MO WING GUIDE:
Smart negotiating strategies

How to get the capital you need

LM Reports:
Compact Tractors

Industry Issues '99
It’s simple. PRE-M® is the country’s leading pendimethalin herbicide. And no wonder. With over 12 years of proven performance and formulation improvements, PRE-M is here to help your business grow.

What’s more, PRE-M comes from the leading supplier in the professional turf care industry, LESCO®.

Talk to your LESCO professional about new, special rebates for PRE-M purchases, or call 800-321-5325. And put the leading edge to work for you.

The Leading Edge.
FROM ONE PROFESSIONAL TO ANOTHER.

For more than 20 years, professionals like you have counted on Orthene® Insecticide. In recent years, Valent has added several other high-quality products to our Professional Products lineup, including Pinpoint®, a granular form of ORTHENE; Envoy®, your most practical grass herbicide choice; and Distance®, Fire Ant Bait, an effective new way to break the fire-ant life cycle and kill the entire colony.

For more information about our growing lineup of products and services, visit the Valent web site at www.valent.com or call 1-800-89-VALENT.

A Company You Can Grow With
Finally, the most comprehensive Green Industry information is at your fingertips 24 hours a day. (Isn’t that a bright idea?)
A proud supporter of these green industry professional organizations:

**Associated Landscape Contractors of America**
150 Eiden Street, Suite 270, Herndon, VA 20170
(703) 736-9666; http://www.alca.org

**American Nursery & Landscape Association**
1250 I St. NW, Suite 500, Washington, DC 20005
(202) 789-2900

**Golf Course Superintendents Assn. of America**
1421 Research Park Dr.
Lawrence, KS 66049-3859
(913) 841-2240; http://www.gcsaa.org

**Independent Turf and Ornamental Distributors Association**
1217 Wayburn
Grosse Pointe Park, MI 48230
(313) 331-7739

**The Irrigation Association**
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
(703) 573-3551; http://www.irrigation.org

**National Arborist Association**
The Meeting Place Mall, P.O. Box 1094,
Amherst, NH 03031-1094
(603) 673-3311; http://www.natarb.com

**National Golf Foundation**
1150 South U.S. Highway One, Jupiter, FL 33477
(561) 744-6006

**Ohio Turfgrass Foundation**
1100-H Brandywine Blvd., P.O. Box 3388,
Zanesville, OH 43702-3388
(740) 452-2552

**The Outdoor Power Equipment Institute**
341 South Patrick St.
Old Town Alexandria, Va. 22314
(703) 549-7600; http://opei.mow.org

**Professional Grounds Management Society**
120 Cockeysville Rd., Suite 104,
Hunt Valley, MD 21031
(410) 584-9754

**Professional Lawn Care Association of America**
1000 Johnson Ferry Rd., NE, Suite C-135,
Marietta, GA 30068-2112
(770) 477-5222; http://www.plcaa.org

**Responsible Industry for a Sound Environment**
1156 15th St. NW, Suite 400,
Washington, DC 20005
(202) 872-3860; http://www.acpa.org/RISE

**Sports Turf Managers Association**
1375 Rolling Hills Loop, Council Bluffs, IA 51503-8552
(712) 366-2669; (800) 323-3875;
http://www.aip.com/stma

**Turf and Ornamental Communicators Association**
P.O. Box 156, New Prague, MN 56071
(612) 758-5811

---

SPREADING mulch, compost and soil mixes by hand is a costly, labor-intensive process. The Express Blower will turn an inefficient process into a profit center and blow your competition away!

The Express Blower can be operated by one person, with remote control, in any weather, on any terrain. Spread any number of organic materials for landscaping, lawn restoration, erosion control and much more.

With our ALL NEW Injection System, the Express Blower can inject seed, fertilizer or other additives with only one application.

Get a jump on your competition. Call today and find out how you can expand your possibilities with an Express Blower!

Visit our web site at www.expressblower.com

Circle 104

---

Circle No. 146 on Reader Inquiry Card

LANDSCAPE MANAGEMENT January 1999
A reputation doesn’t build on itself, unless you work at it. That’s why we wait to introduce a piece of new equipment until we’re sure it will end up as legendarily reliable, and as durable as its predecessors. We buck trends, too. We stamp most of our mower decks, rather than going the easier — and less durable — fabricated route. Our goal in designing our wide-area walk-behind transmissions was to back them with a 3-year limited warranty. (No wonder they ended up unlike any others.) We didn’t rest until the F620 Z-Trak
Nothing Runs Like a Deere®

One Piece At At A Time

The Mower was the easiest to service zero-turning-radius mower in the industry. And we held out until the new John Deere XT Series handhelds set new standards in sound quality, low vibration, and power. Take a look at any piece of John Deere equipment, from the largest to the smallest, and you’ll discover equal devotion to quality and innovation in every one. And you’ll find it all at your local John Deere dealer — who truly has the best reputation of all. For the one near you, call 1-800-537-8233, or visit www.deere.com.

Circle No. 118 on Reader Inquiry Card
My column concerning certification in the Oct. 98 issue of LM riled a few of you. It got your dander up and you let me know it. Some of you let me know that you agreed with what I wrote.

Thanks for your comments, both pro and con. "Certifying landscapers should be used as a tool to separate informed, quality-minded companies from the rest of the competition," wrote Rick Poro, owner Cutting Edge Landscape, Hampton, VA, in response to the column. "What gets us is the amount of 'scab' landscapers who don't register with the city, pay withholding state and federal taxes, and on and on. Because of this they can lowball jobs, bringing down prices and quality."

Jim Park, grounds manager for Point Loma Nazarene University, San Diego, CA, likewise feels that certification is a good tool against unscrupulous workers. "This industry is long overdue for a way to measure the degree of competency of people working in this field," he wrote, in part. "I think certification is a great idea. It's good enough for most industries—why not ours?"

Jones C. Abernethy III, a licensed landscape architect and contractor, added these thoughts: "Protection of the public health, safety and general welfare is the primary goal of any licensure or certification program. The alternative to licensure and certification is that anyone can get $25 worth of business cards printed and say that they are a 'professional' (fill in the blank) and go out and reflect themselves on the public.

"Any profession that does not wholeheartedly support certification and licensure as minimum requirements for practice is a profession not worthy of the name. Regarding education? Everyone gets educated a little bit every day as they go about their jobs. Just who is responsible for educating the jacklegs, fly by nights and incompetents? The customers, inspectors, landscape architects? I don't think so. Certification is not 'a gate to keep competitors out. Certification is one way to protect the public from incompetent practitioners. The success of an industry is to have people doing good work and satisfying their customers."

We appreciate all of your comments and plan to explore the issue of certification in more depth in future issues. LM

Agree? Disagree? Contact Ron at 440/891-2636; fax 440/891-2683; e-mail rhall@advanstar.com

---

Janssen heads Stiles Landscape

Joseph E. Janssen,CLP, took over as president of Stiles Landscape Service Co., Fort Lauderdale, FL. Janssen, the former owner of his own landscape firm also served as a regional manager for ISS during his 15 years in the industry. Stiles Landscape Service is a division of Stiles Corporation, a full-service commercial real estate development and investment company.

Vollmer Associates lands East Boston project

Vollmer Associates is providing the engineering and landscape architectural services for the rehabilitation of Constitution Beach, a 28-acre recreational breach facility in East Boston, MA. The project involves rehabilitating the beach with 3,7600 cu. yds. of clean sand, replacing a pedestrian bridge and developing a small urban park. The $4.5-million project should take about 18 months.

Gardener's Guild honored

Gardener's Guild, Inc., San Rafael, CA, earned a 1998 Waste Reduction Award for its program to recycle grass clippings and landscape waste. President and CEO Linda Novy said the company made "great strides in converting our waste stream to resource recovery" with help from its 200 Bay area clients.
Don't play around with what they play on.

Increased root mass and root depth. Optimal plant utilization. Health and vigor. If you operate a course like the one shown here, you probably have no pressing need for Focus™ and Launch™ - the premium biostimulants from the Trimec® people.

But if you're a tough operator -- you supervise turf at a course where the big people play -- you certainly don't want to play around with the turf grasses they play on.

Launch new sod or seed, and you'll see results within days. Focus on distressed areas, and you'll be amazed at how fast they recover.

The evidence speaks for itself.

Apply Focus™ and Launch™ to make your turf grasses more vigorous. Your course becomes more wealthy ... and everyone will know you're wise! Get out of the rough and onto the green with Focus™ and Launch™.

Call, write, or visit our web site for a distributor nearest you.

Your Focus™ and Launch™ distributor has some more exciting points to make about our products. Call, write, or visit our web site now:

www.phigordon.com
or - www.trimec.com
Tel: 1-800-236-5172
Fax: 816-474-0462

An Employee-Owned Company

Always read and follow label directions. ©Copyright 1998 PB Gordon Corporation. All rights reserved.
Spruce spider mites

We are having some problems in managing spruce spider mites. What would be the strategy or program we should practice?

— MINNESOTA

Spruce spider mites can present a serious problem if not managed properly. This cool-season mite is active in the spring and again in the fall when the temperatures are cool. However, most people notice the damage during summer and often treat at that time with mixed results. During summer, when the temperature is 80°-90°F or higher, mites will go dormant or undergo diapause (in effect, resting or inactive). At this time treatment response will be poor.

Reports indicate that some mite activity can occur during summer if the temperatures are cooler. In these situations, thoroughly check the suspect plants for mite activity. This requires shaking the spruce branches, which show the mite feeding symptoms of stippling, over a white cloth or paper. If mites are found, provide proper management as needed.

Treatment timing and rotation is the key for a successful mite management program. Often multiple applications of miticides may be needed throughout the season. The following mite management program guidelines should work in your situation.

Apply a fall or winter application of horticultural oil to manage the adult, nymphs and overwintering eggs. Remember that oil does not have any residual. It can be a hit-and-miss operation so make sure to provide proper coverage, following the label guidelines.

Miticide products such as Morstan, Kelthane, Hexagon, Avid, Talstar, Dursban, Orthene soil injection and insecticidal soap can be applied in April-June.

Since the residual effect of some of these products may vary from a few days to three to four weeks and the economics and regulatory requirements vary from product to product, you will want to consider which product is best for you.

Inspect the suspected spruce plants for mite activity during summer. If found, treat as needed. If the mites are inactive, treatment performance may not be satisfactory at this time.

Mite activity may peak during fall so consider treating again with any of the above listed products during the September-October period.

Be aware that horticultural oil treatments will remove the blue color from blue spruce by removing the whitish coat. However, subsequent new growth will have the blue coloration.

Review the product label and other pertinent literature regarding economics, safety, efficacy, and environmental concerns. Use the chosen products on a rotation basis to avoid possible resistant population builds up. Read and follow label specifications for best results.

Needling Austrian pine

What causes the banding on Austrian pine needles? We see some browning of the needles. Is it related to a disease? What is the best control?

— WISCONSIN

Based on the description of the problem and symptoms you are describing, the problem is likely to be a needle blight disease caused by Dothistroma pini. This fungus can produce dark spots or bands on one-year-old needles. The problem begins to show up in late summer. Often the infected portion may be swollen and the needle section above this site turns light brown and dies. The tree may drop needles prematurely under severe disease incidence. As a result, the tree may have a thin canopy.

To control this disease, consider applying fungicides such as Bordeaux mixture, Cleary's 3336 or other copper fungicides in late April or early May. Provide the second application approximately three weeks later to help manage the needle blight disease.

Read and follow label specifications for best results. LM
Experience The Bobcat Advantage!

Ride smoother. Lift more. Reach farther. Carry faster. Dump higher. Bobcat extended-wheelbase skid-steer loaders give you all this — and pride of ownership, too. That’s The Bobcat Advantage!

The Bobcat brand’s smooth ride, rugged reliability, ease of operation, comfort, safety, dealer support, parts availability, service backup, choice of attachments and high resale add up to total value that can’t be matched.

Check out The Bobcat Advantage at your local dealer — or ask any Bobcat owner.


Sod Layer does the job quickly; effortlessly.

Landscape Rake grades, levels and picks up debris.

Tiller breaks up clumps, mixes material into soil.
PREVENT GRUBS. STOP THEM IN THEIR TRACKS. OR MAKE SURE IT'S NOT EVEN AN ISSUE.
Now you can control grubs preventatively or curatively. With a single application. Only with new MACH 2™ Turf Insecticide.

MACH 2 is a powerful killer with a new chemistry that accelerates the molting process of target insects.

Just hours after ingesting MACH 2, the insect stops feeding. Then it dies beneath the surface in 2 to 3 weeks. It’s that simple.

With MACH 2™ Turf Insecticide, you’ll kill target enemy insects all season long. Grubs. Cutworms. Armyworms. Sod webworms. Plus, odorless MACH 2™ is easy to apply.

You don’t even have to water it in immediately.

So don’t let grubs control your grounds, or your schedule. Depend on MACH 2™ Turf Insecticide. It’s all you need to prevent or cure.

For more information or for the distributor nearest you, call 1-888-764-6432 and visit our website at www.mach-2.com.

Circle No. 141 on Reader Inquiry Card

TM/RohMid LLC Company ©1998 Always read and follow label directions.
For the few of you who spend much of your time working outdoors, Lyme disease may be something you have heard about. If not, be warned. Lyme disease has become the most common tick-borne illness and is one of the fastest growing infectious diseases in the United States. It has been reported in 48 states and most provinces in Canada, and the ticks are spreading geographically; not surprising given the suburban edge effect which is so popular for deer habitat, and mild winters which allow deer populations to continue to increase. The disease is caused by a bacterium, Borrelia burgdorferi, which is carried by ticks (deer and rodents mainly). The highest risk areas are: New England, the mid-Atlantic states, the upper Midwest and the Pacific Northwest.

While Lyme disease has been identified as a problem for some time, one of the initial difficulties with this disease was the fact that it had so many different symptoms that could appear like other problems. This was further complicated by tests that were sometimes inaccurate; some medical professionals who did not actually believe in the disease ("it's all in your head" school of medicine); and a failure to recognize the actual geographic occurrence of the problem through much of North America. Experts believe it is underreported by as much as ten times. This was a problem because the only way to successfully treat the disease has been through identification and a course of antibiotics. The sooner this occurs the fewer and less severe the symptoms, but permanent immunity may not develop and reinfection is possible.

Of the many problems in identifying the disease are: 1) the size of the ticks (smaller than wood ticks) and nymphs (the size of a period on this page) made them easy to miss; 2) the characteristic "bulls-eye" rash did not always develop in the first three days to weeks after the bite or could easily be overlooked; and 3) flu-like symptoms were either vague or nonexistent (headache, fever, fatigue, joint aches, muscle aches and stiff neck).

While any early symptoms would disappear, the disease could eventually reveal itself in a variety of problems affecting the joints, tendons, heart or nervous system, resulting in arthritis, heart abnormalities such as heart block and myocarditis (inflammation of the muscular walls of the heart), as well as:

- skin lesions at multiple sites, not just the site of the tick bite;
- irregular heart beat, palpitations and fainting;
- intermittent joint swelling associated with inflammation (pain, heat and redness); and
- paralysis of the muscles on one or both sides of the face, known as Bell's palsy.

SmithKline Beecham Biologicals has developed a vaccine for Lyme disease, LYMErix™ [Lyme Disease Vaccine (Recombinant OspA)]. It's been approved by the FDA and is expected to be available soon. The vaccine reportedly prevents the development of the disease in many cases. Questions remain and it's not clear yet whether booster shots will be necessary over time, based on the levels of antibodies required for prevention, and the long-term effects.

The vaccine is administered in a three-injection series with some side effects (injection-site reactions, flu-like symptoms and rash). LYMErix apparently works by inducing antibodies which enter the body of an infected tick when it feeds, entering the gut of the tick and killing it before it can transmit the bacterium to the would-be victim (www.lymerix.com).

Call the Lyme Disease Foundation at 800/886-LYME or their website at www.lyme.org for more information. LM

**One Day in a Mauget Seminar Will Change the Way You View Tree Health Care**

Mauget tree care seminars focus on tree health and environmental protection. These one-day, informal seminars for owners, managers and applicators, are designed to update the way you view tree health care. Bring your questions about diseases, insects, nutrition, pruning, spraying, wound treatment, and the impact of tree care on the environment.

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Date</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erie</td>
<td>PA</td>
<td>Feb. 25</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Atlanta</td>
<td>GA</td>
<td>Feb. 26</td>
<td>(800) 827-0532</td>
</tr>
<tr>
<td>Williamsport</td>
<td>PA</td>
<td>Feb. 26</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Clearwater</td>
<td>FL</td>
<td>Feb. 26</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>Kansas City</td>
<td>MO</td>
<td>Feb. 26</td>
<td>(800) 747-8733</td>
</tr>
<tr>
<td>Denver</td>
<td>CO</td>
<td>Mar. 1</td>
<td>(800) 747-8733</td>
</tr>
<tr>
<td>Orlando</td>
<td>FL</td>
<td>Mar. 2</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>Cleveland</td>
<td>OH</td>
<td>Mar. 3</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>FL</td>
<td>Mar. 3</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>Bay Shore</td>
<td>NY</td>
<td>Mar. 4</td>
<td>(516) 665-1370</td>
</tr>
<tr>
<td>Columbus</td>
<td>OH</td>
<td>Mar. 4</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Totowa</td>
<td>NJ</td>
<td>Mar. 4</td>
<td>(973) 227-0359</td>
</tr>
<tr>
<td>Bloomington</td>
<td>MN</td>
<td>Mar. 5</td>
<td>(800) 747-8733</td>
</tr>
<tr>
<td>Toledo</td>
<td>OH</td>
<td>Mar. 5</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Elkhorn</td>
<td>NE</td>
<td>Mar. 8</td>
<td>(800) 747-8733</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>IN</td>
<td>Mar. 9</td>
<td>(317) 891-8411</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>LA</td>
<td>Mar. 19</td>
<td>(888) 620-8733</td>
</tr>
<tr>
<td>Traverse City</td>
<td>MI</td>
<td>Mar. 19</td>
<td>(616) 423-3780</td>
</tr>
<tr>
<td>Charleston</td>
<td>WV</td>
<td>Mar. 19</td>
<td>(800) 332-8733</td>
</tr>
<tr>
<td>Sturbridge</td>
<td>MA</td>
<td>Mar. 22</td>
<td>(800) 746-0776</td>
</tr>
<tr>
<td>Mt. Kisco</td>
<td>NY</td>
<td>Mar. 25</td>
<td>(800) 746-0776</td>
</tr>
<tr>
<td>Waterbury</td>
<td>CT</td>
<td>Mar. 26</td>
<td>(800) 746-0776</td>
</tr>
<tr>
<td>Chicago</td>
<td>IL</td>
<td>Feb. 3</td>
<td>(800) 747-5211</td>
</tr>
<tr>
<td>Rapid City</td>
<td>SD</td>
<td>Feb. 4</td>
<td>(605) 342-7644</td>
</tr>
<tr>
<td>Rockville</td>
<td>MD</td>
<td>Feb. 10</td>
<td>(301) 881-6560</td>
</tr>
<tr>
<td>Portland</td>
<td>OR</td>
<td>Feb. 12</td>
<td>(503) 635-3916</td>
</tr>
<tr>
<td>Waukesha</td>
<td>WI</td>
<td>Feb. 16</td>
<td>(800) 423-3780</td>
</tr>
<tr>
<td>Glen Ellyn</td>
<td>IL</td>
<td>Feb. 17</td>
<td>(630) 423-3780</td>
</tr>
<tr>
<td>Novi</td>
<td>MI</td>
<td>Feb. 18</td>
<td>(248) 423-3780</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>TX</td>
<td>Feb. 18</td>
<td>(817) 246-9730</td>
</tr>
<tr>
<td>Casper</td>
<td>WY</td>
<td>Feb. 20</td>
<td>(605) 342-7644</td>
</tr>
<tr>
<td>Tulsa</td>
<td>OK</td>
<td>Feb. 22</td>
<td>(800) 747-8733</td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>FL</td>
<td>Feb. 22</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>Miami</td>
<td>FL</td>
<td>Feb. 23</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>PA</td>
<td>Feb. 24</td>
<td>(600) 332-8733</td>
</tr>
<tr>
<td>Fort Myers</td>
<td>FL</td>
<td>Feb. 24</td>
<td>(407) 647-3335</td>
</tr>
<tr>
<td>West Chester</td>
<td>PA</td>
<td>Feb. 24</td>
<td>(610) 644-3300</td>
</tr>
<tr>
<td>Sarasota</td>
<td>FL</td>
<td>Feb. 25</td>
<td>(407) 647-3335</td>
</tr>
</tbody>
</table>
HOT TOPICS

Scotts makes biotech alliances; cuts division

MARYSVILLE, OHIO— The Scotts Company reorganized its North American Professional Business Group in December and released 60 of the 100 employees in the ProTurf division.

Eco Soil Systems, Inc. also announced that its Turf Partners Division, which will exclusively distribute The Scotts Company's profession turf care products in the Midwest and Northeast, would hire a number of the former Scotts sales people.

Scotts said it reorganized its Professional Business Group to reduce annual operating expenses by $2.1 million. "While this is a tough time to be implementing organizational changes, we felt that the sales, service and cost savings benefits were substantial enough that we wanted to capture them in time for the 1999 season," said James Hagedorn who, on December 18, was named to the newly created position, president, Scotts North America.

Scotts said it will retain a consultative field sales force and field-based technical group to work with four independent distributors: Turf Partners in the Midwest and Northeast; BWI Companies, Inc. in the Southeast and Southwest; Wilbur Ellis Company in the Pacific Northwest; and Western Farm Services, Inc. in California. Scotts' Professional Business Group has already been distributing its nursery and greenhouse products through most of these distributors. "Based on our successful experience in distributing our horticultural products through these well-known distributors, we feel confident that this broadened relationship will bring better service and delivery to our professional turf and landscaping customers as well," said Hagedorn.

Scott C. Todd was recently named to lead the new Turf and Ornamental organization. In other news, Scotts:

▷ announced a biotech alliance with Rutgers to develop improved grasses for golf courses through genetic engineering. Scotts will receive exclusive worldwide rights to Rutgers' patented transgenic varieties of creeping and colonial bentgrasses.

▷ announced a biotech collaboration with Monsanto. Scotts and Monsanto are to share technologies including Monsanto's extensive genetic library of plant traits and Scotts' proprietary gene gun technology to produce improved transgenic turfgrasses and ornamental plants. The alliance will focus on providing professional and consumer benefits such as turfgrass that requires less mowing and water, and ornamental plants with larger and more plentiful blooms.

Arboriculture loses a friend

DENVER, CO — F. David Dickson, 58, battled cancer for six months before he died at his home on Nov. 5, 1998. Dickson was chairman of Swingle Tree Company of Denver, CO, and a former president of the National Arborist Association (NAA).

Dickson started his career in 1965 with the F.A. Bartlett Tree Expert Company in Connecticut. In 1967 he moved to Denver to become a tree pruner with Swingle, subsequently working his way up the ranks. After becoming president of the company in 1989, Dickson guided the firm's expansion and became chairman of Swingle in 1998.

Dickson made a point of donating the firm's services for civic good.

Methyl bromide phaseout pushed back

WASHINGTON, DC— The phaseout of methyl bromide was pushed back to the year 2005. The phaseout was supposed to occur on Jan. 1, 2001, but agricultural and green industry have been vigorously defending use of the fumigant which is widely used to prepare fields for planting, food crops and turf.

The American Nursery & Landscape Association (ANLA) reports that methyl bromide production and importation will now be reduced from 1991 levels as follows:

▷ 25% reduction in 1999,
▷ 50% in 2001,
▷ 70% in 2003,
▷ 100% in 2005.

The use of methyl bromide has been linked to the destruction of the ozone layer. The new U.S. deadline matches the phase-out date for other developed nations.

A recent GCSAA newsletter reports that the Environmental Working Group, an antipesticide organization, has resigned from the FQPA Tolerance Reassessment Advisory Committee over the delay in the phaseout of methyl bromide.
When you specify Medalist America preformulated blends and mixtures, you get more than performance-proven seed. You get a turf specialist who is an expert on the growing conditions in your region. There’s no guesswork on your part. Just knowledgeable, research-based recommendations from a highly skilled expert.

We believe knowledge is the key to turf performance. Knowledge about the application, climate, soil and seed. That’s why turf specialists have been a big part of our product/service mix for more than a quarter of a century. Contact Medalist America today about how well our mix of seed and turf specialists can work for you.
The industry’s leading research and breeding programs. The largest and most sophisticated of its kind, Jacklin continues to break new ground in turfgrass development.

A world of turfgrass experience. Since 1936, Jacklin Seed has led the world in turfgrass innovation. Today, Jacklin’s leadership encompasses over 70 varieties of turfgrass seed with customers in more than 50 countries.

Five Steps Above™. These bluegrass varieties combine unsurpassed color, turf quality and disease resistance with higher seed yields, which results in better seed availability at lower prices.

The Jacklin Green Seal™. Products bearing this seal are specially formulated to help you maintain a lush, beautiful turf with less water, fertilizer, chemical applications and other inputs.

No wonder confidence grows from every Jacklin seed.

You may be impressed with what Jacklin Seed does around the globe, but Jacklin understands what will impress you far more is what they can do in your own backyard.

With this in mind, Jacklin’s research staff continues to break new ground, like the industry’s first patent for introducing endophytes into bluegrass and bentgrass. This and many more quantum leaps in technology bring a world of turfgrass success home to you.

Confidently expect that any place you highly prize healthy grass, Jacklin Seed will help ensure you’ll have the best stand possible.

Trust that when you call 800-688-SEED, Jacklin Seed will have the right solutions to get you growing in no time.
AgrEvo and Rhone Poulenc-Agro create Aventis CropScience

FRANKFURT, GERMANY — Hoechst and Rhone Poulenc will join forces in life sciences, forming a new global company under the name Aventis.

Under the terms of the agreement both companies — Hoechst AG and Rhone Poulenc S.A. — will contribute all of the assets of their respective agribusinesses, namely AgrEvo and Rhone Poulenc-Agro in a new entity, which will operate under the new name Aventis CropScience.

This merger will create one of the top global agricultural companies with a strong crop protection and environmental health portfolio, a leading position in biotechnology and a growing involvement in the seed industry.

With the financial funding of more than $400 million per year for research and development, the new company will sustain growth in the traditional crop protection market through new environmental friendly chemical entities as well as in the crop production market through innovative crop productivity enhancing solutions based on chemicals, new traits and superior varieties.

The new company, together with its affiliates, is expected to come into effect mid-1999. Before closing of the merger, both partners’ businesses will be run separately.

ISS honored for work at Busch Gardens parks

TAMPA, FL — The August/September issue of Amusement Today magazine listed the “Best of the Best” in the amusement and theme park industries, as voted by park patrons. The landscaping at Busch Gardens, Tampa tied for second place in the Best Theme Park landscaping category, with Walt Disney World and Disneyland. The number one winner was Busch Gardens, Williamsburg, VA.

ISS Landscape Management Services, Inc. has been making the landscapes at Busch Gardens, Tampa, FL, beautiful for the past 24 years. ISS also maintains the landscapes at Busch Gardens, Williamsburg, Adventure Island and Water Country, USA.

John Deere makes Scotts’ tractors for sale through The Home Depot

RALEIGH, NC — This past fall John Deere teamed up with The Scotts Company to manufacture lawn tractors under the Scotts® brand name for sale exclusively through The Home Depot. There will be three models of lawn tractors, one yard tractor and one garden tractor as well as attachments.

“Scotts will have a quality, mid-priced lawn tractor that will uphold its reputation in the lawn care products business,” said Mark Rostvold, senior vice president for John Deere’s Worldwide Commercial and Consumer Equipment Division. “Home Depot will have as its store brand a name that’s well accepted in the mass merchant marketplace and the level of quality that maintains its image in exceeding customer expectations. And John Deere will maintain a presence in the mass channel while continuing to support its valued servicing dealer network.”

OPEI, CARB compromise on small engine emissions

ALEXANDRIA, VA — An industry-negotiated agreement between OPEI and the California Air Resources Board (CARB) means that engines in the 25-hp to 35-hp range will not be subject to CARB’s standards requiring catalysts and electronic fuel controls.

This will save money for companies which manufacture both consumer and commercial lawn and garden equipment. All engines below 35-hp will be subject to the same emissions standards for “below 25-hp” regulations.

The Andersons selects Michael Anderson president on Jan. 1

MAUMEE, OHIO — Michael J. Anderson, 47, became president and CEO of The Andersons, Inc., on Jan. 1, 1999. He had been president and COO of the company since Sept. 1996. He started with The Andersons in 1978. There are no plans to name a COO to succeed him, the company said. Richard P. Anderson, 69, former CEO continues as chairman of the business which was founded by his father Harold, in 1947.

The company is a full-line supplier of nitrogen, phosphate, potassium and compounded fertilizer products, in addition to operating six retail stores in Ohio.
As if the FQPA isn’t complex enough, EPA’s high-level management changes will bring new faces and unknown agendas.

By SUSAN GIBSON/Executive Editor

Although a new Congress will take its place this month, some of the more important issues in pesticide regulation will take place in the halls of the U.S. Environmental Protection Agency (EPA) and local governments, according to David Crow, legislative contact for Responsible Industry for a Sound Environment (RISE), Washington.

On the local front, attempts to ban pesticide use on public lands continue to spread, with wide-ranging effects, reports Fred Langley, RISE manager of state government relations.

Both developments have the potential to change the ways lawn care and landscape managers go about their work.

**FQPA tug of war**

The best intentions of legislators may be tested as the EPA plans how it will implement the Food Quality Protection Act (FQPA), Crow notes. Although the agency is charged with fair implementation of the act, many in our industry feel EPA isn’t handling it correctly.

For instance, the EPA has an August, 1999 deadline to develop the first third of allowable FQPA tolerances for non-agricultural exposures to pesticides. To set the exposure levels, EPA must rely on either existing exposure data generated from tests (many of which have been conducted in the industry for pesticide certification purposes) or its own worst-case scenarios (an option EPA appears to favor). RISE and other industry groups fear the worst-case scenarios will generate unrealistic numbers for pesticide exposure and unfairly disqualify a number of materials.

“(The EPA) is thinking up worst-possible-case scenarios, which is a terrible way to regulate, especially with all the good usage data that is available,” Crow says.

“We (the industry) know a lot about exposure, how our products work, our market and the users. We know how people are thoughtful in the use of these products in and around their homes.”

EPA’s strategy to rely on its own scenarios ignores extensive evidence generated in years of testing by the industry, he adds.
“When the data is available, exposure is a tiny fraction of the model. “EPA is acting as if we don’t have this data and they can’t get it readily,” Crow points out. “Our exposures are reasonable, quantifiable and within the range of safety for the average family.”

As the deadline approaches, RISE and other industry groups are talking with members of Congress, encouraging them to monitor EPA’s process for implementing FQPA. The pressure is on to get EPA to determine tolerances for two to three years (based on current information), which would allow additional study, rather than set exaggerated, inflexible exposures in order to meet the August deadline.

Industry lobbying efforts cover two fronts, Crow explains — Congress and EPA. “We’ll talk to anyone in Congress who will listen,” he notes, to explain that several models are available to determine exposure, that deadlines can be extended to allow reasonable exposure levels to be set and that Congress should ask EPA to be accountable in developing its implementation programs.

When talking with EPA, industry lobbyists explain the development and use of their products, their knowledge of the market and consumer behavior and the their collective, extensive experience with those materials.

“Congress wanted to update the Delaney clause, but they didn’t intend EPA to make drastic assumptions within a three-year period,” Crow says. “Some members of Congress are confounded by this (EPA strategy). When people understand this is a smart industry and we have done really good work testing the molecules, they’ll understand this is not an unknown thing.”

He adds, “We have to make the case that no other industry (except pharmaceuticals) is tested and scrutinized as rigorously as ours.”

“We’d like Congress to call the top brass at EPA and tell them, ‘We’re watching you thoughtfully and if you’re not even-handed, we can make changes in the law.’”

**EPA’s revolving door**

Another area of concern is the new management of EPA. Resignations of key managers such as EPA Administrator Carol Browner and Lyn Goldman, EPA Assistant Administrator for Prevention, Pesticides and Toxic Substances, leave huge gaps in the current leadership.

Yet to be named administrators will eventually fill those positions, overseeing EPA’s direction and strategies on pesticide use and exposures. For the pesticide industry, the process gets tricky.

“We don’t know who we will be dealing with,” Crow points out. “We worked with Lynn Goldman for six years and we understood her viewpoint and negotiating style. The replacements could be someone we already know or someone new.”

He notes that the critical element will be how much the replacements understand about the pesticide industry and its issues. “These are big jobs and the administration will have to fill them soon. It will be a crucial period with a lot of questions, and the uncertainty is troubling.”

**Public protests**

When local ordinances eliminate certain pesticide uses or limit use in even minor ways, those are attempts by pesticide activists to get around the concept of pre-emption, warns Fred Langley. “Most (lawn or landscape contractors) would say, ‘That’s county business and I don’t do business with the county,’ but they present barriers to pesticide use.”

The phenomenon is spreading, he notes, explaining that ordinances limiting pesticide use on public lands eventually set precedents for land use, which can carry over into land development projects. As an example, Langley cites permitting processes that ask land developers to consider building pesticide-free housing developments. In Gaithersburg, MD, for instance, developers would have to install all-natural landscapes with no use of pesticides in landscape maintenance. This ordinance and similar strategies are appearing in isolated areas of New York, North Carolina, and Texas, he says.

“The difficult part for us is that while we can track state legislatures and help impact how it comes out, there is no tracking system for local initiatives. By the time we hear about some of these initiatives, the act has already happened,” Langley explains.

He notes that there are two different understandings of IPM. “Activists define it as no pesticides, pesticides as a last resort or using only the least toxic pesticide.” The industry may define it as “using the right product at the right time, choosing from all the tools available based on monitoring and doing what’s appropriate.”

Look for more local initiatives limiting pesticide use, Langley predicts. “Activists have targeted local issues as the weak underbelly of the industry. Even if you’re nonparticipatory, they are busy at the local or county level. Keep an ear to the ground and report any initiatives.”

He says that local issues are best handled at the local level. “Pesticides have been villanized but pests are the problem. We’ve lost sight of what the problem is ...”

The author is Executive Editor of Landscape Management magazine.
Keep the Joneses.

Add the Roberts

Add the Browers

Add the Nadlers

Add the Fraiolis

Add the Walters

©1998 Novartis Crop Protection, Inc. Turf and Ornamental Products, Greensboro, NC 27419. MAXX is a trademark; Alamo, Avid, Award, Banner, Barricade, Primo and Subdu the state of California. Always read and follow label instructions before buying or using these products.
Longer-lasting Barricade® keeps your current customers satisfied and helps you to add new ones.

To keep your current customers and build your business, you need a herbicide that performs year after year. Only Barricade provides the longest lasting, most consistent control of Crabgrass, Spurge, Knotweed, Purslane and 25 other weeds, virtually eliminating breakthroughs. Even in tough weather years. This longer-lasting residual also allows you to apply Barricade earlier in the Spring with complete confidence that your weed control will last all season long.

With its low solubility, Barricade will stay put in the weed germination zone and won’t move, even on slopes and hillsides. Plus, Barricade eliminates the staining problems encountered with some other preemergence herbicides. Which makes it easy to keep the Joneses and add the Roberts, McIvers and all the new customers you can handle.

For more information on Barricade and the rest of the Novartis line of lawn products, call 1-800-395-TURF for the name of your Novartis Sales Representative. Or you can visit our website at www.cp.us.novartis.com
CONGRESS MAKES GETTING LABOR TOUGH

The climate in Washington D.C. is anti-immigrant with government agencies focusing on solving the problem of illegal alien workers.

By RON HALL/Managing Editor

Many landscape contractors rely upon Hispanic labor to install and maintain clients' landscapes. Most of these workers come from Mexico. It's getting tougher every day to find these workers. Here's why.

While Congress hasn't passed any new laws concerning immigration since 1996, it's told governmental agencies that it's time to start enforcing the laws that are on the books. These laws are designed to stem the flow of illegal immigrants. To this — and to the hiring of more border patrol and Immigration and Naturalization Service (INS) enforcement officers — some landscape contractors, particularly those that compete against firms with large numbers of seasonal migrants, say "hooray!"

They're everywhere?

Undocumented workers in the U.S. workforce is a big problem. The INS believes there are about 5 million undocumented aliens in the United States.

James S. Holt, Ph.D., senior economist with law firm of McGuiness & Williams, LLP, Washington, D.C., says that a U.S. Department of Labor survey in 1996 found that 40% of seasonal agricultural workers admitted to poll takers that they were illegal workers. INS audits of businesses employing foreign-born laborers often discover that 60% to 70% of the laborers are working with fake papers, says Holt.

New programs and increased cooperation between governmental agencies are making it increasingly easy to identify them. The Social Security Administration, the Internal Revenue Service and the federal and state departments of labor are starting to share data. This data, including the growing pool of tax revenues collected from laborers with phony social security numbers, leads many people in government to believe that most newly arrived immigrants are not legally entitled to work here.

Avoiding a hassle

Many landscapers have already put systems in place to deal with this problem. They realize they can't afford to have their workers, even a percentage of them, taken away in midseason by an INS audit.

Angie Lubenow with Munie Outdoor Services, Inc., Belleville, IL, says that one way that her firm checks out workers with suspicious work documents is to call Social Security (800/772-1213) and see if that worker's social security number matches his name.

Landscape business owner Joe Loyet St. Louis, MO, right, has used Mexican-born crews for years. He says they are good workers.

Angie Lubenow, Munie Outdoor Services, Belleville, IL, says it helps to build a strong relationship with local INS office.
Because of discrimination laws, an employer can only do this after that person has been hired or after he leaves the job. "We took a real proactive approach," said Lubenow of her company's efforts to hire only properly documented workers. This included building a relationship with the local INS office.

But even the most conscientious landscape firm that employs foreign-born Hispanic workers can unwittingly hire illegal ones. False documents are easy to come by. "Slim pickins'"

Labor contractor Robert Wingfield says the available supply of legally documented Hispanic laborers in the United States is drying up. Most were made "legal" in 1986 under a one-time amnesty provision in the Immigration Reform Act of that year.

Owners of small landscape businesses can still apparently find small numbers of these "legal" workers if they're persistent enough. Ken Heltemes, owner of A Growing Concern, Raleigh, NC, says that every fall he needs a little extra help with seeding and aerating. About a decade ago, he found some workers, again Hispanic, by walking up to them and asking them if they knew of anybody who wanted to work from August through October. Surprisingly, one said that he did and, over the course of several years, he returned each fall with friends or relatives. "It was important that we got off on the right foot with them," says Heltemes, who got some language help from a local high school Spanish teacher. He says he was strict with safety training and work rules, but fair with pay and hours, the two things that the Hispanic workers are most concerned about.

**Heading south**

If you need more than a few laborers, you'll probably have to bring them in from Mexico or a Central American country. And, it's getting tougher every day to bring new seasonal workers into the United States, says Wingfield. For all practical purposes, this can only be accomplished through a program known as H-2B. Meeting the requirements of H-2B is time-consuming, and it can be costly.

Even so, Wingfield says that if a landscape business owner needs labor badly enough, he can, with some exceptions, still get laborers south of the border. Wingfield is president of Amigos, Dallas, a firm that helps U.S. companies through the process of obtaining foreign-born Hispanic labor.

While the new Congress isn't expected to legislate away the flow of "legal" foreign-born workers this term, the mood in Washington is definitely anti-immigrant. That's why Congress is stepping up enforcement of immigration law through a larger INS. Also, within several years, employers nationwide should be able to check to see job applicants' documents are in order by contacting government agencies over the telephone. There are several regional pilot projects in place now. Participation in this program, to date, has been voluntary.

Employers with illegal laborers stand the possibility of losing these workers at a moment's notice should their operations be audited by the INS. This could become increasingly likely given the anti-immigrant mood in Washington D.C. □

---

**Guestworker amendment sacrificed**

Congress sacrificed the Agricultural Job Opportunity Benefits and Security Act of 1998 (AgJOBS) in October. But agribusiness interests, including groups like the American Nursery and Landscape Association, are likely to continue to seek a law allowing U.S. agriculture to use more labor from Mexico. It could also mean more available labor for landscape nursery owners, although landscape contractors would not qualify.

AgJOBS, if approved, would have reformed the H-2A agricultural guest worker program and allowed the importation of "an unlimited number of foreign laborers," said Mario Obledo, president of the National Coalition of Hispanic Organizations, which opposed the measure. Organized labor also opposed the measure, claiming that the farm labor supply is adequate and that U.S. residents, as well as other guest workers, would suffer if more workers were allowed to enter the country.

It looked like the amendment stood a good chance of becoming law. It passed the U.S. Senate in July, but in October, congressional leaders and White House staff compromised on an appropriations bill that excluded AgJOBS.

Expect more discussion in the new Congress about farm labor and the need for a revised agricultural work visa program. □

---

Ken Heltemes, A Growing Concern, Raleigh, NC, used a local high school Spanish teacher to help him bridge the communication gap.
The object of the game is to gain more yards than you lose.

Sound familiar?

No, you may not have a three hundred pound nose guard breathing down your neck, but the lawn care business does have something just as imposing. The callback. And when you get hit by it too often, you can lose just as many yards. But one application of MERIT* Insecticide is all it takes to control grubs and callbacks. And fewer callbacks mean more time, money and labor you can use to gain more yards. For more information, contact Bayer Corporation, Garden & Professional Care, Box 4915, Kansas City, MO 64120. (800) 842-8020.

http://usagri.bayer.com
Noise won’t blow away

Landscape contractors should keep their ears open to the sound of controversy concerning the use of gas-powered leaf blowers.

By ROBIN PENDERGRAST

While the earliest attempt to control and influence leaf blower/power blower use was in Beverly Hills, CA, in the summer of 1976, the recent controversy covers many states and has many asking “where will it all end?”

The evolution of the sound issue, in concert with emissions issues and local, county and federal legislation, has become a nightmare for commercial landscape contractors and grounds managers.

Since the Beverly Hills event, including the initial legislation that was introduced in Los Angeles in 1986, more than 400 municipalities have discussed controlling lawn and garden equipment and specifically, the noise associated with leaf blowers. In most cases, they have opted for common sense and practical approaches to these issues.

Finding resolution

Two recent cases outline the methods by landscape contractors to resolve this issue.

In Abington, PA, for example, someone read or heard that the way to control leaf blowers or lawn and garden equipment was to get rid of them. This concept became the opposition’s answer to the problem.

Calmer and more responsible thoughts prevailed with landscapers and leaf blower activists attempting to create a workable and long-term solution. Collectively, they worked out a compromise.

Some communities impose short-term restrictions (seasonal, time-usage or decibel level), but do so without receiving any outside input. In Abington, the combined efforts of local landscapers, along with the leaf blower activists resulted in a “buffer zone” in and around residential areas. Here, landscape crews were restricted to half-throttle on leaf blowers and other select pieces of lawn and garden equipment.

The response revealed that activists can approach this issue calmly, and that landscape contractors were more than willing to reach a practical solution. Several local and national associations also offer practical information on working safely and quietly within a buffer zone. Using equipment designed specifically for quieter operation also helps.

Concerted efforts

In suburban Highland Park, IL, the program isn’t so simple. Four years ago, various antiblower activists and the Environmental Commission, decided that blowers in any format were not needed between May 1st and October 1st. When the ordinance was put in place, challenges began immediately by landscapers. The antiblower lobby informed the Environmental Commission that the ordinance was not being enforced and that seasonal ordinances and selected time constraints were not easily enforceable.

They've been lobbying to ban all products that move debris, including electric, gas-powered, hand-held, backpack, two-wheel and three-wheel walk-behind leaf blowers.

Local organizations, including the Illinois Landscape Contractors Association, and 11 companies that service most of the upscale homes in Highland Park, consolidated to monitor the situation and voice their opposition to the ordinances. Echo Inc. was also asked to provide support, and joined an ad hoc organization of landscapers working to create a workable solution.

As Landscape Management went to press, local landscape companies like Mariani Landscape, Scott Byron & Co. and Fiore & Sons are monitoring the situation and providing the facts to make sure that the potential reality of the “ordinance adjustment” doesn’t evolve into a controversial and combative ban on leaf blowers.

Just another chapter? Probably not.

Other communities around the country have attempted to take up the charge, including an activist group in Texas. The goal is often to ban leaf blowers entirely.

Professional and commercial landscape operations must monitor the communities in which they work and the technique and temperament of how their equipment is used, particularly leaf blowers.

...more than 400 municipalities have opened up their legislative doors to discussion on controlling lawn and garden equipment and specifically, the noise associated with leaf blowers.

The author is a partner at International Marketing Exchange Inc., McHenry, IL, and has represented the industry on noise issues for more than 12 years.
Families rely on you for lawn care expertise because they know you'll make the right choices. The very best for the turf, and for the people who enjoy it. One way to keep that trust is with Dimension® turf herbicide.

Dimension gives families a lawn they can love. It provides season-long control of crabgrass and over 20 other tough weeds and grasses. It doesn't stain, so you can apply it close to walks, fences and drives. That means no more weed "fringes," because you can use Dimension with confidence right up to the lawn's edge. It's even labeled for use on ornamentals; so you can apply it to lawns and landscapes.

Dimension's low use rates and favorable environmental profile mean less worry. In fact, when you apply Dimension-on-fertilizer formulations, families can re-enter and use the lawn as soon as the dust settles. That could even turn a skeptical neighbor into a future customer.

Dimension offers the widest application window—6 weeks more than other preemergence products. You'll save money because season-long control means fewer callbacks. And most important, your customers will stay customers, year after year after year...the kind of callback you can live with.

Call 1-800-987-0467 or visit us at www.dimensionpro.com to learn more.
Irrigation faces move to conservation

New standards for design and installation, water audits, even certification in some locations will challenge those who provide irrigation products and services.

By BRUCE SHANK

Landscapes are a vital part of everyday community life and, as such, depend more on irrigation for proper care. The more governmental agencies get involved in public landscapes, the more other agencies, such as water districts, become involved. As standards improve, the need for irrigation grows.

While many of the issues involved with irrigation are not regulatory, they will have impact on the future of landscape management, especially in high-end projects located in both the North and the South.

Design weaknesses

The primary weakness of irrigation systems is their design, not the performance of individual irrigation components. A recent study in San Antonio, TX, revealed that water conservation efforts were hampered most by poor irrigation system design. Current technology to maximize irrigation distribution uniformity and to cut waste is not being used properly. The problem centers around older systems and those installed by do-it-yourselfers.

Conservation inconsistencies

States and counties vary in their approach to conservation. The Irvine approach is to use a tiered water rate structure based on metering and determining baseline water needs for landscapes. Once water use exceeds the baseline, prices skyrocket. The Las Vegas approach is to restrict the percentage of turfgrass used in landscapes. The Albuquerque approach is to assign trained water specialists with enforcement powers; so called "water police." It is a tougher version of the Palm Springs approach, where agency personnel perform audits of large irrigation systems to gauge performance.

More states are implementing irrigation contractor certification programs that require training and testing. Government is getting involved in irrigation at a rapid pace across the country as growth, water infrastructure and water supply for the next century become serious issues.

Every year, irrigation becomes harder for landscape contractors to ignore. When you consider that the cost of an irrigation system averages 23% of the cost of a landscape installation, irrigation deserves the attention of contractors from coast to coast.

The only way a landscape contractor can be certain that his or her installation survives for one year or 50 years is with irrigation. High temperature records were set every month of 1998, while droughts tested water supplies in the Carolinas, Texas, Nevada and Massachusetts. Betting on weather over irrigation is no longer wise, when you consider the average customer's investment in real estate and landscaping.

Weather and pests are the two most serious threats to landscape plants. The pest control industry offers a significant arsenal to provide both preventative and curative management of diseases and pests. Irrigation, on the other hand, requires an infrastructure to supply needed moisture when droughts hit. Both quality and productivity of plants are significantly improved when periods of insufficient soil moisture are eliminated. LM

Bruce Shank is owner of Irricom, a publication consulting firm with offices in Palmdale, CA and Austin, TX. He can be reached at 800/455-4320.
the strength
and durability

cold winters.

Look for the grown in Oregon label. It puts all others in a lower class. A lush, healthy, deep green turf is your reward for selecting superior seed. The world's leading turf grass breeders have been perfecting it for more than 20 years. The tough, vibrant turf will not only tolerate drought, but survive cold winters.

When you select Turf Type Tall Fescue seed from Oregon you can be sure you will enjoy your "good judgment" decision year after year.

Oregon Tall
Fescue Commission
1193 Royvonne, Suite 11
Salem, OR 97302
503-585-1157
There are a lot of factors to be considered when buying a tractor. Trash can be one of them, says J.L. Davis of Waco, TX. Davis, who owns a contract mowing and landscaping business, maintains a fleet of 18 tractors — all Massey Fergusons.

"People will trash about anything along the road," he says. Hitting old tires and other large items is, unfortunately, a commonplace test of the tractor's engine, body, driver's platform and PTO unit. That's why reliability and economy of operation are the top factors on Davis's checklist when shopping for tractors.

While most of the tractors Davis uses are equipped with mowers, landscape operators purchase tractors to do a variety of jobs and handle a variety of attachments. When buying a compact tractor, keep in mind that power can be delivered from the engine at three separate locations: the drawbar, the PTO (power take-off) shaft or through the hydraulic system. The drawbar is the simplest and usually works with pull-type equipment like a rake. The PTO delivers rotary motion at a constant speed, generally 540 rpm. The advantage of hydraulics is that they provide total control over output speed and easy reversal of motion without clutches or other overload devices.

Hydraulic systems generally are found on only the larger tractors in this size range. While they are wonderful for operating a range of equipment, they do present a whole new series of maintenance challenges, including pumps, fluid and hoses.

Davis has a final tip for any operation: maintain a good preventive maintenance program. "We change the oil and filter every 200 to 250 hours, regardless of how busy we are," he says. "And we're careful to keep the radiator airway clean."

If it's time to trade your old tractor in, here are several compact tractor models, designed with landscape operations in mind. Larger than riding mowers but smaller than farm equipment, these machines generally have an output in the 15-35 hp range.
and efficiency, with engine hp ranging from 15-38. Engine side panels remove easily, providing access for routine maintenance. All service points are conveniently located. The 1200 series comes with a variety of transmissions including 6 forward/2 reverse, 9 forward/3 reverse and 8 forward/2 reverse mechanical, plus a 16 forward/16 reverse synchro shuttle transmission.

JOHN DEERE
800-357-8233
www.deere.com

Three diesel models — the 755 with 20 engine, 15 pto hp; the 855 with 24 engine, 19 pto hp; and the 955 with 33 engine, 27 pto hp — offer fingertip, color-coded controls. Made at a new factory in Dublin, GA, they come in 25, 27.3, 29 and 34 engine hp.

NEW HOLLAND
717-355-1371
www.newholland.com

The 3000 and 4000 series tractors from New Holland, PA, are powered by 3-cylinder diesels and offer fingertip controls. Made at a new factory in Dublin, GA, they come in 25, 27.3, 29 and 34 engine hp.

POWER KING
800-262-1191

The 1600 series tractors from Power King, Mendota, IL, are all shaft-driven, so there is no belt slippage. The 1620GV is a 20-hp, 4-cylinder diesel with a 22-hp Kohler engine. It is powered by a 4-cylinder E-TVCS diesel engine. Innovative combustion chamber design delivers maximum power with minimum noise and low emissions. This unit allows single-pedal control of tractor speed and direction change between forward and reverse without clutching. Its hydrostatic transmission, color-coded controls and backlit instrument panel add to operator comfort. Both rear- and mid-live PTOs are standard. Twin hydraulic pump boosts power levels to that of larger tractors.

Circle No. 254

STEINER
330-828-0200
www.steinturf.com

Steiner’s Quick-Hitch system allows easy attachment of equipment like mowers. The 25- and 30-series models come with Steiner’s Quick-Hitch system to bucket scoops to snow blowers. Also available are a series of 16- and 20-hp models designed for the turf market.

Circle No. 257
Negotiate to save big

Before buying your next commercial mower, read this.
It could save you thousands of dollars.

By ROBERT E. REAVES

Mowers are essential for landscape management. With the trend toward the use of larger mowers, astute negotiation between contractors and dealers is more important than ever. When it comes to buying mowers, what is negotiable? Does the size of your business give you leverage? How can you prepare for the final negotiation?

"Virtually everything is negotiable," says George Koratko, manager of Ramsey Waite Company in Eugene, OR. "A deal breaker is at about 10%, but it also depends on the size of the item. If we are looking at a $600 to $700 walk-behind mower, I am going to walk away at 15 to 16%. On the larger items it is going to be 10%.

"I would say there is nothing that is not negotiable," adds Bill Jordan, general manager of Industrial Vehicle and Turf Sales in Pontiac, MI. Jordan says there are many ways to be creative during your negotiation. "Dealers can offer a financing program that does not kick in for seven months. This would be attractive to a contractor who purchases a mower in winter."

Jim Sherman, manager of Turf and Industrial Equipment in Santa Clara, CA, says price is always negotiable. "Contractors are going to compare and shop around, especially with larger mowers."

Tom Glikes, manager of Garden Rental and Sales, Inc. in Gainesville, FL, believes price is the number-one concern of landscapers. But they're also interested in financing deals. "In the past, there was not a finance option, but now it’s of major importance," he says.

Ron Weingartz believes a fair price is more important to contractors than the lowest price. Weingartz is general manager of the Farmington Hills, MI branch of Weingartz Supply Company. "We try to sell the whole package, which means a fair price backed up by parts and service," he says. "We explain to contractors that a fair price is important, but it’s only a small part of doing business."

What’s the best way to negotiate a mower purchase? Follow these steps the experts use:

**Step one: do your homework**

Before you set foot in a dealer’s showroom, take an inventory of your mowing equipment. Make projections for the next two to three years. A complete mower inventory does three things. It allows the contractor to get an accurate picture of equipment needs and set realistic goals for the future. It gives you negotiation leverage with dealers and lending institutions. And it sends a message that you will be coming back for additional purchases, services and loans in the future.

"About 10 years ago, I figured out how much equipment we bought during the year from each vendor," recalls Rob Zolezzi, co-owner of L & L Landscape Services Inc. in Campbell, CA. After he projected his mower purchases for the next two or three years, he met with several dealers. "I said, 'If I buy 100% of my mowers from you, what kind of deal will you offer me?'" He says once a contractor establishes this pattern, he’s likely to stay with the same vendor over the long haul.

Good planning works well for R.B. Stout Inc., an Akron, OH-based landscape contractor with 21 maintenance crews. "Every year, we put together an equipment budget based on our projected growth," says Mike Roberts of R.B. Stout Inc., Akron, Ohio, likes being able to give new mowers a trial run under real work conditions.
Mike Roberts, production supervisor. "Last year, we projected the addition of two maintenance crews, which required the purchase of additional equipment."

**Step two: know the product**

Product knowledge is essential. Contractors need to know the advantages between brands and types of mowers, says Dennis Williams, field manager for Park Landscape Maintenance Inc. in Las Vegas, NV. "Make some phone calls for recommendations from other contractors, read trade magazines, attend equipment shows and examine manufacturer Web sites."

Product knowledge is power when you are meeting with your dealer. It sends a message to the dealer that you know what you’re talking about.

Probably the best way to learn about a mower is to use a demonstration model. "Today’s landscape contractors are stepping up to larger pieces of equipment, and it’s more expensive," says Kevin Haines, vice president of sales at California Turf Toro’s Southern California distributor. "More dealers need to provide demos for their customers." Unfortunately, Haines says many dealers don’t have trailers to move equipment around.

"It’s always helpful for dealers to bring by new mowers for us to use, but they need to let us test them during May when the grass is growing," says Roberts. "A test drive on the driveway during January doesn’t do much for a contractor in Ohio."

Roberts cautions against quick decisions. Generally, any new piece of equipment will work great for the first month, he says. It’s after the first month of service that you can really tell.

**Step three: learn negotiation skills**

Strengthen your negotiation skills. Books are an excellent tool prepare yourself for the process. Give & Take: The Complete Guide to Negotiating Strategies and Tactics, by Chester L. Karrass is a great book on negotiation. Thousands of dollars have been left on the table because buyers were not savvy enough in negotiation.

Remember, negotiation is not just a face-to-face matter. Special strategies for phone conversations and conflict resolution will help you.

Don’t forget the most important negotiation skill of all — listening. We all like to talk (usually too much), but learn to listen. According to Chester Karrass, "Listening is the easiest way to recognize needs and discover facts. If you take the time to listen, you can’t help learning. Listening is the one concession you can give that is guaranteed to get you more than you gave."

**Step four: arrange financing**

Establish credit before you buy or lease your mowing equipment. Contractors with less than perfect credit who wait until the last possible moment could be looking at a horrible 18% interest rate. "Rather than financing your equipment through various institutions, try lumping your financing through one institution," advises Ben Gandy, landscape management division manager with LTI, an Alpharetta, GA-based landscape management company.

"You can often negotiate a better interest rate by consolidating purchases."

With a new business, start by establishing a relationship with your banker. Explain how your business operates, its growth rate and goals for the coming years. Provide your banker with recommendations from your customers and a list of your key accounts. Stress that you want a long-term relationship.

"Before you meet with your dealer, set up a line of credit with the bank exclusively for equipment purchases," says Zolezzi. "That way, if you want to go out and buy a $10,000 mower, all you have to do is call your banker and let him know. The whole point is to get everything set up in advance. Even though you may not use the credit line, if you wait to negotiate your fi-

Ben Gandy, LTI, Alpharetta, GA, says you can often negotiate a better interest rate by lumping your financing through one institution.
Step five: lease or buy

Only you can make the right lease or buy decisions for your business. "Leasing may be the best option if a contractor puts a lot of hours on the equipment, while a conventional loan is usually a better choice for someone who really takes care of the equipment," says Weingartz. "A big plus for leasing is less capital is invested up front; however, you are locked in with leasing and there are drawbacks for early pay out."

"It seems like more people are leasing than purchasing for mowers in the $15,000 plus range," notes Haines. "There are a number of lease packages out there, with interest rates from nine to 21%, depending on the state and the contractor's credit."

"The first thing you have to examine is how long you expect to have a piece of equipment," says Williams. "Based on the service life, ask yourself whether it is better fiscally to lease or buy." However, he urges contractors to be very careful about residuals in leases — things like damage, excess mileage and hours. "A lease makes sense when you are going to replace that mower within two to three years. Beyond that, purchasing is a better choice," advises Gandy.

Some contractors, like R.B. Stout, purchase all their mowers, while others like L&L Landscape Services prefer leasing. "I lease a lot because it means a lower monthly payment," says Zolezzi. "With leasing, you are paying 50% of the principal instead of the full principal in purchasing."

Step six: visit the dealer

The next step will be the dealer. "If this is your first trip, let the dealer know you are interested in a long-term relationship," says Williams. "You also need to bring up some of the vendors you deal with and landscape projects you have worked on."

What if you need to purchase only one mower? "In this case, make sure you discuss your total purchasing plans for the year," notes Gandy. "This way, it gives the dealer an incentive to offer you a better deal to keep you coming back."

Here's a checklist for your meeting with the dealer:

- Discuss your current equipment status, along with your projections for the future.
- Tell the dealer you have arranged financing through your bank or leasing company.
- Ask about financing available through the dealer and compare with financing offered from the bank.
- Do not let low price be your single focus throughout the negotiation process.
- Ask the dealer to give you a bid.
- Assure the dealer that you are very interested in a fair price, but value-added options are essential to your decision.

Here are few value-added items to ask about: preseason discounts on parts (filters, belts, blades, etc.); discounts for volume purchases; return policy on unused parts or special orders; dealer pickup and delivery for service of mowers under warranty.

Training programs for your crew (safety, mower repair); no-charge delivery service for parts; in-field repair service; purchase bonus (for example, a catcher with every mower purchase); free loaners during repairs; discount for drop shipment of unassembled mowers.

Finance incentives (no pay, no interest for 90 days); open charge accounts for parts and service; dealer advice on new products and technology; demo models from the dealer and discounts for on-time payments.

Step seven: choose the best bid

After you have received all your bids, examine each one. Make sure each dealer has provided you with a list of value-added options, along with his best price. If the dealer offered his financing program, compare interest rates and terms with your lending institution's finance arrangement. If the interest rate is lower than bank financing, ask your bank to meet it or offer you a lower rate.

This program has worked well for L&L Landscape. "After establishing this pattern, I've generally stayed with the same vendors year after year," says Zolezzi. "A lot of the large contractors are afraid to commit to one vendor, but I find if I commit all my mower business to one vendor, the result is better service."

The last phase of Step Seven is making the buy, possibly the easiest part of the whole process. By using a systematic approach to negotiation, you'll save money and keep your piece of mind. —Robert E. Reaves is with Irricom, a public relations and communications firm based in Austin, TX.
After eleven years in business, Arlan and Brenda King and their sons, Jared and Jordon, reflect on the progress of their company, Paradise Environments Inc. in Sun City, Arizona:

"Our company began in 1988 with a handful of small residential accounts we purchased from another contractor. We enjoyed slow but steady growth. Mowing with our 21-inch walk-behind was by far the most time and energy consuming chore. Many Walker Mowers were used in our area but I felt we didn't have large enough accounts to justify the cost. As we grew, I realized how much time and energy a Walker could save us and increase our profits. We purchased a used Walker in '94 and I was very pleasantly surprised to see how well the Walker performed in small, confined areas. I soon realized the Walker can be used virtually anywhere it can turn around. The Walker has been the finest, most profitable investment we've made in our business. We can't imagine operating without it."—Arlan King

Whether your business is large or small, we invite you to join the growing Walker Mower family.

WALKER MANUFACTURING CO.
5925 E. HARMONY ROAD • DEPT. LM
FORT COLLINS, COLORADO 80528 • (800) 279-8537
www.walkermowers.com

Independent, Family Owned Company
Designing and Producing Commercial Riding Mowers since 1980
Buy mowers with maintenance in mind

Don't wait until you buy equipment to decide how you'll maintain it. Whether you choose in-house or outsource, your strategy can pay off with longer life and higher efficiency.

By MARK H. NEIDICH

Buying a mower isn't a simple decision. You have to match the equipment to your needs, budget and type of work you perform. Look at the properties you service and determine these before you decide:

- Characteristics of the work to be performed (large or small, easy or hard to maintain, mostly mowing or additional services needed, etc.)
- The size of the properties
- The type of terrain
- How quickly you want the work completed on each property
- How much capital is available.

When you have determined the type of mower you need and how much you can afford, it's time to make the next critical decision — how you will maintain it. Depending on the size of your operation, the type of equipment you buy and the state of your business, this decision can have a huge effect on how profitable and efficient you are.

Buy for easy maintenance

Purchasing too large of a piece increases cost, while too small of a piece increases maintenance and reduces productivity. You'll get longer use and better return on investment by selecting the right piece of equipment for the job. This also will ensure a satisfactory maintenance history.

A good way to start is learn about your dealers and the type of equipment available to do the work. Take note that most manufacturers have distributors between them and the dealer, so look for dealers that have a strong relationship with their distributor, good parts people and a service department with qualified technicians to perform warranty and/or service work.

When you pick your equipment, it should be one of your dealer's most popular models. This helps to assure parts availability by the dealer. He also knows the machine, so he can tell you the pros and cons. His service department will also be familiar with that model.

Standardize your equipment

I recommend you stay away from first-year equipment. Invariably, there will be engineering and production problems re-
We'd like to show you the weeds PENDULUM controls. But they never showed up.

The reason they never showed up? Because PENDULUM® herbicide is a highly effective preemergent turf herbicide. Compared to the competition, PENDULUM demonstrates a higher level of control across a broader spectrum of weed species. With PENDULUM, weeds won't ever see the light of day. For the PENDULUM herbicide distributor nearest you, call: 1-800-545-9525, Ext. 1676.

PENDULUM offers unsurpassed weed control

<table>
<thead>
<tr>
<th>Herbicide</th>
<th>Crabgrass</th>
<th>Goosegrass</th>
<th>Foxtail</th>
<th>Poa Annua</th>
<th>Oxalis</th>
<th>Spurge</th>
<th>Henbit</th>
<th>Chickweed</th>
</tr>
</thead>
<tbody>
<tr>
<td>PENDULUM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Barricade*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dimension*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ronstar*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surflan*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Level of control

- Medium
- Medium-High
- High
- NR
- Not registered

© Registered Trademark, American Cyanamid Company © 1998 Always read and follow label directions.
lated to new designs. And as the owner, you will be in the middle of warranty problems, increased downtime and lower employee productivity, which may all result in higher costs for you. When looking at brands of equipment, commonality allows you to standardize maintenance procedures, stock fewer parts and train and monitor in-house or vendor labor.

Standardization also helps hold costs your constant. If and when abnormal repairs occur, you can apply this to your other units and inspect for similar features. Specific advantages to standardization include:

- operators can be trained as a group
- productivity can be more effectively measured
- manufacturer support in warranty

... can be strengthened
- parts life can be monitored
- parts interchange can be increased and inventory costs lowered
- vendor repair can be more easily measured
- mechanics can be trained as a group

... can be strengthened
- parts life can be monitored
- parts interchange can be increased and inventory costs lowered
- vendor repair can be more easily measured
- mechanics can be trained as a group

THE IN-HOUSE OPTION

<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little or no downtime</td>
<td>Skilled people needed to do the work</td>
</tr>
<tr>
<td>Scheduled workload</td>
<td>Workload variations</td>
</tr>
<tr>
<td>Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment</td>
<td>Shop set-up needed</td>
</tr>
<tr>
<td>Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment</td>
<td>Tools &amp; equipment needed</td>
</tr>
<tr>
<td>Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment</td>
<td>Parts inventory needed</td>
</tr>
<tr>
<td>Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment</td>
<td>Some investment tied up in inventory</td>
</tr>
<tr>
<td>Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment</td>
<td>Training needed</td>
</tr>
</tbody>
</table>

THE OUTSOURCE OPTION

<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't need highly skilled technical people</td>
<td>Time travel adds to maintenance costs</td>
</tr>
<tr>
<td>No training necessary</td>
<td>More complex scheduling</td>
</tr>
<tr>
<td>Warranty on work performed</td>
<td>Downtime</td>
</tr>
<tr>
<td>No special tools, parts required</td>
<td>Need to qualify vendor</td>
</tr>
<tr>
<td>Parts inventory dollars free for other uses</td>
<td></td>
</tr>
</tbody>
</table>

... can be strengthened
- short-term costs are more easily measured and long-term costs are more accurately predicted.
- cost comparisons can be made with similar types of equipment.

Once you have the right equipment, maintaining it for maximum performance is integral to low life-cycle cost. Planned maintenance, whether it's performed by a vendor or in-house, will give you equipment availability and maximize use, at minimum cost. Fleets should use manufac-
turer recommendations to initiate scheduled maintenance intervals and apply historical data on breakdowns and use to fine-tune the maintenance cycle.

Maintenance: In-house or outsource?

There are many reasons pro and con for in-house or outsourced fleet maintenance: the size of your fleet, the type of equipment, complexity, expected life, warranty and hours operated per year. Does your equipment dealer offer a service agreement for your particular type of equipment? Do you have a shop area, tools and equipment available for repair, parts inventory and qualified people? All this plays a part in determining if you will outsource completely, do it part-time, or make it full-time in-house.

The best method is a balance between in-house and vendor maintenance. While I think in-house maintenance is more desirable than outside, remember that work tends to expand to fill the allotted time. With in-house maintenance, time limits must be set. Also, a complete maintenance shop is expensive — the space, tools and people all add to the cost. Peaks and valleys in the workload complicate scheduling and may add to the costs.

Also consider that certain technical skills are increasingly harder to obtain and more expensive to hire.

The best alternative is to evaluate your current capabilities and survey vendor locations that will complement and support your operation. This will reduce your shop costs, reduce your need for technical skills and allow you to use your in-house operation in the most productive manner.

Mark Neidich is fleet manager at Groundmasters, Cincinnati, OH, where he is responsible for a 45 trucks and 400 pieces of equipment, including tractors, turf spraying equipment, commercial mowers, small power equipment, snow plows, salt spreaders, trailers, and landscape renovation equipment.
Making your mower pay off

Strategies to make your big-ticket landscape equipment like commercial mowers finally start contributing to your company's bottom line instead of pulling down your profits.

By J. Paul LaMarche

Let's make a deal. You lend me $10,000 for one year and at the end of the year, I will give you back exactly $10,000. Better still, I'll give you back $7,000. Is that a deal? Of course not! Obviously, you want and expect a return on your money. But if you don't think it's a good deal, why are you doing just this when it comes to your equipment and vehicles?

That's right. Every time you purchase a piece of capital equipment, you seem to be perfectly content to see it "depreciate" in value by 30% each year. An accepted cost of business, you might say. Or is it? Not getting a return on your investment has become acceptable.

This is an investment?

What happens when you buy a mower? Let's suppose you pay $4,500 for it in 1996 and one year later it is worth $3,150 (i.e. depreciation expense of 30% or $1,350).

After 6 years, your total depreciation is $3,970.57 and the residual value is $529.43 (and if you think you will actually get that amount, good luck!). In other words, after 6 years, your investment of $4,500 is returned to you as an expense of $3970.57 and $529.43 in residual value. There is no return on investment. Some investment!

The problem with depreciation is that in following the income tax regulations and using depreciation as an expense in your budget (to determine your cost of doing business), you are only accounting for the cost of the equipment or vehicle and therefore, shortchanging yourself when it comes to getting a return on investment for the equipment or vehicle.

Look at the following tables to see how depreciation and return on investment (ROI) affect your budget for pricing purposes.

What's wrong with this picture?

There is no return on investment! Let's go back to the offer I made. Didn't you expect something in return for the $10,000 I borrowed from you?

You claim that your ROI is the profit that you made last year. Unfortunately, it's a sad fact that many entrepreneurs or owner/operators would make more money working for someone else. Not only do you pay yourself less than you pay
your workers, but you are actually "eating your equity." Each year that you manage to stay in business, your net worth diminishes. If you are over-equipped and unable to charge your customers for this equipment, the problem is magnified.

Each year, the total value of all your equipment and vehicles diminishes in value. Ask yourself: What do you have to show for it?

What's a good return?

A good return on investment means that when your $4,500 mower goes to the scrap yard, you have enough money (i.e. real cash, not just the ability to borrow more cash) to buy new or replacement equipment. If this isn't making sense to you so far, ask your father (those of you who inherited your business from your father) why he always paid cash for his equipment. He never had a charge card or a line of credit at the bank, did he?

You must charge your customers for your vehicles and equipment on every job so that you can get back every penny you paid over the 6-year life span of the mower, as well as your return on investment. Keep in mind that some equipment will not last 6 years and others may last longer.

If this sounds outrageous or impossible, have a look at the table at left. If you invest your $4,500 and earn 8% interest, you will earn $2,640.93 in interest. This is "return on investment."

It's interesting that people who tell me it's difficult to get return on investment on vehicles and equipment are the same people who do not mind paying for their equipment over a 36-month bank term.

If they would continue to allocate those monthly payments (which were successfully made in the past) to a separate bank account for the three-year balance of the vehicle's lifespan, they would have ROI and have the cash to pay for a new vehicle.

Both examples at right show how to get a decent return on investment from your mowers, either those that are financed or those that are purchased with cash.

Cover your costs

The key is to charge adequately to cover your costs. How do you charge for equipment? There are three ways: 1. Guess; 2. Charge by the hour; 3. Include the cost of your equipment in your overhead cost.

More than 80% of all service companies use method number 1. Chances are, you may be in this category. The majority isn't always wrong, but here is a case where the other 20% have the advantage. Is it any wonder that we have so many bankruptcies?

J. Paul Lamarche is a specialist in the lawn and grounds maintenance industry and author of "What the Market will Bare," from which this article was adapted. He can be reached in Wellandport, Ontario, Canada at 905/935-2648 (telephone/fax) or via email: ladybug@freenet.npiec.on.ca

RETURN ON INVESTMENT TABLE

Return on Investment (ROI)

<table>
<thead>
<tr>
<th>$4,500 Mower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mower Cost</td>
</tr>
<tr>
<td>Sales Tax (7%)</td>
</tr>
<tr>
<td>Finance Cost *</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

*3 years at 10%
(monthly payment $178.02)

Return on Investment Calculation
(Total cost of mower) divided by (lifespan of mower x 2)

$6,408.76 cost of mower & $6,408.76 return on investment

$6,408.76 return on investment = $6,408.76

*6 years

= $1,068.13

$x 2

= $2,136.25 per year

$2,136.25 per year

$x 6 years

= $12,817.52*

$6,408.76 return on investment & $6,408.76 return on investment

If you paid cash, it would be:

<table>
<thead>
<tr>
<th>$4,815</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 years</td>
</tr>
<tr>
<td>= $802.5</td>
</tr>
<tr>
<td>$802.5</td>
</tr>
</tbody>
</table>

$x 2

= $1,605 per year

$1,605 per year

$x 6 years

= $9,630*

$4,815 ROI & residual value of mower ($529.43) should be adequate funds to purchase a new replacement mower with cash.
One Big Mean Yellow Machine

Blazer 360Z

- Floating Deck
- Deck Offset
- Floating Front Deck
- Zero Turn Radius

Special Financing Incentives Till March '99

Howard Price Turf Equipment • 18155 Edison Avenue • Chesterfield, MO 63005

Circle No. 113 on Reader Inquiry Card
The HM1952 HoverMower from Eastman Industries is powered by a Suzuki 3.8-hp two-stroke engine and has a cutting width of 19 inches. The mower features a durable aluminum cutting disc with three Zytel composite metal-edged blades, a space-age plastic alloy deck for strength and durability and a 15-inch impeller that produces optimum air volume for howerability and performance. With a cushion of air beneath the deck, the HoverMower can mow in any direction and in hard-to-reach areas without scalping. The model comes with 18-gauge steel handles and a vibration-reducing engine mount. Cutting height is adjustable from 1 to 3 inches.

Circle No. 258

Encore Manufacturing Co. 
Beatrice, NE
402/228-4255

Encore’s Prowler Front Cut has a dual path hydrostatic drive for more overall drive power, control and stability on slopes and around tight turns. Available in single or dual-tail wheels, the mower has a zero turning radius in both 52- and 61-inch cutting widths. A 20- hp liquid-cooled Kawasaki or 22- hp air-cooled Kohler engine is available. Also included is a flip-up deck.

Circle No. 259

Exmark Manufacturing Co. 
Beatrice, NE
402/223-6300

Exmark has incorporated a 22- hp Kawasaki, liquid-cooled engine into its Lazer Z Features include 52- or 60-inch full-floating decks, zero-turn maneuverability and a radiator positioned up top to draw clean and cool air. Instant-Adjust allows cutting height adjustments in 0.25-inch increments from a seated position. The mower also includes a wavy radiator screen to increase air flow and prevent complete blockage.

Circle No. 260

John Deere 
Research Triangle Park, NC
800/537-8233

John Deere has the HD45 and the HD75 walk-behind hydrostatic mowers. The HD45 has a 14-hp overhead valve engine while the HD75 has 17 hp. They both are available with an oscillating 48- or 54-inch deck, but the HD45 also has a 36-inch deck available. The models have unitized hydrostatic transmissions with on-the-go tracking; speed and direction control; and parking brakes. A speed control lock lets you return every time to your preset speed and adjusts without tools. The HD75 also has a standard electric start.

Circle No. 261

Ferris Industries 
Munnsville, NY
800/993-6175

Ferris Industries presents the ProCut Z Mid-mount zero-turn rider. The mower features a foot-operated deck lift and jumbo 23-inch tires, 25-hp Kohler engine, twin four-gallon fuel tanks, variable displacement hydro-drive system with Hydro Gear pumps and Ross wheel motors. Also featured is a 54- or 61-inch cutting width and a cutting height of 1.5 to 5 inches in 0.25-inch increments.

The mower has the Independent Drive Systems (IDS), which uses two separate reservoirs and hydraulic drives to prevent cross contamination of oil, as well as the IS independent suspension system which allows each wheel to move up and down independently, smoothing out the roughest turf.

Circle No. 262

Gravely 
Brillion, WI
800-GRAYVELY

The Gravely 260Z zero-turn machine features maintenance-free Gravely XL Spindles and Gravely’s Stay-sharp tungsten carbide coated blades. A five-inch-high deck, a re-designed cutting chamber and a 21-inch-wide discharge tunnel provides maximum air flow to expel clippings faster. The mower also includes a hydraulic deck height control and self-adjusting belts, a nine-gallon fuel capacity and 360-degree swivel antisiscalp rollers. The mower also includes a wavy radiator screen to increase air flow and prevent complete blockage.

Circle No. 263

Great Dane 
Sellersburg, IN
812/246-8770

Great Dane’s walk-behind Zero Turn Surfer includes a stand-on platform nearly at the center of zero turn radius. The mower features a 48-, 52- and 61-inch cutter decks, 16-hp to 23 hp Kawasaki, Vanguard-B&S and Kohler engines and a hydrostatic drive system. Also included is a six-gallon fuel tank with extra wide mouth fill and a 2- to 6-inch cutting height.

Circle No. 264

Lesco 
Rocky River, OH
440/333-9250

Lesco’s 48- and 54-inch float deck rotary mowers were designed to promote maximum air flow for even dispersion of clippings while providing ease in height adjustment by a four-pin system for raising and lowering the cutting deck. These hydro drive mowers with dual hydro pumps and drive mowers allow true zero turning radius while allowing for positive reverse and eliminating belt slippage in wet conditions. The twin ground-speed control levers allow for on-the-go adjustment to ensure straight-line tracking and hillside control. Both models have four-gallon capacity fuel tanks.

Circle No. 265

MTD 
Cleveland, OH
330/225-2600

MTD introduces the 2260 Wide Track Mower in its new line of “MTD Pro” series. The mower features a 22-hp Kohler Command V-Twin OHV Engine and floating stamped decks with pivoting axles available in 48-, 54- or 60-inch sizes. Its dual hydrostatic control lets the operator perform true zero turns with pistol grip operation and allows for easy adjustment with no down time.

The mower also includes two ground-speed dash lever controls, 1.25-inch tubing handle bars and a five-gallon plastic fuel tank. The flat-resistant, extra wide 9 x 3.5-inch front caster wheels provide reduced compacting and easier maneuvering and create the better curb appeal of a finished cut.

The mower also features a 1- to 4.5-inch easy adjustment cutting height in 0.25-inch increments, re-
features the power of a liquid-cooled Kubota diesel engine with 22.5-, 28- and 33-hp engines. Mowers include a 12-gallon fuel tank and an accelerator with an adjustable pedal stop for setting a consistent transport/mowing speed. The vacuum can be installed or removed with three pull pins. The vacuum can be installed or removed with three pull pins.

Scag Power Equipment
Mayville, WI
920/387-0100

The heavy-duty hydro drive system on the SCAG STHM provides smooth, even power to both wheels, controlled by a single foot-pedal control. A 13-qt nylon reservoir and heavy duty cooling radiator ensure longer drive system component life by preventing contamination and lowering temperatures. The STHM Hydro Rider is available with 52-, 61- or 72-inch cutter deck and 20- or 22-hp Kohler Command engine. Optional accessories include a 44-gallon capacity grass catcher with auxiliary engine, a mulching plate and electric deck lift. Circle No. 268

Steiner
Dalton, OH
330/828-0200

The model ZTM 325 Steiner tractor is packaged with a Kohler Command engine with 25 hp at 3600 rpm. The 2-wheel drive tractor features zero turning, dual fuel tanks and foot-operated electric deck height adjustment. Included is a single park lever, anti-scalp rollers, twin hydrostatic controls with flip handles and a 61-inch deck cutting height of 1 to 5 inches. Circle No. 269

Textron TurfCare & Specialty Products
Racine, WI
414/637-6711

Jacobsen’s Turfcat 500 Series

Four heavy-gauge steel cutting decks are available and a new deck mounting delivers consistent cutting heights from one to four inches in half-inch increments.

The 500 series has a new all-hydraulic traction drive and self-adjusting turn-assist brakes on the wheels to help ensure sure-footed stability. The hydraulic system oil capacity has been increased to eight gallons, which helps the system run cooler and last longer. Circle No. 270

Toro
Bloomington, MN
612/888-8801

The Toro Groundsmaster 3000 has a variety of choices. Available with either a 33-hp liquid-cooled Peugeot diesel, in two- or four-wheel drive, or a 45-hp gasoline-fueled Ford engine, the 3000 has low noise levels, being the lowest decibel rotary mower of its type. An Integrated Hydrostatic Transmission (IHT) combines transmission, axle and PTO in a single housing. The fewer parts and the direct transfer of power will make for years of durable performance. The Groundsmaster 3000 also has a variety of decks available: 84" Guardian Recycler®, 84" Rear Discharge, 72" Guardian Recycler®, 72" Rear Discharge and the new Contour 82. Additional attachments include: rotary broom, snow thrower, debris blower and enclosed cab. Circle No. 271

Walker Manufacturing Co.
Fort Collins, CO
970/221-5614

A new sprayer attachment for the front of the Walker mower is easily mounted to all 42-, 48- and 54-inch Walker decks and offers a 96-inch spray pattern. The SP6640 Boom Sprayer features a 20-foot hose and adjustable spray tip that allows the operator to adjust the spray pattern from a 35-foot stream to a mist pattern. Walker also has a “No-Catch” Deflector for a quick conversion of the Walker Grass handling System mower to a rear discharge mower. The conversion can be made in seconds by installing the deflector in the back of the GHS catcher box door. Circle No. 272

Woods Equipment Co.
Rockford, Ill
414-255-0100

Woods Equipment Co. has added the model 6225 Mow’n Machine to its line of zero turn radius mowers and offers a 25-hp Kohler engine with a 48-, 52-, 61- or 72-inch deck.

Woods’ 6000 Series of Mow’n Machines feature eight engine options ranging from 14 to 25 hp, including diesel. The mowers are designed with a low, out-front, three-spindle deck, allowing easy mowing under shrubs and low hanging branches.

The products include instant forward and reverse action, dual lever controls and special operator comfort features to increase productivity. The spring-loaded attachment pins allow for quick attachment of the decks, snow throwers, sweepers or dozer blades.

Grass collection systems are available in 7.5-, 15- and 25-cubic ft. models. Woods’ collection systems are composed of a detachable blower and twin plastic containers or a steel gravity hopper with a lever-controlled gravity dump system. Circle No. 273
Capital crunch: How to find financing

It’s not impossible to raise capital for your operations, but it sure isn’t easy. Find out how these experts view the process.

By GEORGE WITTERSCHEIN

Besides being an end, money is also a means to growth and success. Yet for many in the green industry, financing is a hassle. It needn’t be. Knowing what our experts know can seriously reduce the pain of financing your business.

Get innovative

In Bellevue, WA, Rod Bailey and his partner Tom Graham have owned Evergreen Services Corporation since 1971. “We financed our original acquisition of the business in an innovative fashion,” Bailey says. “When the original owner decided to sell, we were consultants to the company, and we wanted to buy it. We didn’t have any money of our own. So we borrowed some of the money from family and the rest of it from a bank,” he explains. “The bank insisted we get a guarantor for the loan, so we went to another company and made them a deal: act as our guarantor and we’ll give you free consulting services for three years. It worked!”

Their initial expenses were quickly followed by new financing needs. “Over the years, we’ve probably grown faster than our profitability would support, so we’ve relied heavily on banking relationships,” Bailey says.

Those relationships can be hard to maintain as banks merge and people move on. But Bailey found that the effort of constantly making and remaking friends with a banker is worth it. “We’ve always believed banking is a partnership relationship and that your banker is one of your key advisors,” he suggests. “Tom and I, both being MBAs, have had a good grasp of financial and business techniques. But most people in or industry can’t say that. I’d recommend you form an alliance with three people: an accountant, a banker and a financial consultant.”

Know your stuff

Another advantage of their MBA degrees was confidence in dealing with banks. “It’s never bothered us to go into a bank and ask to borrow money...as long as we knew we could handle it. But there was one critical point in our development where we found it very helpful to get a federal Small Business Administration loan guarantee, and I would recommend people consider that as an avenue, too.”

What advice would Bailey give his colleagues in the industry? “First, I run into a lot of people in the industry who aren’t comfortable with borrowing, because they lack the financial management knowledge they need to handle it. I advise them not to go into debt, unless they are willing to gain that knowledge. If you’re not familiar with financial management, projections, long range plans and pro formas, you should work with somebody who does.”

Second, he believes in having a plan: “A well laid-out plan for how you’re doing the financing and how you plan to pay that back over the years.”

Third, the financing plan should be part of an overall long-range business plan, so you can put any financing decision in a strategic context. “If you set objectives for your business, they may imply you will need to borrow money. You can get a head start instead of waiting until you need to buy equipment yesterday.”

In its own long-range planning, Evergreen tried to reduce leverage and achieve debt-free operation. They’ve gotten close several times, he says, “But whenever we bring our debt ratios down to the point where we can see paying off our debt, we get gutsy and start to grow again. You’ve got to be confident in what you’re doing — if you’re not, don’t borrow money to do it!”

Use insider expertise

Joe Williams owns and operates Lawn Master Inc. Pensacola, FL. His wife, Elaine, and sons Scott and Jeff work with him, and Scott provides valuable accounting expertise in-house. “It’s a lot better having him in-house because he keeps track of things,” Williams reports. “Even though we retain an outside firm that does a lot of our accounting work for us, Scott
can translate what they’re doing — and that lets us focus more on lawn care.”

Scott’s accounting knowledge has also helped Lawn Master obtaining financing. “We’ve been able to go with some shorter terms for buying vehicles, and in fact, now we’re leasing some vehicles to see if that may help us in the long run,” he explains.

They’ve also built up a good working relationship with the bank. “We’ve stayed with the same one for almost 20 years now. The bank has been bought a couple of times, but we’ve been very fortunate in they’ve kept the local people we’ve been dealing with.”

He too is a big believer in having advisors. “Get a good banker, a good attorney and a good CPA before you even think about buying equipment or hiring personnel.” And before you start borrowing, make sure you can maintain a good cash flow.

“I can’t overemphasize it. I don’t care what kind of dollars you’re making; if the cash flow doesn’t go through, it can catch you in a bind real quick,” he says.

Avoid these mistakes

Cash flow is not your only potential trouble spot — consultant Ed Wandtke of Wandtke & Associates in Lewis Center, OH, has his own list of them. Based on his experience in the green industry, he warns about the following:

1. Using personal credit cards. “Not only is this expensive, but it buries the debt where you can’t see it,” he says. “You’re better off knowing what your debt is and where you stand with paying it off.” And, when you can’t get bank financing, there may very well be no need to resort to your credit card. “Right now, equipment vendors are far more willing to do financing than ever before. I bet that 90% of the time, you could open up a business in our industry with almost no line of credit, using vendor leasing financing for the equipment.”

2. Overbuying equipment. “A common problem we have is that there’s far too much used equipment sitting in the back facility spaces of most of the owners in the industry,” Wandtke notes. “And if you’re getting into the business, start small. Don’t believe you’ve got to have everything on Day 1, because in fact, you don’t.”

3. Owning vs. leasing. “The technology of equipment is advancing so rapidly that you may not want to own it — as is the case with computers. Today, vendors may give you a two-year lease. All you’ll have done is pay the rental premium. It costs you, but it may be a lot cheaper than owning something outright that you want to replace with advanced technology.”

Find lenders who understand

As vice president of Sheffield Financial Corp. in Clemmons, NC, Brian Burley is an expert on finding financing. His firm writes loans — $150 million worth each year — for the green industry. (Sheffield is one of the several major players — such as Transamerica, Nations Credit and, for its own equipment, John Deere Credit.) Not only does Sheffield write that $150 million, but it also has an astonishingly low delinquency and write-off rate of less than 1%.

Burley attributes that rate to knowing the industry. Sheffield offers loans directly to landscape contractors, or indirectly through dealers, so they see both sides of the equipment transaction. And they understand what he calls the industry’s “unique cash flow problems.”

“This is a seasonal industry,” he says. “We know we have to show flexibility. A landscape contractor’s ability to pay back a loan can dry up in the winter, especially if it’s mild and they don’t have any snow to push. A bank may not understand that. The 12 months of the year all look the same to them.”

Burley’s advice is to find the right creditor — and then work with that creditor. “A lot of people start out in business and in two or three years, they’re growing phenomenally. But they don’t have the history that a bank wants. That’s where companies like ours fit in. We know the difference a $10,000 riding mower can make to someone who doesn’t have a deep credit history but who is otherwise stable and a good risk.

“If a contractor is delinquent with a bank, it may not be as willing to work with him on making his payments as we are. Often, a customer who has paid well with us for a year and a half will call and say, ‘I’ve just lost some accounts. I’m going to be short for the next two months. Can you work with me until spring?’ We’re going to be a little more understanding.”

3 steps to financing

How would we sum up our experts’ advice?

1. Gain financial know-how — or get access to someone who has it.

2. Use good judgment — buy only what you need. Also, consider leasing instead of owning.

3. Build and maintain the relationships. The creditor — someone who understands your industry and your company — is worth the effort it takes to build a friendship. Should that person move on, as so often happens in today’s marketplace, dig in and make the effort all over again! LM

— The author, a freelance writer based in Mendham, NJ, is a new contributor to Landscape Management magazine.
How to minimize nitrate movement from turfgrass

By DOUGLAS T. LINDE, Ph.D.

Various researchers have determined that nutrient transport (including nitrate) in surface runoff from turfgrasses is minimal. In addition, researchers found that nitrate in leachate water from a moderately fertilized turf, even grown in sand, was minimal.

Despite the evidence that little nitrate moves offsite in surface runoff or leachate from turfgrasses, you still have to manage nitrate and other forms of nitrogen to reduce the risk of pollution. Also, careless nitrogen management can waste money and decrease turf quality.

Surface runoff is water that flows over the soil surface. It occurs when rainfall exceeds the soil's infiltration rate. Surface runoff may enter streams and lakes or it may infiltrate the soil downslope.

Subsurface runoff is rainfall that infiltrates and moves laterally in soil. It often exits the soil and enters a stream or lake.

Leachate is water that has percolated below the root zone.

Nitrate can move
Nitrogen, like phosphorus, can contribute to eutrophication of water resources; that is both elements promote plant growth in and along the banks of streams, lakes and ponds. The U.S. Environmental Protection Agency considers the nitrate form of nitrogen a drinking water pollutant because of its potential to cause an uncommon condition in human babies and young animals called methemoglobinemia ("blue baby disease").

Nitrate is also highly soluble and can move readily in both surface runoff and leachate. It moves readily through soil because its negative charge prevents it from being held by the soil and it is actually more prone to leaching into water resources than to moving offsite in surface runoff.

After applying nitrogen fertilizer, it is converted to plant-available nitrate in or on the soil. Any nitrate that has entered the soil cannot move offsite in surface runoff, but it can still enter surface water resources via subsurface runoff. If nitrate happens to be on the soil surface, it will infiltrate the soil as rainfall filters into the soil, until the soil is saturated. By the time runoff begins from turf, most, if not all, nitrate on the soil surface should have entered the soil.

What measures can you take to further minimize the potential of offsite movement of nitrogen and nitrate in surface runoff and leachate? Some of the following suggestions have been proven by research while others are common sense measures.

Promote healthy turf
Use recommended cultural practices that encourage a dense, actively growing turf. This includes proper mowing, irrigation, core cultivation, aeration and fertilization. Nitrogen applied to a dense, actively growing turf is rapidly used by the turfgrass plants. The extensive mass of fibrous roots typical of actively growing turfgrasses can absorb available nitrogen at recommended rates. In general, turfgrasses are among the most efficient plants in using applied nutrients.

A dense, actively growing turf also reduces potential nutrient transport (including nitrate) simply because it actually reduces the amount of surface runoff. This was determined in a series of runoff studies.
conducted over the past 10 years at Penn State University.

**Water-in the fertilizer**

"Watering-in" fertilizer generally refers to applying a light amount of water (0.1 to 0.3 inches) with irrigation soon after applying a granular fertilizer. This practice helps move the granules down into the turf canopy and on to the soil. The fertilizer, especially nitrogen, is then less likely to volatilize into the atmosphere, move offsite in runoff or be removed by mowing equipment. Also, nutrients contained in the fertilizer become available more quickly because water and microbes are more available to break down the nitrogen into the ammonium or nitrate form that plants can use.

Avoid excessive irrigation following fertilization because it can directly cause runoff or leaching of water-soluble nitrogen fertilizers. Excessive irrigation can leave soils in a near-saturated condition, which increases the potential for surface runoff from additional irrigation or rainfall. Simply put, additional water applied to a water-saturated soil will either run off or pond on the surface.

Offsite movement of nitrogen can be influenced by the nitrogen source. Fertilizers with a higher percentage of water-soluble nitrogen (quick-release sources such as uncoated urea, ammonium nitrate, ammonium sulfate and short-chain methylene ureas) are more prone to offsite movement, compared to fertilizers with a high percentage of water insoluble nitrogen (slow-release sources such as IBDU, natural organics, coated ureas and long-chain methylene ureas).

**Right time, right amount, right place**

Timing, rate, placement and application method may have an influence on nitrogen movement. Applying soluble nitrogen when soils are nearly saturated, frozen or highly compacted directly increases the chance of nitrogen moving offsite simply because water runoff will be greater under any of those conditions. Apply nitrogen when the turf is actively growing to reduce your risks. Late fall, winter and early spring applications of soluble nitrogen are not recommended. If you want to apply nitrogen during those times, use slow-release sources to reduce potential movement. Also, avoid using fertilizer nitrogen to melt ice on roads, walkways and turf.

Avoid using excessive nitrogen rates per application. The plant can use only so... cont. on page 53
It's the 20th Anniversary of the biggest one-stop-shopping venue on the West Coast for landscape and irrigation professionals

Over 600 exciting exhibit areas

The hottest new equipment and products

Fantastic factory experts

Sensational bring-a-friend-for-free seminars

Special LIS hotel discounts

FREE admission with pre-registration

Online registration at http://www.clca.org

TO RECEIVE YOUR FREE ADMISSION BADGE, FILL OUT THIS FORM AND MAIL

OR FAX BY MARCH 1, 1999 to:
The 1999 Landscape Industry Show
2021 N Street, Suite 300
Sacramento, CA 95814
FAX 916.446.7692
Photocopy this ticket to register others

Long Beach Convention Center
Wednesday, March 31
8am to 5pm

Thursday, April 1
8am to 4pm

$5 on-site registration begins each day at 7am

THE 1999 LANDSCAPE INDUSTRY SHOW

20th ANNIVERSARY

Please fill out form completely, type or print clearly.

CHECK ONE:
A Owner, Executive, Manager, Buyer in a company dealing in horticultural products
B Employee, Guest, Spouse/Dependent of Buyer, Educator/Student, Press
C Landscape Installation Contractor
D Landscape Maintenance Contractor
E Landscape, Irrigation Supplier
F Landscape Architect, Consultant
G Government Agency
H Landscape Engineer
J Guest/Other

How did you hear about the show?
K Magazine
L Direct Mail
M Other, Please Explain...
P Word of Mouth
Q Check here if you are a current member of California Landscape Contractors Association

Please send me information on:
S Seminars
E Exhibiting

NAME ________________________ TITLE ________________________
COMPANY ________________________ ADDRESS ________________________
CITY _______ STATE _______ ZIP ________________________
PHONE _______ EMAIL ________________________
Receive FREE information on products and services advertised in this issue.

January 1999
This card is void after March 15, 1999

<table>
<thead>
<tr>
<th>NAME (please print)</th>
<th>TITLE</th>
<th>FIRM</th>
<th>ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
<th>PHONE</th>
<th>FAX</th>
<th>INTERNET/E-MAIL ADDRESS</th>
</tr>
</thead>
</table>

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT tree each month: Yes | No

Signature: Date:

1. My primary business at this location is: (fill in ONE only)
   - CONTRACTORS/SERVICE COMPANIES
     - 02 255 Landscape Contractors (installation and maintenance)
     - 03 250 Lawn Care Service Companies
     - 04 250 Custom Chemical Applications
     - 05 270 Tree Service Companies/Arborists
     - 06 275 Landscape Architects
     - 07 282 Land Reclamation and Erosion Control
     - 08 285 Irrigation Contractors
     - 09 Other Contractors/Service Companies (please specify)

   - INSTITUTIONAL FACILITIES
     - 10 290 Parks
     - 11 295 Right-of-Way Maintenance for Highways, Railroads or Utilities
     - 12 305 Schools, Colleges, Universities
     - 13 310 Industrial or Office Parks/Plants
     - 14 315 Shopping Centers, Plazas or Malls
     - 15 320 Private/Public Estates or Museums
     - 16 325 Condominiums/Apartments/Housing Developments/Hotels/Resorts
     - 17 330 Cemeteries/Memorial Gardens
     - 18 335 Hospitals/Health Care Institutions
     - 19 340 Military Installations or Prisons
     - 20 345 Airports
     - 21 405 Other Government Facilities (please specify)

2. Which of the following best describes your title? (fill in ONE only)
   - 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
   - 20 Manager/Superintendent - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
   - 30 Government Official - Government Commissioner, Agent, Other Government Official
   - 40 Specialist - Forester, Consultant, Agromist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
   - 50 Other Titled and Non-Titled Personnel (please specify)

3. SERVICES PERFORMED (fill in ALL that apply)
   - 40 Mowing
   - 45 Turf Fertilization
   - 41 Turf Insect Control
   - 42 Tree Care
   - 43 Turf Aeration
   - 44 Irrigation Services
   - 50 Pavement, Deck & Patio Installation
   - 51 Pond/Lake Care
   - 52 Landscape Installation
   - 53 Snow Removal
   - 54 Other (please specify)

4a. Do you specify, purchase or influence the selection of landscape products? Yes | No

4b. If yes, check which products you buy or specify: (fill in ALL that apply)
   - 01 Aerators
   - 02 Blowers
   - 03 Chain Saws
   - 04 Chipper-Shredders
   - 05 De-icers
   - 06 Fertilizers
   - 07 Fungicides
   - 08 Herbicides
   - 09 Insecticides
   - 10 Line Trimmers
   - 11 Mowers
   - 12 Snow Removal Equipment
   - 13 Sprayers
   - 14 Tractors
   - 15 Sweepers
   - 16 Tractors/Attachments
   - 17 Trucks
   - 18 Utility Vehicles
   - 19 Turfseed
   - 20 Other (please specify)

5. Do you have Internet Access? Yes | No

5a. If so, how often do you use it?
   - Daily | Weekly | Monthly | Occasionally

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE

ADVANSTAR COMMUNICATIONS INC
PO BOX 5054
PITTSFIELD MA 01203-9697
**BUSINESS REPLY MAIL**
FIRST-CLASS MAIL   PERMIT NO 950   PITTSFIELD MA

**LANDSCAPE**

**management**

**ADVANSTAR COMMUNICATIONS INC**
PO BOX 5054
PITTSFIELD MA 01203-9697

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **INSTITUTIONAL FACILITIES** |  
| 01 290  Sports Complexes |  
| 10 255  Parks |  
| 11 300  Right-of-Way Maintenance for Highways, Railroads or Utilities |  
| 12 305  Schools, Colleges, Universities |  
| 13 310  Industrial or Office Parks/Plants |  
| 14 315  Shopping Centers, Plaza or Malls |  
| 15 320  Private/Public Estates or Museums |  
| 16 325  Condominiums/Apartments/Housing Developments/Hotels/Resorts |  
| 17 330  Cemeteries/Garden Cemeteries |  
| 18 335  Hospitals/Health Care Institutions |  
| 19 340  Military Installations or Prisons |  
| 20 345  Airports |  
| 21 350  Multiple Government/Municipal Facilities |  
| Other Grounds (please specify) |  

**SUPPLIERS AND CONSULTANTS**

| 02 255  Landscape Contractors (installation and maintenance) |  
| 03 265  Custom Chemical Applicators |  
| 04 270  Tree Service Companies/Arborists |  
| 05 275  Landscape Architects |  
| 06 280  Land Reclamation and Erosion Control |  
| 07 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **1. My primary business at this location is:** (fill in ONE only) |  
| **CONTRACTORS/SERVICE COMPANIES** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **2. Which of the following best describes your title? (fill in ONE only)** |  
| **MANAGEMENT** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **3. SERVICES PERFORMED** (fill in ALL that apply) |  
| **MANAGEMENT** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **4a. Do you specify, purchase or influence the selection of landscape products?** |  
| **MANAGEMENT** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **4b. If yes, check which products you buy or specify:** (fill in ALL that apply) |  
| **MANAGEMENT** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---

| January 1999 |  
|-------------|---
| **5. Do you have Internet Access?** |  
| **MANAGEMENT** |  
| 01 255  Landscape Contractors (installation and maintenance) |  
| 02 265  Custom Chemical Applicators |  
| 03 270  Tree Service Companies/Arborists |  
| 04 275  Landscape Architects |  
| 05 280  Land Reclamation and Erosion Control |  
| 06 285  Irrigation Contractors |  
| Other Contractors/Service Companies (please specify) |  

**January 1999**

This card is void after March 15, 1999

Name (please print)
Title
Address
City, State, Zip
Phone (___) Fax (___)
Internet/E-mail Address

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month:  
Yes  No

Signature: Date:  

---
much at one time. What is “excessive” depends on the soil type and condition, the turfgrass species and the climate. Any nitrogen that has been converted to nitrate but has not been absorbed by the plants is prone to leaching. “Spoon feeding” the turf with low rates of nitrogen on a more frequent basis (0.05 to 0.20 lbs/N/1000 sq. ft. per week) helps keep nitrogen levels more uniform throughout the season and improves their efficiency of use.

The placement of any nitrogen fertilizer on impervious surfaces increases the chance of nitrogen entering surface or subsurface water resources. Therefore, avoid applying granules or spray directly onto sidewalks, roads and driveways. You may need to use a drop spreader on turf areas next to these surfaces or remove any granules using a broom or a blower. Also, avoid applying fertilizer directly into any surface water such as streams, lakes or temporarily ponded water.

Foliar application of soluble nitrogen fertilizers may reduce movement of nitrogen in runoff and leachate compared to granular application. However, volatilization losses will be higher when using a sprayer or fertigation system. Soluble nitrogen granules, like uncoated urea, which remain on top of the turf canopy after application, have a greater risk of moving offsite in runoff compared to granules that have moved into the turf canopy by gravity or water.

Choosing an appropriate granule size for the canopy density will help granules move into the canopy. For example, on golf greens, smaller granules should be used so they can more easily move down into the highly dense canopy. Large or small granules can be used on lawn or athletic fields because the turf on those areas has a canopy that is less dense and more open than a golf green.

Although turfgrasses naturally do a great job of minimizing offsite movement of nitrate and other forms of nitrogen, there are certain management practices that can be used to even further reduce the chance for movement. The suggested practices are inexpensive to implement and should not decrease turf quality. Actually, some may even improve turf quality.

Educating yourself, fellow turf managers and your customers on this issue should give everyone a little more peace of mind when it comes to nitrate movement from turfgrass. **LM**

---

**Douglas T. Linde, Ph.D., is an Assistant Professor of Agronomy and heads the Turf Management Program at Delaware Valley College, Doylestown, PA.**

---

**Events**

**JANUARY**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Landscape Contractors, Turfgrass Managers &amp; Grounds Maintenance Conference with Trade Show Jamil Shrine Temple, Columbia, SC. Call SC Landscape &amp; Turfgrass Association 803/772-9380</td>
</tr>
<tr>
<td>25-27</td>
<td>Central Environmental Nursery Trade Show (CENTS) Greater Columbus Convention Center, OH. Call 800/825-5062, fax 888/665-2329</td>
</tr>
<tr>
<td>26-31</td>
<td>National Arborist Association Winter Management Conference Weston Caesar Park, Cancun, Mexico. Contact Carol Crossland 800/733-2622, fax 603/672-2613, <a href="http://www.natarb.com">www.natarb.com</a></td>
</tr>
<tr>
<td>28-30</td>
<td>New England Grows! Hynes Convention Center, Boston. Call 508/653-3009, fax 508/653-4112</td>
</tr>
</tbody>
</table>

---

**FEBRUARY**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-26</td>
<td>University of Guelph, Annual Turf Managers’ Course Holiday Inn, Guelph, Ontario. Call 519/767-5000, fax 519/767-1114</td>
</tr>
<tr>
<td>2</td>
<td>OSU Extension Annual School Tom’s Country Place, Avon, OH. Contact Charles Behnke 440/322-0127</td>
</tr>
<tr>
<td>3-5</td>
<td>Turfgrass Producers International Midwinter Conference &amp; Expo The Hyatt Regency Tampa, FL. Call 800/406-5967 or 847/705-9898</td>
</tr>
<tr>
<td>4-6</td>
<td>PLCAA Management Conference Embassy Suites, Orlando, FL. Contact Heath Moore 800/458-3466, fax 770/578-6071, <a href="http://www.plcaa.org">www.plcaa.org</a></td>
</tr>
<tr>
<td>12-14</td>
<td>GCSSAA International Conference &amp; Show Orange County Convention Center, Orlando, FL. Call 800/472-7878, <a href="http://www.gcssaa.org">www.gcssaa.org</a></td>
</tr>
</tbody>
</table>
Echo CS-3450 chain saw comes field ready

The CS-3450 now comes with a protective carrying case, a quart of bar and chain oil and an extra loop of chain. The saw is powered by an Echo 33.4 cc, two-stroke engine with Pro-Fire® electronic ignition and comes with a purge-pump carburetor and a large-volume fan. A heavy duty, cartridge-type filter helps extend saw life and maintenance intervals. Other features include an automatic, adjustable chain oiling system that regulates the amount of oil according to engine speed and a proven vibration-reduction system.

The CS-3450 comes with a 16-inch bar, has a fuel capacity of 8.5 oz., an oil capacity of 5 oz., and the power head weighs only 7.8 lb. The saw has a one-year commercial warranty.

For more information contact Echo Inc. at 800/540-8400 or Circle No. 274

IGR fire ant bait cuts off supply of new workers

Wellmark's Extinguish™ Professional Fire Ant Bait eliminates fire ant colonies and stops the development of young mounds with an insect growth regulator (IGR). The IGR, when taken to the mound by foraging ants, affects the reproduction system of the queen, making her sterile, so that replacement workers are not produced. Ultimately the entire colony, including the queen dies.

Reduction in colony size can be seen beginning at three weeks with colony elimination within eight to 10 weeks. The use of Extinguish requires no withdrawal period on treated areas and can be used around flowers, shrubs, trees, fruits and vegetables.

For more information contact Wellmark at 800/824-3134 or Circle No. 275

Turn your pickup into a dump truck...

The Pow'r Dump from Woodfield Canada fits into the box of any standard full-size GM, Ford or Dodge pickup. Featuring a two-yard level capacity and a load rating of 6,000 lbs., the Pow'r Dump provides power both up and down. The rugged twin cylinder lift is powered by a 12V electric/hydraulic pump, which can be controlled from the cab or beside the dumper.

The Pow'r Dump also has a two-way tailgate that can open down, level with the bed or from the bottom for spreading material. The unit will attain a dump angle of 45°.

For more information contact Woodfield Canada at 888/565-5584 or Circle No. 276

...Or into a hoist

The Mega-Hoist™ freight handling system for pickups is a self-contained system operating off the pickup truck electrical system. Using a combination of a rotating boom and an electric winch, this hoist can load and unload up to 1,500 lbs. The hoist can be installed in a standard 8-foot bed, 3/4- or 1-ton Ford, GM or Dodge pickup.

Maximum height of the hook is 8.5 feet above the bed; maximum reach from the license plate to hook is 40 inches; width inside the tailgate is 52.5 inches. Weight of the system, including window guard, is 700 lbs. The system, from Cody Industries in Greenville, SC, installs so that the pickup bed remains open for use.

For more information contact Mark Beecher at 864/322-8617, fax 864/244-0429 or Circle No. 277
NEW JERSEY LANDSCAPE '99

"Meeting the Needs of the Green Industry Professional"

22nd ANNUAL TRADE SHOW and CONFERENCE

WEDNESDAY, FEBRUARY 24, 1999

8:30 A.M. - 4:30 P.M.

TRADE SHOW: A world of new ideas, methods and materials awaits the green industry professional at NEW JERSEY LANDSCAPE '99. Time and money savings for landscape contractors, lawn care operators, chemical applicators, grounds maintenance supervisors, irrigation installers, arborists, cemetery managers, property managers, school building/grounds supervisors, parks and recreation supervisors, municipalities and related occupations. See over 150 companies exhibiting everything you need to be successful in today's economy.

CONFERENCE: Seminars presented by Rutgers University Cooperative Extension Service. DEP Recertification credits offered.

SPONSORED BY
NEW JERSEY LANDSCAPE CONTRACTORS ASSOCIATION

IM Ville Court Westwood NJ 07675 • (201) 564-6310 • Fax (201) 564-7014

HTTP://MEMBERS.AOL.COM/99INDEX.HTML

ASSOCIATED LANDSCAPE CONTRACTORS OF N.J.

Catch the rising star in the landscape maintenance industry.

If you're looking to increase the size of your lawn maintenance service, shoot for the stars and look at a U.S. Lawns franchise. Over the years, U.S. Lawns has become a shining example of what a professional landscape maintenance service should be. With the guidance of U.S. Lawns` team of professionals, we'll show you, step-by-step, how to grow your business, maximize efficiency and cut costs. You'll be recognized as a company with a growing reputation for getting the job done right the first time. For more information on becoming a U.S. Lawns franchisee, call us at 1-800-US LAWNS. And become part of an all-star team today.

Circle No. 119

Circle No. 117

Circle No. 146
Target Specialty Products is once again teaming up with Pest Control Magazine and Landscape Management magazine to bring today's pest management professionals the information needed to be successful and competitive in an ever changing and evolving marketplace.

Sessions Include:

- Business Management
- Wood Destroying Organisms
- Structural Pest Control
- Turf and Landscape
- Regulatory Compliance

Dates & Locations:

- San Diego, CA
  Tuesday, January 26, 1999
- Buena Park, CA
  Thursday, & Friday, January 28 & 29, 1999
- Mesa, AZ
  Tuesday, February 2, 1999
- Santa Clara, CA
  Tuesday, February 16, 1999
- Visalia, CA
  Friday, February 19, 1999
LANDSCAPE management

Every month the Market Showcase offers readers of Landscape Management a complete and up-to-date section of the products and services you’re looking for. Check it out every month, or you might miss out.

For all ads under $250, payment must be received by the classified closing date. VISA, MASTERCARD, & AMERICAN EXPRESS accepted. Send to: Advanstar Marketing Services, 7500 Old Oak Blvd., Cleveland, OH 44130

BUSINESS OPPORTUNITIES

WHY DO NATURALawns OF AMERICA FRANCHISE GENERATE REVENUES IN THE TOP 12% OF THE GREEN INDUSTRY?

• Proven Marketing Provides Accelerated Growth
• Large Exclusive Territories Eliminates Competition
• Differentiate Yourself Using Organic-Based Fertilizers
• Customized Agronomy Programs Based On Your Market
• Industry Leading Training For You and Your Employees

With up to 50% financing and discounted franchise fees for qualified candidates, we can make it easy for you to join the leader in organic-based lawn care.

To learn more about becoming a NaturalLawn of America franchise owner, call 800-989-5444 or contact us at www.nl-amcr.com

EDUCATIONAL OPPORTUNITIES

SPANISH for the Green Industry
Workbook • Audiotape • Flash Cards
800-491-0391

FOR SALE

FLEET SALE - LAWN TRUCKS
1994 GMC Cabover
• Several to Choose
• 14,000 GAW, auto, turbo diesel, 25 gal. per min Warner pump, dry storage, 600 gal. tank, (2) 100 gal. drop tanks, dual reels, low mileage, well maintained!
Replacement new $38,000
Asking $19,500

1994 Hann Riding Turf Sprayer Spreader
Low hrs., 250 gal. tank, booms.
New $15,000 - Asking $9,950
561-776-6216 • Fax 561-776-6218

FOR SALE

FLEET SALE - LAWN TRUCKS
1994 GMC Cabover
• Several to Choose
• 14,000 GAW, auto, turbo diesel, 25 gal. per min Warner pump, dry storage, 600 gal. tank, (2) 100 gal. drop tanks, dual reels, low mileage, well maintained!
Replacement new $38,000
Asking $19,500

1994 Hann Riding Turf Sprayer Spreader
Low hrs., 250 gal. tank, booms.
New $15,000 - Asking $9,950
561-776-6216 • Fax 561-776-6218

MISCELLANEOUS

40 x 60 x 12
$7,523

BUILD IT YOURSELF AND SAVE
10,000 Sizes. All Bolt-Together All Steel Buildings. Call Today For A Price Quote And A Brochure.
HERITAGE BUILDING SYSTEMS
800-643-5555
www.metalbidg.com

SEMINARS

Christmas Seminars '99
CHRISTMAS DECORATING SEMINARS
Especially designed “EARLY-SEASON” for Exterior Landscape Contractors! TWO DAY CRAM COURSE:
FRI. & SAT., MARCH 19,20,1999
Call Kathy Johnson at (412)281-6352 Fax(412)281-4775

SAVE!

"DESIGN TO SELL" 2nd Edition:
A Complete Guide to Designing And Selling Landscape Projects
Design To Sell will show you the process of obtaining construction accounts, preparing a landscape plan and submitting a winning estimate. Newly revised version now available. Send $24.95 Check or Money Order To: CLD DESIGN PO BOX 125 North Andover, MA 01845 Money Back Guarantee Shipping & Handling Included

Place your ad today!
BRANCH MANAGER

Industry leader, award winning, full service firm in Chicago western suburbs seeks aggressive sales and client-oriented individual to be accountable for a multi-million dollar growing branch operation and be part of the senior management team. Responsibilities include sales growth, budgeting, estimating, bidding contracts, quality control, training and staff development, motivating sales staff, client interaction, operations management, and branch profitability. Horticulture/Business degree or similar a must, along with working knowledge of all grounds maintenance operations and proven leadership and sales record. This is an excellent career opportunity for an energetic, goals oriented, proven leader with excellent interpersonal and communication skills with possibilities for advancement to manage multiple branches within the Chicago market. We offer a competitive salary and benefits package (including a very impressive pay for performance incentive program, car allowances, health insurance, 401k and more!) To join an aggressively growing firm and for immediate confidential consideration, call/fax or mail resume to:

TANDEM LANDSCAPE COMPANY
Attn: Mark Sorrentino
33W480 Fabyan Parkway, Suite 101
West Chicago, Illinois 60185
(630) 232-1700 Fax (630) 232-6370

EXCITING CAREER OPPORTUNITIES FOR VEGETATION MANAGERS Rapidly growing Vegetation Management Company is looking for experienced Division Managers to work out of our region/culture/aboriculture/urban forestry or related field. Vegetation Management and/or a degree in horticulture or landscape management is a must. Responsibilities include sales growth, budgeting, estimating, bidding contracts, quality control, training and staff development, motivating sales staff, client interaction, operations management, and branch profitability. Horticulture/Business degree or similar a must, along with working knowledge of all grounds maintenance operations and proven leadership and sales record. This is an excellent career opportunity for an energetic, goals oriented, proven leader with excellent interpersonal and communication skills with possibilities for advancement to manage multiple branches within the Chicago market. We offer a competitive salary and benefits package (including a very impressive pay for performance incentive program, car allowances, health insurance, 401k and more!) To join an aggressively growing firm and for immediate confidential consideration, call/fax or mail resume to:

TANDEM LANDSCAPE COMPANY
Attn: Mark Sorrentino
33W480 Fabyan Parkway, Suite 101
West Chicago, Illinois 60185
(630) 232-1700 Fax (630) 232-6370

HELP WANTED

GREENSEARCH—Attention Employers...can’t find good managers and supervisors? Or maybe you’re a job seeker looking for a new opportunity? We can help you! Serving Green Industry company categories throughout the United States, we’ll find the right fit for you! Call/fax or mail resume to:

Greensearch, 6690 Roswell Road, #310-157, Atlanta, Georgia 30328-3161.
1-888-375-7778 Fax: (770)392-1772.
GreenSearch, 6690 Roswell Road, #310-157, Atlanta, Georgia 30328-3161.
11/99

DEPARTMENT MANAGER - CONSTRUCTION AND MAINTENANCE Full-service design-build firm located in Northeast New Jersey seeks dynamic self-starter to oversee landscape department and sell and manage construction projects. Request a growth-oriented team player with three to five years landscape sales/management/production experience. Excellent leadership, organizational and communication skills a must. A degree in Horticulture or Landscape/Grounds Management desired. Responsibilities include estimating; sales; scheduling and supervising crews; purchasing and inventory control. We offer an outstanding career opportunity with growing, progressive company with outstanding 20-year service record. Competitive salary and benefits. Send or fax resume to: Jacobsen Landscape Design and Construction, 41 Birch Street, Midland Park, NJ 07432. 201-444-4334. Attention: Personal Department

LANDSCAPE CONSTRUCTION SUPERVISOR/IRRIGATION CONSTRUCTION SUPERVISOR/LANDSCAPE CONSTRUCTION FOREMAN/IRRIGATION CONSTRUCTION FOREMAN

Krueger's Associates is a full-service landscape contracting company servicing the beautiful Portland Metro area, is seeking additional key personnel. Qualified applicants should possess good communication skills, be customer service oriented, have knowledge of scheduling and planning projects, understand a financial statement, and have proven leadership and interpersonal skills. Bilingual preferred, experience with contract negotiations required. We offer an excellent pay, full benefits and advancement opportunities. For immediate consideration please fax resumes to (503) 647-9861, or call (503) 647-1000. 3/99

JOIN OUR WINNING TEAM! Pennink Arrimour, Inc. is an award-winning, premier landscape contractor servicing Philadelphia and its surrounding area, Northern and Central New Jersey, and West Palm Beach, FL. We have immediate openings for: Construction Forepersons, Branch Managers, Irrigation Technicians, Maintenance Forepersons, Pesticide Applicators and Mechanics. We offer an excellent salary and benefits package in an innovative, team environment which promotes tremendous growth potential. For immediate consideration, call 1-800-886-1653; fax (215) 659-9317; email dcarpino@pennink-arrimour.com. Check us out on the Web at www.pennink-arrimour.com. EOE. 3/99

FLORAPERSONNEL, INC. In our second decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide. Retained basis only. Candidate contact website: www.florapersonnel.com. Email: Hortsearch@aol.com. Website: http://www.florapersonnel.com. 12/99

THE NW is the place to work and enjoy outdoor recreations. Looking for result oriented team players that are committed to safety, customer service, quality work, employee opportunities, and profit. Positions available include: Maintenance Manager, Constraction Foreman, Irrigation Technician. Send resumes or request application to Pruett Tree & Landscape, PO Box 1967, Lake Oswego, OR 97035 or fax (503)635-1524.

MAINTENANCE DEPARTMENT MANAGER STM Landscape Services Inc., one of the Mid-Atlantic region's largest landscape maintenance firms with an outstanding 22-year service record, seeks a qualified, career-oriented manager with minimum 5 years' experience running day-to-day large field operations. Excellent leadership, organizational and communications skills a must. Responsibilities include estimating, sales and scheduling supervising crews; budget and profit control. Competitive benefits and growth opportunities. Fax resume to: 888-352-7555.

CONSTRUCTION PROJECT MANAGER, MAINTENANCE SUPERVISOR, CONSTRUCTION FOREMAN, MAINTENANCE FOREMAN. Growing award winning landscape design build firm in Northern Illinois seeks people to join our team. Working in Chicago's premier residential neighborhoods you will find yourself creating some of the finest gardens imaginable backed by an organization that has built its reputation on delivering unmatched quality. We are seeking people with a desire to grow with us. If you have fundamental knowledge or experience in horticulture we are willing to teach you. We offer year round employment with excellent benefits. Send or fax resumes to: Scott Byron & Co., Inc. 30088 N. S.kiowki Hwy, Lake Bluff, IL 60044 Fax (847)689-0277.

LANDSCAPE SUPERVISOR - Landscapers in all areas, permanent positions available. No experience necessary. We are a fast growing landscaping company who specializes in outdoor recreations. Send resumes or request application to Pruett Tree & Landscape, PO Box 1967, Lake Oswego, OR 97035 or fax (503)635-1524.

BIZNESS FOR SALE

BUSINESS FOR SALE: Well established, medium size, one million plus, landscape and snow removal company, with 38 years of servicing corporate, commercial and industrial accounts in the Northern Illinois area. All contracts, accounts, equipment, and general information is for sale to a mature, ambitious, knowledgeable, person. This person will have to have some back ground in the industry to be qualified for this purchase. Please fax your background and qualifications. We will reply in confidence. Fax 847-634-3910. Attn: Bob. 1/99

Commercial Landscape Maintenance & Snowplowing firm in NY's suburban area. 20+ years established. Unlimited growth potential. Excellent reputation. Exclusive list of quality equipment. Owner will assist with transition. Serious inquiries reply to "Accountant" PO Box 9396, Bardonia, NY 10954.

Place your ad today!
WANT TO BUY OR SELL A BUSINESS?

Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a FREE APPRAISAL of your business.

If you are looking to grow or diversify through acquisition, I have companies available in Lawn Care, Grounds Maintenance, Pest Control, Landscape Installation and Interior Plant Care all over the U.S. and Canada.

P.B.C. 682 Phelps Ave., Lockport, IL 60446
708-744-6715 • Fax: 630-910-8100

EDUCATIONAL OPPORTUNITIES

NOW...Learn professional Landscaping and Gardening at home. Accredited program provides thorough training in all phases of commercial and residential landscaping. Diploma awarded. Free brochure describes program and opportunities in detail. Call 1-800-326-9221 or write Lifetime Career Schools, Dept: LF01Y2, 101 Harrison Street, Archbald, PA 18403. 12/99


Two year AAS degree program in Golf Course Maintenance Operations, Landscape Contracting, and one year Golf and Grounds Certificate. Fully accredited, VA approved, expanded learning facilities, new equipment. Graduate placement assistance available. Contact Golf Course Operations/Landscape Technology Dept., Western Texas College, Snyder, TX 79549. 915-573-8511 ext. 305 1/99

WEBSITES


A World With Trees... with productive land, clean air and water, and habitat for wildlife

Trees
Make a World of Difference™

Trees Make a World of Difference.
Between rivers filled with silt and mud, and clear-running streams that are home to fish and wildlife.

Trees Make a World of Difference.
Between farm fields that blow away to the next county, and productive land where crops and precious topsoil are protected by field windbreaks.

Conservation Trees conserve precious topsoil, control energy costs, and make life more enjoyable and productive.

Find out how Conservation Trees can make a world of difference for you. For your free booklet write: Conservation Trees, The National Arbor Day Foundation, Nebraska City, NE 68410.

The National Arbor Day Foundation
Pond Guy scores big frequent flier miles

Greg Wittstock, who describes himself as “The Pond Guy,” might be the ultimate road warrior.

Wittstock, founder and president of Aquascape Designs, West Chicago, IL, started a 3-month, 57-city tour earlier this month to help contractors and retailers install and sell water gardens and related water features. Wittstock will be offering a day-long seminar entitled “Growing Your Water Feature Business Seminars” at each of the stops.

Greg says he will personally conduct each seminar. His travels began Jan. 4 in Pittsburgh and conclude March 31 in Chatham, Ontario, Canada.

To find out when the water feature road show will be in your neighborhood, call Aquascape at 800/306-6227 or 630/231-3113. To learn more about the company, visit its website at www.aquascapedesigns.com

Commercial mowers to take slight dip

The Outdoor Power Equipment Institute (OPEI) forecasts a slight drop in shipments of commercial riding mowers and intermediate walk-behind mowers in 1999. For the 1999 season (units shipped from Sept. 1, 1998 through August 31, 1999), the OPEI says riders will decrease .3% to 64,933 units and intermediate walk-behinds will drop 3.2% to 48,116 units.

The forecast isn’t considered gloomy for several reasons. First, shipments for model year 1998 were robust—97,400 commercial walk behind units and 65,100 commercial riding units. Also, the OPEI expects a small upturn in shipments of commercial mowers again in the year 2000 with riders expected to rise by about 5% and walk-behind mowers by about 1%.

The OPEI Commercial Turf Forecast is prepared quarterly by Association Research, Inc.

Ruppert honored

Ruppert Company, now a part of TruGreen/ChemLawn, received a 1998 President’s Service Award in October, for its annual field days, working with the District of Columbia to renovate neighborhood parks and recreation areas. The award was established in 1982 to honor outstanding individuals, groups, businesses and/or organizations for their volunteer initiatives in addressing unmet human service, educational, environmental and public safety needs.

Wonderful winter wildflowers?

Plant breeders are doing marvelous things, but they haven’t yet perfected growing wildflowers like this in the dead of winter, at least not in Ohio where we write and edit Landscape Management. This photograph of wildflower trials in Rolesville, NC, was taken in June at a Turf-Seed, Inc. Field Day. This coming June 15 the company is again planning its Field Day in Rolesville.

Hollywood Impressions

“A Walking Tour Through History” is a one day course, Saturday, February 8, featuring visits to historical landmarks, old groves and hidden gardens. Landscape architect, Rhett Beavers, will lead the tour which examines the remnants of mythic Hollywood. For information contact UCLA Extension Landscape Architecture Program at 310/825-9414.
Introductory price for model Y550, effective to March 31, 1999. Freight and setup extra. Some dealers may sell for less.

Introducing the Farm King Triplex mower -
the gang mowing system with a new level of efficiency in more ways than speed. There's no better or faster way to trim a turf. There's no machine that will last longer, require less maintenance or do more with less horsepower.

Three models - 13', 16', and 19' cutting widths all for Cat. 1 hitches.

Farm King single model 3 pt. Hitch mowers set the standard in design efficiency. With their four height adjustable, free-swiveling pneumatic wheels, alloy hardened blades and the uniquely powerful vacuum created by the baffle deck, these mowers really are the best in their category. Choose from four sizes from 48" to 84" in rear or side discharge models.
What other mowers dream of becoming.

Nestled in their sheds at night, ordinary mowers dream of only one thing: growing up to be a Kubota F-60 Series. And it’s easy to see why.

The Kubota F-60 Series features our exclusive Auto Assist 4WD with Dual-Acting Overrunning clutch. It automatically transfers power to the rear wheels when the going gets tough. Or, you can manually engage 4WD on the go. Either way, it gives you unequalled traction and maneuverability while reducing the damage to your valuable turf.

The durable, independent hydraulic PTO clutch lets you engage and disengage PTO driven implements on the move. A real time-saver in tight situations.

Kubota’s advanced E-TVCS diesel engines are designed to deliver maximum power with minimum vibration and noise. Plus, these super-efficient powerplants go a long way in cutting fuel costs and emissions.

Available in 22, 25 and 30 horsepower 4WD models, the Kubota F-60 Series also comes in a 25 horsepower 2WD model.

So if you’re looking for a front-end mower that handles like a dream, see your authorized Kubota dealer today.

For more information please write to:

KUBOTA TRACTOR CORPORATION
P.O. Box 2992-LM
Torrance, CA 90509-2992
1-888-4KUBOTA ext. 403
Financing available through Kubota Credit Corporation

©1998 Kubota Tractor Corporation