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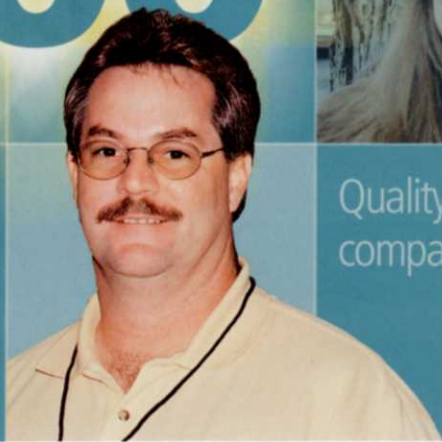
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■ Lining/markings sports fields

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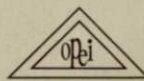
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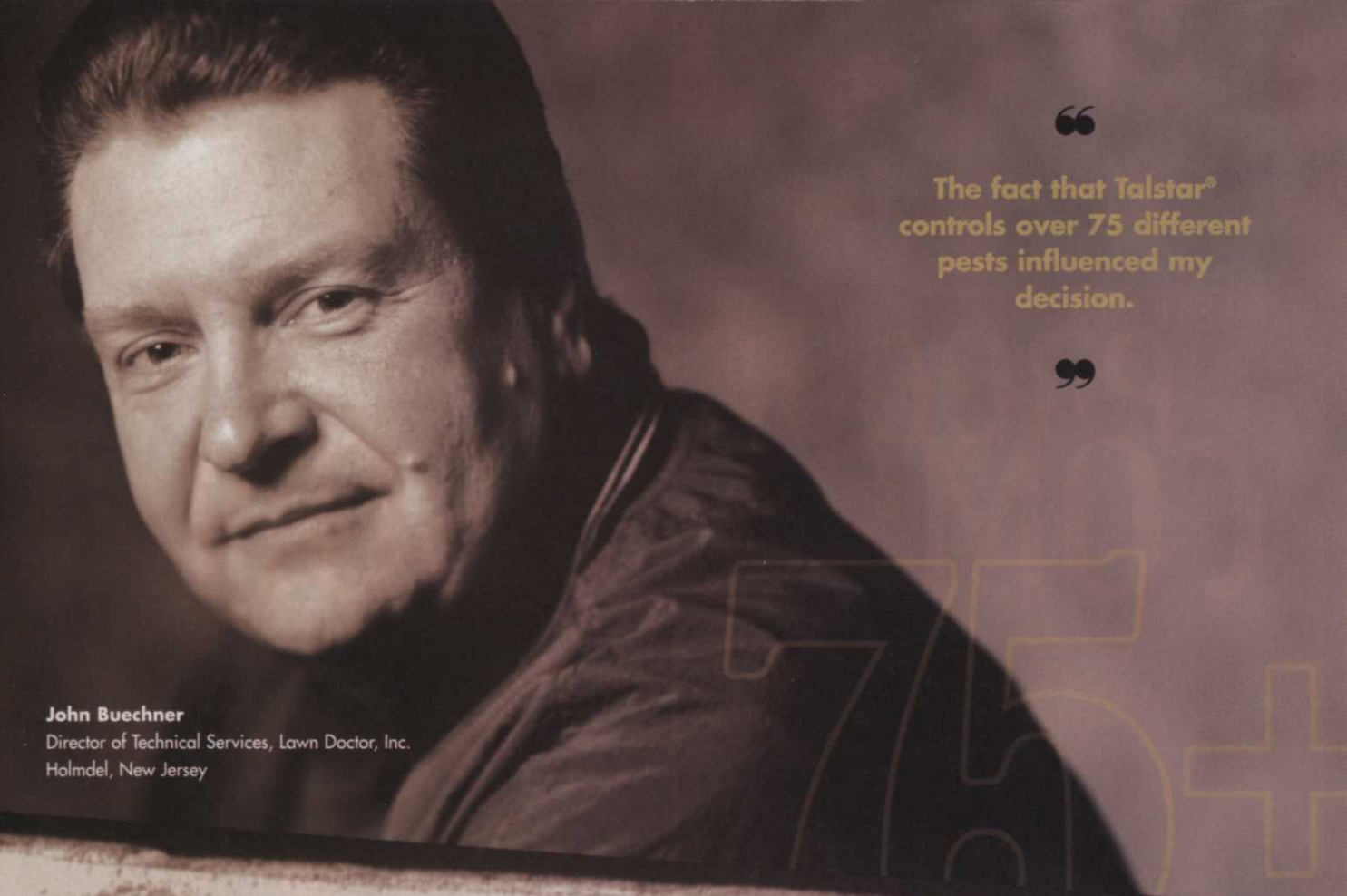
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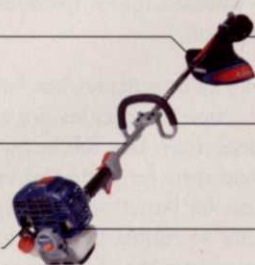
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BY RON HALL / EDITOR-IN-CHIEF

She's all about hot news

News is immediate. It moves and shifts. We're committed to getting it to you while it's still hot.

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Meet Lynne Brakeman, our award-winning Web Editor and a damn good reporter to boot. Lynne has transformed LM's Web site (www.landscapemanagement.net) into the best in the business, in addition to developing and delivering our twice-a-month LM Week in Review e-mail newsletter that many of you receive and appreciate.



Lynne's her name, news is her game.

Starting a fire

Since Lynne joined the LM team two years ago, she's put a fire under our efforts to report on events as they happen on our Web site. This is a big change from the once-a-month routine that has characterized the Green Industry business press for decades.

This team effort paid off when LM.net tied sister publication Golfdom.com for first place in the annual Turf & Ornamental Communicator's awards competition. And to top that, Lynne's work last year on LM Week in Review earned a bronze award in the American Society of Business Press Editor's national competition.

When Lynne joined the LM team two years ago, she fired up the LM staff to report on events as they happen.

Lynne, who traveled the world during the 1980s, came home to Cleveland and began her career in journalism about 13 years ago.

Here are some more things you should know about this graduate of Ashland University in Ashland, OH and Indiana University in Bloomington, IN (she's not saying when). She's an avid but frustrated gardener ("too little space, too much shade") whose interests range from renovating her beautiful old home to attending concerts by master banjoist Béla Fleck. Like all fascinating people, Lynne is somewhat of a paradox. A practitioner of meditation, she nevertheless attacks a breaking news story with the ferocity of a tiger.

It's this determination to deliver the latest news on our Web site and in our e-mail newsletters that has helped us to change the focus on the pages in the *Landscape Management* print magazine where you'll find more opinion, commentary, and emphasis on trends. For breaking news, bookmark www.landscapemanagement.net and check it daily.

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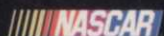
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Circle No. 105

The window of opportunity to renovate or repair school sports fields keeps shrinking, even as more and more use is demanded of these fields.



Please...open the windows!

Opportunities to renovate athletic fields dwindle each year. Those of us in the business spend a lot of time preparing smooth, attractive and safe playing surfaces for athletes. Imagine how frustrating it is to see fields opened for use before they're ready to handle the traffic.

As a contractor of athletic field construction and maintenance, I see and work with field managers at all levels, and I see their maintenance problems every day. They do the best that they can, but most don't have the resources to do the job adequately. Their budgets are small and, in many cases, they have to borrow equipment to undertake a project. Often, they end up hiring a contractor.

Squeezing the calendar

Anybody who has been in this business for any length of time has experienced these problems, but the problems are worsening because of an ever-tightening calendar squeeze. A generation ago, schools dismissed on June 1 and resumed September 1. Now, they dismiss a week or two later and start a week or two earlier. Practice for fall school sports now begins as early as mid-July, with the first scrimmages taking place in early August.

The window of opportunity to renovate or repair school sports fields keeps shrinking, even as more and more use is demanded of these fields. In the communities that our company services, that window is now down to five weeks. Can everybody's expectations be met in just five weeks?

Crazy weather

Next, let's factor in unpredictable weather. Summer here in the Ohio Valley can be brutal. Mid-summer temperatures often reach 100° F with stifling humidity, and we've recorded winter temperatures below zero. Man has yet to develop a turfgrass that thrives in this wide range of conditions. All grasses here have an ugly period sometime during the year no matter what.

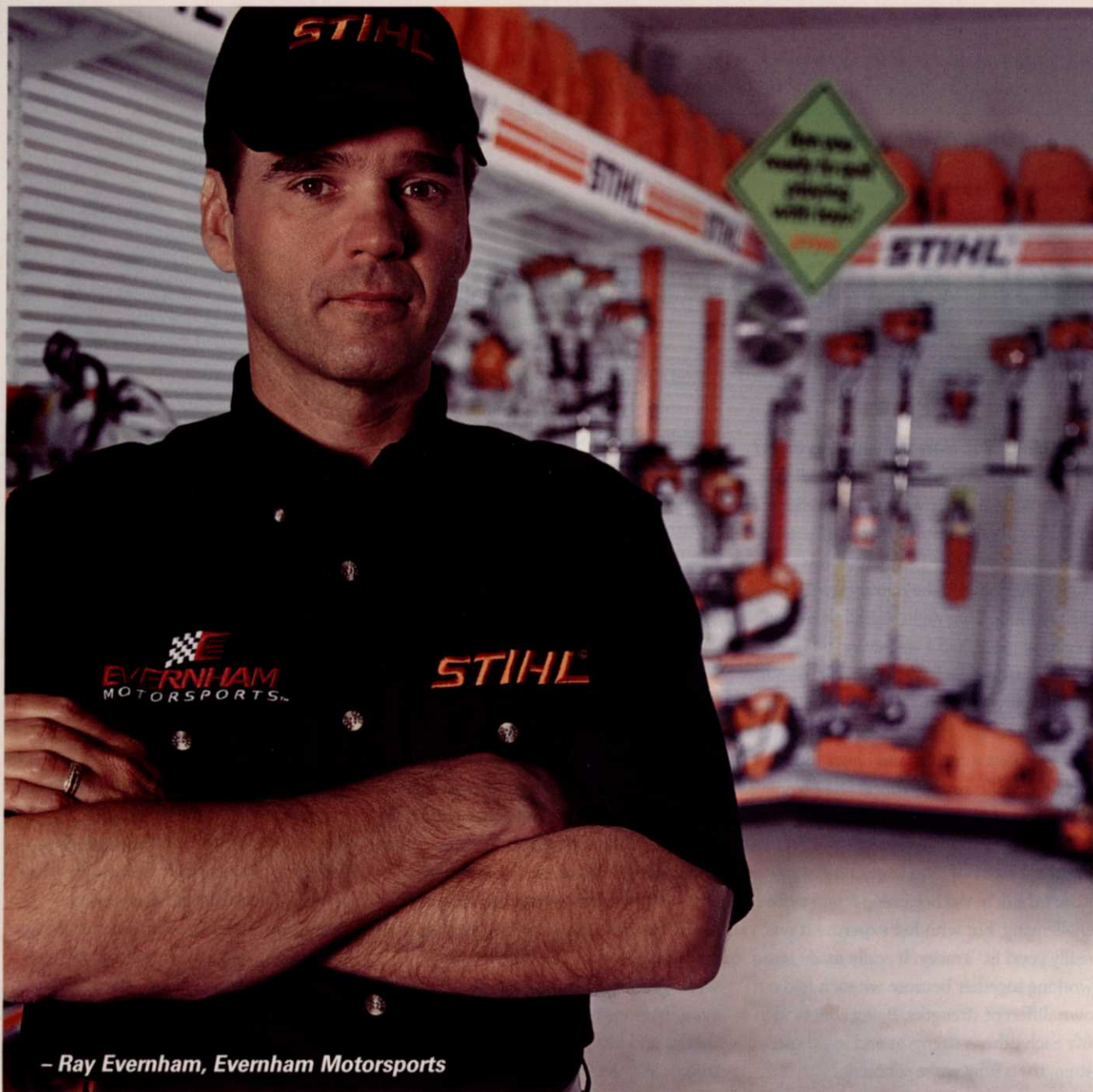
For cool-season grasses, that time is July and August. Even with irrigation, these grasses will show stress. The first game of the season is played on this turf at its weakest time.

Bermudagrass, a warm-season grass, is the answer to hot summers and goes into September strong and vigorous. But if it's used for spring sports, it will begin to show excessive wear. Then, of course, it will have to be resprigged or reseeded and given time to grow during the summer.

Because of the growing popularity of sports such as field hockey and lacrosse, field owners are starting to schedule events year-round on their athletic fields. This is a recipe for field disasters, and unsafe playing conditions will surely ensue.

Field owners must realize that the fields they oversee need to be shut down so that they can be repaired and made safe again when they're starting to show excessive wear. They have to "open the window" so that we can do our jobs.

— *The author is the manager of Farison Sports Turf, Louisville, KY. He can be reached at 502/245-9422.*



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inside the owner's head

BY JASON STAHL / MANAGING EDITOR

Ron & Tracey Lester

► Architerra, Inc.

First things first: How did you guys meet?

Tracey: I was at a girlfriend's house, helping her write out her wedding invitations. I asked her about every guy whose invitation I wrote out, and one I wrote out was Ron's. She told me she'd introduce us at the wedding. That night, we all went out to a local place, and I was sitting by the men's restroom and saw Ron walk by, not knowing it was the guy we had been talking about earlier. He ended up asking me for my phone number, and I later found out he was the guy my friend was planning to introduce me to.

What's it like working together?

Ron: I think in the beginning it was a little challenging, but with her expertise it was a really good fit. **Tracey:** It really made sense working together because we each had our own different strengths. Being able to identify each other's strengths and use those strengths is why we're successful.

What fun things do you guys like to do when you're away from the office?

Tracey: When we have the time, we like to golf. **Ron:** We bought a summer home in western Michigan on Silver Lake, and nearby are 4,000 acres of sand dunes that we like to drive on with our specially converted Jeep. We also do a little boating. Fortunately, we've developed a team here at the office to help us get away and relax. **Tracey:** We have an unbelievable staff that believes in the actual process and sees the big picture. We've found that if you take the time to teach them properly, they'll get it.

Ron & Tracey Lester own and operate Architerra, Inc., a \$2.1 million design/build, maintenance and snow removal company located in Indian Creek, IL. They are members of the Associated Landscape Contractors of American and JP Horizons' Owners' Network. Ron serves primarily as the head salesperson while Tracey manages human resources.

What's the most special thing you offer to your employees?

Tracey: Over the years we tried so hard to come up with incentive programs, but they didn't work because they came from Ron and myself. So we asked our employees what they wanted to be recognized for, and they said for going the extra mile in their job. So we came up with "good marble, bad marble." Employees get colored marbles for doing good things, and black marbles for doing bad things. We then take \$1,500 and divide that into the total amount of colored marbles and hand out cash rewards.

What other things do you do to keep employees happy?

Tracey: People don't realize it, but pats on the back, encouragement and recognition are all very important. People don't believe me, but I tell them we haven't heard anyone ask for a pay increase in a year and a half. **Ron:** It just comes down to leading by example and teaching the game of landscape contracting to our employees. We tell them, if we don't service the customer, someone else will. Little things make a huge difference.



You recently went to the Winston Cup. What was that experience like?

Tracey: We're not avid NASCAR fans, but I'm a celebrity now because my stepfather, aunt, uncle and cousins are all big fans. **Ron:** Seeing how those race teams work together for a common goal is similar to what we do. We're owners trying to win the race of serving high-end residential clients.

Which JP Horizons' People Solutions program has affected you most?

Tracey: The Training Challenge by far, followed closely by the Sales Jam and Leadership Jam. It has empowered our employees beyond belief. Our design/build sales project manager, Dustin Mattern, came up with an idea and followed through with it, and now it's working. Another employee, Drew Peterson, came up with a "thought of the day" board.

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Circle No. 107

industry almanac

NEWS YOU CAN USE

Work, weather and wings at SIMA's Snow & Ice Symposium

BY JASON STAHL /
MANAGING EDITOR

BUFFALO, NY — More than 800 visitors cruised the show floor at the Snow & Ice Management Association (SIMA) Symposium here in mid June. They came to view the latest in snow and ice control products — and there was a blizzard of them.

The number of exhibitors (90) doubled from the year before. In fact, the SIMA Symposium has shown remarkable growth, in both exhibitors and attendees, in each of its six annual events. Among the companies exhibiting this year were Hiniker, Daniels Pull Plow, Bobcat, Ariens and Shindaiwa.

SIMA says the 2003 Symposium shows the growing recognition of snow management as a profession.

"It was marvelous," says Tammy Higham, Executive Director of SIMA. "It went very well, and it was nice to see the growth in the trade show. The exhibitors seemed very happy."

Buffalo Mayor Anthony Masiello opened the trade show and boasted about his town's meaty Buffalo wings. "Now go spend some money!" he exhorted the landscapers and snow management pros. And a lot of them did as groups of attendees hit restaurants around town. One of the favorites was The Buffalo House. The Mayor was right — the wings were indeed meatier than other cities'.

When attendees weren't chowing on wings or kicking plows or manhandling blowers and other snow removal units on the show floor, they were educating themselves at a full lineup of seminars. Topics included maintaining worker alertness, man-



Top: LM Managing Editor Jason Stahl says Buffalo's hot wings were "hot." The number of exhibitors to the SIMA Symposium almost doubled for the '03 event.

HOW THE SIMA SYMPOSIUM HAS GROWN

	1998	1999	2000	2001	2002	2003
# of exhibitors	0	0	20	37	49	90
# of attendees	65	115	164	371	500	855

aging slip and fall risk, dispatching made easy and many more. This Symposium was also loaded with a striking amount of business management education.

Some late night revelers hit the hip and trendy Chippewa Street — rumor has it that Buffalo Bills' starting quarterback Drew Bledsoe was seen at Soho on Thursday night. Others who chose the path of

peace and tranquility partook in afternoon trips to the Buffalo Zoological Gardens and Elmwood Avenue for a little shopping. No matter what people decided to do outside, a steady rain fell in Buffalo. If the Symposium had taken place in January, all of us would have seen snow removal in action. The SIMA visitors, in light of the precipitation, could have really shown their stuff.

People & companies



Bayer Environmental Science hired **Dave Ravel**

as a lawn care specialist covering South-eastern states from Atlanta through Maryland.

Tecumseh promoted **Brian Wilcox** to Director of Sales – North America for Tecumseh Products Company's Engine & Transmission Group.

William R. Faile, Jr., became Vice President of Sales for the same group

Sipcam Agro USA named **Lynn Brookhouser** President and Chief Operating Officer, promoted **Robert Yarborough** to Sales, Marketing and Product Development Manager

for the company's Turf and Ornamentals Business, and hired **John Moyer** as Northern Area Turf and Ornamental Sales Manager.

FINN Corp. named **James Loneman** manager of the Central States Territory.

RedMax promoted **Phil**



McCallon to Field Sales Manager for Distributing.

BioSafe Systems appointed **Kim Babins** Marketing Specialist.

Echo Incorporated appointed Vice President **Larry Will** to handle issues regarding power

blower noise education and management.

Turf-Seed, Inc. hired **Suichang Sun** as a consultant to represent their products in Asia.

Dow AgroSciences appointed **Tom Linnen** Senior Sales Specialist for the Mid-America Special-



ties Group and **Randy Smith** (left) field re-

search biologist for turf and ornamental products.

L. R. Nelson Corporation named **Ernie Dunbar** Sales Manager for the Pacific Northwest.

The Scotts Company named **Robert F. Bernstock** Executive Vice President and President of the company's North American Consumer Business.

CLIPPINGS

HydroPoint, Toro sign agreement

PETALUMA, CA — HydroPoint Data System, Inc. has signed a letter of intent with The Toro Company to co-develop and market a new generation of weather-based irrigation controllers. Under such a partnership, Toro would license HydroPoint's WeatherTRAK technology for use in select Toro controllers.

Novozymes acquires Roots

SALEM, VA — Novozymes, which offers growth enhancement and disease control products for turf and horticultural markets, has acquired Roots, Inc., a plant health care products company based in Kansas City. With this acquisition, Novozymes will strengthen its position within microorganisms and other biological products for professional plant care. "Acquiring Roots bolsters our position in the U.S. plant care market segment and fits well with our corporate strategy for growth," says Ted Melnik, President of Novozymes Biologicals.



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Bayer ES's research site focuses on better turf

BY RON HALL /
EDITOR-IN-CHIEF

CLAYTON, NC — Bayer hosted Green Industry editors at its Bayer Environmental Science (BES) technical research facility here in June. At 281 acres, it's believed to be the largest single site in the United States devoted to developing and testing turfgrass and structural pest control products.

In addition to several acres devoted to turf plots, the site includes a two-hole golf course with bentgrass greens (three additional holes will be added this summer). Noticeable on the grounds was a row of shiny new John Deere turf equipment. Bayer BES is field testing Deere mowers



and other turf maintenance units there, as well. The Deere turf business is located in nearby Raleigh.

Eventually, the golf course will have nine holes. Bayer ES's next hire will be a turf manager to help manage the site.

Researcher Mike Newnam shows the results of fungicide trials.

"Any company that wants to be a major player in this business needs to have a facility like Clayton," said Don

Myers, Chipco Product Development Manager — Herbicides and PGRs.

Players? That's a short list indeed. Bayer, due to consolidation within the specialty chemical business, can literally count its turf competitors on one hand. BES itself is a blend of former Bayer and Aventis business organizations.

Marketing Director Jim Fetter acknowledged that the current economic climate could be better, but he pointed to the BES research farm as evidence of the company's long-term commitment to turf — and its conviction that the market will continue to grow.

The Clayton site will be used to test new products, but much of the activity there will also focus on finding ways to add value to the chemistry that Bayer has already developed or obtained through acquisitions. As researchers at the site seek formulation advances, new delivery systems and packaging improvements, other BES personnel will be focusing on ways to "partner" with lawn care companies to advance their programs, said Fetter.

One of the biggest challenges facing Bayer BES, he added, will be "sorting out all the brands" now under its umbrella, and finding a common voice within the turf market for them along with its strong Bayer and Chipco lines. "Both have been around a long time," said Fetter.

Dr. Nick Hamon, Director of Development and Technical Services, emphasized that the site will be used to develop, test and bring value-added products to the T&O market. "We wanted a dedicated team here, not an adjunct to an ag business," added Hamon.

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Circle 109

Be aware of OSHA changes

BY SUSAN KRUEGER, J.D.

In May, a 42-year-old North Carolina landscape worker was killed when the riding mower he was operating tipped over.

This tragedy reinforces the need to stay abreast of changes to Occupational Health and Safety Act (OSHA) regulations, including a change in the record keeping standard for injury, illness, or death (29 CFR 1904).

As of Jan. 1, 2002, OSHA requires that when an employee is injured while on the job, or when an employee contracts an illness as the result of workplace exposure, the appropriate forms must be completed to investigate and record the incident. If an employee dies on the job, his or her employer must immediately (within eight hours) contact OSHA at 800/321-6742 and inform them of the incident. The employer now must complete new OSHA FORMS 300, 300A, and Form 301 (which are available at www.osha.gov/), rather than the series of forms previously used.

It requires that the employer maintain these forms for a period of five years. Furthermore, employers must post the Summary (Form 300A) every year from February 1 until April 30 to inform employees of job-related risks. Some injuries and illnesses treated differently in the new regulation include all sharp object injuries, musculoskeletal disorders, hearing loss and cases involving work-related transmission of tuberculosis. Privacy concerns involved with injuries of a sensitive nature are also addressed in the new regulation.

— *This article is a brief overview of only the newest regulations. Contact TechneTrain Inc. at 800/852-8314 to order their easy-to-read Nursery and Landscape-Federal OSHA Compliance Manual.*

Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

King Innovation electrical/irrigation products catalog

King Innovation, formerly King Safety Products, announces the release of its new four-color catalog that details the company's products including DryConn Waterproof Connectors, Proline, Safety-



guard and Easyguard connectors, irrigation products, hand tools and electrical accessories.

For more information on King Innovation products, contact King Innovation at 3801 Lloyd King Drive, St. Charles, MO 63304, or call 800/633-0232 or fax 636/519-5410. You can also contact them at their Web site at www.kinginnovation.com.

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INDUSTRY TRENDS BY THE NUMBERS

WHAT'S YOUR SALARY?









Based on their work with over 50 companies across the country, the consulting firm of KehoeGuido found that owner-managers in high profit companies under \$3 million in annual sales are earning combined salary (pay for managing their companies) and dividends (pay for return on ownership investment) at a rate of 8% of sales. In other words, in a high profit \$2 million contracting business, the owner-manager grosses \$160,000 per year, of which \$100,000 is salary and \$60,000 is dividends.



SOURCE: KEHOEGUIDO

Survey says...

Q This little exercise always helps to get priorities in line. We asked our on-line visitors to take a minute to think about what they might do next if money were not an issue. If their capital were unlimited, what would be their next big investment? Here are the results.

- 33%  New trucks
- 16%  Training program
- 13%  New mowers
- 11%  New landscape technician
- 9%  New office support personnel
- 7%  New computer system
- 7%  Other
- 4%  New field supervisor

Percentages based on 89 responses

Log onto www.landscapemanagement.net and answer our online survey. We publish the results here monthly.



SUBSTANCE ABUSE COST

Workers who use illegal drugs...

- ▶ are **2.5 times** more likely to have absences of 8 days or more
- ▶ are **3.6 times** more likely to injure themselves or another person in a work-related accident
- ▶ are **5 times** more likely to injure themselves off the job (thus affecting performance and/or attendance on the job)
- ▶ are **5 times** more likely to file a workers compensation claim
- ▶ are **1/3rd** less productive
- ▶ incur **300%** higher medical costs

DATA COMPILED BY THE
INSTITUTE FOR A DRUG-FREE WORKPLACE

AMERICA'S HOTTEST 'BURBS

The so-called "housing bubble" shows no signs of bursting, at least not in the suburban neighborhoods that *Money* magazine identified as having the largest price increases over the past five years. We've paired their list down to two each from the eight largest metro regions tracked by Case Shiller Weiss. For a complete list visit <http://money.cnn.com/pf/features/lists/tophoods/>

Community	Median price	5-yr. price increase (1997-2002)
Cambridge, MA	\$480,000	126.30%
Somerville, MA	\$477,000	124.90%
Oak Park, IL	\$385,000	78.80%
Evanston, IL	\$459,000	73.00%
Huntington Woods, MI	\$254,000	50.40%
Birmingham, MI	\$297,500	46.20%
Rumson, NJ	\$493,500	102.90%
Montclair, NJ	\$365,000	102.50%
Bryn Mawr, PA	\$307,500	62.70%
Wyncote, PA	\$237,000	56.10%
Berkeley, CA	\$766,000	101.50%
Aptos, CA	\$525,000	99.70%
Glendale, CA	\$360,000	108.50%
Van Nuys, CA	\$359,000	106.30%
Silver Spring, MD	\$349,000	84.70%
Chevy Chase, MD	\$691,500	82.10%

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- 24** LM's Big 50
- 30** Top 10 small companies
- 32** Top 10 design/build companies



- 36** Top 10 lawn care companies
- 38** Top 10 grounds managers
- 40** Top 10 community projects



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BIG 50 COMPANIES

These companies are the largest for a reason: they deliver quality service at a fair price year after year. Because of them — and thousands of other smaller landscape, grounds maintenance and lawn care companies — all of us can enjoy the feel of soft green grass under our feet, the scent of blooming roses, the quiet murmur of a backyard pond. These companies are as unique as their services.

Company	Headquarters	Branches & franchises	Services	Employees
1 The TruGreen Cos.	Memphis, TN	300	MN 37%, LC 63%	25,000
2 ValleyCrest Companies	Calabasas, CA	90+	—	7,500
3 The Davey Tree Expert Co.	Kent, OH	65	MN 5%, LC 5%, other 90%	5,000
4 The Brickman Group, Ltd.	Langhorne, PA	96	DBI 12%, MN 82%, IR 4%, other 2%	5,400
5 Scotts Lawn Service	Marysville, OH	100	LC 100%	1,200
6 Weed Man	Mississauga, ON, Canada	195	LC 100%	1,500
7 OneSource Landscape & Golf Svcs Inc.	Tampa, FL	21	DBI 22%, MN 35%, IR 10%, other 33%	1,600
8 Gothic Landscape Inc.	Valencia, CA	9	DBI 89%, MN 11%	1,200
9 Lawn Doctor, Inc.	Holmdel, NJ	435	LC 90%, other 10%	800
10 American Civil Constructors, Inc.	Littleton, CO	16	DBI 40%, MN 30%, IR 30%	1,300
11 American Landscape Companies	Canoga Park, CA	11	LS 37%, MN 20%, DB 2%, IR 10%, other 31%	850
12 Omni Facility Svcs, Landscape Group	Norristown, PA	14	DBI 21%, MN 74%, IR 5%	650
13 Vila and Son Landscaping Corp.	Miami, FL	3	DBI 2%, MN 10%, IR 13%, other 75%	455
14 Allin Cos.	Erie, PA	9	DB 8%, MN 5%, other 87%	75
15 Grounds Control/Terrain	San Antonio, TX	4	DBI 43%, MN 35%, IR 19%, other 2%	690
16 Marina Landscape Inc.	Anaheim, CA	2	DBI 5%, MN 5%, IR 60%, LC 30%	321
17 The Bruce Co. of Wisconsin Inc.	Middleton, WI	1	MN 30%, DB 45%, IR 2%, other 23%	300
18 Teufel Nursery Inc.	Portland, OR	2	DBI 45%, MN 40%, IR 15%	400
19 Greenspace Services Ltd.	Toronto, ON, Canada	19	MN 10%, LC 90%	550
20 Chapel Valley Landscape Co.	Woodbine, MD	4	DBI 48%, MN 41%, IR 10.6%, other 0.4%	375
21 Landscape Concepts Inc.	Grayslake, IL	4	DBI 55%, MN 40%, IR 5%	—
22 Jensen Corp.	Cupertino, CA	5	MN 35%, DBI 60%, other 5%	235
23 The Groundskeeper	Tucson, AZ	6	DBI 50, MN 50%	600
24 Lipinski Landscape & Irrigation, Inc.	Marlton, NJ	2	DBI 43%, MN 22%, other 35%	350
25 Cagwin & Dorward	Novato, CA	13	DBI 30%, MN 61%, other 9%	350
26 Mariani Landscape	Lake Bluff, IL	2	DBI 50%, MN 50%	300
27 Urban Farmer Inc.	Thornton, CO	2	DBI 70%, MN 30%	327
28 Nanak's Landscaping	Orlando, FL	3	MN 100%	400
29 Scott Byron & Co. Inc.	Lake Bluff, IL	1	DBI 70%, MN 25%, LC 2%, IR 2%, other 1%	300
30 NaturaLawn of America	Frederick, MD	60	LC 100%	300
31 AAA Landscape	Phoenix, AZ	2	DBI/IR 50%, MN 50%	—
32 The Greenery Inc.	Hilton Head, SC	4	DBI 38%, MN 48%, IR 5%, other 9%	320
33 Tropics North	Miami, FL	4	DB 50%, MN 40%, IR 10%	260
34 Spring-Green Lawn Care Corp.	Plainfield, IL	97	LC 85%, other 15%	315
35 DuBrow's Nurseries, Inc.	Livingston, NJ	2	DBI 25%, LS and IR 4%, MN 26%, other 45%	200
36 Western DuPage Landscaping Inc.	Naperville, IL	2	DBI 70%, MN 30%	175
37 New Garden Landscape & Nursery	Greensboro, NC	2	DBI 26%, MN 29%, IR 6%, gar ctr 37%, other 2%	192
38 CoCal Landscape Contractor	Denver, CO	4	DB 10%, MN 60%, IR 20%, other 10%	350
39 Clintar Groundskeeping Services	Toronto, ON, Canada	12	DBI 5%, MN 38%, IR 5%, other 52%	120
40 The Highridge Corp.	Issaquah, WA	3	DBI 64%, MN 21%, IR 15%	230
41 McFall & Berry	McLean, VA	4	DB 15%, MN 85%	230
42 ALDO 1 Landscaping & Lawn Service Inc.	Ocean Twp., NJ	1	DBI 50%, MN 30%, IR 5%, other 15%	130
43 Clarence Davids & Co.	Chicago, IL	2	DBI 45%, MN 45%, LC 10%	225
44 Dora Landscaping Co.	Apopka, FL	1	DB 45%, MN 28%, IR 22%, other 5%	100
45 HighGrove Partners LLC	Smyrna, GA	3	DBI 25%, MN 75%	200
46 LMI Landscapes Inc.	Carrollton, TX	3	DBI 50%, MN 25%, IR 25%	150
47 ILT Vignocchi	Wauconda, IL	1	DB 71%, MN 20%, IR 7%, LC 2%	150
48 Dennis' Seven Dees	Portland, OR	2	DB 29%, MN 35%, IR 20%, other 16%	200
49 Hermes	Lenexa, KS	3	DBI 40%, MN 40%, IR 20%	250
50 Heads Up	Albuquerque, NM	1	DB 50%, MN 20%, IR 20%	120

*estimated

Legend

NOTE: ASTERISK IN REVENUES MEANS BASED ON ESTIMATES FROM COMPETITOR, OTHERS ARE SELF-REPORTED
AC: ARBOR CARE

CM: COMMERCIAL
DB / DBI: DESIGN/BUILD; DESIGN/BUILD/INSTALL
EC: EROSION CONTROL
GC: GOLF COURSE

g.ctr.: GARDEN CENTER
GV: GOVERNMENT
HS: HARDSCAPE
ID: INDUSTRIAL
IS: INTERIORSCAPE

IR: IRRIGATION
LC: LAWN CARE
MN: MAINTENANCE
PC: PEST CONTROL
PL: POND/LAKE

PS: POWERSEED / HYDROSEED
RS: RESIDENTIAL
RV: RENOVATION
SR: SNOW REMOVAL
ST: SPORTS TURF

Revenues	Expected changes	Years in Business	Principal	URL/e-mail
\$1,500,000,000*	—	34	Don Kames, Pres.	www.trugreen.com
620	7%+	54	—	www.valleycrest.com
325	0.9%+	123	Doug Cowan, Chairman/CEO	www.davey.com
323	8.4%+	68	Scott W. Brickman, Pres./CEO	www.brickmangroup.com
125	33%+	6	Tony Colatrella, Senior VP	www.scottslawnservice.com
85 C\$	33%+	32	Michael Kernaghan, COO	www.weed-man.com
80	8%+	28	Ronald E. Schmoyer, Pres.	rschmoyer@2onesource.com
80	9%+	19	Michael C. Georgio, CEO	mgeorgio@gothiclandscape.com
73	8%+	36	Russell J. Frith, Pres./CEO	www.LawnDoctor.com
57.8	—	28	Chris Graeber, COO	www.aconstructors.com
55	7%+	30	Mickey Strauss, Pres.	www.americanlandscape.com
50	9%+	5+	Mark Allen, VP	www.omnifacility.com
46	6%+	19	Juan C. Vila, Pres.	www.vila-n-son.com
45	—	24	John Allin, Pres.	www.allinco.com
40.1	0.1%	14	Al Honigblum, Pres.	www.sanitorsinc.com
35	5%+	32	Robert Cowan, Pres.	www.marinaco.com
33.4	—	51	Bliss C. Nicholson, Pres./COO	www.bruceco.com
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32.2 C\$	0	25	Dr. William M. Black	www.firstservice.com
32	8%+	35	J. Landon Reeve, CEO	www.chapelvalley.com
32	8%+	22	Mike Kerton, Pete DeVore, Owners	www.landscapeconcepts.com
30	—	34	Steve McGilvray, Pres.	www.jensencorp.com
28	—	27	Kent Miller, VP	www.groundskeeper.com
28	7%+	27	Robert A. Lipinski, Chairman	www.lipinskiland.com
24.7	8%+	48	Wayne Richards, VP/ COO	www.cagwin.com
24.5	0.1%	44	Frank Mariani, owner/CEO	www.marianlandscape.com
23.3	8%+	20	David L. Tollefson, Pres.	—
23	—	29	Sampuran Khalsa	www.nanaks.com
23	1%	16	Andrew Otting, Pres./COO	—
23	15%+	16	Philip Catron, Pres.	www.nl-amer.com
23	8%+	27	Richard Underwood, VP	www.aalandscape.com
21	1%+	30	B. W. Edwards, Pres.	www.thegreenery.com
20	—	30	Rich Hanzel	www.tropicsnorthinc.com
20	1%+	26	Tom Hofer, Pres.	www.spring-green.com
20	—	45	Michael Branch, COO	www.dubrows.com
17	0.9%	27	Steve Brodt, Pres.	www.wdinc.com
17	—	26	J. Morris Newlin, Pres.	www.newgarden.com
17	7%+	11	Jesus "Chuy" Medrano and Tom Fochtman	www.cocal.com
17 C\$	8%+	30	Robert C. Wilton, Pres.	www.dintar.com
16.4	—	18	Phil Schuetz & Mike Bushmaker	www.highridge.com
16.1	—	14	Mark D. McFall, Pres.	www.mcfallandberry.com
16	—	12	Christopher Aldarelli, Pres.	www.aldo1.com
16	—	52	Bill Davids, Pres.	www.clarencedavids.com
16	—	27	James H. Oyler, Pres.	www.doralandscapingcompany.com
16	—	14	Jim McCutcheon, CLP	www.highgrove.net
15	1%	16	Jody M. O'Donnell, Pres.	www.lmilandscapes.com
14	—	34	Donna Vignocchi, CLP, VP	www.iltvignocchi.com
13	—	47	David Snodgrass, Pres.	www.sevendees.com
12	—	38	Dalton Hermes, Pres.	www.hermeslandscaping.com
10	—	29	Gary Mallory, Pres.	www.headsuplandscape.com

LM100

BIG 50 BREAKOUTS

26 / Mariani Landscape

Frank Mariani, President
Lake Bluff, IL

Sometimes our future is chosen for us, and at a young age, too. That's just what happened to Frank Mariani of Lake Bluff, IL, a suburb of Chicago where you can find deep dish pizza and Wrigley Field.

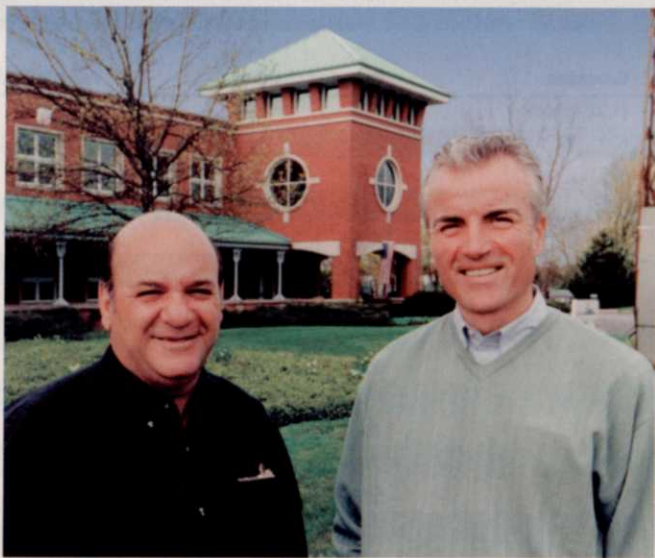
Mariani was 17 in 1973 when his father died. The teen was literally thrown into the company's landscape business. Founded in 1959 as a small, family-operated residential lawn mowing service, Mariani Landscape grew well and healthy under the guidance of young Frank.

Today, the company has a national reputation for its customer-centered enterprise.

"We concentrate on the client," said Mariani. "We are customer-driven, customer-focused and we will do anything for the client."

Mariani's team consists of licensed landscape architects and designers, horticulturists, a trained and experienced workforce of about 300, and conscientious foremen and supervisors. Today, the company is among the most respected in landscape design.

Frank Mariani has come a long way since 1971. Success requires operating a diversified and customer-comes-first business, run-



ning the landscaping company as a science; it's much, much more than the ability to mow lawns and rake leaves. It requires dedication, a love for what it takes to oversee

such an operation and being an example for others, using an unwavering, consistent work ethic — qualities that Frank Mariani learned at a young age.



27 / Urban Farmer

Dave Tollefson, President
Thornton, CO

Congratulations, Urban Farmer, on your 20th year anniversary. This high-performance firm that offers services to the commercial, residential, sport and golf course markets, started out with two trucks and little more than a dream. "We entered the market by installing small irrigation systems and also by mowing lawns," recalls Dave Tollefson, President.

Today, Urban Farmer is a leader in Colorado's landscape industry with an 11,000-sq.-ft. corporate headquarters sitting on 15 acres and a full staff of 330 employees. Says Tollefson: "We pay special attention to detail and maintain a company philosophy of, 'The Customer Comes First.'"

50 / Heads Up Landscape Contractors

Gary Mallory, President
Albuquerque, NM

In 1974, four basketball-playing buddies wanted to start an irrigation company, so they founded Heads Up. This was in the summer between their senior year in high school and freshman year in college. Because other companies were called Leo's or Fred's, etc., "we liked the play on words that Heads Up provided because we installed pop-up sprinkler heads. And, while playing basketball we were always yelling, 'Heads up,' so the name worked out well on two fronts," said President Gary Mallory.

Heads Up has progressed into a full-service operation and is savvy in six service segments: design, landscape construction, irrigation, revegetation, Xeriscape conversion and grounds management.

"Growing better" is the firm's outlook for the future. "We're still growing our three core segments of the business: grounds maintenance, commercial design/construction and residential design/construction," relates Mallory.



22 / Jensen Corp. Landscape Contractors

Scott McGilvray, President
Cupertino, CA

If you know your way to San Jose, you'll be sure to find Jensen Corporation, which includes Jensen Landscape Services in Cupertino, CA.

Jensen, owned and operated by Duane Wasson and Scott McGilvray since 1982, was established as an ESOP in 1994 and continues to operate as an employee-owned company today.

Performing site work, landscaping and restoration in the greater Bay Area, the company contracts 100 projects per year, ranging in size from \$25,000 to more than \$10 million. It has worked on major corporate campus-



es, residential estates, athletic fields, park development and upscale retreats to public works.

Their corporate clients ring familiar around the world: Dysan Corporation, world headquarters for Apple Computer, Oracle Corporation, Syntex, Sun Microsystems, 3Com, Intel, AMD, Rudolph & Sletten and ALZ.

Jensen athletic landscape skills are seen at the Stanford Stadium World Cup Installation, the University of Santa Clara, nine school fields in Cupertino, and Milpitas Sports Center.

The La Entrada playing fields located in Menlo Park involved "a massive grading and underground operation complete with seeding, which created a joint-use field for the adjacent school and community," says McGilvray.

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10 QUALITY small companies

These guys know their customers by name

Siciliano Landscaping

Wayne, NJ



Paul Siciliano might look like an extra for "The Sopranos." But he never makes his customers offers they can't refuse. He doesn't have to. His \$600,000 company has achieved enough success by "getting quality customers

and taking care of quality properties." Siciliano started out in 1984 with a truck and a couple of mowers. "I never worked for anyone," says Siciliano, who also serves as president of the New Jersey Landscape Contractors Association.

"Today, I'm in charge of design and I oversee landscape construction." His company does mostly residential maintenance work, but Siciliano says he'd like to see design/build overtake maintenance someday.

Clark Landscape Group

Monroe, NC

Clark Landscape Group duking it out for clients in highly competitive Research Triangle Park/Chapel Hill, NC area. "There's a tremendous amount of price pressure in the marketplace," admits Mark Clark, owner. But Clark has the experience necessary to make the business succeed — working for his family's nursery/landscape business, six years at Bland Landscape, and managing a branch for a national landscape company. His wife, Jennifer, helps out on the administration end. What it amounts to is \$700,000 in revenue, a figure Mark doesn't want to increase by much.

Utermark & Sons Quality Lawncare Co.

Chicago Heights, IL



From starting out in his father's business to starting his own in 1994, Mike Utermark has always bled green. He's used his love of the outdoors and hard-working nature to grow his business to its current size of 20 employees

with \$650,000 gross revenue in 2002. When he started, he had one full-time employee and one part-time employee. About 60% of the business is maintenance, with 35% design/build and 5% to 10% snow removal. About 60% of the accounts are residential, perhaps not unintentionally — Utermark likes going to a client's home, walking the property and talking about the person's needs and preferences.

Southern Turf & Ornamental

Charleston, SC

Erik Brown's business is only two years old and grosses \$350,000, but he's got ambitious plans for the future. Currently targeted at a 30% annual growth clip, he expects to hit the half million mark soon through referrals only — he says 100% of his business now is from referrals. He calls a motorcycle accident earlier this year a blessing in disguise — he's still not able to supervise jobs on site, so it's forced him to delegate responsibility more to his nine employees and streamline his operation.

DeSantis Landscapes, Inc.

Salem, OR

Referrals. That's been the name of the game for DeSantis Landscapes, Inc., in Salem, OR since 1974. Why is the business DeSantis gets so strongly referral-driven? "We provide an enjoyable professional experience in every client inter-

action that we have," Dean DeSantis, General Manager, says. Family also plays a large part in the company's success: Tony DeSantis is the President, and Tom is the Operations Manager. Together, they manage 40 employees.

Emerald Coast Services, Inc.

Santa Rose Beach, FL

David Seay, armed with an international economics degree from the University of Massachusetts, decided to go from program manager at an Atlanta telecommunications company to landscape company owner in 1999. The move paid off as



the company now boasts \$1.7 million in revenue and average annual growth of 30% to 40% in maintenance, 50% to 60% if you combine the growth he's had in design/build. "I felt there was a need for a customer-oriented landscape company in our area," Seay says, referring to Santa Rose Beach. "There wasn't a lot of stiff competition as far as clean uniforms and trucks."

Dickerson Landscaping

Tallahassee, FL

William Dickerson has no problem telling people his business is small. In fact, it had grown too big for his liking recently, and he intentionally scaled back because things were getting out of control. In 2002, he grossed \$700,000, down from just



over \$1 million a couple years before. About 60% of his clients are residential, while 40% are commercial. He employs a top figure of 17 people in summer, with crew sizes ranging from two to five people depending on

the project. Services offered now include landscape design and installation, landscape maintenance, and irrigation repair and installation.

Custom Lawn Care & Landscaping

Washington Court House, OH
Jaret Bishop is right where he wants to be. The 27-year-old's company did \$250,000 in snow business last year, and, after adding bark-blowing and hydroseeding equipment, is slowly becoming the one-stop shop for commercial clients. "We also offer parking lot sweeping, which helps us lock in our commercial accounts," Bishop says. Total gross revenues last year were around \$750,000, and he expects to pass the million mark by 2005. He has 17 employees.

Integrity Landscape & Design

Fairview, TN
Shortly after Tom and Nancy Taylor started their business in 1994, growth sped up quickly. Focusing on landscape maintenance, they grew in no time to almost \$700,000 in gross revenue and 10 to 12 employees. But systems were not in place to handle that growth, and things got out of hand. Today, they're back to doing what they love, design/build, and bringing in a modest \$500,000. Almost 80% of what they do is design/build, with maintenance being only a small portion along with outdoor lighting, hardscapes, drip irrigation, and turf management.

AA Tex-Lawn Co.

Matthews, NC
Mark Lay cuts his 92-year-old grandmother's lawn for free, but he's hardly worried it's busting his budget. He did about \$500,000 in business last year and hopes to hit \$750,000 in 2003, focusing on his commercial maintenance niche and increasing cash flow. "Our clients can always get a hold of either me or my brother," Lay says, referring to Cory, who got out of the Navy and joined the business 11 years ago. Mark started 20 years ago because of his entrepreneurial drive

and the fact that it was an easy business to get into. To drive growth, he's focusing on up-selling current customers and seeking new customers.



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LM100

TOP 10 DESIGN/BUILD COMPANIES

10 EXCEPTIONAL design/build firms

Consistency and innovation make these firms special

Kinman Associates Dublin, OH



Gary and Cynthia Kinman built a successful landscape design/build firm by serving only the best residential clients who they then teach to appreciate the art of professional landscape design. Tired

of seeing other companies dump "rocks, trees and dirt on yards" and call it a landscape, Gary decided to do something about what he saw as a lack of standards and professionalism in the design/build industry. He formed The Kinman Institute to develop landscape design/build professionals through training and education. Through the Kinman Institute, the couple hosts seminars, an "eXtreme Design-Build" forum, and publishes training manuals. "The trend in landscape design now is to sell more stuff, not do better work," says Gary. "I teach people how to connect with clients ... how to educate clients so they want better projects. Our typical client ends up doing more than we would have dreamed because we educate him, rather than presenting a cookie cutter plan."

Land Designs by Ellison Avon, CO

Designing mountaintop landscapes is both challenging and rewarding. For 23 years, Land Designs by Ellison has been using the extreme

topography, seasonal changes and native plant materials in the Vail Valley of Colorado to its advantage. Glenn Ellison started the firm in 1980, and his brother, Rich, manages the administrative/financial side. Glenn now heads the construction division with Mike Pratz, while landscape architect Pam Granade spearheads the design team and Julie Kite heads the maintenance division.

More than two-thirds of the company's business stems from design/build, but the company also handles maintenance and irrigation installations. "We're known for our water features," says Glen. "We get asked to speak on waterfalls and other water features at industry events quite a bit." The firm, which routinely designs and constructs waterfalls with 45 ft. elevation changes, also designs and build custom pools and spas. One secret to the company's innovative water features: spending as much time on the landscape and plants around the water feature as they do designing the water feature itself. "No matter how wonderful a water feature is, it's not successful if the plantings around it aren't of the same quality," Glen says. "It can't stand alone."

Outdoor Environments, Inc. Minneapolis, MN

The business is split for Outdoor Environments almost evenly between landscape maintenance and design/build. The company has been in business since 1975, but recently created an innovative way to reduce costs. The company gains efficiencies using Landscape Manager, a proprietary, integrated computer program that monitors each job from start to finish. The program creates proposals, schedules crews, establishes crew goals and tracks job efficiencies. All job communications also reside within the system, including internal notes and customer communications. The customer is automatically notified via e-mail when a service work order is completed, and is directed to the company's Web site to complete



a quality survey. Feedback from the survey is then automatically e-mailed to Outdoor Environments' account managers for follow-up. "Landscape Manager was designed to reduce the administrative costs of managing an account," says Hugh Kramber, CEO of Outdoor Designs. "This allows us to spend more time in the field where our customers can see the results."

Town and Gardens, Ltd. New York, NY

Town and Gardens lives up to its name, specializing in urban landscape development with clientele that include high-end residential clients, Columbia University, and some of New York's top building management, architectural and landscape architectural firms. "We have chosen to focus our talents on a small region in order to provide the best possible service to clients who expect the highest possible standard," says Don Sussman, president of Town and Gardens. Designing landscapes in The Big Apple often means creating innovative landscapes on rooftops. Town and Gardens has learned how to reduce weight and maximize modular roof sites. Its designs have won 23 national and regional awards, and have been featured in high-end consumer magazines. The eight-year-old firm employs about 30 people. "We design and manage each project as a team effort, employing a diverse range of resources including landscape architects, horticulturists, ar-

continued on page 35

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- Signature Club Choice Ryegrass
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- Sunny Lawn Mixture
- Survivor Mixture

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continued from page 32

borists and irrigation and lighting technicians to ensure total quality control and avoid budget overruns," Sussman says.

Hendrikus Schraven Landscape Construction and Design

Issaquah, WA



"What we've done in this company is create an alternative to all the different aspects of the landscape industry so that we could be 100% organic," says Hendrikus Schraven, president of

Hendrikus Schraven Landscape Construction and Design. "Then we tied them all together to make them work in a company and scientifically tested our methods to make sure they worked as an application." Those different aspects include organic soil, which is created and sold by Hendrikus Schraven Organics, and reclamation projects using organic materials that are handled by another Schraven company, Soil Dynamics. Schraven, who has been doing business organically for 32 years, is still intent on changing the way the industry designs, installs and maintains landscapes. "The clients are getting ahead of the industry in terms of accepting organic methods," he says. "We are working hard to educate landscape professionals and turf managers on organic practices."

The Pattie Group

Novelty, OH



Known for its water feature design/build work, The Pattie Group also operates a successful landscape maintenance firm. Steve Pattie, CEO of the firm, started mowing lawns at age 13.

His company now has annual sales of \$10 million and about 100 employees. Those employees are carefully selected using a combination of personality and skill profiles that help the company's officers place the right person in the right position. Employees are also routinely evaluated to ensure they're on the right career path. "Evaluation, training, career path — they're all tied together," Pattie says. "It's okay to pay people the best, but they have

to be the best producers." Evaluations help to ensure that Pattie employees are meeting their full potential. Clients, too, are evaluated by The Pattie Group using questionnaires to ensure their needs are being adequately expressed and met. The questionnaires help the clients realize what they want, set realistic expectations and give The Pattie Group vital information on the clients' wants and needs.

Watters & Associates Landscape

Rome, GA

In business for 10 years, the 60 employees of Watters & Associates Landscape focus on quality workmanship and the satisfaction of its customers



in northwest Georgia. The firm owes its success to its business philosophy of exceeding customer service expectations with a professional, interdependent team working to achieve a common goal. Watters and Associates divides its time between landscape design/build and maintenance services. It also provides irrigation services.

Dennis' Seven Dees Landscaping

Portland, OR

Safety and landscaping go hand-in-hand at Dennis' Seven Dees landscaping. President David Snodgrass, who is also chair of ALCA's insurance/safety committee, seeks to integrate safety into every aspect of his business. "You need to make safety part of the business culture," says Snodgrass. "You need to talk about it every day." A safety committee comprised of company employees keeps safety front and center. From stretching before installations to wearing safety vests to driving with their headlights on, Dennis' Seven Dees' employees are exposed to safety-related activities and ideas daily. In addition to keeping employees safe and sound, fo-

cusing on safety allows the company to obtain better insurance rates and market its safety record to clients.

Garden Gate Landscaping

Silver Spring, MD



In the early 90s, when the economy dipped, Charlie Bowers needed to know where his company stood financially, day-to-day. He created a system to track Garden Gate Landscaping's current performance vs. its

historical performance. A decade of improvements has yielded what Bowers call the "System That Achieves Results" (STAR). "You have some people who don't even create a budget. Then you have the next level of people who create a budget and stick it in the drawer for a year. Then you have people like me who are fanatical about it," says Bowers, who routinely changes his budget according to STAR data. He admits to missing last year's budget ... by just a quarter of a percent. With STAR, Bowers knows — week-by-week — where each profit center and even each employee stands in relation to the company's financial goals. The system helps keep everyone goal-oriented and spotlights any factors that might cause the company's goals to be missed. "Financials tell you history. STAR tells you where you are now and where you need to be," Bowers says. "You can see what you need and what you've got, then react accordingly."

Thornton Landscape

Maineville, OH

After 42 years in the landscape business, it might be easy to fall into a routine. At Thornton Landscape, the routine is change. The company is always looking for ways to improve efficiencies — from cell phones, to laptops, to Palm Pilot personal digital assistants to design software. "We use AutoCAD as our design software," says Rick Doesburg, owner/president of Thornton Landscape. "Because we do so much residential development work, the time we save with AutoCAD is just immense." The company can receive e-mailed community plans from engineers, complete with sewers, grades and roads, which saves "thousands of hours a year" and makes it easy to incorporate changes to designs.

LM100

TOP 10 LAWN CARE COMPANIES

10 LEADING lawn care companies

These firms excel in customer service and commitment

Broccoli Tree & Lawn Care, Inc. Rochester, NY



This outstanding 13-year-old company "walks the talk" when it comes to practicing Integrated Pest Management (IPM). About 65% of its '03 revenues will be generated by its IPM-based horticultural services, the remainder from

landscape maintenance and design/installs. This company remains a step ahead of most of the rest of the industry in its services and how it communicates them to its clients.

Teeples Lawn Care Crossville, TN

Mark Teeple, CTP, CLP, COLP, and Stephen Teeple, CLP, are small business owners passionately committed to learning their trade to better serve their customers and community. The designations behind their names indicate their dedication to learning the technical aspects of the services they provide. "Certification is an important



tool to provide feedback on how well we're mastering our trade and to provide motivation to learn news aspects of the trade," says Mark. The brothers have budgeted revenues of \$400,000 in 2003 for their 17-year-old operation, which is split evenly between lawn care and landscape services.

All American Turf Beauty, Inc. Van Meter, IA

Daryle and Linda Johnson started this company in April 1976 and grew it by themselves for two years.



By 1978, they had attracted 900 lawn customers and, by 1983, their company's growth was so robust it was recognized by *Inc.* magazine. Their son, Kevin, now runs day-to-day operations of this \$2.9 operation whose motto is, "Treat every lawn as if it were our own." That's saying a lot; All American Turf Beauty, operating out of two locations, counts 6,500 customers in Iowa and Minnesota.

Turf Doctor Mt. Vernon, OH

Fred Schillinger, who started this company just after graduating from The Ohio State University 19 years ago, proves you don't have to be in a big market to be successful. Turf Doctor's 35 employees serve customers in many small towns in north central Ohio. Schillinger, an active member and former president of the Ohio Lawn Care Association, runs a company dedicated to excellent service. About 60% of its \$2 million revenues come from lawn care, the rest from related landscape services. Lawn Doctor continues to grow 5% to 7% annually.

Fairway Green Raleigh, NC

Georgia native Sam Lang has long since been "adopted" by the turfgrass industry in North Carolina. Besides running his 14-year-old, 21-employee lawn care company, Lang is a staunch supporter of the excellent turfgrass program at nearby North Carolina State University. For months, he lobbied the NC legislature to close a tax loophole, and almost two years ago it paid off, giving the state budget a boost and also providing additional funding to establish a "Turfgrass Center" at NCSU. Fairway Green's licensed applicators know the value of customer education and prompt response . . . and Lang knows the value of persistence and a convincing story.

The Lawn Dawg Nashua, NH



Who says the lawn care market is mature? Not Lawn Dawg, no longer a puppy. This relatively young operation has grown to five branches (Nashua and North Hampton, NH, Woburn, MA, Portland, ME and Albany, NY)

and \$4 million in revenues in just six years. "Our significant growth has been a result of honest, aggressive marketing coupled with a commitment to outstanding customer service," says Jim Campanella, who also serves on the board of the Professional Lawn Care Association of America.

Landscape Services Tupelo, MS

"This past year, we embarked on a journey to fine-tune our organization," says Pete Poland of his 21-year-old "total lawn care" firm. This includes a five-year plan to manage and track projects more efficiently. "We now follow a simple process to set specific goals that are tracked



daily," he adds. This northeast Mississippi firm will generate about \$1 million in revenues this season. You can't miss this company's service personnel — they drive pink trucks!

Green Turf Lawns, Inc.
Worland, WY

"Because our market area is so vast (areas of Wyoming and Montana), we must be efficient," says Todd Graus, understating his routing challenge. "We go out of our way to service accounts even when the mileage exceeds the profit margin." This 19-year-old operation is noted as much for its excellent tree fertility program as it is for lawn care. Key managers include Matt Herrman, Mike Johnston and Holly Graus. And no, there is no animal — a cross between a jack rabbit and an antelope — called a "jackalope."

GroGreen
Plano, TX



Remember Dallas? The South Fork Ranch? GroGreen takes care of the turfgrass at J.R. Ewing's former digs, one of its many clients, in surpassing \$2.5 million in revenues this season. This nine-year-old operation is also moving into a new 10,000-sq.-ft. facility about a mile from its present location north of Dallas. This will allow technicians to park all of their trucks indoors. Owner/President Gary LaScalea has always prided himself on offering rapid and professional customer turf, tree and shrub service.

David Pursell
Jackson, MS

"Systems. Systems. Systems." That, says this owner, is the only way to run a lawn service com-

pany. Pursell joined the U.S. Lawns family of companies in 1999 and has since built his operation to \$800,000. He says he lost one key account this spring but recovered the revenue by "getting out



tions at nearby Hines Community College. selling really hard." Pursell is always in his shop when his crews arrive early each morning. Each fall, he teaches Equipment Maintenance and Operations at nearby Hines Community College.

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TOP 10 GROUNDS MANAGERS

10 DEDICATED

grounds managers

Pros that advance their profession in the public's eye

Damon Ervie / Director of Facilities

Liberty Public Schools
Liberty, KS

Maintaining 230 acres of common grounds and 100 acres of sports turf keeps Damon Ervie and five full-time employees hopping. But this staff has the spunk and knowledge to meet this progressive school system's high expectations, even on a tight budget of \$250,000. The biggest turf challenge facing Ervie's team is the curse of the Transition Zone — managing both cool-season and bermudagrass sports fields.

Keith A. Lukas / Landscape Supt.

University of Montana
Missoula, MT

Keith Lukas has done it all (or almost all) during his 28 years in the Green Industry, including golf course maintenance, landscape architecture/in-



stallation, arboriculture and turf management. He and his seven other full-time staffers take care of more than 592 acres, including 54.4 acres of extensively groomed turf and ornamentals on the main campus. Says Lukas, "We combine Integrated Plant Management (IPM) and Plant Health Care (PHC) into a holistic landscape management system that emphasizes proven methods."

John Mott / Supt. of Rec. / Sports Grds

The Ohio State University
Columbus, OH

John Mott and two full-time employees figure their handiwork touched 495,000 people in 2002, the number of users of the facilities they maintain. The short list of their tasks include: 90 acres of recreational sports turf, 50 acres of amended sand/soil profile fields, the 43-acre state-of-the-art Fred Beekman Park, 26 irrigation systems, 10 flowerbeds, eight shrub beds and six sand volleyball courts.

Randy Koch / Asst. Supt. Grounds

Ottawa County
Port Clinton, OH



It's a chilly 7 a.m. the Saturday morning prior to Memorial Day, and Randy Koch is a solitary figure policing the grounds surrounding the Ottawa County Courthouse.

These grounds are the focal point of the community and contain an important memorial to the county's war dead. Since Koch and his boss, Jim Adkins, became county employees 12 years ago, its properties have never looked better. Part of the credit goes to an innovative inmate work program. Residents of the county jail can reduce their sentences by a day for each day spent helping with grounds duties.

Mark Nauschutz / Horticulturist

The Alamo
San Antonio, TX

More than 2.5 million visitors visit this historic 4.3-acre site each year and get an opportunity to stroll turf-bordered paths and enjoy the beautiful beds developed by Mark Nauschutz and maintained by his two full-time groundsmen. Nauschutz, a Texas A&M-educated horticulturist, has significantly improved the grounds by renovating its sprinkler system and its many beds.

Ken Mrock / Head Groundskeeper

NFL Chicago Bears



Chicago, IL
After 36 years in turfgrass management, Ken Mrock is among the best in the business at managing intensively used sports fields. He and two assis-

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tants manage five acres of practice fields at the Lake Forest, IL, training facility for the Chicago Bears. Mrock says he gets great cooperation from the team in balancing traffic on the fields, which he helped build six years ago.

Chris H. Fay / Grounds Manager

University of North Carolina Greensboro
Greensboro, NC



This beautiful 200-acre campus in the Piedmont Triad Region serves 13,400 students. Chris Fay has been there 22 years, 16 as its grounds manager. His grounds and sports field staff is working around 15 major construction projects

this year, tending more than 100 acres of turfgrass, 17.5 acres of sports fields and 17 acres of practice golf turf. Each spring they also put out 10,000 annual flowers in addition to tending various perennial beds. "The time I spend with our staff really pays off," Fay says.

Scott Stelling / Turf Manager

Missouri Botanical Garden
St. Louis, MO

Scott Stelling and his three-person crew maintain 33 acres of outstanding turf. This National Historic Landmark boasts an incredible variety of gardens — Japanese, Chinese, English, German and Victorian — as well as a tropical rain forest in a conservatory. "Our biggest challenge is simply working around the thousands of people who tour the Garden every day," says Stelling, who also serves as a director for the Missouri Valley Turfgrass Association.

John Van Etten, CGM

Manager of Landscape & Design
Hoffman Development Corp.
Albany, NY

John Van Etten, 23 years in the grounds business, shifted gears just over a year ago when he began managing this in-house landscape services department. He and three others maintain the turf and ornamentals at 28 commercial and six residential sites. Beyond turf, Van Etten's team tends 160 individual flower displays, some as long as 150 ft., growing 1/3 of the bedding plants they use and more than 200 22-in. plant containers and hanging baskets.

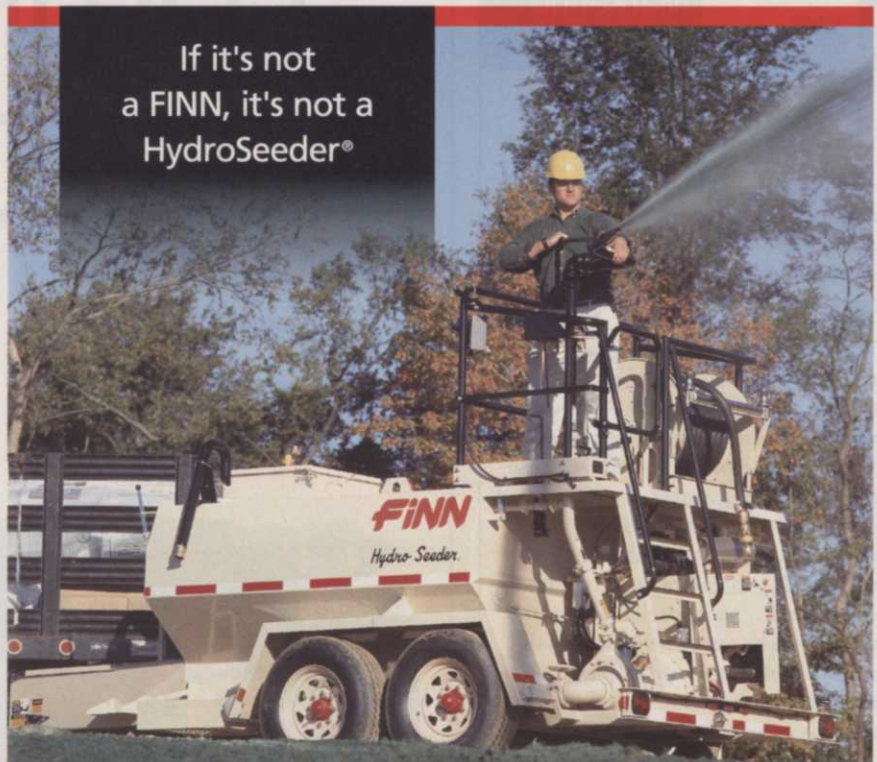
Kevin Voss, CSFM / Athletic Facilities

City of Muscatine
Muscatine, IA



Spring field overuse is the toughest challenge fac-

ing this veteran turf manager. Voss, who relies on Athletic Facilities Tech Randy Moeller and 10 seasonals to stretch his \$270,000 budget, maintains 110 acres of turf (50 acres of sports turf), 1.5 acres of beds and about 350 trees and evergreens.



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TOP 10 COMMUNITY PROJECTS

10 WORTHY community projects

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Spring Green Lawn Care Cicero, IL

Bill Gundlach and his employees annually participate in the local Relay for Life event that benefits the American Cancer Society. Each spring, Gundlach inserts a flier in each mailer his company sends out. "Our clients really respond," says Gundlach. This year, the "walk-a-thon" was June 14-15. "At first, it was just going to be a few employees participating, but then we decided to have our own team. More employees started to come out and bring their families." The relay lasts all night.

City of Hollywood Landscape Department

Hollywood, FL

The Neighborhood Capital Improvement Initiative Project was created to encourage private homeowners and civic associations to beautify their neighborhoods with tree planting projects, land-

scape enhancements and cleanup projects. The city funds the project up to \$10,000, and the group offers a match in labor hours. Exactly 40 such projects have been completed within the last four years — street tree plantings, park landscape installations, open space improvements, school planting projects, and the development of three butterfly gardens.

Chapel Valley Landscape Company Woodbine, MD

On Sept. 24, 2001, a twister tore through the College Park campus of the University of Maryland. As a former Terrapin alum and owner of Chapel Valley, J. Landon Reeve, IV, last year gathered over 300 employees to spend half of the "company meeting" day to fix up the university. One team prepped new beds and installed



shrubs, perennials and small trees at a woodland area near the Denton Hall dormitory that had been badly damaged. The second team installed a New Orleans-style garden and patio in the rear courtyard of a wing of the Clarice Smith Performing Arts Center. "It's a special day in the life of our company when we can work together with our valued vendors and our valued employees to

continued on page 42



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TOP 10 COMMUNITY PROJECTS

continued from page 40

give something as special as this back to the university and our community parks."

Utz Environmental Services Austin, TX

When the Tourism Committee of Round Rock, TX presented the idea to recreate the Chism Trail cattle drive to the Chamber of Commerce Board, owner Chris Utz and company realized the importance of contributing to a place of history and education and decided to donate their labor towards the landscaping of the park. They installed 470 feet of fence, all of the irrigation, planting beds, trees and turf. The landscaping enhances the

beauty of the 40 statues that tell the story of Round Rock and its founding members.

Yards "R" Us Landscape Co. Las Vegas, NV



In Las Vegas, Christmas is in April, thanks to Yards "R" Us Landscape Co. The company donates the landscaping for a needy person's home that's being spruced up as part of a

program called "Christmas in April." "As a local landscaper, we feel that everyone in the Green Industry should give back to their community, even if it's a small gesture," says Joyanna Diaz, co-owner of the business with husband, Rob.

Greenscorps Chicago Chicago, IL

This community greening and job training program of the Chicago Department of Environment and WRD Environmental trains unemployed individuals in landscaping. Trainees learn basic skills such as carpentry and operation of power tools and heavy equipment including mowers, skid-steers and augers. Trainees are also placed in internships with regional landscaping firms. One recent project involved working with students at a school for the trainable mentally handicapped to transform a swampy, unused yard into a native garden.

Acres Group Wauconda, IL

Last April 24, this company organized a "Take Our Daughters and Sons to Work Day" at its three facilities. Owner Jim Schwantz arranged a morning welcome with doughnuts, juice and milk, followed by a presentation of the history of Acres Group, a facility tour, and hands-on activities such as planting flowers. About 50 children attended.

Quality Seasons, Inc. Savage, MN

When owner Derek Blumberg's church asked him to help with an indoor garden display for the annual ladies' spring banquet, he said, "You bet." He had connections to get material donations worth more than \$3,000, and the church didn't have to buy any additional plant material, retaining wall stone or other items. Quality Seasons helped volun-



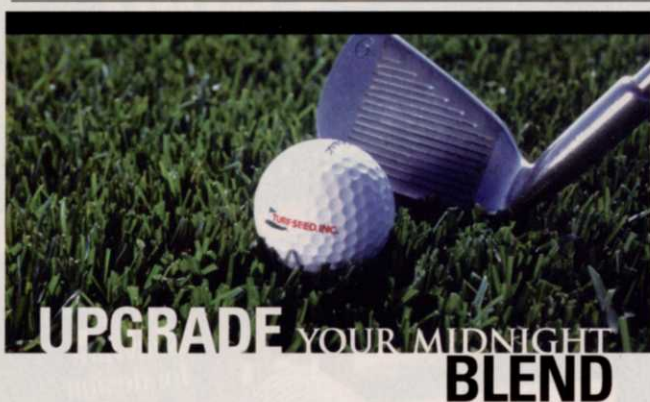
teers build two mirrored, raised beds stocked full with annuals and arbovitae shrubs laid in a western red cedar mulch to create a planted feel. It was so well-liked that it was left up for the next two Sundays for the whole church to enjoy.

Heart's Ease Landscape & Garden Design Toano, VA

Last year, Peggy Krapf, president of Heart's Ease Landscape & Garden Design, donated her landscape design services to create and implement a landscape master plan for the Hospice Support Care Facility being built in Williamsburg, VA. With the help of Jeff Wehrung, owner of Colonial Gardens, a landscape contractor, and donations, a sweeping walk was created around the facility with a perennial garden for each visitor room, a culinary herb garden off the kitchen window, an ornamental herb garden, and a patio garden at the edge of the woodline. This past spring, the Hospice project received an Arbor Day Beautification Award from the VA Federation of Garden Clubs.

Shady Characters Garden Design, Inc. Schaumburg, IL

Shady Characters Garden Design, Inc. worked with a local school's Peaceable Garden Club and PTA to beautify an area with native plants and a tree planted in honor of the school's retiring principal. Laura Fish, president of Shady Characters, says the native plants were planted on prairies in conjunction with the school curriculum. The school children and adult helpers planted the area not once but several times. No one gave up; they replanted, weeded and watered.



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Buy, rent or lease?

Determine the best option for your company using advice and helpful tips from landscapers and suppliers who have already been there

BY DAVE BERNER



Cash is king in professional landscaping and lawn service businesses, and cash flow is critical. The choices you make on equipment ultimately determine whether you can keep the cash coming in and going out of the company.

There are no hard and fast rules concerning the buying, leasing and renting of your hardware, and every Green Industry business owner must run the numbers to see which works best for him/her. Considerations include how much they'll be using the equipment (and how often), maintenance/repair and storage.

Dyle MacGregor has owned and operated Keep it Green Landscaping in Fairlawn, NJ, for 22 years. He's kept his small business strong by adapting simple rules about equipment.

"We know the life span of things because we've been in business so long,"

says MacGregor. "We know the real value of equipment comes after the loan payments are done."

MacGregor buys his big equipment, such as trucks, from the dealers he's



MacGregor has rules for buying.

worked with for years. "I still want to kick the tires," he says. "It's about product loyalty and the deals I can get."

But MacGregor cautions landscapers to weigh all options. He believes too many businesses buy a piece of equipment just because the deal appears "too good." "If you're not going to use the equipment regularly, buying may not make much economic sense."

"Whatever helps to preserve cash flow is what works best," says Bruce Allentuck of Allentuck Landscaping, a 60-man operation in two locations in Clarksburg, MD. The company provides both commercial and residential landscape construction and maintenance.

Allentuck rents backhoes, tampers and chippers because his crews don't use them enough to justify purchasing them. Mulch blowers and mowers are another matter, however. "You'll spend several thousand dollars to buy a good mower or blower, and if it's maintained properly, it can pay for itself over and over," says Allentuck.

Before making a buy, rent or lease decision, landscapers should evaluate their business and focus on their money-making services to get in position to evaluate which equipment to buy and which to lease or rent.

When renting works

"Landscape businesses can be small and undercapitalized, and some businesses can't afford to own equipment," says Bruce Conrad, Business Development Manager at Caterpillar Rental Services. "If your business is highly seasonal, you may not use equipment enough to own it."

Maintaining it can be a cash drain. "Plus," says Conrad, "if you rent, you can transfer that risk to us when your business has peaks and valleys."



Allentuck (left) aims to preserve cash flow. Cavecchi (right) is all for renting.



Another national rental chain agrees. "On some larger equipment, the right lease or purchasing terms might justify the investment, but with small to mid-size equipment, rentals are almost always the more efficient way to go," says Carlo Cavecchi, Chief Executive Officer of Denver-based HSS RentX. "I have yet to talk to a landscaper or turf pro who would rather be sharpening blades and replacing belts on equipment he purchases than be out there on the job making money."

All in all, that's certainly true. But according to some landscapers, renting is usually best for the small operator or the landscaper just starting out.

"We don't do much renting," says owner James Weidner of The Weidner Group, North Ridgeville, OH. "When we were

small we did. You have to because you can't afford to buy things. These days, we would rather make a loan payment than a rental."

Let accountant tag along

"We are landscapers. That's what we do. And that's why we should all have accountants," says Weidner. He believes before any business owner decides on how to handle his equipment, he/she must have a professional assess the business and be on the lookout for hidden costs in leases, the details of purchase agreements and the fine print in rental contracts.

"An accountant is just better at this," says Weidner. "He's going to negotiate better, and I would strongly suggest you take an accountant along with you when you make a deal."

The Weidner Group leases much of its large equipment such as Walker mowers and hydroseeders, and assesses its needs each spring. "We don't buy anything until we absolutely need it," adds Weidner.

ADVANTAGES / DISADVANTAGES

Rent	Lease	Buy
No maintenance costs	Some maintenance costs	Responsible for full maintenance
Pay rental fee only when equipment is used	Pay buyout payment to own	Each monthly equipment payment goes to ownership
No risk if equipment breaks down	Risk if equipment breaks down	Unless under warranty, breakdown costs are owner's responsibility
No storage needed	Storage needed	Storage needed
Rental gives chance to try new equipment without buyer outlay	Depending on lease deal, there's opportunity to switch equipment needs	Equipment yours to keep and to sell if no longer needed or used
Have to plan for use of equipment to be sure there's availability	Yours to use when needed	Yours to use when needed

"Leasing, per se, doesn't work in our industry," says George Kinkead, President of Turfco, a landscaping equipment manufacturer and seller. Kinkead believes the reason is simple — no one wants the equipment when you're done. "The blue book on landscape equipment is marginal at best. No one in the industry has come up with a good way to determine normal wear and tear."

Kinkead believes the sophistication in the landscaping market has grown hugely. Landscapers are smarter and more business savvy, whether they have accountants or not. Plus, he says, with his company, along with others, landscapers can get free trial periods or demos to see how a particular piece of equipment fits their business before actually buying it.

Exactly, says Caterpillar's Conrad. "Renting is a good way to try equipment before you decide to invest in it."

Despite these incentives, most landscapers say determining a customer base is key to buying, renting or leasing equipment. And using an accountant to determine how to balance the core business with needed cash flow is the best approach.

The trend

"Take a look at your business model and decide what you want to do," says Turfco's Kinkead. "If it's primarily mowing, then buy mowers. If you're a service guy, and need different kinds of equipment, then buy some and rent some."



No matter how you lean, you have to be flexible, meaning that owners match their equipment needs with their projects.

"A landscaper's need for certain types of equipment can go from zero to full-time on a moment's notice. We put a top-quality machine in their hands, ready to run, and as soon as it stops earning money for them they hand it back," says Cavecchi of HSS RentX. "You can't beat the rental option for sheer cost effectiveness."

Adds Bruce Allenteuck, "Whatever preserves your cash flow is your best choice."

The newest wrinkle in the buy, rent or lease debate is the growth in information

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◀ Renting a wood chipper might be the smart way to go for a one-time cleanup job.

technology. Landscapers and lawn service company owners are beginning to adopt the Internet for information and products.

"We've seen a slow but steady upward trend in online transactions," says HSS RentX CEO Cavecchi. "If the customer knows what he wants — model, engine capacity, attachments — then there's no vagueness to the decision, and online booking can be convenient."

At Caterpillar Rental Services, all rental sales are done through outside sales from rental stores. But the company Web site is used by customers for examining products and making decisions about equipment.

Those who sell equipment, however, say customers still want to work face-to-face with a dealer or salesperson who can answer questions and maintain a good working relationship. In this case, the Internet is used more for researching equipment, not buying it. Still, the online sites are becoming popular places for initial shopping decisions and for sorting out the details and styles of equipment.

The bottom line

The decision to rent, buy or lease is an important one that can't be made without comparing products and deciding what your business will be providing. For instance, buying aeration equipment if you're primarily a mowing company may not make sense.

"There are three things you have to think about," says Turfco's Kinhead. "One, the typical lifespan of the equipment you're considering. Two, determine how the equipment fits into your business. And three, if you decide to buy, what's the best way to do it? Your monthly payment shouldn't be the basis of your decision."

It's all about the cash in the company coffers, and at the same time using reliable equipment. If renting keeps the cash flowing, then do that. If buying or leasing equipment works for your company, then do that. The optimum approach may be a mix of all three.

"Look at price, not payments," says Jim Weidner of the Weidner Group. "Look at longevity of equipment. Look at the loan. Look at how much you're going to use some-

thing. And consider the whole picture." **LM**

— The author is a freelance writer based in Chicago, IL. He can be reached at 630/926-5173.

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Circle 121

Shift to 'maintenance' mode

One of the best ways to grow your design/build business might be to increase your maintenance business first

BY GEORGE WITTERSCHEIN



HighGrove Partners does more maintenance work now to stabilize business.

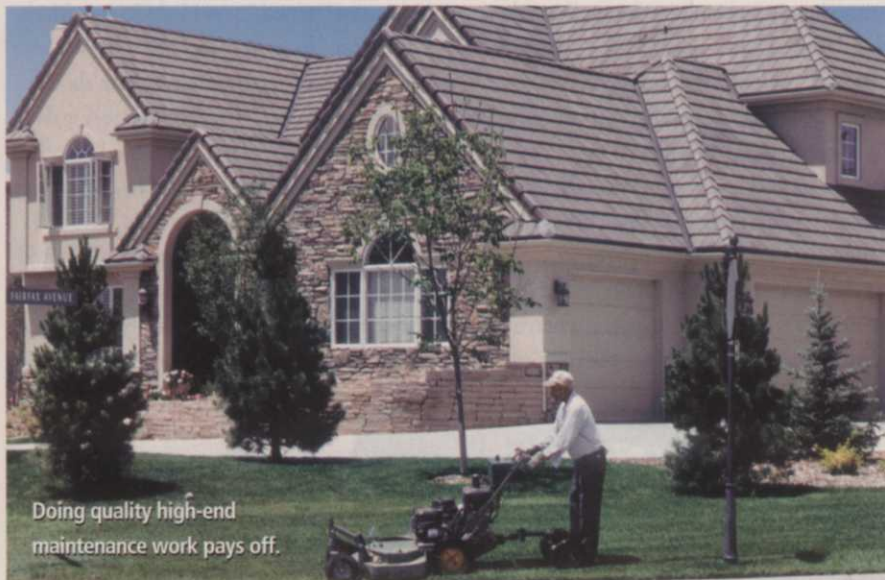
If you think landscape maintenance is low-end, low-gain work that won't help your business, think again. The landscape industry, shifting from the soaring 1990s to today's downsized expectations, is gaining a greater appreciation for the recurring revenues (and opportunities for related landscape work) that maintenance offers smartly run operations.

Even companies that helped shape the direction of landscape design and installation in their respective markets now focus more of their efforts on providing maintenance services.

Focus on maintenance

"Five years ago, we were about 80% construction and 20% maintenance," says Jim McCutcheon, CLP, Chief Operating Officer of HighGrove Partners. "For the long-term health of our business, we decided to change that mix to 75% maintenance and 25% design and design/build, an interesting decision when you consider that two of the partners are landscape architects." (HighGrove Partners is a \$16 million company in Atlanta and Charlotte, NC that grew out of the landscape division of Post Properties.)

"We were thinking about the stability of the business, especially given the up-and-



Doing quality high-end maintenance work pays off.

down nature of economic cycles. If we were still 80% construction today, we would really be hurting," McCutcheon adds.

"From time to time, we've even advised customers not to put so much money into design/build so that they would have enough money for maintenance. We want to minimize one-job situations. We're trying to capture this customer's business permanently. And we're pretty confident we'll make back those dollars down the road."

There are other reasons why shifting your focus to maintenance might be good for your business, including opportunities to sell installation and construction jobs to maintenance clients.

"Another plus is that we thought if we were prospering on our maintenance, we could be really selective

about the design/build jobs we accepted and not have to take everything that came down the pike," McCutcheon explains. "It enabled us to get away from a lot of true bid work — work that someone else de-

signs and that we're just bidding on as a construction contractor."

Grow your business

Another benefit to maintenance is the opportunity it offers for growing a business. As a landscape company matures, the question that arises is: "Where do we go next?"

Green Industry consultant Ken Hochkeppel, veteran of years of service with big Green Industry names like Ruppert and TruGreen, observes: "Often, landscapers starting out primarily in design/build or construction/installation will evolve to the point where they say, 'If we want to grow our business, we should increase our maintenance business to 65% or 70% of what we do'. As companies mature, they realize

that if they're going to grow, the growth should occur on the maintenance side. The maintenance business is more stable than the construction business and may be the best source of growth.



Jim McCutcheon (left) and Ken Hochkeppel agree: grow maintenance first.



"The maintenance business tends to be more recession proof and is an annuity," Hochkeppel adds. "Maintenance is a necessity for property owners and managers; construction isn't. Even if buildings stop going up, or if owners defer installing landscaping features, it's still important for them to maintain existing landscapes, both for the sake of keeping up appearances and to avoid losing value on their assets."

Two-thirds maintenance

Landscape company owners Debby Cole in Austin, TX and Bob Maffei in Cape Cod, MA also endorsed Hochkeppel's ratio of roughly two-thirds maintenance to one-third design/build.

Cole's 22-year-old company, Greater Texas Landscapes, derives about 60% of its \$4 million annual revenues from commercial maintenance. Cole, too, appreciates the ongoing business relationships generally associated with providing maintenance services.

Cole sees the ongoing maintenance relationship as including an element of "hand-holding" with the customer during difficult times. "We understand that they're worried about the economy and what it will mean to them," she says. "We provide a sense of continuity and stability to them. We're there every month, and we look after them. During this winter's ice, many of them called on us to help with things like sanding."

Maffei Landscapes in Cape Cod is another \$4 million company that does 60% of its work in maintenance and 40% in construction. "We're building a clock here, a well-integrated business based on a long-term relationship with the customer," says Robert Maffei, President.

In his operation, Maffei says construction projects almost always turn into maintenance accounts, too.

"Our maintenance division salesperson bids new work with about a 29% win rate.

Converting our construction into maintenance, that figure changes to 98%-plus. It's almost an automatic sale," says Maffei.

That conversion rate is no accident. "In our construction contracts, we've created terms and conditions that spell out specifically how the guarantees will be applied, giving substantially stronger guarantees if our company is doing the maintenance."

Maffei isn't alone in achieving big success converting construction jobs to maintenance contracts. HighGrove Partners targets a conversion rate of 80% and is close to achieving that number, says McCutcheon.

In addition to the high maintenance win rate flowing out of his construction business, Maffei likes several other aspects of the maintenance business.

"It's much easier to make a budget based on maintenance because we know who's renewing. The construction budget is all up in the air — you make a budget for the year and you roll the dice."

Maintenance also makes it easier to sell enhancements and maybe even additional construction/installation down the road. Once the maintenance budget is in place, "I can easily do percentage analyses off that to predict that I will get so much in enhancements and so much in seasonal rotation material. It's almost automatic," Maffei reports.

In it for the long-term

"Our landscape architect sells the company because of the maintenance division first," Maffei explains. "We start with the fact that we're going to maintain the property as part of a long-term relationship. That's appealing to the high-end customers who want to own beautiful properties on Cape Cod.

"When they're trying to decide what's right about this company and what's wrong about that one, and you go in and

immediately start talking long-term relationship and being accountable for that property for years to come, you really lower their anxiety level about using you as their contractor," he adds.

Maffei also believes in exceeding customer expectations, and finds his maintenance business helps him there.

"For example, our maintenance department tells the account manager when a plant is dead, usually before the customer



Bob Maffei (below) and his maintenance crews work to establish long-term relationships with customers.

has even noticed. The account manager feeds that information back to the construction department at weekly meetings, and then the construction department replaces that plant. We're replacing that plant before the customer ever picks up the telephone. I know a lot of companies are striving to reach that level of exceeding the customer's expectations, and this is one way we've discovered of doing that. Customers are wowed by this level of service."



When's the right time?

Given the desirability of converting a construction contract into a maintenance contract, how and when should the landscaper approach the customer about the maintenance sale?

"We weren't always very good at that,

but we've learned," says HighGrove's McCutcheon. "From the very first meeting with the customer, we're already talking about maintenance. We try to streamline our sales process and not make it segmented. In other words, we don't want to have to start selling two or three times in the process. We don't want to have to get the customer all excited about the design, then again about the install and then the third time about the maintenance. We're trying to sell the entire package from the beginning."

"Even in the early conceptual stages of the design/build project when everybody is going through the budgeting process," he continues, "we work towards making sure that there's enough money in the maintenance budget as well. Why? Because customer satisfaction with what we've designed and installed won't be there a year from now if there isn't enough money to

maintain the landscape."

Greater Texas' Debby Cole says her company opts to mention maintenance early, too. "In 75% of the cases, we see a requirement to enter a bid for one year's maintenance in addition to the bid for the construction. With the other 25%, we bring it up during construction.

"In some cases, the property manager has a maintenance contractor they work with on all their properties. In theory, that could pose a problem for us. But what we find is that they want whoever did the install to do at least one year's maintenance through the warranty."

In addition to having his design architect talk maintenance with the customer from day one, Bob Maffei gets his maintenance salesperson, Cara Christopher, together in a weekly meeting with construction administrator George Searles. Searles can then transfer his list of construction jobs that are wind-

Talk maintenance early

The experts agree: When selling a customer on a construction job, try to sell them on a maintenance contract as well. Do it early in the process, and don't wait.

"We don't want to have to start selling two or three times in the process. We don't want to have to get the customer all excited about the design, then again about the install and then the third time about the maintenance."

— Jim McCutcheon, HighGrove Partners

"What we find is that the commercial customer wants whoever did the install to do at least one year's maintenance through the warranty."

— Debby Cole, Greater Texas Landscapes

"Start talking maintenance as early as possible."

— Ken Hochkeppel, Green Industry consultant

ing down to Christopher. With Christopher's 98% win rate selling maintenance to the company's construction customers, it's not difficult to get her to the meetings.

"Start talking maintenance as early as possible," Ken Hochkeppel adds. "Some

customers will make that easy for you by deciding to purchase maintenance when they purchase the installation. Others will wait until the building is up and the grass needs to be cut and there's a crisis.

"But it may not always be a good idea

to try to sell the maintenance at the same time that you're selling the construction, because the company that winds up managing the property will likely be a different company from the one that built the property," continues Hochkeppel. "So the real issue is not when but who — who are the right people to make the sale to? Who's the property manager? Because it's not necessarily going to be the general contractor or even the owner who signs the maintenance contract. You need to identify the property manager as early as possible, and then begin immediately to build a relationship with that person." **LM**

— The author is a frequent contributor to LM. He can be reached at grbwitt@aol.com.

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Put wetting agents to work

As a landscape professional, you develop and maintain landscapes that keep your customers happy.

Water is a critical part of your business. More stringent water usage guidelines and restrictions make water use a more important issue than ever. When faced with these challenges, how do you provide your customers with the lush, vibrant landscapes they've come to expect? Wetting agents can help.

This important yet often overlooked tool can help you overcome water management issues. This technology has been a vastly underutilized resource in commercial landscape and residential applications.

Wetting agents explained

Because of surface tension and the accumulation of water repellent coatings on soil particles, water has a natural ten-

dency to run off sloped surfaces, sit on the surface where it's susceptible to evaporation, or channel through the soil past the rootzone where it becomes inaccessible to plant roots. In fact, studies show that 30% to 70% of applied water never reaches the rootzone at all.

Wetting agents, also known as surfactants, are chemicals used to help move water more efficiently through the soil profile. By reducing surface tension, wetting agents allow water to penetrate into the soil or mulched beds uniformly. They also help retain optimum soil moisture levels.

Regular use of wetting agents allows subsequent appli-

Expand your service offerings and help your clients' landscapes with these underutilized water management tools

BY COLLEEN R. CLIFFORD



Surfactants increase the efficiency of irrigation, product distribution.

cations of water through natural rain or irrigation to penetrate quickly and uniformly. While untreated soils that have been allowed to dry out will allow water to run off the top,

soils previously treated with surfactants readily pull water through the soil profile. This more efficient distribution of water enables you to reduce your overall water usage while still maintaining healthy plants. Improving water infiltration benefits the installation and maintenance of trees, shrubs and flower beds, and enhances the ability of plants to survive droughts. More efficient water penetration isn't the only benefit you get from using surfactants. Fertiliz-

ers and other water-soluble chemicals use water as the carrier to get it into the soil. By promoting deeper and more uniform penetration of water, you also ensure that these

products are being distributed as uniformly as possible and that your customer is deriving the maximum benefit from these treatments.

Benefits to customers

The use of surfactants translates into several key benefits for your customers. The most direct benefit is financial savings; since surfactant-treated landscapes require less water to maintain, your clients will spend less on their water bill. The extra charge for surfactant treatment will more than pay for itself in savings on soil-directed fertilizers and pesticides, water and energy.

As well as being concerned with economic factors, today's consumers are also more environmentally conscious than previous generations. As well as lessening the demand on an overtaxed water supply, using surfactants can also help mitigate the environmental impact of applied chemicals.

Using surfactants also helps to control the runoff of fertilizers and pesticides.

Benefits to you

Incorporating surfactant applications into your business can help improve your bottom line, too. An expensive yet common problem for landscape professionals is the loss of plant materials in new landscapes from moisture stress. The cost for the replacement plants themselves as well as the manpower needed to install them reduces

your profitability. By using surfactants, you can lessen the impact of moisture stress on new plantings as well as established landscape areas.

The use of surfactants can be promoted to your client base as an effective treatment against drought stress during the height of summer, an added benefit that can give your company an edge on the competition. Most surfactants are available in liquid, granular or injectable formulations to suit the needs of you and your customers.

By promoting the more efficient use of applied chemicals in the soil profile through surfactant usage, you'll need to apply less product less often to achieve full coverage and maximum benefit. This helps you save money on the purchase of fertilizers and pesticides, as well as save on the manpower to apply them. Some surfactants can be tank mixed safely with common fertilizers and pesticides, so that all products can be applied simultaneously rather than in separate treatments. Offer surfactants as a stand-alone treatment or in combination with other products as a treatment package, and maximize your profitability while minimizing time spent by your crew at each site. **LM**

— The author is Marketing Manager for Aquatrols (www.aquatrols.com) and can be contacted at clifford@aquatrols.com

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Fertigation's ■ time

arrives

Utah city pleased with "test" results and intends to keep expanding the concept's role in landscape management

BY RON HALL / EDITOR-IN-CHIEF

Larry Fredrickson, the Parks & Landscape Supervisor of St. George, UT, manages 475 acres of

public property with limited manpower, money and resources. These properties range from hikers' trailheads to intensively maintained sports fields.

Fertigation, through a unique partnership of city, manufacturer and distributor, is one of the tools he's begun using to meet these challenges. Specifically, Fredrickson is documenting fertigation's role in:

- ▶ increasing the vigor of his



Fertigation controllers are simple to operate.

city's turfgrass and ornamentals, ▶ reducing the number of labor man-hours needed to fertilize the turfgrass and, ▶ improving irrigation efficiency and conserving water.

Water, what water?

Geography and climate deal Fredrickson some tough landscape challenges. St. George is located in a high-desert valley

(elevation 2,800 ft.) ringed by sandstone cliffs. The Pine Valley and Beaver Dam Mountains frame its horizons. The region, known as Utah's Dixie, gets an average of eight inches of precipitation annually. The scarcity of water threatens the area's continued economic growth, and few communities within the United States are so conscious of using it wisely.

Fredrickson began "beta testing" fertigation on city properties thanks to an agreement between the city, Houston-based Turf Feeding Systems and regional supplier Turf Equipment and Irrigation.

In July 2002, John Sorenson, local branch manager of Turf Equipment and Irrigation, began installing fertigation systems (supplied by Turf Feeding Systems) on city properties. Additional systems have been installed since. To date, nine areas within the city are benefiting from fertigation systems, the smallest at six acres and the largest at 33 acres.

"I think it's a great project," says Fredrickson, "Hopefully we will continue to install the systems on all of our public properties."

It makes a difference

While Turf Feeding Systems, Inc. foots the bill for the equipment and its installation, the city pays for the liquid fertilizer that local supplier Sorenson delivers to the fertigation stations once every three months. The fertilizer is specially blended to meet the needs of the turfgrass as determined by soil tests and seasonal conditions.

Fredrickson says he sees a marked improvement in the city's fertigated landscapes, including more colorful beds and a reduction in surge turfgrass growth in parks and sports fields. Because he can also add wetting agents and soil conditioning products such as sulfur

in with the fertilizer and water, he expects long-term benefits associated with improving the parks' soils.

The soil issue is significant (and may increase the credibility of fertigation as part of the solution) as more and more landscapes, public areas and sports fields are irrigated with recycled water with a resulting buildup of salts in the soil.

"As the soil gets better and better, we'll be able to get healthier plants," says Fredrickson with conviction. "Healthy turf will require less water and other products in the long run."

If fertigation offers so many benefits, why haven't more contractors and grounds managers embraced it more enthusiastically?

Not to worry, say proponents, they will — eventually.

"My theory is that landscape managers are so busy as they learn their trade they tend to stay with what they have learned," says Bill Nolde, Director of Technical Services, Plant Choice, San Diego. "And, of course, suppliers will not offer new ideas or products unless there is a big demand for them."

Nolde, a former golf course superintendent, says fertigation is becoming more popular, particularly on sports complexes, campuses and large commercial properties. Residential fertigation units are starting to

Simple, workable concept

Fertigation is the process whereby fertilizer is applied lightly with each irrigation cycle to "micro feed" the landscape. A typical system consists of injectors, a controller and a plug-in transformer. City and county ordinances require the installation of a backflow preventer between the injector and the water source.

Fertigation's technical elements are simple to understand. Using water pressure, an injector installed on the irrigation system's main line pulses each time the fertigation controller sends it a signal. Every pulse injects a tiny amount of fertilizer and/or material into the main line.

The fertigation controller is wired to the irrigation controller, and when the controller turns on a zone, the fertigation controller sends a signal to the injector conveying the number of pulses required to deliver a pre-determined amount of fertilizer to meet the requirements of each zone.

Professionals recommend soil and water tests before choosing a fertilizer solution. The recommended rates will probably have to be adjusted seasonally.

find favor, too, especially with "baby boomers."

Fertigation offers landscape companies a new revenue opportunity. The primary maintenance requirement on the

equipment is to refill or replace the tank every four to six weeks. This can be done during normal maintenance stops.

Another benefit to fertigation is the money saved on the labor required to spread fertilizer, not

to mention the money on the warranty of plant material, fertigation supporters say.

"I like the concept that

every drop of water has a little bit of nutrient in it," says Nolde. "This is an emerging technology with great potential for grounds and landscape managers."

While fertigation is a relatively new concept in the landscape industry, it's been used for more than 40 years in agriculture and slightly fewer years in golf course maintenance.

Fertigation's benefits include:

► **Reduced labor expenses** — Light feeding through fertigation will control plant growth rate, and the injection rate can be adjusted down to keep the growth rate to a minimum while maintaining rich plant color. This will allow mowing



Bill Nolde says fertigation is getting more popular.

intervals to be set as far apart as possible, and prevent the necessity of hauling off excessive cuttings, which can be costly.

► **Improved and consistent turf quality** — Light and continual feeding promotes the health and appearance of the landscape. Many landscape designers and maintenance contractors are reluctant to fertilize too often due to budget restraints. Often fertilizing with traditional dry applications

equates to an increase in mowing — more labor costs. Consistent quality and survivability are crucial when a new landscape is installed.

► **Water conservation** — Too often, landscapes are

overwatered. When a landscape begins to decline, the first response by many managers is to put down more water. Too much water will encourage the development of plant diseases or even damage or kill



Larry Fredrickson and his new fertigation system.

plants. Fertilizer applied properly through fertigation along with organics such as ROOTS, an organic additive product, will promote major root growth development and strength. A deeper, denser root sys-

tem will store and use water and nutrients more efficiently.

► **Reduced pesticide usage**

— A healthy landscape is more resistant to disease, insects and weeds. This is possible through fertigation. The best way to force weeds out is by having thick, healthy turfgrass. Insects and disease will usually attack plants that are succulent or stressed. By keeping the plant healthy in its optimum growth, with

thick cell walls, stressors are minimized.

A properly installed and maintained fertigation system can result in a healthier, better-looking landscape, which is maintained at a lower cost. **LM**

Fertigation suppliers

EZ FLO

Roseville, CA
724/940-4071
www.ezfloinjection.com

► Systems available in four different sizes — from 12,000 sq. ft. properties up to two acres. Each refill of the unit can last up to four to eight weeks.

FertiGator

St. Louis, MO
866/344-2867
www.fertigator.com

► Automatic lawn care system attaches to any in-ground sprinkler system. FertiGator M1 comes with M1 injector, eight-zone controller, plug-in transformer.

Turf Feeding Systems

Houston, TX
800/728-4504
www.turffeeding.com

► Fertigation technologies since 1986. Six models, 10 capacities from three to 50 acres.

CSI Systems International

Cedarburg, WI
262/375-8550
www.fertigation.com/chemigat.htm

► Supplying agriculture and turf with fertigation and chemigation equipment since 1982. Fertilizer metering pumps, injectors.

Flowtronex

Dallas, TX
800/786-7480
www.flowtronex.net

► NUTRIFEED nutrient injection system can apply up to three different nutrients with digital control. Self-contained controller with 16 program modes.

MAKING IT PAY OFF

Action/benefit	Dollars
Installation fee*	\$300-\$500
Labor savings (refill instead of spreading granular fertilizer)	\$40
Recurring revenue on sale of fertilizer	\$40
Prevent transplant shock (e.g., labor and cost of 2-3 shrubs or 1 tree)	\$200
Generate at least one need lead based on results	\$100
No callbacks/reduced callbacks	\$50
Total increased revenue	\$730-\$930
Cost of unit (1.5 gallon)	\$170
Total potential realized revenue	\$560-\$760

*SOURCE: FEE CHARGED FOR 1.5- AND 3-GALLON UNITS BASED ON CONTRACTOR SURVEY 2002-2003; INFORMATION PROVIDED BY EZ-FLO (WWW.EZFLOINJECTION.COM)

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Landscape MANAGEMENT

2003

CORPORATE CAPABILITIES

Bayer Environmental Science



Bayer Environmental Science

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Dan Carrothers, Vice President,
Chipco Professional Products
Nick Hamon, Director,
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Technical Services
Jim Fetter, Director of Marketing
Neil Cleveland,
Northern Regional Manager
Rich Burns,
Key Account Manager

Product focus:

Bayer Environmental Science manufactures a full line of turf and ornamental products for use on golf courses, home lawns, sports fields, commercial landscapes, nurseries and greenhouses. Bayer Environmental Science continues a tradition of innovative research and top-of-the-line professional products, backed by highly trained sales and field development representatives.

Manufacturing facilities:

With manufacturing facilities worldwide, Bayer Environmental Science produces premier products for use in the turf and ornamental marketplace. In the United States, facilities are located in Pasadena, Texas; St. Louis, Mo.; and Kansas City, Mo. Bayer Environmental Science supports its green industry products with a dedicated turf and ornamental research facility in Clayton, N.C., where industry experts develop and investigate new chemistries and formulations.

Technical support, sales, training and customer service:

Our focus at Bayer Environmental Science is the development and creation of innovative technologies and solutions for the challenges our customers face every day. Field development, sales and technical representatives located throughout the country offer regionalized support for all Bayer Environmental Science products. Go to www.bayerprocentral.com to find the representative nearest you.



Major product lines:

From trusted standards such as Merit® insecticide, Ronstar® herbicide and Compass™ fungicide to newly launched products such as Revolver® herbicide and TopChoice™ insecticide, Bayer Environmental Science offers products to fit all areas of turf management and ornamental pest control. The well-regarded Aventis Chipco Professional products and the respected Bayer product group are now combined, forming the most complete product line in the green industry.

Bayer Environmental Science

Buck's Fabricating



Product focus:

Switch-N-Go is a patent-pending Detachable Truck Body System (sometimes called a truck body changer) that gives truck owners

more uses out of a single truck, enabling them to become more productive and efficient. At the push of a button, truck owners have the option of changing in and out from a variety of truck beds (almost any type – dump, flat, chipper body, mulch bodies, water tanks and more). Used for small- to medium-scale hauling and loading, Switch-N-Go has the power to set a fully loaded body to the ground or pick it up.

Manufacturing facility:

Buck's Fabricating is a hauling manufacturing company that specializes in multi-sized, roll-off containers. They are located in Western Pennsylvania and have been providing storage solutions to the waste, hauling, scrap and recycling industries for almost 20 years. Buck's has a strong reputation for manufacturing products to the highest quality



and standards in the industry. To build Switch-N-Go, Buck's added a 12,000-foot assembly and storage area to its current facility.

Technical support, sales, training and customer service:

With a strong belief in continuing education for its employees, Buck's Fabricating operates under the belief that knowledge is power. Currently, Buck's employees 35 to 40 people in its Sheaklyville, Pa., facility. Buck's has built its reputation on quality, value and reliable delivery.

Major product lines:

Well-known for making high-quality roll-off containers for waste recycling and storage, Buck's has started to build a reputation in the landscape and construction industries with Switch-N-Go. Switch-N-Go can accommodate almost any type of truck body, no matter what the need – water tanks, storage bodies, spray systems and more.

Buck's Fabricating

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KEY EXECUTIVES:
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Bud Greenert,
Product Manager

Express Blower, Inc.



Express Blower, Inc.

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KEY EXECUTIVES

David Nelson, President
Denny Drennan,
General Manager
David Looney,
Service Manager
Brent Whitley,
Sales Manager

Product focus

The Express Blower™ is the only blower equipment designed and manufactured to quickly and efficiently apply mulches, soil blends, compost, wood chips, sand and aggregates for the landscape, erosion control and construction industries. It reduces labor requirements while increasing profitability and efficiency.

Manufacturing facility:

Each Express Blower™ is built to our customer's specifications at the Eugene, Ore., facility. Newly expanded and remodeled, there are seven manufacturing bays, a new and extensive parts warehouse, plus modern and efficient office space for all service, parts and sales personnel.

Technical support, sales, training and customer service:

Express Blower invites you to visit Eugene, Ore., to personally view the capabilities of the trucks as well as the potential business opportunities, comprehensive operator and maintenance training, 24-hour technical and service support, plus marketing materials to help with the advertising and promotion of your business.

Major product lines:

All Express Blower™ models are manufactured to the same high quality standards. With the variety of models available, there is one to suit any need, including fully-integrated box and chassis units and trailer mount units. The newest trailer mount model is the RB-20. It has been designed to blow aggregate at great distance.

Ferris Industries



Product focus:

Ferris Industries manufactures the most complete line of mid-mount zero-turn mowers in the commercial mowing industry.

Featuring IS® Independent Suspension, powerful engines and heavy-duty construction, Ferris mowers increase productivity and profitability. IS Independent Suspension is the first and only independent suspension system for riding mowers.

Manufacturing facility:

To meet the increasing demand for its products, Ferris is building a 50,000-square-foot addition to meet the needs of its customers. Highlighting this expansion is a new assembly line designed specifically for value-added manufacturing. Combined with a previous expansion in 2000, the Ferris facility totals 160,000 square feet.

Technical support, sales, training and customer service:

Ferris Industries, a Simplicity Company, is part of The Dealer Line™. Customers can count on the service and support they get from authorized Ferris dealers and distributors. Those dealers and distributors are backed by the most experienced sales force in the industry and a parts and service organization that is second to none.

Major product lines:

Mid-mount, zero-turn riders featuring IS Independent Suspension, including the IS 5000Z featuring a CAT® diesel, four-wheel IS Independent Suspension and 72-inch mower deck.

ProCut™ commercial upfront three-wheel riders.

Commercial walk-behind mowers: UltraBelt™ gear-drive model; HydroWalk™ single-drive and dual-drive model; and 32-inch HydroCut™.

Ferris Industries

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 Fax: 315-495-0109

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Bill Shea, VP of Sales
Rod Roberts,
 Technical/Service Contact
Jennifer Loran,
 Corporate Contact
Jerry Dawes, VP of Finance

FMC Corporation



Overview:

FMC's Specialty Products Business, headquartered in Philadelphia, Pa., is a leading manufacturer of high-performance insecticides, termiticides, termite baits, miticides and ant control products for use by the golf course, lawn care and structural



pest control markets. FMC's Specialty Products business also provides Talstar® insecticides to fertilizer manufacturers for use in the lawn and golf markets. FMC Specialty Products is an integrated solutions provider, offering SmartBiz™ business-management software.

Manufacturing facilities:

FMC Corporation is a global, diversified chemical company serving agricultural, industrial and consumer markets for more than a century with innovative solutions, applications and products. The company employs over 6,000 people throughout the world. FMC Corporation divides its businesses

into three segments: Agricultural Products, Specialty Chemicals and Industrial Chemicals.

Technical support, training, customer service:

The FMC Specialty Products Business is staffed with dedicated professionals in research and development, technical service, field sales, customer service and marketing. To reach a customer service or technical support representative, please contact the Customer Satisfaction Center at 800-321-1FMC.

Major product lines:

FMC has a leading global position in pyrethroid chemistry. The Talstar® family of insecticides offers long residual control with a variety of high-performance products labeled for treatment of a broad spectrum of pests. Products for the turf and ornamental industry include Talstar® F Insecticide/Miticide, Talstar® EZ and PL Granular Insecticides, QuickSilver™ T&O Herbicide, Astro® Insecticide and SmartBiz™ software. Products for the golf industry include Talstar® GC Flowable Insecticide/Miticide, Talstar® GC and EZ Golf Granular Insecticides and QuickSilver™ T&O Herbicide.

FMC Corporation
Specialty Products Business
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Philadelphia, PA 19103
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Fax: 215-299-6100

WEB SITE:
www.fmc-apgspec.com

E-MAIL:
fmc@mnb-us.com

Ford Commercial Truck



Ford Motor Company is more than a global corporation. It's a world of people nearly 400,000 strong, connecting with customers every day. Ford offers the widest variety of trucks built for commercial applications. Everything from E-series cargo vans and wagons to Super Duty F-Series trucks and chassis cabs that can be tailored to meet specific vocational needs.

Whether the job is big or huge—Ford has the go-to line of trucks. And when you see that Ford is the sales leader in many categories of commercial trucks, you can be sure it's more than a popularity contest. For years, for decades, Ford trucks have gotten the job done. No



matter what your business is, Ford has what it takes.

The best-selling truck in the United States and the world, F-Series reports to work in a variety of drivetrain, wheelbase, cargo box and cab choices to suit your crew and payload needs. E-Series has been the best-selling full-size van in America since 1979. It provides a near-endless variety of configurations and customization possibilities, whether the mission is hauling cargo, people or both.

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Customer Relationship Center
P.O. Box 6248
Dearborn, MI 48126
Phone: 1-800-392-FORD

Web site:
www.comtruck.ford.com

Husqvarna

Product focus:

Husqvarna outdoor power equipment's exceptional quality and performance can be attributed to exceptional manufacturing. Based on its Swedish heritage, Husqvarna brings a tradition of excellence to every product, providing precision engineering, ergonomic excellence, innovative design features, exceptional attention to safety and performance, and a continuing commitment to environmental integrity and respect.

Manufacturing facilities:

Husqvarna's North American headquarters in Charlotte, N.C., serve as the main office for administrative functions such as sales, marketing and customer service. In addition, a warehouse operation coordinates product shipments, while a newly expanded assembly operation produces trimmers,

saws, blowers and accessories. Husqvarna also operates distribution centers in Albany, N.Y., and Salt Lake City, Utah.

Technical support, sales, training and customer service:

Husqvarna supports its end users with an extensive technical support system as well as top-flight training through its professional product specialists and mobile training units. Husqvarna also partners with ALCA and PGMS to sponsor a number of training programs and instructional events throughout the year.

Major product lines:

Husqvarna offers forest, lawn and garden power equipment for all applications, providing Total Source Solutions through a complete line of chain saws, clearing saws, cut-off saws, and lawn and garden products, including riding and walk-behind mowers, yard and garden tractors, tillers, edgers, brushcutters, grass trimmers, backpack and hand-held blowers, snow throwers, and commercial turf care equipment.



Husqvarna

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KEY EXECUTIVES:
David Zerfoss, President
Barbara Paez, VP Marketing
Bob Cestaro, Sales

John Deere Construction



Product focus:

The John Deere Construction & Forestry Company produces more than 120 machine models used in all facets of earthmoving, including road-building, underground utilities construction, site development and residential construction. John Deere construction equipment also is used in landscaping, nurseries, material handling, road repair and maintenance.

Manufacturing facilities:

A global company, John Deere Construction & Forestry has manufacturing facilities in the United States, Canada, Mexico, Finland and New Zealand.

Technical support, sales, training, customer service:

John Deere employs a vast network to provide reliability and customer service, with more than 420 dealer locations in North America. To locate a dealer, customers can use John Deere's dealer locator online at www.JohnDeere.com. For information on John Deere products, customers can also visit the Web site or call the Customer Communications Center at 800-503-3373.

Deere's commitment to training is reflected in its Worldwide Training Center, a 55,000-square-foot facility in Davenport, Iowa. It was the industry's first facility solely dedicated to training. Deere also maintains facilities in Illinois and Arizona for demonstrations and training.

John Deere provides technical training to customer groups to ensure that Deere equipment continues to deliver the maximum performance up-time. The company also offers numerous training programs to dealers, employees and college students.

Major product lines:

John Deere construction and forestry products are sold and serviced through a network of more than 800 locations worldwide. Construction equipment models include crawler dozers, 4WD loaders, excavators, articulated trucks, backhoe loaders, crawler loaders, tool carriers, waste handlers, landscape loaders, compact excavators, skid steers, utility vehicles and motor graders.

Forestry equipment models include skidders, 4WD log loaders, wheel and track feller-bunchers, forwarders, knuckleboom log loaders, crawler-based log loaders, crawler-based delimiters and crawler-based road builders.

John Deere Construction & Forestry Company

1515 5th Ave.
Moline, IL 61265
Phone: Division Headquarters:
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Customer Communications
Center: 800-503-3373
Fax: 309-765-3102

WEB SITE:
www.JohnDeere.com

E-MAIL:
jdeere@groupo.com

DATE FOUNDED:
Deere & Co. – 1837
Worldwide Construction &
Forestry Division – mid-1950s

KEY EXECUTIVES:
Pierre Leroy, President,
Worldwide Construction
& Forestry Division,
Deere & Company
Bob Brock, Vice President,
Sales and Marketing,
John Deere Construction
& Forestry Company
Jim Mitchell, Manager,
Marketing Communications,
John Deere Construction
& Forestry Company

LESCO, Inc.



looking to maintain the property with the right equipment – LESCO has you covered. Count on LESCO for industry-leading products, including:

- Fertilizers with a variety of slow-release technologies – including PolyPlus®, Novex® and PolyVex® — and formulations for all growing conditions;
- Combination products for one-step convenience;
- Control products including LESCO and national brands;

LESCO overview:

LESCO is the nation's leading manufacturer and distributor of a broad line of lawn care, golf course and pest control products for the professional turf care and pest control industry. LESCO is a vertically integrated company and has pioneered a uniquely effective sales and distribution method allowing it to market directly to more than

100,000 customers. Its customers include lawn care operators, turf maintenance companies, golf courses, athletic facilities, theme parks, resort and recreation complexes, schools, universities, military installations, nurseries, industrial complexes and cemeteries.

LESCO has over 240 LESCO Service Centers® and a fleet of 78 Stores-on-Wheels®, a concept pioneered by LESCO, that call directly on golf courses. To further support its customers, LESCO has a national account team along with both lawn care and golf sales representatives ready to support its customers with agronomic advice and business solutions.

LESCO product overview:

Whether you are searching for agronomic products or expertise, you need not look further than your nearest LESCO representative.

If you are growing lush, beautiful turf – or

- Pest control products plus application equipment;
- Turfgrass seed varieties and mixtures that exceed industry standards.

And when it comes to equipment you can't beat the LESCO CommercialPlus® lineup. Designed to stand up to the day-in and day-out demands of the professional while offering ergonomic features that make

the job easier with less operator fatigue. Look to LESCO for:

- Utility vehicles
- Gear- and hydro-driven walk-behind mowers
- Zero-turn radius riding mowers
- Trim mowers
- Spreaders
- Tank and backpack sprayers
- Renovation equipment
- Hand-held power tools
- Irrigation equipment
- Safety equipment
- Replacement parts and repair service
- Golf course accessories

For all your professional turfgrass and pest control products, LESCO is there with the products, service and advice to support your business.



LESCO, Inc.

15885 Sprague Road
Strongsville, OH 44136
Phone: 800-321-5325
Fax: 440-783-3587

WEB SITE:

www.lesco.com

DATE FOUNDED:

1962

KEY EXECUTIVES:

Michael DiMino,
President/CEO

Steve Cochran,

Senior Vice President of Sales

Kevin Gill, Vice President

of National Account Sales

MTI - Marsan Turf and Irrigation

At Marsan Turf & Irrigation Supply, Inc. (MTI) we offer a complete line of wholesale turf and irrigation products, from sprinklers to low-voltage outdoor lighting. Our warehouse in Southern California is FULL of professional landscape sprinkler equipment and the parts and supplies you need. You can count on an expansive inventory of ALL the major manufacturers



to meet your needs. Everything you need to get the job done right! All at the most competitive prices to help you save money and boost your profits. Please take some time to check out our web site and view all the great prices we offer you on products you use every day.

MTI has served the Southern California market for 25 years, and we've been helping contractors to save money nationwide for the past 10 years. We offer free shipping for ALL orders placed online, and for telephone orders over \$500.

With thousands of products in stock priced to save you money every day, it isn't hard to hit our free shipping minimum. For prompt delivery, we promise that ALL orders received by 1p.m. Pacific Time ship that day.

Please note that these prices are ONLY available to professional contractors, so our site is only advertised in professional trade publications. These special prices also require box quantities on most products except items like backflows or controllers. This site is WHOLESALE ONLY for working contractor professionals. Boost your profits through savings.

Our WebStore at www.sprinklers4less.com contains hundreds of our top-selling products, many at

special sale prices for the season and all others at everyday low prices that you can't beat or find consistently. As more folks use the online WebStore, we'll add additional items to expand online availability. For items not found in the WebStore, you can place as much of your order online as you can and then e-mail or call us for any other items you

want to save money on. Of course, you can always call us at 800-600-TURF and one of our customer service specialists will take your order and answer any questions you may have.

Our goal is to make your purchasing job easier with prompt, courteous, and efficient service while saving you money on every order and every item you purchase. Unlike some "partner" programs, our approach lets you keep ALL the money you save all the time. You can decide how you want to spend your savings. Since you can assume that most marketing "partners" want to help share YOUR money, you'll probably save more here than the value of ANY partner program in the long run. In today's challenging economic times, this can help small and medium contractors to raise their profits and keep more for themselves.

This is the MTI economic recovery program for contractors - try it and \$AVE !!



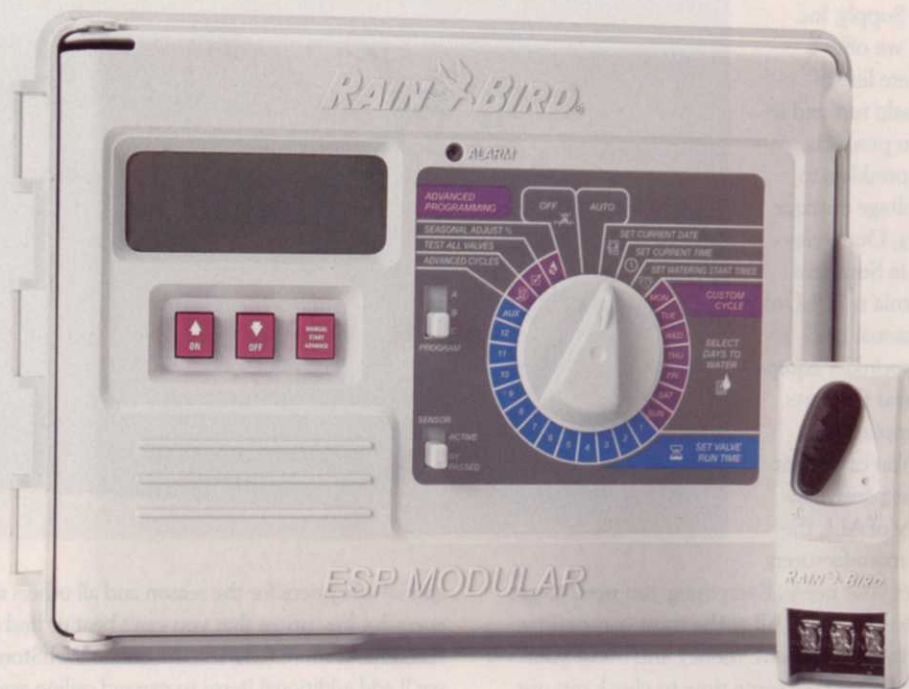
MTI - Marsan Turf and Irrigation

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San Dimas, CA 91773-2915
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Fax: 800-445-7770

WEB SITE:
www.sprinklers4less.com

E-MAIL:
bob@marsanturf.com

Rain Bird Corporation



Product focus:

Why waste time replacing a controller just to

add more stations? Rain Bird Corporation introduces ESP Modular Controllers that start with a 4-station base unit, then add 3-station modules during installation or in the future. This is the one controller that's Rain Bird reliable, simple to program, feature and value-packed.

Manufacturing facilities:

Rain Bird maintains several state-of-the-art manufacturing and assembly facilities in the United States in California and Arizona, and internationally, in France, Sweden and Mexico. Rain Bird maintains one of the largest indoor irrigation testing centers in the world to ensure the development of quality products.



Technical support, sales, training and customer service:

Rain Bird's trained technicians and customer service representatives are on hand to react to problems, answer questions and provide solutions to irrigation needs over the Technical Services Hotline. Rain Bird provides a wide array of customer education resources such as on-site service calls, irrigation training camps and distributor training sessions.

Major product lines:

With over 4000 products, the line covers every aspect of irrigation and installation—from sprinkler heads and rotors, reliable valves and timers, computer-operated large-scale control systems, to tools and accessories for installing systems. Every product is focused on its intended application and environment.

Rain Bird Corporation

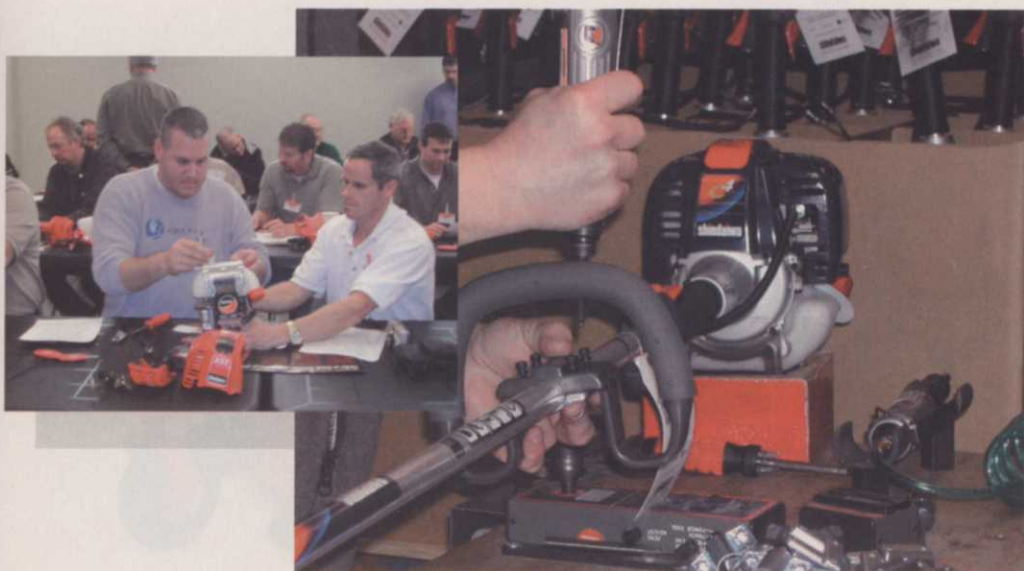
970 West Sierra Madre Ave
Azusa, CA 91702

WEB SITE:
www.rainbird.com

DATE FOUNDED:
1933

KEY TECHNICAL/SERVICE CONTACT:
Rain Bird Customer Support
1-800-RAIN BIRD

Shindaiwa, Inc.



Product focus:

Shindaiwa, Inc. has been an industry leader in providing quality outdoor power equipment for professional users since 1981; the company markets its full line of handheld power equipment around the world. Shindaiwa products meet the highest industry standards for quality and performance, typically with more engine power and less weight than other comparable units.

Manufacturing facility:

At the heart of all Shindaiwa products is their en-



gineering excellence. With more than 100 degreed engineers, Shindaiwa is a fully integrated manufacturer. Every new product from its Hiroshima, Japan, manufacturing facility is subjected to an established set of criteria (ISO9001) to maintain a high level of performance and quality control.

Technical support, sales, training and customer service:

Shindaiwa products are sold through independent distributors and dealers who know and understand the outdoor power equipment industry. Shindaiwa values its relationship with its distributors and dealers by investing heavily in the development of numerous sales programs, creative marketing tools and technical training material to help improve their sales and profitability.

Major product lines:

Shindaiwa manufactures a full line of commercial-grade outdoor power equipment including trimmers, brushcutters, hedge trimmers, blowers, the PowerBroom™, chain saws and lawn edgers. In October 2001 the company established itself as a leader in technical innovation when it introduced its patented C4 Technology™ and the industry's first low emission 2-stroke/4-stroke hybrid unit, the commercial-grade T2500 trimmer.

Shindaiwa, Inc.

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Phone: 800-521-7733
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WEB SITE:

www.shindaiwa.com

E-MAIL:

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DATE FOUNDED:

1981

KEY EXECUTIVES

Tom Bunch, President

Jorge Lazo,

Vice President of Sales

Pete Fernald,

Technical Services Manager

Mike Nichols,

Director of Marketing

Jay Larsen, Product

Marketing & Communications
Manager

LeeAnn Baker,

Media Relations Coordinator

Snapper Products, Inc.



Product focus:

Snapper makes a complete line of residential walk-behind mowers, rear-engine riders, lawn tractors, tillers, snow throwers, generators and pressure washers. Snapper also manufactures a solid line of commercial mowers that includes walk-behinds, front-cut riders and mid-mount zero-turn units. Snapper also offers utility vehicles.

Manufacturing facility:

Nearly all Snapper products, residential and commercial, are manufactured in its 450,000-square-foot facility in McDonough. The plant includes manufacturing, engineering, product development, technical service and support, and a model and test shop.

Technical support, sales, training and customer service:

Snapper Products, a Simplicity Company, is a member of The Dealer Line™. Customers are supported by independent authorized dealers who are experts in the lawn & garden industry. Snapper dealers are backed by the most experienced sales force in the industry and a parts and service organization second to none.



Major product lines:

Residential walk-behind mowers: Mulching, Side Discharge, Rear

Discharge, HI-VAC® Bagging and Hi-Wheel models.

Rear-engine riders: Side Discharge, HI-VAC, Hydro Rider

Residential zero-turn riders: Yard Cruisers

Lawn Tractors: from 15-hp with 33-inch deck to 20-hp with 48-inch deck.

Commercial Walk-Behinds: 21-inch mowers, PRO HYDRO mid-size walks, PRO EXPRESS gear-drive walks.

SNAPPERZRIDERS®: Pro Cruiser® and Turf Cruiser®

Mid-mount Zero-Turns: Pro Z



Snapper Products, Inc.

McDonough, GA
Phone: 770-957-9141

WEB SITE:
www.snapper.com

E-MAIL:
info@snapper.com

DATE FOUNDED:
1894

KEY EXECUTIVES:

Shane Summers, President
William Lowe,
Technical/Service Contact
Wayne Whitehead,
Sales Contact
Troy Blewett,
Simplicity Manufacturing,
Corporate Contact

Stihl Incorporated



Product focus:

The new STIHL® FS 110R grass trimmer is the first product manufactured with the STIHL 4-MIX™ engine, a patented design that combines the benefits of 2-stroke and 4-stroke technologies combined while providing a solution to emissions regulations through 2005. The 4-MIX™ engine has a more compact design and less maintenance than a typical 4-stroke engine and offers higher power and lower weight than most 4-strokes on the market today.

Manufacturing facility:

Stihl Incorporated has become one of the few power equipment manufacturers with complete manufacturing capabilities in heat treating, machining, monofilament line extrusion, plastic injection molding and blow molding. The company houses more than 650,000 square feet of manufacturing space at its Virginia Beach, Va., headquarters and has begun a \$60 million, 228,000-square-foot expansion to its operations this year. Stihl uses state-of-the-art equipment and is expected to manufacture more than 2 million pow-

erheads in 2003 for its electric- and gasoline-powered tools.

Technical support, sales, training and customer service:

Stihl's commitment to achieving the ultimate in product performance and dependability comes with a long history of distributing products exclusively through independent servicing dealers.

Stihl-servicing dealers offer a broad selection of outdoor power equipment and provide the knowledge and training to help customers select the right product to meet their needs. A listing of Stihl-servicing dealers can be found on the Dealer Locator at www.stihlusa.com.

Major product lines:

Dependable and affordable, Stihl's outdoor power equipment makes light work of heavy clean-up jobs. Recognized as the world's No. 1-selling brand of chain saws, Stihl also has become known for high performance, precision-engineered trimmers, brushcutters and clearing saws, blowers and sprayers, hedge trimmers, edgers, and hand tools.

STIHL®

Stihl Incorporated

536 Viking Drive
Virginia Beach, VA 23452
Phone: 757-486-9100
1-800-GO-STIHL (467-8445)
Fax: 757-486-9288

WEB SITE:
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E-MAIL:
stihlcs@stihl.de

YEAR FOUNDED:
1974 (in United States)

KEY EXECUTIVES:
Fred J. Whyte, President
Peter J. Burton,
Vice President,
Sales and Marketing
Thomas Elsner,
National Service Manager

Syngenta Professional Products

Product focus:

The vision of Syngenta is to provide the best products and services in the industry and to build optimal packages of chemistries and technology to help its customers meet their goals. For lawn care operators, Syngenta offers industry leading products to prevent and cure disease and manage turf – as well as a variety of additional resources to help customers better manage their operations.

Manufacturing facilities:

Syngenta Crop Protection operates five manufacturing facilities and two formulation facilities in the United States. Syngenta also contracts 43 other formulation and packaging facilities. These state-of-the-art facilities manufacture many of Syngenta's herbicides, fungicides and insecticides. Worker safety is top priority for manufacturing operations while producing the highest quality products possible for our customers. Contract formulation and packaging allows rapid response to changing demand needs.

Technical support, sales, training and customer service:

In addition to its strong portfolio, Syngenta has the industry's most complete line of non-product-related offerings. These include the web-based service GreenCast™ (www.greencastonline.com) that can deliver pest, weather and product information directly to a customer's desktop. In addition, Syngenta has five field technical representa-

tives (which include former extension agents and university researchers, all with many years industry experience) who live and work in all districts across the United States. Through the GreenPartners™ (www.greenpartnersonline.com) reward program, customers can accrue points for each Syngenta product purchase. These points can be redeemed for business tools such as computers, equipment, and educational seminars and conferences through PLCAA.

Major product lines:

Syngenta offers some of the most highly regarded products in the industry, including:

- **Barricade® pre-emergent herbicide** – Long-lasting pre-emergent control of crabgrass and more than 30 other weeds. Available as either a powder or flowable formulation.
- **Heritage® fungicide** – Only systemic strobilurin with up to 28 days of outstanding preventive control on 21 disease organisms of turf.
- **Daconil® fungicide** – The premium contact fungicide in a leading-edge formulation with proven disease control.
- **Banner MAXX®** – Broad-spectrum and systemic disease control for turf and ornamentals.
- **Subdue MAXX® fungicide** – Industry standard for Pythium control.
- **Primo MAXX® turf growth regulator** – Growth regulator for clipping management and pre-stress conditioning of turf.

Syngenta Professional Products

P.O. Box 18300
Greensboro, NC 27419
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WEB SITE:
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DATE FOUNDED:
Nov. 13, 2000

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Syngenta Crop Protection
North America
Bill Lewis, Vice President,
Professional Products, Syngenta
Crop Protection North America
Keelan Pulliam,
Head of Professional Products
Chuck Buffington,
Market Manager,
Key Corporate/Sales Contact
Dave Ross, Ph.D.,
Key Technical/Service Contact

PEOPLE RESEARCH PRODUCTS STEWARDSHIP



The Syngenta logo features the word "syngenta" in a bold, lowercase, blue sans-serif font. A single green leaf is positioned above the letter 'y', pointing towards the top right.

United Horticultural Supply

Business focus:

United Horticultural Supply is specifically designed to serve the professional turf and ornamental industries by providing the finest products and technical expertise available.

Since our inception, we have committed ourselves to three principles:

- To provide the highest quality products available;
- To provide qualified technical personnel dedicated to the horticulture industry;
- To implement and promote environmental stewardship.

UHS's national strength provides customers a wider selection of products and is the reason we are leaders in bringing innovative and cutting-edge technologies to the market.

Four regional divisions, each operating as a local business with its own sales, management and marketing staffs, enable us to concentrate on the unique needs of the diverse parts of the country as well.

This blend of national scope and local focus is what makes United Horticultural Supply unrivaled in the industry.

Facilities:

Each regional United Horticultural Supply division is linked to a series of strategically located warehouses, which ensures prompt delivery and availability of product.

Technical support and training:

Complementing our extensive line is a staff of dedicated professionals that is knowledgeable about the items it sells as well as its intended markets. The salespeople have working experience within the industry they serve, enabling them to provide solid advice and accurate answers to your questions.

Regional research and field trials enhance our position in responding to local needs and our ability to bring effective and innovative products to market.



Major product lines:

United Horticultural Supply is uniquely positioned with all major manufacturers of chemicals, fertilizers and related products, carrying only the finest items to satisfy the needs of today's working professional.

In addition, we have developed our own exclusive line of premium products. Marketed under our own label, these products are recognized as top performers in the business. Several of these products were first introduced by UHS and have quickly become industry standards.

Examples include UHS Signature® Brand Fertilizers and Seed, the Chaser® family of herbicides, Prospect® micronutrients, Alleviate™ and Respond® water management products, plus several surfactants and spray additives. We also carry:

- **Fertilizers** – Blends formulated to perform best in the various micro-climates and management programs found throughout the United States. Our premium Signature Brand line meets the highest standards for turf quality, longevity and product consistency.
- **Turf Seed** – Perennial ryegrass, bluegrass, fine and turf-type fescues, bentgrass plus custom blends and mixtures. The Signature Brand Seed line contains premium, pure seed without unwanted weeds and grasses.
- **Safety & Professional Products** – A comprehensive line of safety products to meet worker protection standards.

United Horticultural Supply

9335 Elm Court
Denver, CO 80260
Phone: 800-847-6417
Fax: 303-487-9010

WEB SITE:
www.uhsonline.com

ATLANTIC DIVISION
Jeff Allison,
Division Manager
302-266-7580

CENTRAL DIVISION
Jeff Allison,
Division Manager
302-266-7580

SOUTHERN DIVISION
Steve Jackson,
Division Manager
813-628-0496

WESTERN DIVISION
Dan Kellar,
Division Manager
480-592-9900

Property at a glance

- Location: University, MS
- Grounds Supervisor: Jeff McManus
- Category: School or University Grounds
- Total budget: \$1,705,846
- Year site built: 1848
- Acres of turf: 331
- Acres of woody ornamentals: 112
- Acres of display beds: 4,047 sq. ft.
- Total paved area: 203 acres
- Total man-hours/week: 1,680

Maintenance challenges

- ▶ Campus beautification during busy school session
- ▶ Developing low-maintenance natural areas
- ▶ Maintaining campus beauty after home football games

Project checklist

Completed in last two years:

- ▶ Quadrangle (former parking lot)
- ▶ Lyceum (administration)
- ▶ Yates Parish Chapel

On the job

- ▶ 22 full-time staff, 16 seasonal employees, 1 licensed pesticide applicator

University of Mississippi

2002 PGMS Grand Award Winner for School or University Grounds

Grounds management is in Jeff McManus's blood. By the time he was eight years old, he was driving a tractor on his family's 15-acre property. But that doesn't mean he liked it. "I said I'd never be in this industry," McManus says. "I didn't want to get a degree in manual labor."

Now, 15 years later, he says he loves what he does. For 11 years, he was Director of Landscaping at the posh Turnberry Isle Resort & Club, rubbing elbows with Michael Jackson, O.J.

Simpson and Lawrence Taylor. As Director of Landscape Services for the University of Mississippi, he performs a much more humble yet equally satisfying job.

McManus tries to tell his employees to work smarter, not harder. And his catchy sayings like, "Always inspect what you expect and it builds respect," resonate in their heads each day.

They need all the inspiration they can



Jeff McManus (left) and his crews make sure students at the University of Mississippi have a clean and relaxing campus to stroll through.



get to clean up the campus after home football games — an average of 50,000 fans show up who generate over 200 cubic yards of litter per game.

McManus counts spraying weeds in turf around 14,000 people as the most challenging task crews face. Crews must take lots of things into account — the time of classes, students' locations, noise, wind and target areas.

PGMS
Landscape
MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2003 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2002 Awards, contact PGMS at:

720 Light St. • Baltimore, MD 21230 • Phone: 410/223-2861. Web site: www.pgms.org



The J.D. Williams Library and the Quad are two popular student hang-outs that receive lots of attention from grounds.



Adjusting rotary sprinkler heads on the Quad and removing pesty nutsedge at the Chancellor's home fill out the grounds crews' schedule.

DROUGHT: an opportunity?

Yes, to those landscapers who create a new profit center by upgrading clients' irrigation systems with ET controllers

BY MICHAEL RILEY

“**D**rought” is a word that’s been beaten to death. So many warnings are issued that people stop taking them seriously.

Perhaps adding a new definition is in order: Drought — An opportunity for landscape and irrigation contractors to make money.

That might sound bold. Maybe it is, especially when a report from a recent water summit in New Orleans states, “Landscape water users are typically targeted in times of supply shortage, causing substantial disruption to the landscape industry and product marketplace.”

This is true, especially for contractors who still approach irrigation the way the industry did 30 years ago when there were fewer people tapping the well.

But the opportunity is real. We’re not talking about paving over turfgrass, or throwing up your arms like a Saguaro cactus and resigning to specialize in arid design. In fact, plant pallets aren’t even the issue.

What’s also real is that every year regions of the United States endure drought conditions.

Water woes

According to the American Water Works Association Research Foundation, residential landscaping

water use accounts for 59% to 67% of total demand. In regions that are typically wet or cool, that figure is closer to 35%, while in hot and dry regions (the Southwest), it climbs closer to 70%.

“It’s an industry standard that you water to the dry spot,” notes Pete Navarro, president of Blue Skies Landscape Maintenance in San Diego, CA. “The problem is, when you get the dry spot green, you’ve flooded everything else.”

Navarro points out that “the shotgun method” isn’t going to meet water needs in the near future now



that we've entered an era of water shortages being made worse by a growing population.

"The Green Industry can't wait another five or 10 years to change the way we water landscapes," says Tom Ashe, Water Conservation Manager for the Irvine Ranch Water District (IRWD) in Orange County.

Last year, California's dwindling water supply almost resulted in a law that would have vastly reduced the amount allowed for landscape use — and could have devastated landscaping businesses there. The state is attempting to cut annual consumption by 1.1-million-acre-feet while still meeting the needs of its burgeoning population.

"[The bill] scared the daylight out of the Green Industry," Ashe says.

While it didn't pass, it was a clear signal of coming changes that will impact irrigation requirements and the way the industry does business in California — and right behind it will follow other regions in the country.

Controlling the flow

Irvine Ranch is one of several water districts conducting studies on one of the most efficient irrigation technology available today: controllers that use evapotranspiration data to determine optimal watering times and amounts.

Evapotranspiration, or ET, is the total amount of water lost from the soil through evaporation, or used by plants to take in nutrients and control

temperature. For healthy growth, a plant requires only the amount of water provided by the ET measurement.

Applying the right amount of water, based on local weather conditions and plant requirements, is the key to efficiency. The way to accomplish that currently is by using ET controllers.

The controllers come in two types: stand-alone units that are preprogrammed with a region's typical weather pattern throughout the seasons, and those that are constantly updated with data fed back from a local weather station (also known as ET signal controllers).

In June 2001, IRWD published the results of its pilot study on ET signal controllers in volunteer homes. By adjusting watering times to local weather conditions, the controllers cut consumption in each household by an average 37 gallons a day, or 13,500 gallons per year.

The study also reported:

- ▶ 16% to 25% reduction in home landscape water use
- ▶ 30% reduction on city landscape sites
- ▶ turfgrass appearance improvement
- ▶ other plant materials remained healthy and robust
- ▶ customers liked not having to change/set irrigation schedules
- ▶ landscape water runoff appeared to be reduced

About 97% of study participants also reported either improvement or no change in overall landscape appearance.

To put things into further



Tom Ashe



Warren Gorowitz

perspective, study volunteers were already water-conscious with above-average irrigation system efficiency. Taking this into account, the potential for overall water savings from ET is estimated to be 30% to 50% higher.

"While poor irrigation systems contribute to inefficient water use," says Ashe, "it is believed that inaccurate irrigation scheduling is the largest factor in landscape overwatering."

Market incentive

Although ET is no alien to golf courses and agricultural applications, it's still rare in residential and light commercial settings, where the greatest waste occurs. With the majority of municipal water supplies going to landscape irrigation, and much of that going down the drain, all levels of government are starting to take action.

The average annual water cost savings per home during the IRWD study was \$114 — not enough to offset ET's cost. Study participants indicated their willingness to pay up to \$125 per controller plus a \$4 monthly signal fee. Many water districts, including IRWD, are discussing subsidies.

Currently, the small demand for ET is keeping the cost

up. But IRWD expects that controllers will drop in price to about \$100, with some manufacturers predicting that it will take three years to reach that level. Other costs to the consumer include installation (about \$75) and the \$4 monthly signal fee. ET's useful life expectancy is 10 to 15 years.

Water use by Irvine Ranch's 150,000 residents has dropped 54% since 1991 — without resorting to cactus and rock landscapes. Ashe predicts that 25,000 to 35,000 new residential ET controllers will be installed in the district in the next decade.

Retrofitting for the future

"The majority of older irrigation systems aren't designed for this exacting controller," says Warren Gorowitz of Ewing Irrigation Products. "This is an opportunity for the contractor to upgrade or replace them. Right now, it's the customer's choice. But sooner or later, it could become by legislative mandate as the [water] situation worsens."

When water supplies drop, water agencies implement tiered billing. This includes penalties for excessive use that can easily double or triple water bills.

Suddenly, ET becomes an attractive alternative — and a boon to the contractor. **LJM**

— The author is a freelance writer based in Sacramento, CA.

He can be contacted at mriley33@sbcglobal.net.

Tackle these specialty trucks

BY VICKY POULSEN



Snapper's Grounds Cruiser tows up to 1,000 lbs.

Ryan Hughes, president of Hughes Nursery, Inc., Tampa, FL, teamed up with a local fabrication shop and turned his dull-looking vans into multi-tasking specialty vehicles.

"When you buy a van, it's a big empty shell," says Hughes. "The vans that we use for irrigation and lighting are fitted with bins that are designed by us." Some of the bins fit against the walls and some are lo-

cated on the floor. All are one-piece assemblies that can be removed while the vehicle moves on to another job site. Everything a contractor needs is right there in the bins, saving unnecessary trips back to the shop.

When buying a vehicle, Hughes says many people are hesitant about changing what's already there, but they shouldn't be. "Find a good fabrication shop to build whatever you dream up. Also, make sure it's legal and functions properly."

Hughes has also installed spray rigs on the back of his F350 trucks — a 300-gallon tank for fertilizer and another that holds insecticides.

"By having two tanks that can do both at the same time, it saves money and boosts efficiency," says Hughes.

Maximize productivity

When buying vehicles, Hughes says he always looks at trucks that maximize productivity.

"Since we're doing a lot of

out-of-town jobs and need the extra space for towing materials, our last purchase was an International semi with a 48-foot drop deck trailer," says Hughes. "We have plants on the top deck and trees on the lower deck and still have 10 feet in the back to load our front-end loaders.

"The key to truck purchasing is getting one truck to do the job of several trucks and having the right trailers," Hughes adds.

When it comes to utility vehicles, Steve Barhorst, Manager of the Dayton, OH, branch of Groundmasters, Inc., says multi-tasking is what he likes about his John Deere Gator.

"With its four-wheel-drive, we also can use it for snow removal in the winter, and with an enclosed cab, it really makes for an all-season vehicle," says Barhorst. "After winter, we take the blades off and the vehicle is used to transport fertilizer in the warmer months."

Buying questions

- ▶ What kind of horsepower does it have?
- ▶ Is it small enough to fit in tight areas?
- ▶ Is it big enough to handle large jobs?
- ▶ Is it attachment friendly?
- ▶ Does it perform multiple tasks?



BOBCAT COMPANY ▲

701/241-8700

WEST FARGO, ND

www.bobcat.com

- Toolcat 5600 Utility Work Machine
 - 44-Kubota diesel engine, all-wheel steer, 4WD
 - Suspension system allows flex and axle oscillation
 - 2-speed, hydrostatic drive system, shift on-the-fly operation
 - 2000-lb. box capacity, multiple attachments available
- Circle #257

BROYHILL

800/228-1003, EXT. 34

DAKOTA CITY, NE

www.broyhill.com



- TerraSport with 1500-lb. total capacity
 - Robotic-welded tubular steel frame construction
 - 16-hp Briggs and Stratton engine
 - Continuously variable transmission (CVT), power steering
 - Multi-leaf spring, dual shock suspension
 - Steel or wood boxes (with removable 10-in. sides) easily convert to a 48-in. x 48-in. flatbed
- Circle #258

CLUB CAR, INC. ▶

800/258-2227

AUGUSTA, GA

www.clubcar.com

- Carryall 2 built on aluminum frame
 - Hauls up to a 1200 lb.-load, including passengers
 - Standard flip-down tailgate for easy dumping
 - Powered by either a 35-cc gasoline engine or a 48-volt electric motor
 - Fits in a full-size pickup truck bed
- Circle #259

COLUMBIA PARCAR CORP.

608/524-8888

REEDSBURG, WI

www.parcars.com

- S10G Gas Scout with 13-hp B&S engine
 - High-strength, low-alloy tubular steel frame
 - Carrying capacity of 800 lbs., including two occupants
 - 7-gal. capacity fuel tank, weight 1120 lbs., speed to 19 mph
- Circle #260

JOHN DEERE

800/537-8233

RESEARCH TRIANGLE PARK, NC

www.deere.com

- 6x4 Diesel Gator, 4WD, 18-hp, liquid-cooled Yanmar diesel engine
- An increased payload and towing capacity of 1400 lbs.
- Continuously variable



- transmission, speeds to 18 mph
 - Low center of gravity enhances stability and handling
 - Tight, 24.8-ft. turning clearance circle
- Circle #261

EXPRESS BLOWER ▼

800/285-7227

EUGENE, OR

www.expressblower.com

- The EB-30 with side opening doors that reduce the loading height to 8 ft.-5 in.
 - Applies mulches, composts, soil blends or wood chips to difficult-to-reach areas
 - Water level capacity 30 cu. yd., heaped load capacity 40 cu. yd.
 - 366 ft. of blower hose
 - Optional supplemental injection system allows the injection of seed directly into the compost or soil blend (Terraseeding) as product applied
- Circle #262





E-Z-GO TEXTRON

706/798-4311

AUGUSTA, GA

www.ezgo.com

- Like the standard Workhorses, the LX 120 models feature differential scuff guards, tubular front bumpers, bed liners, horns
 - Fuel gauges or charge meters
 - A 36-volt electric motor
 - 9-hp or 11-hp twin cylinder overhead cam gasoline engines available
- Circle #263

KIMBALL PRODUCTS INC.

800/358-4586

BENTON HARBOR, MI

www.kimballproducts.com

- J98 haulers in 2WD and 4WD
 - Dana/Spicer limited split rear differential
 - 16-hp OHV engine, auto transmission
 - 12x25-in. high flotation tires
 - 18-in. dump box
- Circle #264

FINN CORPORATION

800/543-7166

FAIRFIELD, OH

www.finncorp.com

- Model 1240 Bark Blower with 40-cu.-yd. capacity
 - Step-deck trailer or skid unit for direct truck chassis mounting
 - Powered with John Deere 115-hp turbo diesel engine
 - Electric tarp systems, convenient hose storage
- Circle #265

JACOBSEN ▼

704/504-6600

CHARLOTTE, NC

www.jacobsen.com

- Jacobsen Utilimax combo tractor/utility vehicle
- Full-time 4WD hydrostatic drive and power-assisted steering
- Tilt steering wheel, fully



- adjustable padded seat
 - More than 30 "Quick-Hitch" accessories
 - Choose 31-hp Vanguard liquid cooled gasoline, 26.5-hp Vanguard Diesel or 34-hp Vanguard turbocharged diesel engine
- Circle #266

JACOBSEN

704/504-6600

CHARLOTTE, NC

www.jacobsen.com

- Cushman Commander 4800 carries up to 800 lbs. of cargo
 - 16-hp V-Twin engine, tubular-steel frame
 - Front & rear leaf-spring suspension, hydraulic shocks
 - Rack-and-pinion, high-torque, continuously variable transmission
 - 48-in. load bed with electric dump feature
- Circle #267

CUB CADET ▲

877/835-7841

CLEVELAND, OH

www.cubcommercial.com

- Big Country utility vehicles available in 4x2 and 6x4 models
 - 4x2 models with 18-hp Honda engine, 10.2-cu.ft. bed, 1100-lb. payload
 - 6x2 models with 20-hp Honda engine, 13.3-cu.ft. bed, 1400-lb. payload
 - Six-wheel, fully independent suspension
- Circle #268

KOYKER MANUFACTURING CO.

800/456-1107

CLEVELAND, OH

www.koykermanufacturing.com

- Raptor Light Utility Vehicle 1000-M-Series and 4000-M-Series
 - Hydraulic disc brakes, 16-hp gas engine, transaxle forward and reverse
 - Two hi-back bucket vinyl seats, 2-in. receiver hitch
- Circle #269

LESCO ▶

800/321-5325

CLEVELAND, OH

www.lesco.com

- Ground Tamer GT642 with six-wheel independent suspension and two advanced ergonomic seats
 - Honda 20-hp engine, five-speed continuous variable torque transmission
 - Select-A-Trac lets the operator drive in 2WD or 4WD
 - Hauls 1400 lbs. including driver and passenger, towing capacity is 1200 lbs.
- Circle #270

PETERSEN PACIFIC CORP. ▼

541/689-6520

EUGENE, OR

www.petersonpacific.com

- BT 60 blower truck travels longer distances, delivers higher volumes of materials
 - Easy-to-use remote control
 - Live floor unloads rapidly without bridging
 - Power Sweep cleans the floor with one pull of the lever
- Circle #271

continued on page 85



Receive **FREE** information on products and services advertised in this issue.

Landscape MANAGEMENT

July 2003

This card is void after September 15, 2003

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

1. My primary business at this location is: (fill in ONE only)

CONTRACTORS/SERVICE COMPANIES

- 02 255 Landscape Contractors (Installation & Maintenance)
- 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
- 04 285 Irrigation Contractors & Consultants
 Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES

- 05 290 Sports Complexes
- 06 295 Parks
- 07 305 Schools, Colleges & Universities
 Other Grounds Care Facilities (specify) _____

SUPPLIERS AND CONSULTANTS

- 08 355 Extension Agents/Consultants for Horticulture
- 09 360 Sod Growers, Turf Seed Growers & Nurseries
- 10 365 Dealers, Distributors, Formulators & Brokers
- 11 370 Manufacturers
 Other (please specify) _____

2. Which of the following best describes your title? (fill in ONE only)

- 12 10 **Executive/Administrator** - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 13 20 **Manager/Superintendent** - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 14 30 **Government Official** - Government Commissioner, Agent, Other Government Official
- 15 40 **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS* _____
 CITY _____ STATE _____ ZIP _____
 *Is this your home address? Yes No SUBSCRIBER NUMBER FROM LABEL _____
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____
 Signature: _____ Date: _____

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call 888-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advanstar's lists, or indicate so below.

3. Which of the following services does your company provide? (fill in ALL that apply)

- 17 A Mowing
- 18 B Turf Insect Control
- 19 C Tree Care
- 20 D Turf Aeration
- 21 E Irrigation Services
- 22 F Turf Fertilization
- 23 G Turf Disease Control
- 24 H Ornamental Care
- 25 I Landscape Design
- 26 J Turf Weed Control
- 27 K Paving, Deck & Patio Installation
- 28 L Pond/Lake Care
- 29 M Landscape Installation
- 30 N Snow Removal
- 31 O Other (please specify) _____

4a. Do you specify, purchase or influence the selection of landscape products?
58 Yes 59 No

4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)

- 32 A Aerators
- 33 B Blowers
- 34 C Chain Saws
- 35 D Chipper-Shredders
- 36 E De-Icers
- 37 F Fertilizers
- 38 G Fungicides
- 39 H Herbicides
- 40 I Insecticides
- 41 J Line Trimmers
- 42 K Mowers
- 43 L Snow Removal Equipment
- 44 M Sprayers
- 45 N Spreaders
- 46 O Sweepers
- 47 P Tractors
- 48 Q Truck Trailers/Attachments
- 49 R Trucks
- 50 S Turfseed
- 51 T Utility Vehicles

5. Do you have Internet access? 52 Yes 53 No

5a. If so, how often do you use it?

- 54 A Daily
- 55 B Weekly
- 56 C Monthly
- 57 D Occasionally

LMINET

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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416-620-9790

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POSTAGE WILL BE PAID BY ADDRESSEE

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ADVANSTAR COMMUNICATIONS INC
PO BOX 5152
BUFFALO NY 14205-9836



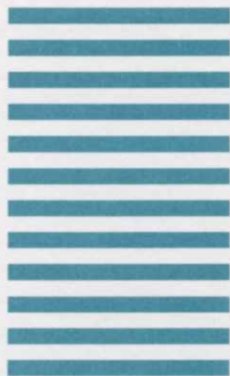


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**Landscape
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC
PO BOX 5152
BUFFALO NY 14205-9836



**Landscape
MANAGEMENT**

July 2003

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

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS* _____
 CITY _____ STATE _____ ZIP _____
 *Is this your home address? Yes No SUBSCRIBER NUMBER FROM LABEL _____
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____
 Signature: _____ Date: _____

Advantstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advantstar Communications to make your contact information available to third parties for marketing purposes, simply call 888-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advantstar's lists, or indicate so below.

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CONTRACTORS/SERVICE COMPANIES

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- 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
- 04 285 Irrigation Contractors & Consultants
 - Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES

- 05 290 Sports Complexes
- 06 295 Parks
- 07 305 Schools, Colleges & Universities
 - Other Grounds Care Facilities (specify) _____

SUPPLIERS AND CONSULTANTS

- 08 355 Extension Agents/Consultants for Horticulture
- 09 360 Sod Growers, Turf Seed Growers & Nurseries
- 10 365 Dealers, Distributors, Formulators & Brokers
- 11 370 Manufacturers
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- 14 30 **Government Official** - Government Commissioner, Agent, Other Government Official
- 15 40 **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

3. Which of the following services does your company provide? (fill in ALL that apply)

- | | | |
|--|--|---|
| 17 <input type="radio"/> A Mowing | 23 <input type="radio"/> G Turf Disease Control | 28 <input type="radio"/> L Pond/Lake Care |
| 18 <input type="radio"/> B Turf Insect Control | 24 <input type="radio"/> H Ornamental Care | 29 <input type="radio"/> M Landscape Installation |
| 19 <input type="radio"/> C Tree Care | 25 <input type="radio"/> I Landscape Design | 30 <input type="radio"/> N Snow Removal |
| 20 <input type="radio"/> D Turf Aeration | 26 <input type="radio"/> J Turf Weed Control | 31 <input type="radio"/> O Other (please specify) |
| 21 <input type="radio"/> E De-icers | 27 <input type="radio"/> K Paving, Deck & Patio Installation | |
| 22 <input type="radio"/> F Turf Fertilization | | |

4a. Do you specify, purchase or influence the selection of landscape products?
58 Yes 59 No

4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)

- | | | |
|--|---|---|
| 32 <input type="radio"/> A Aerators | 39 <input type="radio"/> H Herbicides | 46 <input type="radio"/> O Sweepers |
| 33 <input type="radio"/> B Blowers | 40 <input type="radio"/> I Insecticides | 47 <input type="radio"/> P Tractors |
| 34 <input type="radio"/> C Chain Saws | 41 <input type="radio"/> J Line Trimmers | 48 <input type="radio"/> Q Truck Trailers/Attachments |
| 35 <input type="radio"/> D Chipper-Shredders | 42 <input type="radio"/> K Mowers | 49 <input type="radio"/> R Trucks |
| 36 <input type="radio"/> E De-icers | 43 <input type="radio"/> L Snow Removal Equipment | 50 <input type="radio"/> S Turfseed |
| 37 <input type="radio"/> F Fertilizers | 44 <input type="radio"/> M Sprayers | 51 <input type="radio"/> T Utility Vehicles |
| 38 <input type="radio"/> G Fungicides | 45 <input type="radio"/> N Spreaders | |

5. Do you have Internet access? 52 Yes 53 No

5a. If so, how often do you use it?

- 54 A Daily 55 B Weekly 56 C Monthly 57 D Occasionally

																								LMINET																																																																																																																																																																																															
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continued from page 82

OESCO, INC.

800/634-5557

CONWAY, MA

www.oescoinc.com

- Goldoni Transcar 4WD with rigid frame or articulated bodies
- Features right, left or rear hydraulic dumping

- MacPherson struts provide 4.6 in. of travel up front
 - Dual-shock rear suspension, automatic tranny
 - 4-wheel hydraulic disc brakes with steel braided brake lines
 - Rustproof composite cargo box, vehicle payload capacity of 1250 lbs.
- Circle #273



- 3300-lb. capacity for Model 25SN, 4106 lbs. for the W35SN
 - Body sides hinged to allow dumping; sides remove for flat dumping
- Circle #272

POLARIS INDUSTRIES ▼

800/765-2747

MEDINA, MN

www.polarisindustries.com

- UTV 1500 2x4 with 18-hp, V-twin, air-cooled 4-cycle engine

REDEXIM ▶

CHARTERHOUSE, INC.

800/597-5664

PITTSBURGH, PA

www.redexim.com

- TigreCar GST77 by Antonio Carraro S.p.A, 4WD with front steering
 - 4000-lb. carrying capacity, rear flatbed three-sided hydraulic dumping capability
 - Hydraulic double-circuit brakes on all four wheels
 - Two rear PTO, two-cylinder hydraulic steering; steering wheel adjustable in height and inclination; and an "anti-stress" driving seat
- Circle #274



SNAPPER

888/762-7737

MCDONOUGH, GA

www.snapper.com

- Snapper Grounds Cruiser with 286 cc (9.5 hp) Kawasaki OHV
 - Independent front suspension
 - Foot-pedal accelerator control/cruising speed of up to 18 mph
 - Offers a tilt cargo bed with a 500-lb. capacity, tows up to 1000 lbs.
- Circle #275

SUPER LAWN TRUCKS, INC.

866/787-3752

BONAIRE, GA

www.superlawntrucks.com

- Large box-type van eliminates need for trailers
 - Hydraulically-operated ramp, hand & power tool storage system
 - Fuel transport tanks which carry enough fuel to keep working all week
 - Changeable billboard signage system
- Circle #276



THE TORO COMPANY

612/888-8801

BLOOMINGTON, MN

www.toro.com

- Toro Workman 2110 utility vehicle
 - Hydraulic self-cleaning front disc and rear brakes
 - 1200-lb. towing capacity
 - 16-hp Briggs & Stratton Vanguard air-cooled gas engine
 - Wide range of attachments including hard cab, brush guard
- Circle #277

products

TECH CENTER

Store it

Benko Products' Hazmat storage buildings provide safe chemical storage and secondary spill containment. Available in a variety of sizes and configurations, these non-rated, insulated and fire rated models are available in 5- to 96-drum capacities. The buildings meet current EPA, OSHA and NFPA standards and are Factory Mutual Approved.

For more information contact Benko at 440/934-2180 or visit www.benkoproducts.com / circle no. 250

Clip it off

Worksaver, Inc. says its new Tree Clipper solves the problem of trimming and cutting hard-to-reach tree branches or unwanted trees. Designed for use with a tractor loader or skid-steer,

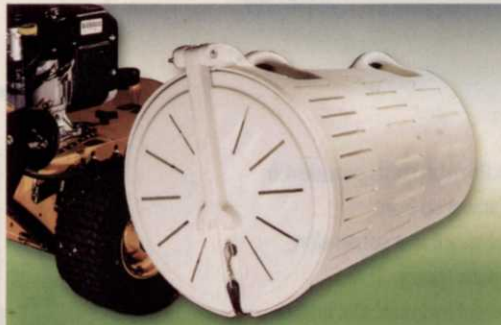


it features cutting blades made of T-1 steel. The cutting head rotates 113 degrees. The head rotator cylinder is 3 in. by 10 in., and the cutting head cylinder is 5 in. by 8 in. Model TC8-FL is designed for use with a tractor loader, comes with standard pin type attachment brackets, and requires a minimum of 45 PTO hp. Model TC8-SS is designed for use with skid-steers and uses a "universal" attachment system.

For more information contact Worksaver at 217/324-5973 or www.worksaver.com / circle no. 251

Spray day

The Tru Mark Athletic Field Marker has a new accessory — the Model E-100 spray boom. According to the maker, it solves the problem of spraying a uniform application of pest controls such as fungicides, fertilizers and deicers. The



Packin' grass

Exalted Mechanicals' new grass catcher mounts easily on the side of mowers. Its cylindrical shape and body slits enhance circular air-flow motion, which ensures that debris is

deposited at the rear of the chamber to prevent clogging and allow for maximum filling capacity. Equipped with a large inlet area, it can be modified to match the discharge opening of most lawnmowers and allow installation on any commercial mower.

For more information contact Exalted Mechanicals at 800/536-3166 or www.grasspacker.com / circle no. 252

four quick release nozzle caps spaced at 16 in. on a 52-in. boom provide overlap coverage at 48 in. using wide angle and off center spray tips. With the four spray tips, the spray boom covers 80 in. with adjustable collars for different grass heights.

For more information contact Tru Mark at 800/553-6275 or www.athleticfield-marker.com / circle no. 253

Trim it good

RedMax's BC3401DL trimmer/brushcutter provides landscape professionals with the extra power and control to mow down the heavy brush. This heavy duty trimmer/brushcutter's 33.6 cc two-cycle G34L engine drives a six-inch



commercial tap-and-go head with large 46-ft. line capacity. A heavy duty metal guard protects the fuel tank and also provides a stand to support the engine when the unit is not in use. The unit weighs just 13.4 lbs. and its handle can be positioned by the operator for comfort.

For more information contact RedMax at 800/291-8251 or www.redmax.com / circle no. 254

Happy trailering

Belmont Machine Company's new line of trailers are built with 6-in. channel steel frames reinforced every 2-ft., 2-in. pressure treated deck,

and electric brakes on all four wheels. The Model 2016 skid-steer trailer measures 22-ft. 4-in. long and 102-in. wide, with a deck size of 16-ft. x 83-in. It also has tandem axles and easy-load ladder ramps for a wide range of equipment. Standard features include 2 5/16-in. ball or pintle hitch, drop leg jack, built-in chain and binder storage, and built-in pockets for storing skid-steer forks or other implements.

For more information contact Belmont at 717/768-7393 / circle no. 255

Rake away

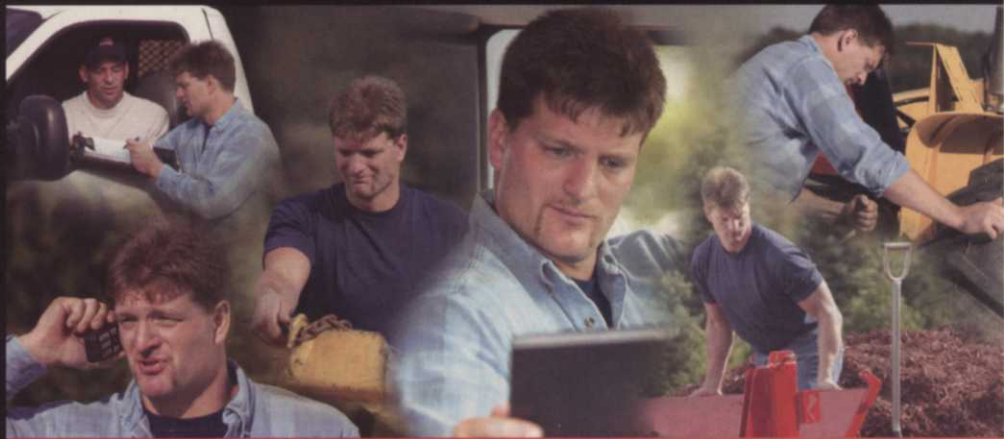
Snowman's new SMR80 rake works great for road maintenance and landscaping. It easily levels gravel, topsoil and cinders. Also use it to remove stones, roots and debris from job sites. The eight-ft. rake is available as a complete system or as an attachment to the 75LDA snow plow. It features hydraulic power angle and cab remote control. Gauge wheels are optional.

For more information contact Snowman at 888/766-6267 or visit www.snowman-plows.com / circle no. 256



You wear many hats.

So should your truck.



Everything from profitability to personnel issues to picking up a shovel and doing it yourself. Making it all happen doesn't have to rest on your shoulders alone.

Introducing the new Switch-N-Go Detachable Truck Body System

— giving you more uses out of a single truck. With the push of a button, you can quickly change out from one bed to another. And the patent-pending Switch-N-Go system has the power to load a filled body directly from the ground, smoothly and safely.

If you want your truck to do more for you, locate your nearest dealer or distributor by calling **1-800-233-0867, ext. 220**.

Starting at
\$9,500!



Bucks
Switch-N-Go PATENT PENDING
Detachable Truck Body System



3547 Perry Highway
Hadley, PA 16130
Fax: 724-253-3863
www.bucksfab.com

new!

Circle No. 135

7/03

events

WHAT, WHEN & WHERE

July

17 Sports Turf Workshop / Quicksand, KY;
U. of Kentucky and KySTMA; 270/726-6323

**23-25 Turfgrass Producers
International Summer Convention &
Field Days** / Dayton, OH; 800/405-8873;
www.turfgrassod.org

**26-30 Soil and Water Conservation
Society Annual Conference** / Spokane,
WA; 515/289-2331; www.swcs.org

27-3 Perennial Plant Symposium /
Sacramento, CA; 614/771-8431

29 Midwest Regional Turf Field Day /
West Lafayette, IN; 765/494-8039

29-31 Penn Allied Nursery Trade Show /
Fort Washington, PA; 610/544-5775

**30 Rutgers Lawn and Landscape Turf
Research Field Day** / Freehold, NJ; 732/932-
9400 x339

August

8-10 ALCA Productivity Symposium /
Atlanta, GA; 800/395-2522; www.alca.org

13 VNLA Field Day / Ashland, VA; VA
Nursery & Landscape Association; 540/382-
0943

**13 OSU/OTF Turfgrass Research Field
Day** / Columbus, OH; 888/683-3445

**20-24 ANLA Landscape Operations
Tour** / Southern Ohio; 202/789-2900

**21 17th Annual IPLLA Summer Field
Day** / Carmel, IN; 317/575-9010

**24-27 2003 APWA International Public
Works Congress and Exposition** / San
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September

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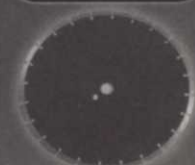

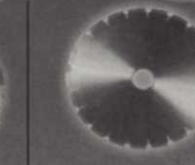
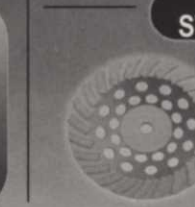
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



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best practices

GUIDELINES TO HELP AN INDUSTRY GROW

Retaining employees

Select them carefully; treat them right

BY BRUCE WILSON

The growing season is the busy season, and it places a premium on having good employees. Turnover is a big problem for many companies in this industry. And when employees walk away during the height of the season, it becomes an even bigger problem. What are some of the tried and true ways to retain good employees?

Be fair but enforce your firm's policies.

► **Select the right employees.** Never settle for the easy hire that just comes through the door. Keep your pipeline full by constantly reminding your employees to bring in any good candidates whenever they see or hear of them. If you aren't hiring, that's okay — you may be able to upgrade.

► **Treat your employees with the utmost respect.** The work they do is hard, and they deserve respect for not only their

effort but also their pride in their work.

► **Recognize a job well done.** People that take pride in their work like to know that you notice and appreciate their efforts.

► **Treat all employees equally, and enforce your company policies.** I feel sorry for companies that are afraid to discipline their employees because they might quit. That's a bad place to be. It brings down your whole workforce. What message is sent to those that do a good job? The employees who work hard and follow company policy get de-motivated when they see others slacking off and getting away with it. Their attitude becomes, "Why care? No one else does."

► **Reward the right behaviors.** Let your employees know when and how they'll be rewarded. Tie pay raises into skill development or increases in responsibilities. When you have people coming to you asking for raises, you need to be able to refer them to your policy on



Bruce Wilson

merit increases tied to skill development and increased responsibilities. In today's climate of decreasing prices, you can't afford to give cost of living raises. Your clients don't easily give them to you.

► **Don't trick it up with gimmicks.** Employees expect a fair day's work for a fair day's pay. They want consistency, and they want to know what to expect every day. A car-

toon comes to mind that I saw in a book years ago. It showed a family feeding the bears from their car windows in Yellowstone National Park. They ran out of candy and the bears, wanting and expecting more handouts, attacked them for more food. They ended up blaming the bears.

The morale of the story is simple. Don't mislead employees about what to expect — it could backfire.

Sound off

One of the industry's biggest challenges, even with the nation's unemployment at a nine-year high at just over 6%, remains recruiting and keeping productive, reliable employees. There are obvious reasons for this. The starting pay isn't that great and the work is usually long and hard. Even so, the industry continues to grow and most companies along with it, creating new career opportunities as they do.

How successful have you been at keeping great employees? What can you add to Consultant Bruce Wilson's comments? Drop Editor-in-Chief Ron Hall an e-mail at rhall@advanstar.com or fax him at 440/891-2675.

The author, Bruce Wilson, formerly with Environmental Care, Inc., is a partner in Wilson-Oyler Group (www.wilson-oyler.com), and provides a range of consulting services to the landscape and lawn service sectors. He can be contacted via email at bwilson@wilson-oyler.com.

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