and grow their existing people.

You can successfully develop recruiting and retention programs to secure the right people in the landscape industry. Take recruiting, for example. Over

the last 30 years I have used six steps to recruit the right people: taking stock of what you have, identifying needs, identifying targets, gathering tools, establishing best practices and seeking the source.

For starters, let's examine the first two steps – taking stock of what you have and identifying your needs.

TAKING STOCK. Inventorying who you already have is the first step. Start by drawing an organization chart of your business team, then go through and rate each person using a scale of ABC, just like in school. The highly ranked A's

For All Your Spraying Equipment & Parts Needs!



Commercial Quality Skid Sprayers



Custom Built Sprayers to Fit Your Needs



100 Gallons



300 Gallons "Low Profile"



185/90 "Split Tanks"

Spring is near, call us to immediately fulfill your equipment needs!

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



www.westheffer.com

Shop Our
eBay
Store
"sprayerparts"
Today



Lawn / Tree Spray Trucks



Many Models In Stock
Over \$2 Million in Inventory



WESTHEFFER PREMIUM SPRAY HOSE
green garde
◆ 300' or 400' Rolls
◆ Attractive Mint Green Color
◆ 600 psi
3/8" ID - \$.55' 1/2" ID - \$.70'

USE READER SERVICE # 76

Jrco

Heavy-duty Attachments
for Commercial Mowers

Attachments for the
Lawn Care Professional
Save Time & Labor

Tine Rake
Dethatcher

www.jrcoinc.com

Electric
Broadcast
Spreader

Call for Dealer 800.966.8442

USE READER SERVICE # 77

Marketing Tools

Now is the time to get started on next years marketing projects

Printing Services

- Brochures and Mailers
- Doorhangers and Flyers
- Custom Design and Printing
- Pre-Pay Marketing Forms



Advance LawnCare



5 x 5

Autumn Landscaping, Inc.
303-794-6993

IRON TURF
Lawn Care Services
313-948-9456
PESTICIDE APPLICATION
KEEP OFF UNTIL DRY

Custom Shapes

Large

8.5 x 11

Posting Signs

Don't just post the lawn....
Grow your business!



DATES LEFT!

January, 8
Indianapolis, IN
January, 9
Columbus, OH
January, 10
Pittsburgh, PA
January, 17
Myrtle Beach, SC

Last Chance!
To Attend our FREE
Green Industry
Marketing Seminars

Learn proven marketing techniques such as:

- Building a Marketing List • Door-to-Door Sales
- Telemarketing • Block Leading
- Direct Mail • Neighborhood Marketing
- Internet Advertising • Web Sites

Few Spots Available
Sign Up Today!

 **RealGreen**
SYSTEMS

1-800-422-7478
www.realgreen.com

it's about people

are your stars, so tell them you appreciate their contributions. Let the B's know what they need to do to become A's, and reinforce with the C's that it's time they step up their performance.

Next, note the recruiting source – Web site, referral, agency and so on – for each person and then write down the behaviors and skills that require development. Lastly, identify those individ-

“What equally amazed me was how low the organizations rated their ability to retain and grow their existing people.”

– Bill Arman

uals who can move up in your company.

This serves as your people plan and highlights your organizational strengths and weaknesses, where you've had past success in recruiting, developmental needs in the organization, who can advance forward and where you would be weakened if someone leaves in both the long and short term.

IDENTIFY NEEDS. Next, chart out your revenue growth over the next three years and then draw an organizational chart of what your landscape company will look like that coincides with each year of this projected growth.

These new charts will identify any needs and where your existing people will fill in any new spots created by growth.

Now compare your current organizational chart against those for each year and consider who could move up from your existing team to avoid dissension. Think about sequencing and prioritizing your needs and determine a revenue-to-positions-needed ratio.

This can seem overwhelming, especially if you target significant growth in the coming years. But rarely do organizations appreciate the time, energy and resources necessary to start and sustain a successful recruiting program.

By taking stock of the talent within your landscape organization and identifying your future people needs as they relate to projected growth, you've just completed the first step in the process of creating successful recruiting programs at your landscape business.

Next month we'll examine the next two steps in recruiting: identifying the target and gathering tools. **LL**

Serious Sprayers



With Gregson-Clark you get more than quality equipment. You get a relationship with a company that specializes in one thing – spraying equipment. Our goal is to provide green industry professionals with the best possible solution, whether it's a new sprayer, technical support, or parts. **Call for our catalog.**



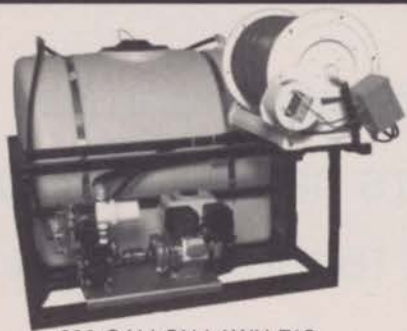
Toll free: 800-706-9530
Phone: 585-768-7035 | Fax: 585-768-4771
LeRoy, New York 14482
www.gregsonclark.com

© 2008 Rhett M. Clark, Inc.

USE READER SERVICE # 79

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 # 81

IT'LL TAKE YOUR BEST EFFORT

no "superhuman strength"
just your very best effort



Roger Mongeon, CEO
THI / Weed Man USA

You don't win top trophies (or earn mega millions) by putting out minimal efforts. Allow me to explain my background and early beginnings. With a group of colleagues we studied business literature that persuaded us that our greatest chance of success was linked to buying a proven system as opposed to starting our own concept from scratch.

Collectively, we had a lot of expertise in process engineering, construction design and build, marketing and sales. One such successful operation impressed me with a high rate of customer retention. We were convinced that the ability to benefit from the growth of equity in business was a huge upside. Here's a small recap of what was learned: If you want to start a business and get it to the level where it's bringing you in \$1 million plus dollars a year, you'd better get ready for a hard ride of trials that precede rewards. If the route to success were easy you'd find the field pretty full. As I also stated, they don't hand out big trophies for minimal efforts. Weed Man has the systems, in-field consultants and corporate personnel to get you there faster than any other franchise business within the Green Industry. The great single differentiator is the consultant process that will provide side-by-side assistance throughout your career in Weed Man and most importantly as a new franchisee, should you qualify. Please email or call me and I'll share with you the CEO's **Blueprint for Success**. This includes a 20 step checklist that will assist you to fully compare and contrast this or any other opportunity.



Weed Man

(888) 321-9333

info@weedmanusa.com

FREE REPORT

CEO Blueprint For Success -
Including a 20 Step Checklist

USE READER SERVICE # 82

LABOR ELIMINATOR

MULCH MORE PROFITS

Purchase a NEW 2008 Mulch Mule
before March 1st and get ...

**No Payments
No Interest for
6 Months.**

Offer good thru March 1st, 2008.



**mulch
mule**
The Machine for All Seasons

Green Industry Innovators
330-875-0769
mulchmule.com

Financing through National City Commercial Finance with approved financing, rates may vary, restrictions may apply.
Call 330-875-0769 for more details.

USE READER SERVICE # 80

www.lawnandlandscape.com

January 2008 | Lawn & Landscape

111

Question: "What are the pros and cons to landscape contractors having their own equipment technicians on staff?"

THE DEALER:

Joe Tegethoff, Manager,
Heavy Duty Equipment,
Chesterfield, Mo.

It depends on the quality of the technicians they employ and their openness and willingness to accept if they're wrong about something. A lot of times, they have an opinion on whether something should be covered by warranty or not. As long as they're open to accepting changes in the engines coming out and admit that maybe they forgot to change the oil... It depends on the dealer as well. When they don't spend the money to hire a better-trained technician, you get what you pay for. Having a good technician on a contractor's staff actually helps both the dealer and, in turn, the contractor. A good technician will understand why a particular product is better for the contractor. This will benefit the contractor because if they buy better products, they'll be up and running.

When it comes to sharpening blades and changing the oil, technicians employed by contractors are an asset. We couldn't possibly sharpen all the blades and change all the oil. When you're talking about hydraulic, electrical or warranty work, that's probably best handled by the dealer's technician.

The only con to a contractor having a technician is if the technician is so set in his ways, he won't accept new ideas. LL



THE CONTRACTOR:

Todd Dilley, President,
Outdoor Environments,
Savage, Minn.

Our philosophy is that time is the biggest factor. We employ two full-time technicians and they always have something coming up in the morning. Their biggest focus is to get the crews out. When a problem comes up, for example with a mower, our first question is about timing: Can we get the repair done quickly? If so, then we'll do the repair. If the repair will definitely take longer, then we'll have the dealer's technician repair it. If it's going to take two days to repair, for example, it makes no sense for our technician to work on it.



Other than time, the level of involvement in the repair will determine if our technicians will handle it. Can our technician really fix what's broken? In most cases, the answer is "yes," but how long it takes is the more important answer. That's why it's so important for us to have a great relationship with our dealers. Many times, our technician

is on the phone with the dealership, who is helping him assess the best way to handle a repair.

For basic service items, like changing oil and sharpening blades, it would be too time-consuming to send every item to the dealer. Our technicians are hired from tech schools and they have a good general knowledge of a lot of machines. We can't hire someone who is an expert just on zero-turn mowers. LL

WHAT DO YOU GET when you ADD 2 AMAZING products

(AT A PRICE YOU CAN ACTUALLY AFFORD)



TERRAIN JOCKEY™

HOTTEST
NEW
SEAT SUSPENSION
IN THE MARKETPLACE!



TURFGLIDER™

ERGONOMIC
ALL-DAY
"COMFORT" SEAT!

BEST RIDE

your customers *EVER* had!

(PRICED FOR PROFITABLE SALES)

INDUSTRIAL INNOVATION
877.484.0888 WWW.TERRAINJOCKEY.COM

USE READER SERVICE # 85

Exceeding Your Expectations.



Since 1935, Finn has been committed to exceeding your expectations and bringing the green industry Smarter Ways to Work. Like with every Finn HydroSeeder®, you're equipped with the best in controlling erosion, stabilizing slopes and establishing turf. All units are designed to mix any type of materials, speed up the loading process, mix thicker slurries without clogs and cover more area with each tank load. All of this while keeping maintenance costs down and protecting you from steep fines. Discover the difference for yourself.



HYDROSEEDERS CONSUMABLES STRAW BLOWERS BARK BLOWERS

To discover more,
call 1-800-543-7166 or visit www.finncorp.com

FINN

USE READER SERVICE # 84

TURF TRACKER®

The Driving Force behind great lawns
for over 25 years



Turf Tracker Stealth®
C&S Turf Care Equipment, Inc.

Time Machine XL®
1-800-872-7050

Time Machine®
www.csturfequip.com

USE READER SERVICE # 83

Should You Work for Uncle Sam?

Red tape or not, government contracts can be a great line of business for landscape companies. Here are the basics.

Erik Dihle is surprised more private companies don't go after government contract work. "It either doesn't occur to them or they perceive it to be bureaucratic," says Arlington National Cemetery's chief horticulturist, adding, "It's really not that bad."

Green industry companies have a unique advantage when bidding on government contracts, Dihle says, because they often have the personnel and equipment to conduct a variety of tasks outside of mowing, leaf removal and pruning. For example, Arlington grants a \$60,000 to \$70,000 annual contract for power washing headstones. Though power washing isn't a typical landscape service, there's no reason a landscape company couldn't be considered for that contract. "I don't like to see green industry outsiders getting into green industry work, but I don't mind the other way around," Dihle says. "You may want to think beyond your typical services."

WHERE TO START. Federal cemeteries, military installations, government office buildings and agencies across the country all have grounds-related needs. Firms interested in obtaining government contracts can search for opportunities at www.fedbizopps.gov, the single place where all contracts

more than \$25,000 are listed.

"It's easy to find the business because everything is published," says Bobby Ashe, vice president of Ashe Facility Services, Yorktown, Va.

Winning contracts is another story, though. Ashe, whose \$7-million-plus company has been involved in government contracting for more than 20 years, recommends companies new to this work start with small contracts, build their credibility and then move on to larger ones. "The key is to get your foot in the door and make sure you're learning the business and the strategies of getting the contracts, because it's generally different from the private sector," Ashe says.

Ashe also recommends signing up for FedBizOpps' vendor notification service, which sends out e-mail alerts by set-aside type, classification code or agency.

To identify local opportu-

nities, Dihle suggests calling federal agencies or facilities in your area and asking them when their grounds maintenance contracts are coming up and who to contact in the future to find out about bid solicitations.

REQUIREMENTS. Companies interested in government contracting should prepare for red tape.

"One of the most important things to learn about government contracting is there's a separate set of rules, such as Federal Acquisition Regulations and



☐ YES, I would like to receive/continue to receive Lawn & Landscape free of charge.

☐ No, I would not like to renew.

HOW DO YOU WANT TO RECEIVE YOUR SUBSCRIPTION?

☐ Print Only ☐ Digital Only (No print copy received)

Signature _____ Date _____

Name _____ Title _____

Company _____

Address 1 _____ Address 2 _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____

E-mail _____

GIE Media will only use your e-mail address to contact you with relevant industry or subscription information. If you do not want to receive e-mail from trusted 3rd parties, please check here. ☐

What is the best way to contact you for future renewals? ☐ Email ☐ Fax ☐ Telephone

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

I. CONTRACTOR OR SERVICES

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

II. IN-HOUSE LAWN/CARE MAINTENANCE

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

III. DISTRIBUTOR/MANUFACTURER

- ☐ 9. Dealer ☐ 11. Formulator
- ☐ 10. Distributor ☐ 12. Manufacturer

IV. OTHERS ALLIED TO THE FIELD:

- ☐ 13. Extension Agent (Federal, State, County, City, Regulatory Agency)
- ☐ 14. School, College, University
- ☐ 15. Trade Association, Library
- ☐ Others (please describe) _____

2. What services does your business offer?

- ☐ 1. Landscape Design

Landscape Installation

- ☐ 2. Seeding or Sodding
- ☐ 3. Turf & Ornamental Installation
- ☐ 4. Bedding Plants & Color Installation
- ☐ 5. Irrigation Installation
- ☐ 6. Landscape Lighting
- ☐ 7. Hardscape Installation
- ☐ 8. Water Features

Landscape Maintenance

- ☐ 9. Landscape Renovation
- ☐ 10. Turf Fertilization
- ☐ 11. Turf Aeration
- ☐ 12. Tree & Ornamental Care
- ☐ 13. Tree & Stump Removal
- ☐ 14. Irrigation Maintenance
- ☐ 15. Erosion Control

Pesticide Application

- ☐ 16. Turf Disease Control
- ☐ 17. Turf Insect Control
- ☐ 18. Turf Weed Control
- ☐ 19. Tree & Ornamental Pesticide Application

Other

- ☐ 20. Mowing
- ☐ 21. Hydroseeding
- ☐ 22. Snow Removal
- ☐ 23. Interior Landscape Services
- ☐ 24. Structural Pest Control
- ☐ 25. Holiday Lighting
- ☐ 26. Other _____

3. What is the service mix %?

- Mowing/Maint. _____
- Design/Build _____
- Chemical Application _____

4. How many full-time (year-round) employees do you employ?

5. Is Chemical Application work

- ☐ 1. Outsourced ☐ 2. Done by own employees

6. What are your company's approximate annual gross revenues?

- ☐ 1. Less than \$50,000
- ☐ 2. \$50,000 to \$99,999
- ☐ 3. \$100,000 to \$199,999
- ☐ 4. \$200,000 to \$299,999
- ☐ 5. \$300,000 to \$499,999
- ☐ 6. \$500,000 to \$699,999
- ☐ 7. \$700,000 to \$999,999
- ☐ 8. \$1,000,000 to \$1,999,999
- ☐ 9. \$2,000,000 to \$3,999,999
- ☐ 10. \$4,000,000 to \$6,999,999
- ☐ 11. \$7,000,000 or more

7. What percentage of growth do you anticipate?

8. What year was your business founded?

9. What is your business mix? (%)

Residential _____ Commercial _____ Other _____

10. Is this a Headquarters or Branch location?

- ☐ 1. Headquarters ☐ 2. Branch ☐ 3. Single Office

11. What best describes your title?

- ☐ 1. Owner ☐ 11. Argonomist
- ☐ 2. President ☐ 12. Entomologist
- ☐ 3. Vice-President ☐ 13. Horticulturist
- ☐ 4. Corporate Officer ☐ 14. Plant Pathologist
- ☐ 5. Partner ☐ 15. Consultant
- ☐ 6. Manager ☐ 16. Technician
- ☐ 7. Director ☐ 17. Serviceman
- ☐ 8. Superintendents ☐ 18. Other (please describe) _____
- ☐ 9. Foreman
- ☐ 10. Specialist

12. Which of the following types of products and/or services are you considering adding/upgrading in the next 12 months? (CHECK ALL THAT APPLY)

- ☐ 1. Construction Equipment (attachments, skid steers, loaders, tractors, etc)
- ☐ 2. Mowers
- ☐ 3. Chemical Equipment (pumps, tanks, hoses, reels)
- ☐ 4. Hand Held Equipment (trimmers, edgers, blowers, chain saws)
- ☐ 5. Engines
- ☐ 6. Tree Equipment
- ☐ 7. Chippers / Shredders
- ☐ 8. Fertilizers
- ☐ 9. Chemicals (insecticides, herbicides, fungicides)
- ☐ 10. Grass Seed
- ☐ 11. Nursery / Flowers
- ☐ 12. Irrigation Equipment
- ☐ 13. Financial Services (insurance, payroll, finance)
- ☐ 14. Uniforms (including hats and gloves)
- ☐ 15. Business Software / Hardware
- ☐ 16. Design Software
- ☐ 17. H2B Services
- ☐ 18. Hardscape Products (lighting, pavers, water features)
- ☐ 19. Renovation Equipment (seeder, aerators, dethatchers, spreaders, hydroseeders)

13. Which of the following subjects would you be interested in learning more about? (CHECK ALL THAT APPLY)

BUSINESS MANAGEMENT

- ☐ 1. Technology solutions for your business
- ☐ 2. Employee recruitment/retention
- ☐ 3. Ergonomics
- ☐ 4. How to set up a safety program
- ☐ 5. Immigration/H2B
- ☐ 6. Major growth areas for contractors: Up and coming add on services
- ☐ 7. Alternative fuel/keeping fuel costs down

MOWING MAINTENANCE

- ☐ 8. Mowing — labor savers
- ☐ 9. Quoting jobs/services
- ☐ 10. How to add an enhancement crew/division

PESTICIDES & CHEMICALS

- ☐ 11. Generating revenue by adding lawn care services
- ☐ 12. Best practices: chemical applications
- ☐ 13. Hydroseeding versus turf
- ☐ 14. Fertilization
- ☐ 15. Organic/eco-friendly lawn care options
- ☐ 16. Chemical lawn care as add on services

CONSTRUCTION & INSTALLATION & DESIGN

- ☐ 17. Simplifying installation jobs
- ☐ 18. Installing pave stone
- ☐ 19. Software solutions for design projects—designing with technology
- ☐ 20. Design "how to's": Best practices for proper installation
- ☐ 21. Design/build/install as add on service
- ☐ 22. Water features
- ☐ 23. Tips on selling design/build projects to home owners

IRRIGATION

- ☐ 24. Basics of irrigation installation & maintenance
- ☐ 25. Weather — based controllers
- ☐ 26. Dealing with water restrictions
- ☐ 27. How to become a WaterSense Partner
- ☐ 28. Irrigation as add on service

HORTICULTURE

- ☐ 29. Best practices for dealing with drought
- ☐ 30. Soil treatments for best plants
- ☐ 31. PGR's
- ☐ 32. Software for planning
- ☐ 33. Seasonal planting guidelines
- ☐ 34. Bedding & installation

OTHER

- ☐ 35. None of the above
- ☐ 36. Other (please specify) _____

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140
141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220
221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260
261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280
281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320
321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340
341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360

Information is easy! Complete the subscription and product information form, fold, and mail back to us.

We're paying the postage!

If you prefer you may fax us at
330-659-4043

For even faster service
visit us at: www.lawnandlandscape.com

FAST & FREE

FREE SUBSCRIPTION & PRODUCT INFORMATION

FOLD AND MAIL YOUR COMPLETED SUBSCRIPTION
AND PRODUCT INFORMATION REQUEST.

WE'RE PAYING THE POSTAGE!

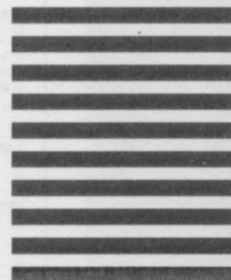
VISIT www.lawn&landscape.com

FOR FASTER SERVICE

Fold along dotted line and tape.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO. 10

RICHFIELD OH

POSTAGE WILL BE PAID BY ADDRESSEE

GIE MEDIA
PO BOX 532
RICHFIELD OH 44286-9926



Enter and

Win!

THIS MONTH YOU COULD WIN A 170BT BACKPACK BLOWER FROM HUSQVARNA

It's one of the top-performing professional blowers on the market and it's equipped with Husqvarna's powerful NEW 2-stroke X-TORQ engine. X-TORQ provides emissions compliant 2-stroke technology while delivering up to 15% increase in power and up to 20% lower fuel consumption. Productivity is optimized with superior blowing performance. The ergonomically designed harness with hip belt and rigid back plate ensures comfort and effectively reduces strain on the user. Large fuel tank allows up to 70 minutes of work per tank of fuel. Available with frame mount (170BF) or tube mounted (170BT) throttle controls.

- **High blowing capacity.** The powerful and easy to start X-TORQ engine delivers high torque over a wide rpm range. In combination with the fan design this gives an air speed of 199 mph and an air flow of 565 cfm.
- **Heavy duty air filter.** The easily accessible and highly effective 2-stage air filter allows long working periods and ensures a long service life.

- **Ergonomic harness.** Easily adjustable harness with wide shoulder straps, load reducing hip belt and a rigid back plate effectively reduces strain on the user.

- **Transparent fuel tank**

Husqvarna and The Wilson-Oyler Group have combined forces to offer the Success Series seminars scheduled in 8 major markets January – April. The topic of the Success Series seminars is developing world class account managers and will focus on helping account managers improve productivity, develop and retain loyal customers and employees. Bruce Wilson and Tom Oyler will teach their proven methods and systems to help account managers achieve their financial objectives.

For information about the Wilson-Oyler Success Series seminars go to www.wilson-oyler.com or call 888-517-2272



ENTER TODAY!

Go to www.lawnandlandscape.com/sweepstakes/contestdetail.asp

- Chances to Win New Products
- Daily News
- Archived Magazine Articles

- Message Boards
- Sign Up for Your Personalized My Lawn&Landscape Account

Lawn&Landscape.com

sweepstakes

Questions?

Call 800/456-0707

the way bids are structured," Ashe says. "There's a lot of paperwork involved, management of quality assurance and reports that have to be done, so if you don't want to spend

time doing those kinds of things it may not suit you."

Still interested? There are a few steps all firms seeking government work must take before bidding on

contracts. First, companies should know the North American Industry Classification System (NAICS) codes for their services. "Landscaping Services" is 561730, "Landscape Architectural Services" is 541320 and others can be found at <http://www.census.gov/epcd/www/naics.html>.

Next, companies must have a Dun & Bradstreet Data Universal Numbering System (D-U-N-S) number, which can be created in one day by visiting <http://fedgov.dnb.com/webform/> or in five to 10 minutes by calling 866/705-5711 during business hours. The following information is required:

- Legal name;
- Tradestyle, Doing Business As (DBA), or other name by which your organization is commonly recognized;
- Physical address, city, state and ZIP code;
- Mailing address (if separate);
- Telephone number;
- Contact name;
- SIC/NAICS code (line of business);
- Number of employees at your location;
- Headquarters name and address (if there is a reporting relationship to a parent corporate entity); and
- Whether it's a home-based business.

After obtaining a D-U-N-S number, prospective federal contractors must register with the Central Contractor Registration (CCR) at www.ccr.gov and renew this registration every 12 months. Once a company registers in CCR and receives an MPIN (marketing partner identification number), it's required to register with ORCA (Online Representations and Certification Applications), a system that works in concert with CCR. ORCA is available at <https://orca.bpn.gov>.

New England Grows!

One show. A million ideas.

**Exciting
New
Format!**

- **Master Classes
& Expo Preview**

Wednesday
February 6, 2008

- **Conference
& Expo**

Thursday & Friday
February 7 & 8, 2008

*Everything your
horticulture business
needs to stand out,
increase sales, win
customers and boost
profits.*



February 6 – 8, 2008

**Boston Convention & Exhibition Center
Boston, Massachusetts**



*A year's worth of business-building opportunity
in three essential days.*

\$35 before January 15 – Register today.

www.NEGrows.org

USE READER SERVICE # 86

ICT Organics

1 2 3 INSTANT COMPOST TEA™



TRANSITION TO ORGANIC LAWN CARE INSTANTLY

1 QUART TREATS OVER 2 ACRES (90,000 ft²) OF TURF

At ICT Organics, we develop environmentally sustainable sources of naturally occurring nutrients and biology for the soil and turf. These innovative products are safe, cost effective, easy to use, simple to administer, with repeatable, documented results.

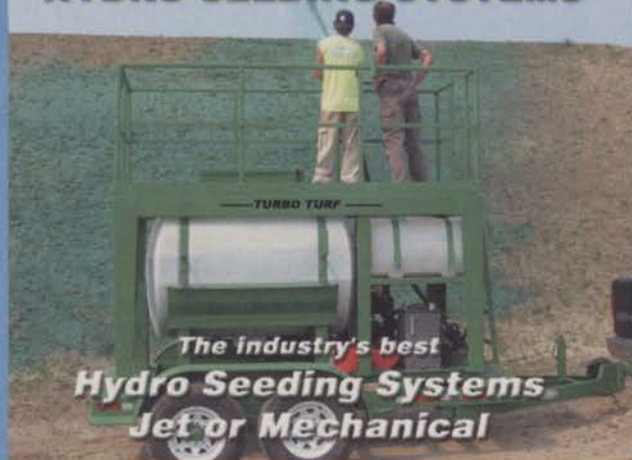
These products are based on the latest advances in organic fertilization; specific Plant Growth Promoting Rhizobacteria (PGPR). PGPR supply the biology to the plant, soil and root system that profoundly affect the plant in relation to nutrition, development and health.

ICT Organics

866-997-5450
www.ictorganics.com

USE READER SERVICE # 88

TURBO TURF HYDRO SEEDING SYSTEMS



The industry's best
Hydro Seeding Systems
Jet or Mechanical

The HARV series (pictured above) has hydraulic driven reversible paddles. A gear pump that will pump heavy slurries through long hoses, poly tank for fast and easy clean up, electric hose reel and flush tank are standard.



Small pull type systems start at \$1695.00



Dual engine models with the best mixing and power of any jet machine.



Affordable and powerful landscaper units starting at \$3995.00.

For a FREE video and hydro seeding info pack call:

TURBO TECHNOLOGIES, INC.
1-800-822-3437 www.TurboTurf.com

USE READER SERVICE # 89

Built Tough. Guaranteed.



Call for the name of your nearby dealer:
888-544-6287

Specify AlturMat America's Toughest Turf Mats

Make an "instant" roadway or work platform and eliminate costly turf repairs. Long-lasting AlturMat leave turf smooth, even in soft conditions. AlturMat are made of 1/2" thick polyethylene, are available in sizes to 4' x 8' and can handle 60 ton vehicles with ease. And AlturMat eliminate soggy, warped, splintered, short-lived, breakable plywood.

Plywood's out. AlturMat are in!

AlturMat®

P.O. Box 344 • Titusville, PA 16354 • sales@alturmat.com
www.alturmat.com

USE READER SERVICE # 87

SET-ASIDE SPECIFICS

8(a)/Small Disadvantaged Business – The 8(a) program and SDB programs are both for businesses that are 51 percent owned by “socially and economically disadvantaged” U.S. citizens. For more information, visit <https://sba8a.symplicity.com/applicants/guide>. To evaluate suitability for 8(a) certification, visit <http://app1.sba.gov/sbat/index.cfm?Tool=2>.

HUB-Zone – This certification program is designed to stimulate development by providing contracting preference to small businesses owned by U.S. citizens that obtain Historically Underutilized Business Zone certification by maintaining a principal office in one of these areas and employing staff who live in the zone. For more information, visit <https://eweb1.sba.gov/hubzone/internet>.

Small business – Size standards vary by industry. “Landscaping Services” firms (NAICS 561730) are considered “small” if they have less than \$6.5 million in revenue. For more information, visit <http://www.sba.gov/services/contractingopportunities/sizestandardstopics/tableofsize/index.html>.

Woman-owned small business – Woman-owned businesses may self-certify through the Central Contracting Registry. For more information, visit <http://www.womenbiz.gov>.

Veteran/Service-Disabled Veteran-owned – To be considered, the veteran must have an adjudication letter from the Veterans Administration or other official military document stating his or her service and/or service-connected disability.

TYPES OF PROCUREMENT. The government specifies the types of firms permitted to bid on contracts. Contracts are either listed as unrestricted (meaning any company can place a bid) or one of several types of small business set-asides. Some set-aside designations are granted through a self-certify process during CCR registration, but the Small Business Administration grants certification for 8(a), Small Disadvantaged Business and HUB-Zone status (for details see “Set-Aside Specifics” above).

There are also different types of solicitations, and it’s beneficial to know what type of bid you’re going after, Ashe says. Typically, the government agency would specify the type of bid solicitation in the pre-solicitation notice.

The Invitation for Bid (IFB)

method is typically used for contracts more than \$100,000 and tends to be awarded based on price. It entails filling out forms, as the agency generally prescribes exactly what it wants done, how to do it and how often. The contractor just submits a price.

With a Request for Proposal (RFP), the government proposes a problem and asks bidders to come up with solutions and submit detailed technical proposals specifying how they would manage the work – including experience, personnel, equipment materials, etc. – and what it will cost to do so. RFPs require custom proposals and are generally more time consuming than IFBs.

Another method, the Request for Quote (RFQ), is not a binding contract and is often used to dig up market pricing, according to Onvia, a

firm that helps companies get government contracts.

No matter what type of solicitation a landscape contractor is bidding on, Ashe advises contract-seekers to pay close attention to the government’s specifications.

“They may not be what you’re accustomed to,” he says. “You might think that cutting grass is cutting grass, but they might say every piece of machinery has to weigh under 1,200 pounds and be 60 inches in width. You have to make sure you’re bidding what they’re asking for.” LL



Visit www.lawnandlandscape.com
> Resources > RFPs to learn about contracting opportunities.



The only line designed to build your bottom line.

When you have the equipment to handle every task imaginable, a funny thing happens. You get more work and make more money. Not exactly rocket science, but one heck of a good business strategy for a landscaper looking to grow. And, coincidentally, the reason we offer an unrivaled, complete product line. Walk-behind mowers. THE TANK™. Spreaders and sprayers. We've got them all. Along with financing plans and service to get you started and keep you running. To demo our latest products, visit a Cub Cadet Commercial dealer today. Or learn more at cubcadetcommercial.com or by calling 877-835-7841.

Cub Cadet
COMMERCIAL
WE MEAN BUSINESS.™

ZERO-TURN RIDING MOWERS | APPLICATION EQUIPMENT | WIDE AREA WALK-BEHINDS | HANDHELD EQUIPMENT

USE READER SERVICE # 94

Acrtase
QUALITY PULL MOWERS



A ZERO TURN IS A HI-PERFORMANCE MOWER. A PULL MOWER SHOULD BE THE SAME. CHECK OUT THE HI-PERFORMANCE, PROFESSIONAL GRADE ACRTASE.

- 60 inch heavy deep deck with wide side discharge.
- Full floating deck with 2 point crank height adjustment.
- 18 HP Kohler with electric clutch blade engagement.
- Large pneumatic tires for smooth rolling on rough ground.
- Capable of today's standards in high mowing speeds.
- Requires little power to pull.

KUNZ ENGINEERING INC. Mendota, IL 61342
815-539-6954
www.kunzeng.com

Kuriyama of America, Inc.
Quality Industrial Hose & Accessories

High Pressure Spray Hoses

Kuri Tec®, known for quality and dependability in spray hoses, now offers its new **Orange K4132** and **Mint Green K4137** colored 600 PSI spray hoses to its line. These spray hoses are made with premium quality PVC compounds that are ideally suited for lawn and ornamental spray applications using wettable powder chemicals. Kuri Tec also offers its new Performance-Plus Three-Year Warranty Program which covers defects in materials and workmanship.



847/755-0360 • 847/885-0996 FAX
www.kuriyama.com • sales@kuriyama.com

TURBO TURF
ANTI-ICING SPRAYERS

ELECTRIC OR GAS POWER



PRICES START AT \$ 695.00

Check out the newest advances in winter storm management.

TURBO TECHNOLOGIES, INC.
800-822-3437
www.IceControlSprayers.com

Proslide XT \$379⁹⁵
Online Special



\$159⁹⁵

GOslide

800-372-1755

ORDER ONLINE www.NovaeCorp.com
FREE SHIPPING ONLINE!!!

LINE WARD
CORPORATION

L2 Line Layer
For Irrigation and Cable Installation



- Pull Pipe,
- Lay Cable,
- Bore Driveways

Line Ward Corp.
800-816-9621
www.lnward.com

BIDDING & CONTRACTS
Your key to success

We are LAWN GUYS too!
Get back your FREE-TIME!

Manuals & CD's Available:
Bidding & Contracts, Estimating, Snow & Ice Mgt., Marketing, Selling & More. Quick Estimating CD's for Landscaping, Snow & Ice, Mowing, Etc.



RECEIVE 20% OFF BY JANUARY 30TH.
100% GUARANTEE on all our material.
Profits Unlimited 800-845-0499
www.profitsareus.com

U.S. LAWN

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



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

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



PARKING LOT SWEEPER
**TURN YOUR TRUCK
INTO A SWEEPER!**

FREE INFORMATION

- How to Bid Parking Lot Sweeping
- Profit Potential
- Sweeper Cost
- Used Sweepers



Sweeper Fits Your Truck!
800-345-1246
www.mascosweepers.com

**To Advertise On
This Page Call
Bonnie Velikonya
At 800/456-0707**

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 to be seen in both *Lawn & Landscape* magazine and lawnandlandscape.com for one low cost.

Please contact Bonnie Velikonya at 800/456-0707 or bvelikonya@gie.net

**BUSINESS OPPORTUNITIES****Taking Your PROFITS To The Next Level**

**Synthetic Golf Greens Voted,
"The #1 Profitable Service Idea Of 2006"**



GOLFscapes

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

INSTALL SYNTHETIC LAWNS**Reasons To Call:**

- * A Solution To Drought
- * Huge Profits - 50% +
- * Quick, Easy Install
- * Use Existing Equipment
- * Buy Factory Direct
- * FREE Training

FREE DVD

www.allprogreens.com/lawns

1-800-334-9005

Taking Your PROFIT To The Next Level

BUSINESS OPPORTUNITIES**IS ORGANIC-BASED
YOUR FUTURE?**

**Find Out More About the
#1 Natural Organic-Based Lawn
Care Opportunity!**

- Proven Marketing Accelerates Profitability
- Differentiate Yourself Using Proprietary, Organic-Based Fertilizers
- Successful Training Tools and Programs
- 20 Years of Accelerated Success

We can make it easy for you to join the Leader in Organic-Based Lawn Care Team. Call Marcus Peters at:

800-989-5444



THE LEADER IN ORGANIC-BASED LAWN CARE™
www.nl-amer.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

**Christmas Lighting
& Decorating Franchise**

Christmas Lighting & Decorating Franchise - Growing Industry, Low Start-Up, Exclusive Territories, Proven System, Expand your Customer Base,
866-445-6202

www.decoratingelves.com

DEALERSHIPS AVAILABLE

Z-Dump, the revolutionary dump bin insert that fits into any standard pickup truck bed with out changing the trucks appearance is currently looking for dealers throughout the United States. Z-Dump offers dealers a highly profitable product along with excellent floor planning options and an outstanding freight program.

For more information please contact Sam Proud, National Sales Manager, at
630-563-5321 or
email samproud@z-dump.com.

BUSINESS WANTED**WANTED TO PURCHASE**

Chemical lawn & tree care companies, any area, any size business reply in strict confidence. laurelcompanies@aol.com

BUSINESS FOR SALE**FOR SALE IN COLUMBUS OHIO**

Profitable residential landscape Design/Build and maintenance company for sale in Columbus Ohio. Expand your existing company or make yours more profitable and efficient with our proven 19 years in the Residential Design build field. This is a very well known, well managed, and highly organized turn key operation. This is an excellent opportunity to expand your existing business or get into one of the fastest growing businesses in the country. Business includes a growing turn key operation, all key employees, equipment, advertising, etc. Call (614) 848-6500.

LANDSCAPE COMPANY FOR SALE

Located in Central New Jersey, 25 years in business, turn key operation, equipment included, high end client base. Excellent reputation, grossing a couple of million, unlimited growth potential.

Call for more details, serious inquiries only

732-610-8732

**LOOKING TO SELL
YOUR BUSINESS?**

We have **experience** selling businesses in the green industry on a national level. Contact Ed Kozak
Midwest Venture Resources, Inc.
630-705-3055

**LAWN MAINTENANCE COMPANY
EAST COAST OF FLORIDA**

25 Year old company servicing high end HOA/POA's. Sales exceed \$5 Million, owner would be willing to stay on, asking \$3.3 Million.
Call John Brogan Acquisition Experts, LLC.
772-220-4455

**To Advertise Call
Bonnie Velikonya
At 800/456-0707**

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

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 \$500,000.00.
Contact Lisa 440-413-4169.

HYDROSEED BUSINESS IN NH

8 yr-old existing business. Owner needs change, will help with transition. Includes all equipment (truck, tractor, hydroseeder, 2 large trailers), website, Yellow Page ads in 3 books, and brand name recognition. Serving all of NH.
Email landbiz4sale@Comcast.net or call (603) 479-7189 or visit <http://tinyurl.com/2R9OLL>

FOR SALE

Well respected, 25 year old lawn care company with nearly untouchable 96 to 97 percent retention rate, season to season.
1,000 subscribers. South and West suburbs of Pittsburgh.
Contact Lawn Care,
P.O. Box 16081, Pittsburgh, PA 15242.

BUSINESS FOR SALE

Flemington, Hunterdon County (Wealthiest US Suburban County), New Jersey - Comprehensive Landscape Design/Build, Maintenance, Irrigation Business with Garden Center/Nursery on 6 plus acres

Walker County, Texas 70 miles north of Houston - Irrigation and Landscaping Business, with Wholesale/Retail Mulch & Stone Yard located directly on Interstate Highway near Big-Box Retail

www.principiumgroup.com
(888) 895-3587
info@principiumgroup.com

LAWN CARE COMPANY

Serving Waukesha and Jefferson Counties in Southeastern Wisconsin, this 25 year-old company has a reputation for quality and service. Growing customer base of 2000 clients, approximately 85% residential and 15% commercial. Present gross of \$600,000+ includes lawn services, landscape care such as pruning and fertilizing, tree care such as applescab and borer treatments.
Contact Glenn 262-966-0739.

Centennial, Colorado

Tree and Lawn Care fertilizing, and spray business for sale.
Renewable revenue with five to seven application programs.
Equipment, marketing, support, and labor available.
Asking \$170,000.
Email inquiries to tlc@idcomm.com

LAWN SERVICE FOR SALE

in Central Arkansas
\$50,000. in 12 month maintenance accounts.
\$10,000. in residential lawn treatment accounts. Can be sold separately.
Some equipment included.
Asking \$65,000.

501-472-6979 or
john@greenworkslawnca.com

**NURSERY/GREENHOUSE/LANDSCAPE
BUSINESS FOR SALE**

Located on 53 acres in upstate NY's finger lakes region. 20 years in business, we are a retail nursery, greenhouse, landscaping, maintenance and hardscape company. Also includes distributorship of high end block and paver company. 3200 sq. ft. colonial home on 3 1/2 acre pond, In-law apartment 40' x 100' pole barn with heated shop. Turnkey operation with \$200,000. of equipment and \$170,000 of hardscape materials included. Excellent reputation with unlimited growth potential.
Asking price is \$ 1. million
315-536-9149

**PLANT HEALTH CARE CO.,
LONG ISLAND, NEW YORK**

Leading Co. established 20+ years with multi-thousand residential and commercial customer base including Plant Health Care, Lawn Care and Tree Pruning customers. Large state of the art spray fleet. Turnkey operation with fully trained sales and operational staff. Annual Gross Sales of approx. \$2 million. Priced to sell at \$2.2 million.
E-mail responses with company information to RJL2813@aol.com.
Principles only!

BUSINESS FOR SALE

FOR SALE OR PARTNERSHIP

Growing PT/F/T lawn aeration and slit-seeding company for sale or partnership. Licensing company also included. Located in Southwestern Connecticut (Fairfield County) Turn-key operation. All equipment and customers included. Expand your existing company and make your company more profitable with our ADD-ON proven service. Organics expertise - training provided. excellent reputation. serious inquiries only.

Call Ken 203.372.7828 or
e-mail mightyurf@snet.net

LANDSCAPE COMPANY-NEW ENGLAND

Full Service. Fully Equipped. Includes 14 acre custom built facility with 11 specialized buildings. \$4.356 MM in sales. Recast EBITDA \$776K.

Call 973-543-1100 or
email mryan@interprisema.com

SOD FARM

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

FOR SALE

FARM AND OUTDOOR POWER
EQUIPMENT DEALERSHIP.
PROFITABLE WELL EQUIPPED BUSINESS.
CERTIFIED KUBOTA DEALER
WITH GOOD MARKET SHARE AND
POTENTIAL FOR EXPANSION WITH
NEW PRODUCTS.
EMAIL
kubotadealer@aol.com

LAWN CARE COMPANY
EAST COAST OF FLORIDA

10 years old with an excellent reputation
Fertilization, Insecticide and Herbicides
Mostly HOA's and POA's,
Owner willing to stay, Sales exceed \$1.2M,
Call John Brogan Acquisition Experts, LLC.
772-220-4455

Organic

Organic Land Care

Accreditation program for professionals
Five day courses in CT, MA and RI
NOFA Organic Lawn and Turf Handbook
Standards for Organic Land Care
Visit www.organiclandcare.net
Or call 203 888-5146

FINANCING

Let government and foundation grants finance your small business, with up to \$2,200,000.00, from over 300 sources.

www.usgovernmentinformation.com
Free recorded message: (707) 449-8600. (NK8)

FOR SALE

HYDROSEEDER

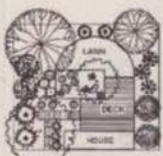
1998 Finn T-170, mounted on 1989 Freightliner w/live tandem axles, both in excellent condition.
\$27,000 OBO 616/363-7581

1995 FORD AEROMAX

14' flat rack w/hoist, 350 CAT, 10 Sp. trans w/ live tandem axles. \$14,500 616/363-7581

1997 INTERSTATE 20DT

20,000 Tag Equipment Trailer, dual wheels w/ tandem axle & adj. suspension. \$5,800 OBO
616/363-7581



LANDSCAPE DESIGN KIT 3

48 rubber stamp symbols of trees, shrubs, plants & more. 1/8" scale.
Stamp sizes from 1/4" to 1 3/4"
PRICE \$118 + s/h + tax in CA
Price subject to change without notice.
AMERICAN STAMP CO.
CALL NOW 877-687-7102 TOLL FREE
or 916-687-7102 Local Calls
Tue-Wed, Thur 8-4:30 Pacific Time
CALL NOW TO ORDER or for YOUR FREE BROCHURE.

FOR SALE: MULCH TRUCK

2002 Express blower
40 yd. capacity seed injection system
well maintained 79k miles
\$160,000
Duke's Landscape Management Inc.
908-850-6600

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.

FOR SALE

Stop guessing square footage! Measure area quickly and accurately. Just wheel the DG-1 around any perimeter and instantly know the area inside.
\$399 + \$7 ship. CA add tax.

www.measurearea.com 760-743-2006.

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.
Charlotte, NC 28216

www.trakmats.com
email: sales@trakmats.com

All Natural-Organic
Safe Lawn

Weed and Feed for
Lawns and Gardens

Made from Granulated

Corn Gluten Meal

Call now for Spring Shipping.
877-787-7827

www.corn gluten meal.com

1986 OSHKOSH
HEAVY-DUTY
SNOW PLOW TRUCK

ALL WHEEL DRIVE, CATERPILLAR DIESEL.
ALLISON AUTOMATIC, FRANK ROLLOVER
SNOW PLOW, DUMP BODY, P.S., AIR
BRAKES, FULLY REMANUFACTURED BY
OSHKOSH. PRICE: \$26,500.00

814-834-1018

Magnetic Work Schedules
for Landscapers

Codes

- To do
- Problem
- Done

JOB-STAGE TRACKER™

MAGNATAG®.com/lsc 800 624 4154 Catalog

FOR SALE

**SHUMATE TRUCK CENTER**

Isuzu, Chev and Ford spray rigs
gas and diesel, some with Mid-Tec
spray control & flow monitor

our 46th year, Tampa, FL
1-888-874-8757
email: shumatetrk@verizon.net

**TREE EQUIPMENT**

RED BOSS Tree Spades. Stabilizers.

TREE BOSS loading system: move or
place trees/ boulders. **TREE PLANTERS.** 25
years in business. Detail, Quality and Service
make a Difference!

Call Tree Equipment Design at **877-383-8383**.
info@treeequip.com.
www.treeequip.com.

FOR SALE: HIGH CAPACITY MOWER

2006 Jacobson HR5111 Diesel 4WD
11 ft. rotary mower 720 hrs. 1 year warranty
\$34,000

Duke's Landscape Management Inc.
908-850-6600

**For Sale**

2003 Finn 1240 Mulch Blower with
seed injection mounted on trailer that
can be pulled by tractor

- 1500 hours
- seed injection
- comes with full hose that
is in good shape and hose
connections have been
converted over to EB style.
- Water Injection

Unit is in excellent shape and every-
thing is operational. Trailer brakes and
tires are in excellent shape. We have
owned the machine since new.

Unit is located in Warwick, NY. Please
call Chris@ 201-481-3372 \$75,000 obo

**Spreader-Mate™**

This self-contained "drop-in" sprayer
converts your commercial broadcast spreader
to a fully functional sprayer in minutes.



Toll free - 800.706.9530
Phone - 585.768.7035
Fax - 585.768.4771
Sales@GregsonClark.com
www.GregsonClark.com

FREE CATALOG

Commercial Mower Parts
Buy Direct

Mow More Supplies
1-800-866-9667

BARK BLOWER FOR SALE

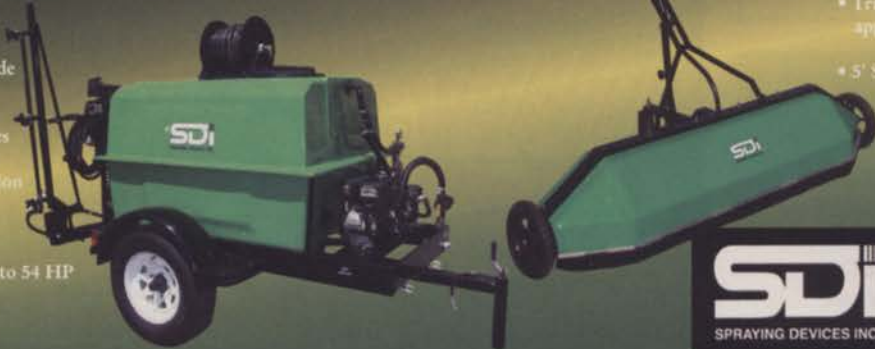
2006 Finn Bark Blower 705 Only 127 hours. Perfect
condition. New is over 80K. Will sacrifice for 65K or
best offer. Motivated. This machine has the same
ability as a truck mounted machine, but you don't
have to buy another truck. Much better than a 302.

Call 865-777-1755.

TURF AND TREE SPRAYERS

Tailor your equipment to your specific needs. The SDI
TM Series provides the right balance of power and utility
with unlimited portability.

- Long lasting
commercial grade
fiberglass tank
construction
- Available in sizes
from 100 to 600
gallons (300 gallon
shown)
- Pump sizes -
9 to 65 GPM
- Engines from 6 to 54 HP

**WINDBREAKER WALKING BOOM**

- Designed for accurate application
without drift or wind interference
- Tricycle Design for straight-line
applications and easier turning
- 5' Spray width
- 72" Hood with 6 drip-free
nozzles on 10" spacing



P.O. Box 3107, Visalia, CA 93278
559-SDI-5555 fax 559-SDI-5591
www.sprayingdevices.com
email:sales@sprayingdevices.com

HELP WANTED

**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, home builders, 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
- Foremen
- Irrigation Technicians
- Project Managers
- Purchasing Agents
- Sales Personnel
- 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

**SALES MANAGER PLANT
HEALTH CARE**
LONG ISLAND, NEW YORK

Leading Co. seeks sales professional with minimum of 3 years of field and sales experience in the Plant Health Care Industry. Must be well versed in all phases of Tree, Shrub and Lawncare. Top based Salary and lucrative com package make six figure annual salary achievable. Excellent Benefit Package including Health Care, Vacation & Sick Days included. Signing Bonus Available! for the right candidate.

E-mail resume & cover letter to
RJL2813@aol.com.

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.


REP OPPORTUNITIES

Z-Dump, the revolutionary dump bin that fits into any standard pickup truck bed with out changing its appearance is currently searching for experienced sales reps with a solid dealer base for open territories in the United States. Z-Dump offers protected territories and high commission rates for our reps, and dealer programs to help you sell.

For more information please contact
Sam Proud, National Sales Manager, at
630-563-5321 or
email samproud@z-dump.com.

GREENSEARCH

GreenSearch is recognized as the premier provider of professional executive search, human resource consulting and specialized employment solutions exclusively for interior and exterior landscape companies and allied horticultural trades throughout North America. Companies and career-minded candidates are invited to check us out on the Web at <http://www.greensearch.com> or call toll free at 888-375-7787 or via e-mail info@greensearch.com.

FIND YOUR JOB TODAY

www.GreenIndustry-Jobs.com

*Come join
the WORKFORCE®
of NATURE!*

ValleyCrest Companies has exciting jobs open right now across the country at all levels for professionals who want to work with the best.

Founded in 1949, we are a leading nationwide provider of landscape development and maintenance services

Bilingual a plus.

Please send your resume to the attention of Ms. Sanchez at
opportunities@valleycrest.com or
fax to 818-225-2334.



ValleyCrest
COMPANIES

www.valleycrest.com

Great jobs in the landscape industry
are **hard to find...**

...unless someone else
finds them for you!

At JK Consultants, we are expert recruiters for the landscape industry. We offer access to job opportunities you can't find anywhere else. We currently have openings for the following positions:

- Division President/Operations Manager, Landscape, Southern California
- VP Sales and Marketing, Landscape Southern California
- VP Operations, Landscape, Northern California
- Director of Operations
- Branch Manager, Landscape
- Account Manager, Landscape, Southern California
- Controller, California, Landscape

To confidentially learn more about these and other rewarding opportunities, contact us today!



Phone: (209) 532-7772

Email: contact@JKSuccess.com

www.JKSuccess.com

**Where Professional Friendships
Are Valued**



WINFIELD LANDSCAPE SERVICES

Winfield is seeking professionals interested in expanding their careers with a growing landscape design, construction and maintenance company with career opportunities available in Kentucky:

- Landscape/Turf Management
- Pasture Management
- Landscape Design/Construction
- Account Management
- Irrigation Construction

Interested parties may direct resumes and salary requirements, to us either via email info@winfieldstud.com or facsimile 859.263.2970.

HELP WANTED



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



Sposato Landscape Co., Inc. established in 1992 offers full service landscaping with clients throughout the Eastern Shore areas of Delaware and Maryland.

Our rapidly growing company is offering career opportunities in the following positions:

- Landscape Mgt. and Construction
 - Branch Managers
 - Account Managers
 - Crew Leaders
- Designers
- Irrigation Technicians

We offer a competitive salary with benefits package including 401(k) with company match.

For more information, visit
www.sposatolandscap.com

Email:
careers@sposatolandscap.com

Phone: 302-645-4773

Fax: 302-645-5109

**To Advertise Call
Bonnie Velikonya
At 800/456-0707**

COME GROW WITH US

DeAngelo Brothers, Inc. has been a leading Vegetation Management Company since 1978. We specialize in Railroad, Roadside, Industry and Aquatic Vegetation

Management and some of our client's include many of the largest corporations in North America. We are a market leader with a clear vision of the future investing heavily in our people, core values and friendly work environment.

We are looking for hard working talented people who have experience in managing the day to day operations of our Branches and Divisions throughout the United States and Canada.

Qualified applicants must have a minimum of 2 years experience working in the green industry, have proven leadership abilities and strong customer relations and interpersonal skills.

We offer an excellent salary, bonus and benefits package including 401(k) and company paid medical and vacation benefits.

For career opportunity and confidential consideration, send or fax resume, including geographic preference and willingness to relocate to:

DeAngelo Brothers, Inc.
Attn: Human Resources Department
100 North Conahan Drive
Hazleton, PA 18201
Phone: (800) 360-9333
Fax: (570) 459-5363
Email: cfaust@dbiservices.com

EOE/AAP M-F-D-DV

ValleyCrest Tree Care Services,

ValleyCrest Tree Care Services provides award-winning arborist services on a wide range of properties throughout the nation. Rather than focusing on isolated management techniques, our certified arborists approach the tree as an entire biological system.

We have full-time opportunities available for our following positions: Account Manager, Operations Manager, Business Developer/Estimator, Crew Leader/Foreman, CDL Driver, Production Specialists, and Spray Technicians.

Branches Include: Livermore, Sacramento, Santa Ana, Gardena, Ventura, Phoenix, Tampa, Sarasota, Venice, Orlando and Atlanta

For consideration, please email resumes to: treecare-jobs@valleycrest.com
or fax to (818) 225-6895.

**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

EXPLORE YOUR PASSION
IN COLORADO

Ready to take the next step in your career? Swingle Lawn, Tree & Landscape Care, established in 1947, provides career opportunities for professionals who are passionate about what they do. We're looking to add key members to our outstanding teams in our Denver and Fort Collins locations:

- Lawn Care Technicians
- Plant Health Care Technicians
- Lawn & PHC Supervisors
- Certified Arborists with removal experience

Swingle offers year-round employment plus top industry wages and benefits, including 401(k) with company match. We also provide great opportunities for college graduates and student interns. If you are a results-oriented individual looking for a growing company known for our legendary service, we want to talk to you! Visit our website at www.myswingle.com to learn more or to apply online.

Or call Dave Vine at 303-337-6200 or email dvine@swingletree.com.

When it comes to your career...choose Swingle!

KEY EMPLOYEE SEARCHES

Florasearch, 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.

Florasearch Inc., 1740 Lake Markham Road, Sanford, Fla. 32771.

Phone 407-320-8177,

Fax 407-320-8083.

E-mail: search@florasearch.com

Website: www.florasearch.com

HELP WANTED



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 401(k) with company match and ESOP.



877.724.7544

fax 847.459.7479

Apply online at

www.thecareoftrees.com/careers

Chicago, New York, Philadelphia, San Francisco, Washington, D.C.

MIKE WARD LANDSCAPING

Loveland (Ohio) landscape maintenance company seeks Field Manager for Commercial & Residential Business.

3-5 years experience in landscape maintenance, leadership skills.

Competitive pay, benefits.
Clean MVR, pre-employment drug screen.

Call 513-683-6436, #102 or
email resume
to ngiles@eastgatesod.com

WEBER ENVIRONMENTAL SERVICES, INC.

Multi-faceted commercial landscape maintenance organization is seeking experienced professionals for outstanding opportunities in all areas of the green industry.

1-888-44weber

smeyers@weberes.com



RUPPERT

NURSERIES

...an award winning, growing commercial landscape leader has

LANDSCAPE CONSTRUCTION LANDSCAPE MANAGEMENT & TREE GROWING

opportunities & internships
in GA, MD, PA & VA

For more information contact us at
careers@ruppertcompanies.com

www.ruppertnurseries.com



Our Washington State Region is currently seeking experienced landscape professionals to join our growing team in the following areas:

- Commercial Maintenance Mgr – Puget Sound Region
- Commercial Maintenance Sales
- Commercial Maintenance Acct Mgr
- Commercial Construction PM
- Residential Design Services Mgr
- Residential Designer/Sales

Apply online @ www.teufel.com or
Email Resume to RickC@Teufel.com

Always accepting inquiries from
qualified individuals.
Equal Opportunity Employer

PROJECT MANAGERS

Looking for a place to satisfy your entrepreneurial spirit? Join Christy Webber Landscapes, an Inner City 100 company recognized by INC Magazine as one of the fastest growing companies in urban America!

We are seeking experienced Project Managers for high end commercial, residential and municipal maintenance accounts. This is a challenging leadership role where you will review projects, solve job site problems, determine equipment needs, coordinate subcontractor schedules and review and approve work orders. Project Managers provide horticultural recommendations, follow through with proposals and billing and work to satisfy customer and company goals. Successful candidates must be organized, self-motivated, quality minded, team players with effective communication skills.



Chicago, IL

www.christywebber.com

Email resumes to

Patsy@christywebber.com

LANDSCAPER ACCESSORIES

Mesh Debris Bags • Leg & Arm Chaps
Equipment Covers • Sun Neck Protection
W.E.Z-Top and Much, Much More!!!
MADE IN THE U.S.A. FREE CATALOG!!!
W.E. CHAPPS
800-816-2427
WWW.WECHAPPS.COM

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



VIGNOCCHI
Landscape Architects & Contractors

Are you looking for a work culture motivated by creativity, hard work and a passion for your profession? If so, inquire now about the following opportunities to join our dynamic team.

construction superintendent
irrigation superintendent
mechanic
estimator
sales

25855 West Ivanhoe Road
Wauconda, IL 60084
dvignocchi@itvignocchi.com
www.itvignocchi.com

phone 847.487.5200
fax 847.487.5265

INSURANCE



M.F.P. Insurance Agency, Inc.
Insuring the Green Industry since 1986

Applicators
Industrial Weed Control
Right of Way

Hydroseeding
Holiday Lighting
Mowing & Maint.

Snow Removal
Tree & Shrub Maint.
Landscaping

Complete Range of Pollution Coverages

**New Comm'l Auto Program for Landscapers
and Mowing & Maint. Services with VERY LOW RATES!**

Contact one of our Green Industry Specialists

matt@mfpinsure.com

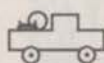
jleonard@mfpinsure.com

rick@mfpinsure.com

Toll Free: 800-886-2398

Fax: 740-549-6778

www.mfpinsure.com



SOFTWARE

TurfGold Software

Save time, streamline your business, and make more money with customer relationship management software for the green industry!

FREE Demo Video at www.TurfGold.com

Or call 800-933-1955 today!

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

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.mobiletimeclock.com

MARKETING SERVICES

NEW CONTRACTS
For Landscaping Companies

Professional Telemarketing Service
Leads Generation, Bidding Opportunities,
Prospect Identification and Qualification,
Cold Calling and Followup
PAZ Direct - your direct line to profits
Call 416-226-2050

10,000 Glossy Flyers
Perfect for neighborhood distribution!
\$395

FREE SAMPLES
LOW PRICES
GREAT SERVICE

\$20 OFF
YOUR FIRST ORDER!

COUPON CODE
"TAR20GEN"

NEED A NEW LOOK?
CUSTOM DESIGN \$150
Front & Back Flyer Design!



8.5 x 11, Full Color
Front & Back, Glossy 60#

Taradel.com
(888) 205-2935



To Advertise Call
Bonnie Velikonya
At 800/456-0707

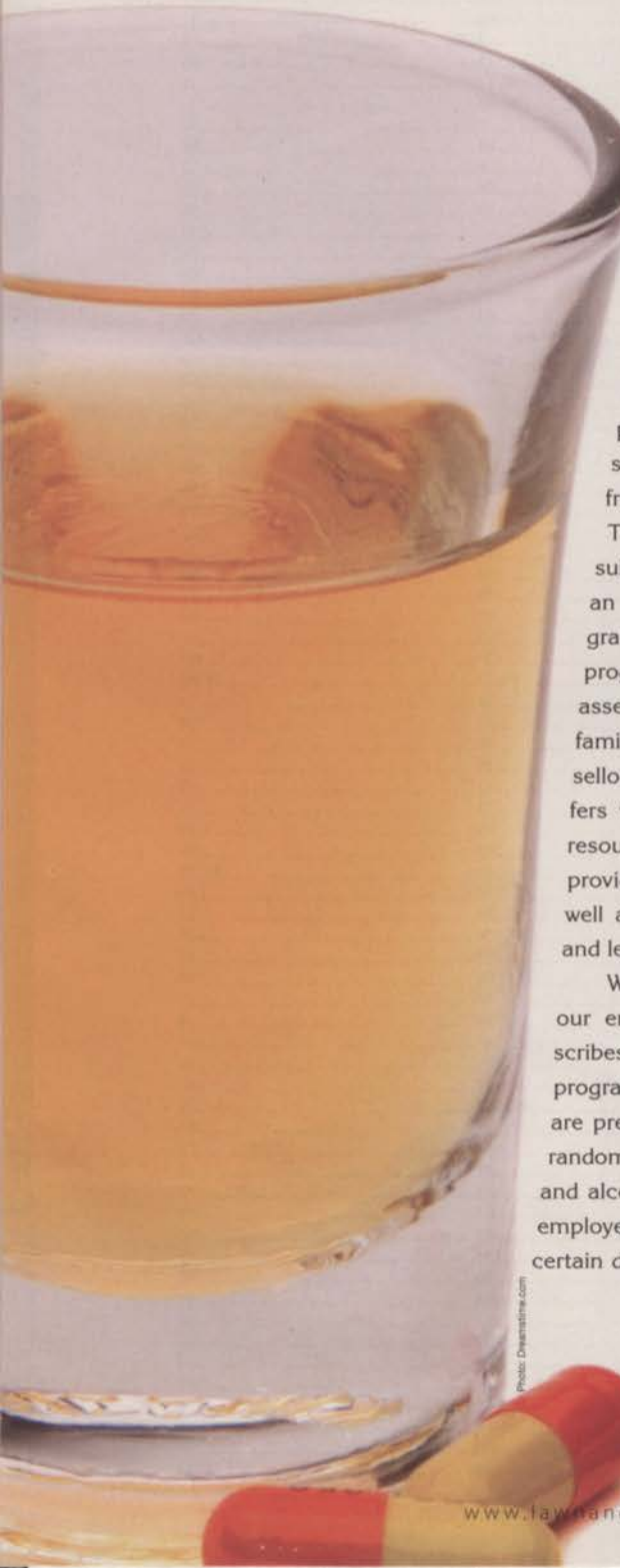
**YOU
GET
MORE**



**INDUSTRY
COVERAGE**

www.lawnandlandscape.com

American Landscape Institutes a Drug-Free Workplace



American Landscape started toward a drug-free workplace three years ago because we believed this was an important step to increase the quality of our work force. Also, since many other area landscape companies were drug-free as well, I feared we'd attract the employees who failed those drug screens, and becoming drug-free eliminated this concern.

The first step involved a consultant who helped us establish an employee assistance program (EAP). This confidential program provides professional assessment for all employees and family members. The EAP counsellor discusses solutions and refers the employee to the proper resource for help. This program provides drug and alcohol help, as well as marital, family, emotional and legal problems.

We then placed a policy in our employee handbook that describes our drug-free workplace program. Included in this program are pre-employment, post-accident, random and reason-to-believe drug and alcohol testing. We informed all employees we were doing this as of a certain date with about three months

lead time. Next we developed consent paperwork for employees to sign. It was important to be specific and detail each reason we might test an employee. The forms were then reviewed by the EAP consultant.

Initially supervisors expressed some opposition believing we may lose some long-term, high-value employees. Many were skeptical of the program. A few felt they could just refuse to be tested. But our program explains refusal is treated as a positive test. Nearly all of these concerns were alleviated by the fact we are trying to help people rather than trying to get rid of employees.

The program costs about \$75 per person per year. There are also some indirect costs to run the program, such as taking people who need to be tested to the clinic. We use a rapid testing method and get results in about 15 minutes. These results are only sent to either the operations manager or the office manager who then calls the supervisor and clears the employee to return to work if he tests negative. If an employee tests positive he is brought back to the office and explained his options. We then have someone drive the individual home because you do not want him to drive while impaired.

The company is much better off since we started testing. As a result, our work force is better and we have helped some employees get the help they need without losing their jobs. And since we've been testing for a few years, it is a rare occurrence now that someone tests positive for substance abuse. **LL**

Company Name	Web Address	Page #	RS#
Adkad Technologies	www.adkad.com	60	93
Adobe Commercial Truck Center	www.adobeequipment.com	73	57
Altumamats	www.altumamats.com	117	87
Ariens/Gravely	www.gravely.com	67, 100	50, 69
Arysta LifeScience	www.arystalifescience.com	69	53
Bandit Industries	www.banditchippers.com	18	16
Bobcat	www.bobcat.com	56, 57	41
C&S Turf Care	www.csturfequip.com	113	83
Carson by Oldcastle Precast Enclosure Solutions	www.carsonind.com	70	54
CLC Labs		70	55
CLIP Software	www.clip.com	102	71
Compact Power/Boxer	www.boxerequipment.com	40	31
CST	www.maxxis.com	7	12
Cub Cadet Commercial	www.cubcommercial.com	119	94
Ditch Witch	www.ditchwitch.com	16, 17	15
Dow AgroSciences	www.dowagro.com/turf	15, 87, 89	
Drafix Software/PRO Landscape	www.drafix.com	2	10
EP Henry	www.ephenry.com	83	63
EverGreen Software	www.evergreensoftware.com	9	13
Ewing Irrigation	www.ewing1.com	68	51
Exaktime	www.jobclock.com	13	59
Exmark	www.exmark.com	25	22
Express Blowers	www.expressblower.com	106	74
Ferris Industries	www.ferrisindustries.com	99	68
Finn Corp.	www.finncorp.com	113	84
First Products	www.1stproducts.com	52	39
FMC Corp.	www.pestsolutions.fmc.com	59*, 61*, 63*	43*, 45*, 47*
GMC Truck	www.gmc.com	105	
GRASS\$ Landscaper Billing	www.obexdata.com	68	52
Grasshopper	www.grasshoppermower.com	53	40
Gregson-Clark	www.gregsonclark.com	110	79
Hunter Industries	www.hunterindustries.com	3	11
Husqvarna	www.usa.husqvarna.com	91	65
ICT Organics	www.ictorganics.com	117	88
Industrial Innovation	www.terrainjockey.com	113	85
Irrigation Direct	www.irrigationdirect.com	27	23
John Deere	www.johndeere.com	23	21
John Deere Construction	www.johndeere.com	39	30
JRCO	www.jrcoinc.com	108	77
Kioti Tractor	www.kiotitractor.com	85	64
Kohler	www.kohler.com	132	91
Landscape Professionals' Video Workshop		63*	48*
Lebanon Turf	www.lebanonturf.com	11, 77	14, 60
LT Rich Products	www.z-spray.com	38	29
Maruyama	www.maruyama-us.com	45	34
MistAway Systems	www.mistaway.com	36	27
MosquitoMax	www.mosquitomax.com	20	18
Mulch Mule	www.mulchmule.com	111	80
Mysticrete	www.mysticrete.com	21	19
Neely Coble	www.neelycoble.com	79	61
New England Grows	www.negrows.org	116	86
Nufarm Turf & Specialty	www.turf.us.nufarm.com	41, 43	32, 33
Oldham Chemicals Co.	www.oldhamchem.com	111	81
Oregon Cutting Systems	www.oregonchain.com	35	26
PACE	www.pacelink.com	96*, 97*	67*
Pace American	www.paceamerican.com	50	37
PBI Gordon	www.pbigordon.com	93	66
PBM Supply & Mfg.	www.pbmsprayers.com	34	25
Perma-Green Supreme	www.permagreen.com	30, 31	24
Project EverGreen	www.projectevergreen.com	59*	44*
Quali-Pro	www.quali-pro.com	71	56
Rain Bird	www.rainbird.com	131	90
Real Green Systems	www.realgreen.com	81, 109	62, 78
RISE	www.pestfacts.org	61*	46*
RND Signs	www.mdsigns.com	104	73
Scag	www.scag.com	47	35
Scotts Co.	www.scottsprohort.com	103	72
Signature Control Systems	www.signaturecontrolsystems.com	65	49
STIHL	www.stihlusa.com	75	58
Syngenta	www.syngentaprofessionalproducts.com	101	70
Toyota	www.toyota.com	19	17
Tree Tech Microinjection Systems	www.treetech.net	58	42
Turbo Technologies	www.turboturf.com	117	89
Tygar Mfg.	www.tygarmfg.com	37	28
U.S. Lawns	www.uslawns.com	22	20
Visual Impact Imaging	www.visualimpactimaging.com	107	75
Walker	www.walkermowers.com	51	38
Weed Man	www.weedmanusa.com	111	82
Westheffer	www.westheffer.com	108	76
Wright Mfg.	www.wrightmfg.com	49	36

"The bottom line: there is no better spray head on the market than the Rain Bird® 1800® Series."

*Bill Knight
Knight-Scapes, L.L.C.*



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

Professional irrigation contractors like Bill Knight and his sons choose Rain Bird to keep their customers happy. They minimize changeouts and callbacks by installing the best in performance and reliability every time. Thanks to all the contractors who have done the same, making Rain Bird spray heads and nozzles the dominant choice.

Visit www.rainbird.com/1800 and tell us why you trust your reputation to Rain Bird.



RAIN  BIRD®

The new 40 hp KOHLER® Command PRO®.

A whole new high for horsepower. Again.



KOHLER®

Relentless Power.
Legendary Performance.

KohlerEngines.com

USE READER SERVICE # 91