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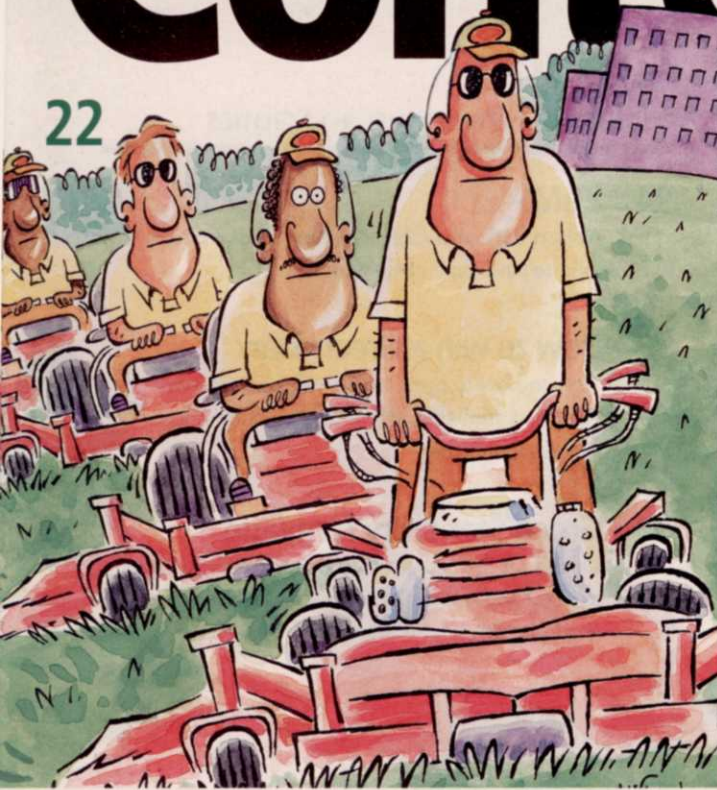
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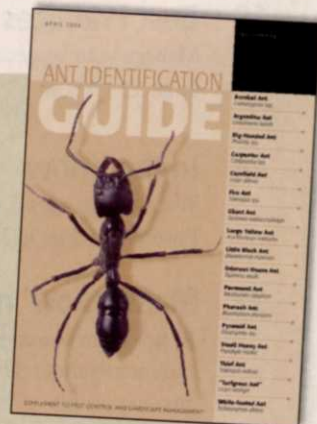


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BUSINESS

WHO'S WHO IN LM



**Dan Herms** grew up on the banks of the mighty Ohio River and studied horticulture and entomology at The Ohio State University before earning his Ph.D. in Entomology at Michigan State University. He joined The Ohio State University's Ohio Agricultural Research and Development Center in Wooster, OH, in 1997. Herms' research and extension programs address IPM for ornamental landscapes, urban forests and nurseries. Dan is an avid butterfly gardener and scuba diver, but has yet to figure out how to combine the two. Read his concise explanation of using degree days to predict insect pest outbreaks on page 71.

**Daniel Weiss** is President of The Elysian Design and Landscape Group. He's also (late at night when the family is in bed) working toward a Ph.D. in American Literature at Detroit's Wayne State University. Daniel's great interest in the history of gardening and landscaping is evident in the fine article he's prepared for you on page 35. Smile, Daniel, you're sharing valuable and potentially profitable information with your fellow landscape colleagues.



**Richard "Dick" Bare**'s broad experience in tree, shrub and lawn care makes him especially qualified to write about the trials and tribulations of adding major tree work to an application company. Bare, who grew up in his family's landscape nursery in northeastern Ohio, started Arbor-Nomics in Norcross, GA, in 1980, just in time to ride the development explosion in the north Atlanta suburbs. We think you'll enjoy Bare's humorous, but instructive, look at getting into (and back out of) major tree work on page 44.

**Steven L. Sisler** brings 32 years of irrigation experience to our pages this month with his practical explanation of the challenges of irrigating with reclaimed water that begins on page 78. Sisler and partner David Powell have been operating Spectrum Irrigation Consulting, Mesa, AZ, over the past 10 years, bringing water to everything from golf courses to freeway frontages — and just about every large parcel of landscaped property in between.



**Barbara Mulhern** is an agricultural/horticultural project consultant and freelance writer. After close to 10 years' experience producing safety and employment law compliance materials for ag/hort employers, she recently decided to eke it out on her own. Barb, who has 100-plus "tailgate" safety training scripts under her belt, is currently consulting for the National Safety Council on a project aimed at reducing injuries among commercial lawn care workers. Her "past life" includes work as a newspaper reporter and editor, radio reporter, television news producer and assignment editor, state (Wisconsin) public information officer, and press aide to a former congressman. She holds an M.S. in journalism from the Medill School of Journalism at Northwestern University.

# Landscape MANAGEMENT

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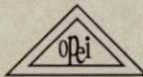
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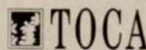
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## Lawn guidelines approach

BY RON HALL / Editor-in-Chief

**T**he "Environmental Guidelines for Responsible Lawn Care and Landscaping" is no page-turner, but its 28 pages will become extremely important to all of us in the Green Industry. Give yourself 10 minutes or perhaps a few minutes more to read this document. You should know what it says.

You may even want to offer comments on the document. You're not too late to be a part of the process since it's still being developed. Here's where you'll find the initial draft of the document on the Internet — [www.epa.gov/pesticides/grants/lei/index.htm](http://www.epa.gov/pesticides/grants/lei/index.htm).

### Why it's important

The reason why it's so important is because it will be used to educate homeowners about environmentally sound landscaping and lawn care principles. Industry, government agencies and environmental groups have formed an unlikely partnership to reduce the public's misuse of pesticides and overuse of nutrients and water.

No, the document itself won't be mass distributed to the public. Few homeowners are going to read 28 pages of advice on topics such as soils, appropriate plant materials, fertility and pest controls. Instead, it will serve as a "core" resource that can and will be referenced by cooperative extension personnel and educators and trainers, among many others. It will also be used to develop tip sheets and other easy-to-understand information, which will be offered to consumers in a variety of ways.

These environmental guidelines will serve as a source document that can and will be used by cooperative extension personnel and educators

### Work in progress

The non-profit Center for Resource Management ([www.crm.org](http://www.crm.org)) spearheads this effort. The CRM undertook a similar initiative with the golf industry 10 years ago in its successful "Golf and the Environment" meeting. Like that effort, CRM brought together a diverse group of stakeholders — industry, government and environmental groups — to work cooperatively and reach agreement on key points.

The document that's being put together by the 17-member Lawns & the Environment Steering Committee is still very much a work in progress. The Committee is seeking more input from people and organizations with a stake in the Green Industry — suppliers, professional organizations, public utilities, non-profits or you, our readers, if you want to add your voice. The Committee will be accepting these comments until June 17.

The decision to seek more input was one of the outcomes of the recent Lawn & The Environment Conference in San Antonio, TX, where Committee members, with about 80 other attendees, spent two days brainstorming over the document. Most people left that conference feeling that the guidelines were close to being where they needed to be...but not there yet.

If you want to stay on top of where the Green Industry is going, I urge you to read the guidelines.

.....  
Contact Ron at 440/891-2636  
or e-mail at [rhall@advanstar.com](mailto:rhall@advanstar.com)





Managers and supervisors above the crew level are only justified if they're able to use their intellect and experience to manage your costs.



## Manage wages; lift margins

BY BRUCE WILSON

**A**n often overlooked way to improve margins is to actively manage the average hourly wage of your crews. How does this work? It's not that difficult. In fact, I've prepared a chart (below) that you may find helpful.

At a selling price of \$36 per hour, the labor gross margin on Crew A is 66.7% and 68.5% on Crew B. That's a significant improvement in your gross margin with no probable drop in quality.

Crew A	Crew B
Crew leader . . . . \$14.00/hr.	Crew leader . . . . \$14.00/hr.
Crew member . . . \$12.00/hr.	Crew member . . . \$10.50/hr.
Crew member . . . \$10.00/hr.	Crew member . . . \$ 9.50/hr.
Crew cost/hr. . . . \$36.00/hr.	Crew cost/hr. . . . \$34.00/hr.
<b>Avg. hourly wage \$12.00/hr.</b>	<b>Avg. hourly wage \$11.33/hr.</b>

### When turnover is good

Sometimes you end up with several Crew As because you keep loyal but not promotable employees and give them raises instead of freezing their pay just because "they're there." There's a cost for this. Some turnover is good because you bring in lower paid people to lower your average hourly wage.

If you do have a Crew A and you believe that these people are better as measured by their experience and

pay, then they should be more efficient. Hold them to a higher standard of production or there's no reason to pay them more.

As your jobs permit, build larger crews. Larger crews have more lower paid employees to average against the higher pay of the crew leaders, resulting in a lower average hourly wage. You can afford to pay the leader of a large crew more and still lower average hourly wage by adding more crew members to the lowest pay level. (Be aware though, that because of the increasing number of control issues, there's a point of diminishing return.)

Larger crews not only have a lower average hourly wage, but also utilize fixed equipment assets, improving your return on assets.

### Link pay to responsibility


Tie crew leader pay to crew size. You must pay them less for a two-person crew than for a three-person crew to keep your average hourly wage in line.

Managers and supervisors above the crew level are only justified if they're able to use their intellect and experience to manage your costs.

This takes planning, and is one of the techniques they should use to improve margins without hurting quality. Consider this a work-smarter technique.

— *The author spent 30 years with Environmental Care, Inc. before partnering with Green Industry entrepreneur Tom Oyler to form the Wilson-Oyler Group, which offers consulting services. Visit [www.wilson-oyler.com](http://www.wilson-oyler.com).*





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# In the Know

BUSINESS NEWS YOU CAN USE

## Great meetings: here's one model

BY RON HALL / Editor-in-Chief

**M**eetings. How many of us really look forward to meetings? OK, it's pretty much unanimous. Ugh.

But most of us would also agree we need to meet. The challenge then is to plan and run meetings that don't waste time. The operative word here is "plan," and we saw it in action at Heaviland Enterprises, headquartered in a tidy industrial park about 30 miles north of San Diego.

In fact, we were so impressed with their weekly management meeting that we're "borrowing" some of it for our magazine staff meetings. Do you want more productive meetings? Keep reading.

It's 8:15 a.m. on a Friday and President Tom Heaviland and

his managers have gathered around a conference table in a pleasant sunlight room on the second floor of their headquarters. A short prayer gets the meeting underway, and Jim Allen follows up by reading the company's mission statement. Fellow manager Leeann Storino follows by reminding colleagues of the firm's corporate values. Time elapsed: five minutes.

The banter, although friendly, is brief as Ernie Pyle presents the first of three division reports. He details the progress of a field supervisor in training, a colleague in irrigation maintenance. Allen then details how far he's gotten in building programs and proposals for the company's "Top 10" clients. His report is specific but concise.

Tom Tuba presents the final division report, most of it dealing with the status of the company's Crew Leaders Handbook. The team is visibly impressed

when Tuba, who has been working under Allen's supervision, presents a "Job Site Priority Check List" for field supervisors to use on their job sites. The list, in fact, includes suggestions from the field supervisors.

Bob Rogers follows the division reports with a short recap of sales in relation to budget, and Michelle Holmquist reports on the company's customer relations efforts.

While this Heaviland meeting was supposed to end

**Heaviland's management meets weekly.**



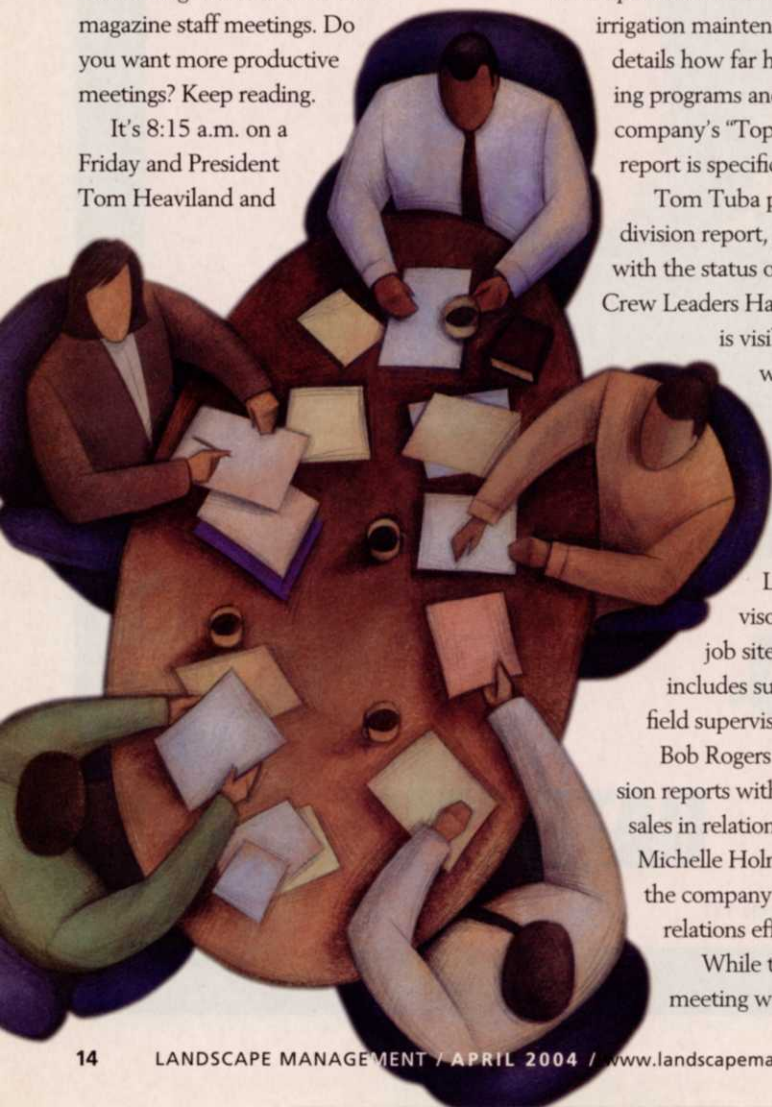
### What we liked about the meeting

- ▶ Everybody gets an agenda
- ▶ It starts on time and it starts with a prayer
- ▶ Team members reiterate what the company stands for
- ▶ Each manager is prepared to provide a brief update on his/her department or division
- ▶ The team gets a review of up-to-the-day sales to budget
- ▶ The tone of the meeting is businesslike but friendly and positive
- ▶ The meeting ends with a "thought for the week" and a prayer
- ▶ The meeting, even with six managers reporting, is just an hour long

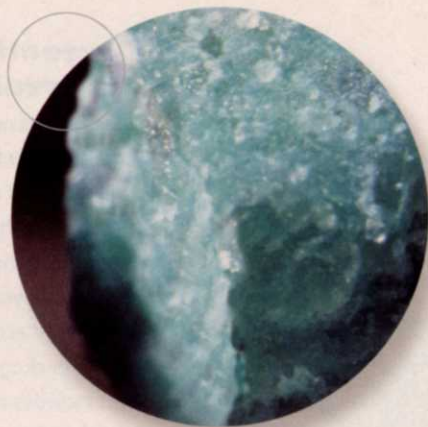
with a reading from the ALCA's Productivity Crystal Ball Report, several of the managers had to meet with clients and, after some words of encouragement and a short prayer, everybody returns to their tasks.

There you have it — the company's mission and values, three division reports, an update on the company's most important clients, a look at sales to budget and an inspirational close — and all in one hour.

This meeting ran like a fine tuned machine because everybody came prepared and ready to contribute.







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## Jammers show creative side



BY RON HALL / Editor-in-Chief

**INDIANAPOLIS, IN** — If there had been a way to capture the creative energy of the 200 or so landscape managers into a power grid, you could have lit up a city the size of Dayton, OH. That was the number of participants in the four '04 Leadership Jams conceived and conducted by the JP Horizons team ([www.jp Horizons.com](http://www.jp Horizons.com)) this past winter.

The purpose of the Jams is to introduce leadership skills to landscape managers or to individuals who have been identified by their employers as having management potential. Obviously, Jim Paluch, founder of JP Horizons, and co-presenter Bob Coulter couldn't promise to build leaders with a two-day event. But they did present, in an energetic style, many of the competencies required of effective leaders.

The Jam itself is a fast-paced blend of workbook tutoring, team building and multi-media instruction, including some kick-butt rock 'n roll to keep everybody from dozing off — even the few young bucks that split the two-day event with some late-night antics.

There's a mix of industry veterans and newcomers at the Jams. One of the most noticeable recent changes has been the growing number of Hispanics participating in these leadership programs.

The March event, the final one of the season, attracted 81 participants to downtown Indianapolis. And, like the other three, it contained a special challenge for participants — to design and build a model of a new piece of landscape equipment, something that they can use in their jobs.

The landscapers, working in teams of eight or nine, came up with surprisingly creative offerings. They constructed models of the equipment using an assortment of materials, including styrofoam, paper tubes, pipe cleaners, cardboard and (you guessed it) duct tape.

The teams demonstrated surprising ingenuity, and came up with variations of diggers, blowers, edgers and several multi-tasking machines. When they had to sell colleagues on their designs, the questions came hot and heavy.

Since Charlotte, NC-based landscape equipment maker Husqvarna sponsored the Jams, it wasn't surprising to meet Ken Taylor, the company's senior product manager, at the event. In fact, he attended all four Jams.

To say that Taylor, a prolific note taker, got a powerful dose of leadership training would be an understatement, in addition to picking up a notebook full of good product ideas from what amounted to, in one respect anyway, four pretty lively focus groups.

## Correction on clopyralid use

The EPA has not set any stop sell or stop use date for products containing clopyralid as originally printed in a story in the February issue. Post-emergence herbicides containing clopyralid can continue being used according to directions on the package label — even if that includes residential turf. There has not been any stop use or stop sell date set by the EPA for any of these products. When current inventories are depleted, Dow Agro-Sciences and the formulators who use clopyralid will produce products with the new technical label in their formulations, which carries the appropriate use restrictions regarding residential turf.

## ASIC Conference set for May 1-4

**NEWPORT BEACH, CA** — The American Society of Irrigation Consultants (ASIC) is holding its conference here May 1-4. This year's program, crafted by ASIC's Southern California Chapter headed by Steve Hohl of Water Concern, features several days of sessions focusing on issues that affect today's irrigation providers and high-lighting trends and technology that will impact them in the future. For more information, call ASIC at 312/372-7090 or visit the Web site [www.asic.org](http://www.asic.org).

## Davey acquires three companies

**KENT, OH** — The Davey Tree Expert Company continued its expansion initiative with the acquisitions of Pagura Landscape, Columbus, OH; Melton's Tree Service, Bettendorf, IA; and Sean McCarthy Tree Care Service, Richmond, VA. Davey acquisitions in the past two years now total 16.

CLIPPINGS



## People & companies



**West Coast Turf** promoted **John Marman** to regional sales manager for Southern California and Southern Nevada.

**BASF Professional Pest Control** hired **Michael Toce** as Western Regional Sales Manager.

**Syngenta** appointed **Scott Trbovich** to its Turf & Ornamental sales team representing Michigan.

**Green Earth Landscaping & Design** appointed **Michael Hartman** landscape designer & project estimator.

**Aquatrols** named **Vic Swann** Director of Sales. Swann will oversee all sales-related activities in the North American Turf, Soilless Media, and Agricultural markets.

**Swingle Tree & Lawn Care** hired **Jodi Johnson** as commercial sales coordinator.

**The Associated Landscape Contractors of America** (ALCA) named **Donna Vignocchi** to its Board of Directors. Vignocchi is Vice President of ILT Vignocchi, Wauconda.

**The Capital Contractor Consortium** named **Chris**

**Davitt** (above left) to its Board of Advisors. Davitt is president of Ruppert Nurseries, Laytonsville, MD.

**Hunter Industries** hired **Susan Cronin-Haines** (above center) as the sales manager — accounts for southern California.

**John Deere Landscapes** named **Ryan Hanley** (above right) to the new position of account manager for the Direct Sales Division.

**Husqvarna** appointed **Iskit Howard** to serve as the company's director of e-business.

**Aquascape Designs/NurseryPro** appointed **Dave Sherwood** territory sales rep in Florida.

**Exmark Manufacturing** named Roberts Supply Inc., Winter Park, FL, as its 2003 "Distributor of the Year." In addition, Roberts Supply Territory Manager **Terry Gibson** was named Southeast region "Salesman of the Year."

**Shindaiwa** added **Rod Harms** as Product Manager for professional chain saws and **Charles Caubet** as Marketing Services Manager.

**U.S. Lawns** President **Kenneth L. Hutcheson**, Orlando, FL, recently earned the CFE (Certified Franchise Executive) designation. Hutcheson joined U.S. Lawns in 1995. U.S. Lawns numbers 125 franchises in 26 states.

## Surfin' Turf

### 24-7 info

Michael P. DiMino, President and CEO of LESCO, admits an overhaul of the company's Web site was long overdue. But the wait was worth it as landscape and lawn care professionals can now access product and technical information from the manufacturer and distributor of turf and lawn care products 24 hours a day, seven days a

week. Called LESCO Direct, the site gives customers password-protected access to their corporate account any time and provides up-to-the-minute detail on orders, payments and credit limits. Other features include: agronomic information, full LESCO product catalog, locator for LESCO Service Centers and Stores-on-Wheels, and more. Visit [www.lesco.com](http://www.lesco.com).



## PBI Gordon omission

An article dealing with weed control in cool-season turf in the Feb. '04 issue of *LM* neglected to mention the following fine products from PBI Gordon ([www.pbigordon.com](http://www.pbigordon.com)):

For post-emergent weed grass control: Trimec Plus, an exclusive premix containing MSMA.

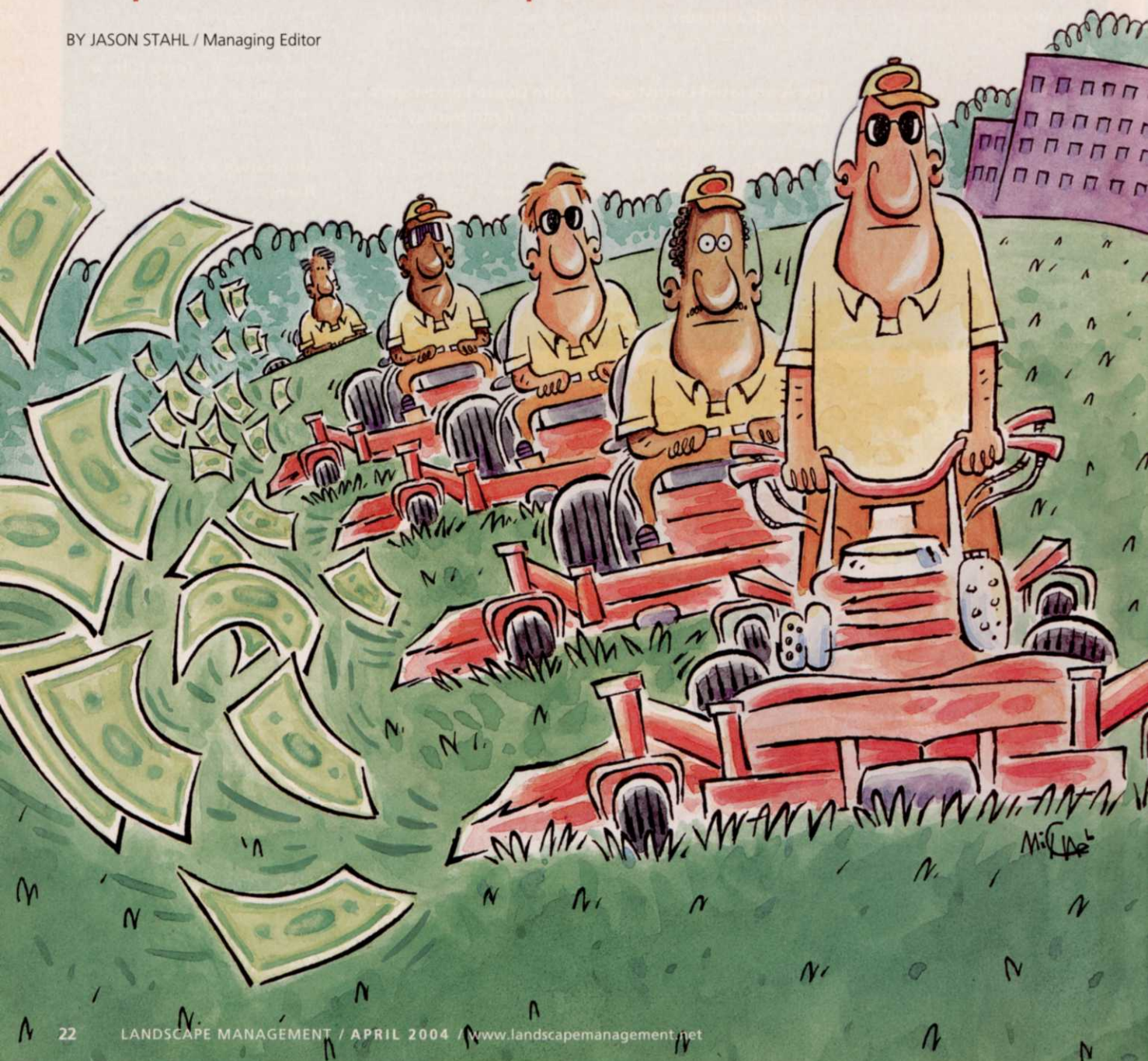
For broadleaf weed control: Trimec Turf Ester, Trimec Encore, SpeedZone and PowerZone, the last two products containing carfentrazone, 2,4-D, mecoprop and dicamba. SpeedZone and PowerZone were described elsewhere in the article.



# Make 'Mow'

10 tips from seasoned landscape maintenance contractors that will

BY JASON STAHL / Managing Editor





# Money

put you on the path to mowing profits

**Mowing isn't rocket science** — you fire up a mower and go. But making money at mowing might qualify. Why? Because you can't just eyeball a job site, quote a price and send your guys out scrambling every which direction to fulfill the contract. You have to have systems in place to make sure equipment is properly maintained, routes are in order and everyone is on the same page. And like it or not, you have to get friendly with numbers — you can charge \$30 per hour, but will that sufficiently cover your cost per man-hour? If you don't know the answer to that question, you probably won't be in business for long.

The following ten contractors are doing well in their businesses, and that's because they've taken their lumps and know how to run a profitable and efficient mowing operation. This might be the only good time to stop mowing and listen to what they have to say:

## TIP 1 Hire in-house mechanics

**Utz Environmental Services**

**Location:** Austin, TX

**President:** Chris Utz

**2003 gross revenue:** \$9.2 million

**Services:** Full-service

**Customer mix:** 85% commercial, 15% residential

**Employees:** 200 (peak-season)

**Avg. mowing rate:** \$28.50 per man-hour

Primarily a design/build firm, mowing and other maintenance was only something Utz Environmental Services offered to keep their projects looking good. Only recently did President Chris Utz realize they also had to make mowing profitable, and



Chris Utz

the number one thing that helped make that possible was hiring in-house mechanics. Utz estimates that they've easily saved over \$100,000 a year by doing this. "What we've seen is that our overhead has gone down because we need less backup equipment — broken down equipment doesn't sit around for days," Utz says. "And we're not paying the high prices service facilities charge to fix the equipment." An example: You send out a broken mower to a repair shop, and the charge will be \$45 for an hour — even if it doesn't take an hour to fix. So by having your own mechanics, you don't have to pay set wage rates. Plus, you don't have to

transport the equipment to and from the shop, and you don't have to pay marked up prices for parts because you're getting them from the same place as your local repair shop. As Utz says,

"Never watch the top line; always watch the bottom line."

## TIP 2

**Use the biggest mower possible for the job**

**Wilson-Dyler Group**

**Location:** Thousand Oaks, CA

**Co-owner:** Bruce Wilson

**2003 gross revenue:** N/A

**Services:** Consulting

**Customer mix:** N/A

**Employees:** N/A

**Avg. mowing rate:** N/A

Bruce Wilson knows a thing or two about mowing. He spent 30 years as head of the maintenance division of Environmental Care, Inc., (now ValleyCrest Companies), the largest privately held landscape company in the country. His advice for more profitable and efficient mowing? Use the largest possible mower for the job. Well,

duh, right?

Not really.

"What happens is that most companies go out to a job site

with two or three

different size mowers on the truck, and everybody starts mowing with the three types of mowers at the same time," Wilson says. "Everything they mow with the smaller mowers that could be mowed with the bigger one is slowing down their production rate. They'd be better off if one guy mowed with the big mower and the other two guys trimmed or did something else. That's a more productive use of their time."



Bruce Wilson



TIP 3

**Know what you have to do before you do it**

Southwest Landscape Management

**Location:** Columbia Station, OH  
**Vice president:** Steve Rak  
**2003 gross revenue:** \$500,000  
**Services:** Commercial maintenance, snow plowing  
**Customer mix:** 90% commercial, 10% residential  
**Employees:** 10 (peak-season)  
**Avg. mowing rate:** \$35-\$40 per man-hour

Steve Rak's message to those who want a more profitable mowing operation: get organized. "You need a good foreman who can manage the job," Rak says. "You can have good equipment and good trucks, but if you don't have organization in the field, you don't have anything. Because that's what we sell: efficiency." Southwest Landscape Management's

"organization" is comprised of three things:

1. A foreman's bible, 2. Charting hours, and
3. Keeping same crews on same accounts week-in, week-out. The

crews know what they need to do at each account, so there's not a lot of talking. Someone does the "rider" work with a riding mower, someone does the "52" work with a walk-behind, and someone does the "Walker" work with a Walker rider — usually a high-visibility area in front where grass clippings need to be collected, etc.



Steve Rak

TIP 4

**Know the time it takes to mow a property**

BLT Landscape Services

**Location:** Dallas, TX  
**President:** Larry Brinkley  
**2003 gross revenue:** \$1.4 million  
**Services:** Full-service  
**Customer mix:** 60% commercial, 40% residential  
**Employees:** 25 (peak-season)  
**Avg. mowing rate:** \$30-\$32 per man-hour

Don't make mowing a guessing game, says Larry Brinkley.

Know the time it takes to mow each property you have. "We actually measure each of our sites and periodically check our guys to see how long it takes them to mow 1,000 square feet of turf," Brinkley says. The company uses a measuring wheel for the sizing, and will have two different employees mow the same property to get an average time.



Larry Brinkley

"That's part of the problem [with pricing]," Brinkley says. "If you took national averages, your guys might be a little faster or slower than the rest." Different

mowers are timed on each property as well — walk-behinds and riders. BLT then takes their information and inputs it via computer to maintain as much accuracy as possible.

TIP 5

**Route efficiently**

Pratt's Lawn & Landscape, Inc.

**Location:** Georgetown, KY  
**Assistant manager of lawn care:** Robert Halasek  
**2003 gross revenue:** \$1 million  
**Services:** Full-service  
**Customer mix:** 100% commercial  
**Employees:** 25 (peak-season)  
**Avg. mowing rate:** \$45 per man-hour

Bob Halasek's tip seems so logical and makes a lot of sense: have your routes set so that

there's not a lot of travel time. In other words, service sites that are all within close proximity of each other. "If it means taking an account that's cheaper than what you normally do just to get a full day in town, then so be it," Halasek says. On the flip side, the company will turn away accounts or simply not bid on them at all if they're not feasible. Pratt's is located on the north side of Lexington. Halasek says they would only consider going to, say, the south-

east corner 35 minutes away if it was an eight-hour job. "If you're going to travel 35 minutes somewhere, you better make sure everything gets done down there so you don't have to make a return trip," Halasek says. The company aims for four 10-hour days of work during the week, leaving Friday open in case of inclement weather.



Robert Halasek

TIP 6

**Don't offer any 'reverse incentives'**

World of Green

**Location:** Lincoln, NE  
**General manager:** Larry Burkland  
**2003 gross revenue:** Over \$1 million  
**Services:** Full-service  
**Customer mix:** 100% commercial  
**Employees:** 45 (peak-season)  
**Avg. mowing rate:** N/A

It pays to understand human nature, according to World of

Green's Larry Burkland. It's good to get a job done early — but not if it means you'll be asked to help out someone else who isn't done with their job yet. "If you have a crew that busts their butt all day and gets done at 3:30 p.m., it makes no sense to send them off to help somebody else," Burkland

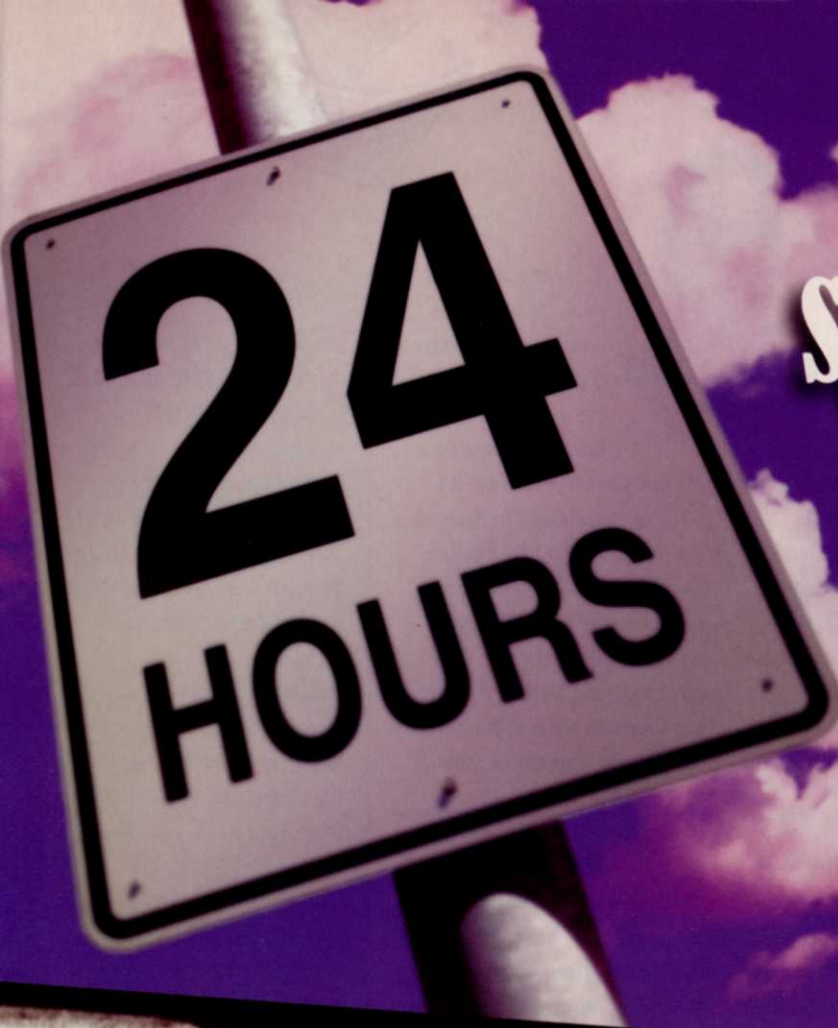
says. "What will happen is that they'll drag their butt until 5 p.m. in order to get out of helping the other crew." So Burkland says the best thing to do is have them come back to the shop and get ready for the next day by servicing the equipment and gassing everything up.



Larry Burkland

continued on page 26





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continued from page 24

**TIP 7 Know your overhead**

ND Landscaping

**Location:** Topsfield, MA  
**Co-owner:** Manny DeSouza  
**2003 gross revenue:** \$4.1 million  
**Services:** Full-service  
**Customer mix:** 90% residential, 10% commercial  
**Employees:** 50-55 (peak-season)  
**Avg. mowing rate:** \$42 per man-hour

It's fairly obvious that Manny DeSouza is obsessed with the

"numbers." In fact, he revels in talking about them. His tip for more profitable and efficient mowing: know your overhead. That is, the cost of materials, subcontracting, small tools, equipment rental, dump and disposal, etc. Knowing that allows him to know his gross profit weekly, which he analyzes every Wednesday. And he knows he can take 19% of that off the top as his "labor burden."



Manny DeSouza

Knowing all of that data, he knows his company can charge \$38 per man-hour for mowing 215 homes that are each

30 feet apart. Otherwise, it's \$42 per man-hour. "In the end, we want 10% to 12% net-net," DeSouza says. Tracking these numbers "drives efficiency of systems," says DeSouza. "We pay bonuses quarterly if target numbers are hit, and people start paying attention to that."

**TIP 10 Manage the work to the estimate that was produced**

Groundmasters, Inc.

**Location:** Cincinnati, OH  
**General manager:** Mike Rorie  
**2003 gross revenue:** \$16.7 million  
**Services:** Commercial landscape management and installation  
**Customer mix:** 100% commercial  
**Employees:** 240 (peak season)  
**Avg. mowing rate:** \$35 per man-hour

"Most contractors make a deal and estimate it, price it and sell it, but they never measure the performance of that job against that estimate again," says Rorie. So if your guys are consistently taking 2-1/2 hours to complete a job that was estimated at two hours, Rorie says it's your responsibility to "engineer that job to the estimate." And if you've "engineered" the job as low as you can get it and still aren't hitting the estimated time, the sales person needs to be held accountable for the original estimate and needs to adjust the negotiated price. Why? "Because the original estimate should have been based on what you've proven you could do in a given time frame," Rorie says.



Mike Rorie

**TIP 8 Consider having a "flex" crew**

Weidner Lawn & Landscape, Inc.

**Location:** North Ridgeville, OH  
**Owner:** Jim Weidner  
**2003 gross revenue:** \$1.2 million  
**Services:** Full-service  
**Customer mix:** 60% residential, 40% commercial  
**Employees:** 22  
**Avg. mowing rate:** \$30-\$40 per man-hour



Jim Weidner

It sounds crazy, but Jim Weidner makes his guys work on Saturdays. Well, he doesn't make them, it just works out that way. See, in addition to working "four 10s," or Monday through Thursday 10 hours a day, he has a "flex" crew that has different days of the week off. They still work four 10-

hour days, but two of those days are Friday and Saturday. By doing this, he doesn't have to pay overtime and get sick watching his equipment and trucks sit around for two days. "If you're not working Fridays and Saturdays, you're missing 70 days, and that's a lot in a short season," Weidner says. "Plus, it dilutes our overhead by keeping our equipment and trucks running on a beautiful day."

**TIP 9 If you're going to subcontract mowing, mark up appropriately**

Tomlinson Bomberger Lawn Care & Landscape, Inc.

**Location:** Lancaster, PA  
**General manager:** Tom Shotzbarger  
**2003 gross revenue:** \$6.1 million  
**Services:** Full-service  
**Customer mix:** 70% residential, 30% commercial  
**Employees:** 65  
**Avg. mowing rate:** N/A

Tomlinson Bomberger subcon-


tracts all their mowing. But that doesn't mean they're not wise to a few helpful hints. If you ever do subcontract some mowing, record an appropriate markup, says general manager Tom Shotzbarger. "Make sure your account managers know how to recover indirect expenses," he says. "If a landscaper charges you \$1,000 for a mowing, and you mark it up 10% to 15%, you're losing

money on that effort." Why? Because at Tomlinson Bomberger, their indirect expenses usually amount to 25% to 40%. These indirect expenses are mostly administrative, Shotzbarger says, such as sales commission. "If you pay 5% commission, and you only marked up 15%, then you've only got 10% to cover your other indirect expenses." Not good.



Tom Shotzbarger





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# Selling safety en español

**OSHA is serious about reducing injuries for seasonal Green Industry workers; you should be, too**

BY BARBARA MULHERN

**F**ive years ago, The Bruce Company, a Middleton, WI-based landscape contractor, saw the handwriting on the wall. The company, which had been witnessing a steady increase in its Hispanic work force, made a bold move: It created a new management level Hispanic Employee Liaison position.

Since that time, the number of Hispanic employees (predominantly Mexican) at The Bruce Company has held steady at about 100 each year. But 100

is a significant enough number out of a 700-member work force that Safety Manager Laurie Bishop wants to be certain the company's critical safety messages are understood.

"We saw five years ago that there was a need for communication in Spanish with the employees we already had," she says. "This position has worked out well. A lot of it (explaining safety messages) is verbal. The more our Hispanic Employee Liaison works around me, the more he knows about safety. He does some observations, and has accompanied me during lunch



hours to job sites for tailgate training."

It isn't just the larger landscaping firms where the growth of Hispanic workers has taken place. At Southwood Landscape & Nursery Company in Tulsa, OK, 11 out of 45 full-time employees are Hispanic. This includes half of Southwood's 12-member Landscape Department team.

"Our supervisors speak very little Spanish. Our crew leaders speak more," Landscape Manager Steve Welch says. "When a new hire arrives, his supervisor will spend a good deal of time, with a translator if necessary, talking about safety issues and the company's position on a safe workplace. Our safety talks in landscape are predominantly 'tailgate' talks. These talks are given in English and are translated into Spanish by one of our bilingual Hispanic staff members."

Effectively communicating safety messages to Hispanic workers with limited or no English-language skills is an issue in the landscape industry, says David Snodgrass, chair of the Associated Landscape Contractors of America's (ALCA) Safety Committee. "This is a huge topic in our industry. It's at the top of the list of concerns as far as safety goes. I look at our own company (Dennis' Seven Dees Landscaping, Portland, OR) of about 180 employees. Ten years ago, less than five percent of the employees were Hispanic. Now, it's probably 70 percent."

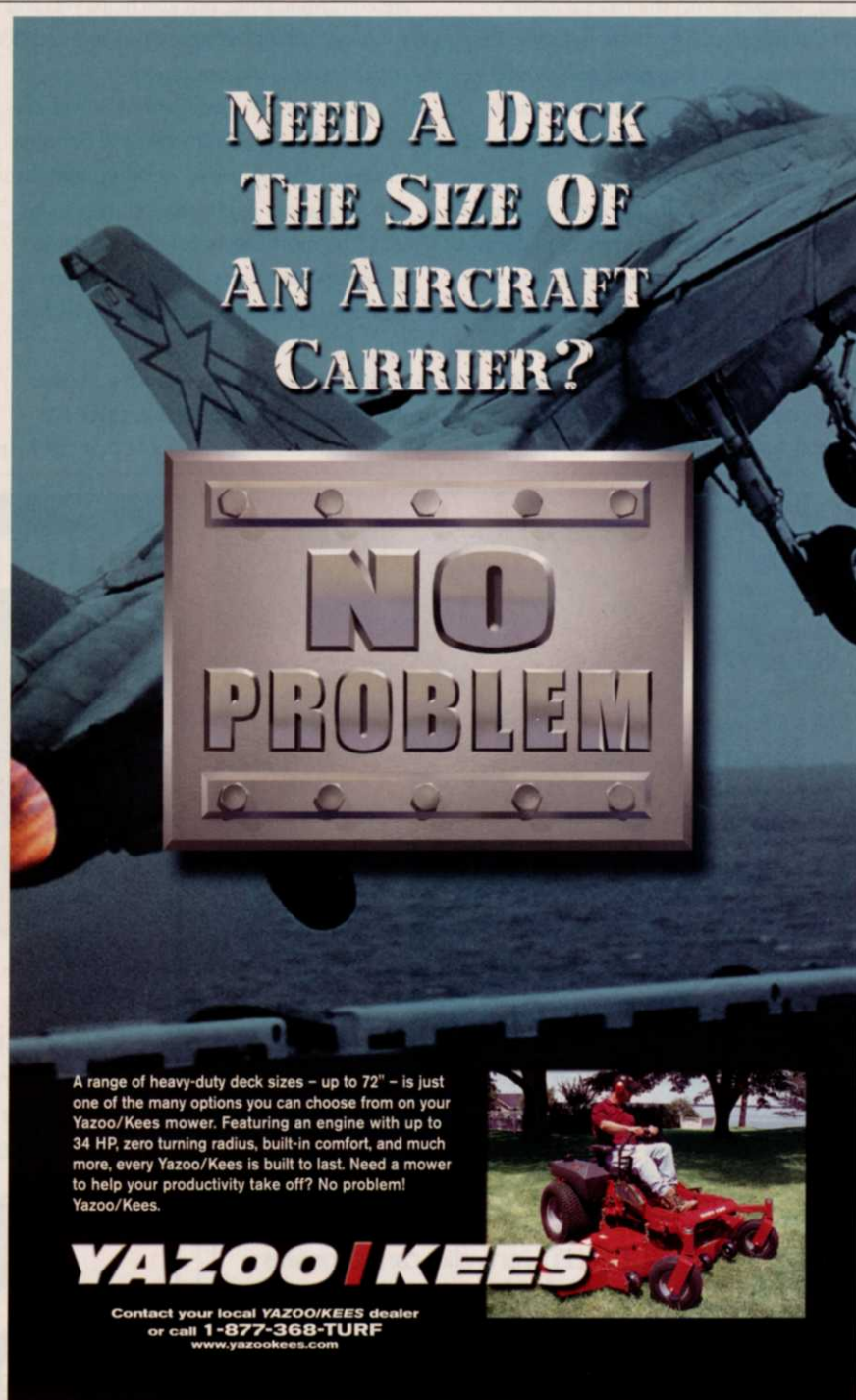
#### Are you prepared?

If you haven't yet had an influx of Spanish-speaking workers, don't be surprised if it happens soon. The U.S. Census Bureau says the Hispanic population in the United States now totals nearly 39 million people. And those numbers are likely to continue to grow as "guest worker" proposals, sought by U.S. service industries that would further open doors to Hispanic workers from Latin America, work their way through Congress.

Two years ago, OSHA announced that it would be placing a high emphasis on the safety of Hispanic workers. What that means, in part, is that OSHA compliance officers will interview Spanish-speaking

employees when conducting injury or illness investigations to ensure they were trained in a language they understood.

"OSHA has also targeted the landscape industry as a 'high incident/high severity'



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occupation, and is seeking a four percent reduction in injuries and illnesses in landscaping/horticultural services in fiscal 2003-2004," attorney Nicole Gonzalez of Fisher & Phillips LLP in New Orleans says. That, coupled with the federal agency's continuing emphasis on the safety of Hispanic workers, is one good reason why landscapers must be certain their safety messages are effectively reaching their Hispanic employees, she says.

"There are ways to prepare your business and your employees for changes in the work force, both in terms of cultural differences and language barriers," says Gonzalez, a member of her law firm's Hispanic Business Practice Group. "For example, labeling equipment in Spanish can go a long way in helping you communicate with your His-

panic work force. Another means of communicating equipment names is by using a flash card with a picture of the equipment and the Spanish word. This not only helps the Hispanic worker understand what you are communicating, but also helps you and your supervisors learn the Spanish words for common tools and machinery."

Trula LaCalle, president of Bella International, Inc. in Sacramento and Sonoma County, CA, a business development firm that specializes in Hispanic cultures, says that "the most successful non-Hispanic managers have taken the time to learn functional Spanish vocabulary needed on the job."

If you don't know Spanish and your workers don't speak English, there are numerous resources available that can help

## Tailgate training tips

Tailgate training is an excellent way to verbally communicate important safety messages to workers from all cultures. Here are some tips to help you conduct effective 10- to 15-minute tailgate training sessions.

- ▶ Keep your training sessions small. Ten or fewer employees is a good number.
- ▶ Hold sessions in a "comfortable" spot for workers, such as outdoors near the job site or in the employee break room.
- ▶ Hold sessions at a "dedicated" time early in the week — and, if possible, right before workers go out on the job.
- ▶ Stick to just one safety topic per session.
- ▶ Choose trainers to whom your workers can relate. Supervisors or co-workers are



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usually the best choice. High level managers or "office" personnel aren't.

► Hold training sessions in a language your workers understand. If sessions are only held in English, have a bilingual supervisor or worker verbally translate the sessions into Spanish as they're being presented.

► Don't assume that your workers can read — even in their own native language. Make use of as many "visuals" (photos, illustrations or actual products or equipment) as possible.



► Look for any indication that workers don't understand what's being said. Pay close attention to the expressions on their faces.

► Seek employee participation. Have workers "demonstrate" anything that can be demonstrated. Allow time for questions at the end of the session.

► Don't skip training sessions during your busiest weeks. Those are the times injuries are most likely to occur.

► Document attendance in writing at each tailgate session.

— BM

you, LaCalle says. These include local universities and community colleges, industry trade associations with committees dedicated to safety issues, community organizations that serve Hispanic persons, outside consultants and even OSHA itself, which has "a wealth of material available in various languages, especially Spanish," she says.

#### More useful tips

What else can you do to ensure that you are effectively selling safety to your Hispanic workers?

► **Be aware of cultural differences.** For example, don't be surprised if your Mexican workers or workers from other Hispanic cultures are hesitant to ask questions of their supervisors. Questioning persons in authority — as well as direct eye contact —

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is considered disrespectful in many of these cultures. "Body language is an important issue," Bishop says. "You can use body language and gestures to communicate non-verbally, but you can also offend your workers if your body language is different from what theirs is in Mexico."

► **Don't assume that all of your crew members can read and write** – even in their own native language. Provide all safety-related information in your workers' native language. Even if it's presented orally, she suggests using photos, drawings, graphics, "sign language" and demonstrations along with it.

► **Locate safety videos in your workers' native language.** "Some of our safety training, such as forklift training, is done with Spanish language videotapes and support materials," Welch says. Don't, however, let a video take the place of a safety trainer, LaCalle cautions.

► **Make use of your own work force.** Find out which of your workers are bilingual, and use them to communicate safety information to their colleagues, Gonzalez suggests. "Also, if you have individuals working in teams, try to make sure an immigrant worker is paired with a domestic employee. It may be your inclination to allow immigrant workers to work together because of the language barrier and their level of comfort with someone who speaks the same language. However, to avoid safety hazards, wanting to accommodate employees might have to be put aside," she says. At The Bruce Company, Bishop says, "we try to mix our crews with some from Mexico and some other workers. We also have some foremen from Mexico. They have to be bilingual."

► **Don't use slang or jargon.** Be especially careful if you're conducting a safety training session in English that's being translated into Spanish as you speak, LaCalle says. Speak slowly, use short sentences and try to find different words to communicate the message more than once, she suggests.

► **Don't get frustrated and don't give up.** "Simple measures can go a long way in making your Hispanic work force feel comfortable and stick around year after year," Gonzalez says. **LM**

— *The author is an agricultural/horticultural project consultant and freelance writer who lives in Belleville, WI.*


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# Profit with garden maintenance

**Little investment and high customer satisfaction make this add-on service a win-win situation**

BY DANIEL WEISS

**L**ike most businesses, the Green Industry expanded in the mid to late nineties, then reduced, laid off and tightened over the last few years. With the booming economy in the last decade of the twentieth century, we, like many others, thought the money wouldn't stop and selling contracts, landscape installations and additional services might continue forever. With the economy beginning to turn for the better, we look to the future with a hardened sense of our business practices and realistic expectations of ourselves, our employees and our customers.

Garden maintenance is an excellent way to expand either a current landscape construction/installation business or a turf maintenance business. It has little equipment investment, has high customer and



employee satisfaction, provides regular cash flow and profitability, leads to other services and creates long-term customer relationships. It's also a way to gain an understanding of landscape, turf and plants, and to develop a deep professional and personal commitment to plants and their care.

Landscape and garden maintenance has a long tradition in landscape history. Before

**Without regular maintenance, stonework gardens fall into decline and their revitalization becomes extremely costly.**

the "creation" of landscape architecture in the 19th century, European landed gentry and royalty hired workers to shape their lands. Sometimes, the owners themselves, through self learning, experimentation and



managing their own construction projects, pioneered ways in which plants and landscape could be used and created.

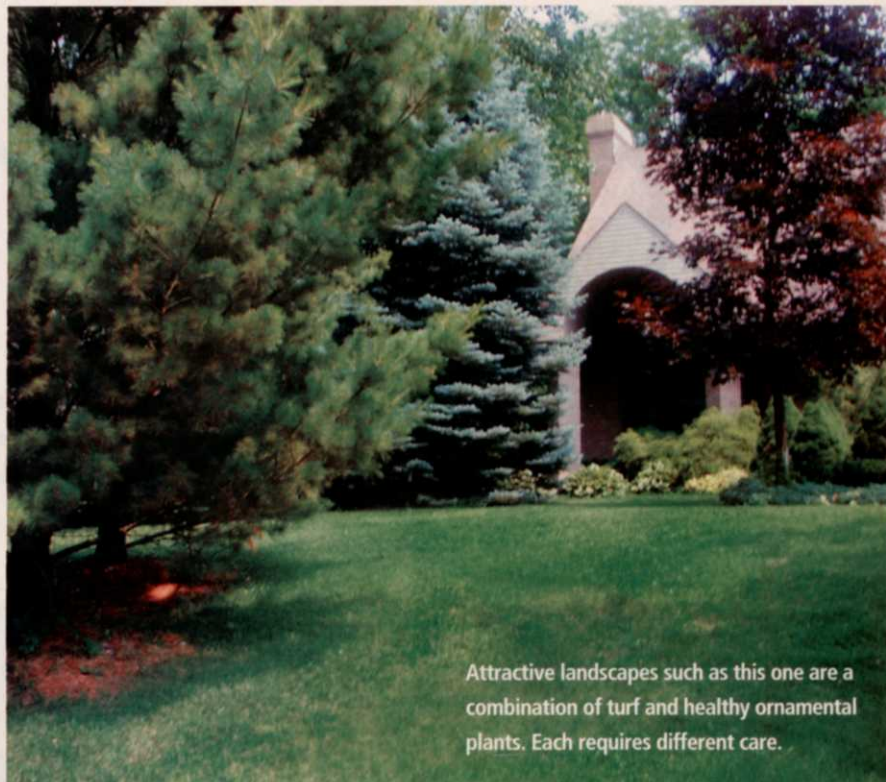
Gardening staffs later provided additional plans for improvements, pioneered strategies and technologies to take care of the properties, and provided maintenance to keep the landscape in order for future generations. In the United States, we continued with this tradition. Examples include George Washington's Mount Vernon in Virginia or Harvey Ladlau's Topiary and Estate Gardens in Maryland.

Whether providing service for a landscape in the 18th century or the 21st century, landscapes require regular maintenance. If neglected, like any historical estate, they fall into decline and disrepair and start to not only look bad but exhibit poor plant health.

**What it takes**

Garden maintenance involves pruning and trimming of flowers, shrubs and trees, edging and weeding beds, fertilizer applications, mulching and annuals. It's a natural expansion of managing a client's turf or providing landscape installation.

Like turf maintenance, garden maintenance provides for regular cash flow. It's a



Attractive landscapes such as this one are a combination of turf and healthy ornamental plants. Each requires different care.

service that you should set on a regular schedule and identify a specific amount of time, at a specific rate. The schedule could be weekly or monthly, and it should detail exactly what you will provide each client. In southeastern Michigan, that rate is anywhere from \$25 to \$45 per hour. Most seem to fall in the \$30 to \$40 per hour rate. Personal gardeners generally charge rates less than those, perhaps in the \$12 to \$30 per hour range.

For the landscape installer, a selling point for this service is that you're the best one qualified to understand the client's overall objectives on the property. Perhaps your firm has just installed a portion or an entire landscape on the premises. Thus, you've spent a fair amount of time trying to understand the client's objec-

tives and have fashioned the project towards satisfying the design intent. In landscape and garden maintenance, you're always working to bring out the natural aesthetics of the plant material and design without letting nature run wild.

**Keeps you focused**

For one, maintenance keeps original objectives in order or can mean a totally new alteration in function and appearance using the same existing plant material.

For instance, several years ago I met with a client who had a pool. His backyard was fully landscaped at the time, and we were deciding which of the shrubs and trees should go and which should stay to achieve his objectives. At the back of the pool, they had a small hedge about four feet tall, which gave them little privacy to their pool area. I suggested burning bush for its tolerance to a variety of conditions, brilliant fall color, ease of care, few disease and insect problems, and the fact that it would form

*continued on page 43*

## 7 reasons why you should consider garden maintenance

1. Little investment capital needed
2. Very high customer and employee satisfaction
3. Regular cash flow, profitability
4. Leads to other services
5. Long-term customer relationships
6. Gain an understanding of landscape and plants
7. Develop a deep professional and personal commitment to plants and their care



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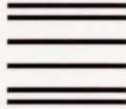
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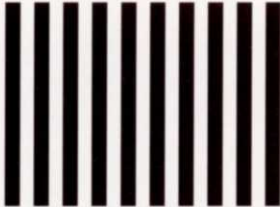
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*continued from page 36*

a large hedge. They said great. I said, "Quit trimming the ones you have!"

Of course, maintenance provides the best chance for plants to live healthy and vigorously, and to provide their best characteristics. Within a short period of time, perhaps two seasons, the simplest to the most expensive or elaborate landscape will fall into disrepair without regular maintenance. Plants become overcrowded, some overwhelm others and some just decline.

**Everything needs maintenance**

On the other side, the landscape client needs to understand the future costs of gar-

scape maintenance and its costs.

An understanding of future time and financial commitment is important, too. It's easy to find examples where maintenance is king. At the Chicago Botanic Gardens in Glencoe, IL, it takes a 1,000-person volunteer workforce to keep the dozens of exquisite gardens beautiful.

Fountains, ponds and stonework gardens would fall into decline and their revitalization would be extremely costly. Even beautiful in disrepair, the central fountain work in the rose garden at Frederick Vanderbilt's Hyde Park in New York hasn't been restored as of yet due to money. The rest of the perennial and rose

tomter as well. While landscape expansion projects eat up large portions of money at once and at a highly profitable rate, the long-term expenditure of landscape maintenance should easily exceed single expansion projects. It's a case of the tortoise and the hare. You and your clients should generate long-term benefits.

**A modest \$\$ investment**

Investment costs for providing a high-end garden service may be the smallest out of the variety of services you provide to your customers. Instead of skid-loaders, trenchers, trailers and expensive mowers, all you need is a truck to get around, some simple but rugged hand tools and people to work.

The biggest investment will be on a qualified supervisor for the crew. Interns from various horticultural programs, master gardeners, people who have worked in retail garden centers and landscape "people" all may make good supervisors to lead or fill your crew. And you'll find that garden people are some of the most passionate and committed employees who work in the field and are committed to your customers and the plants they take care of.

Taking care of the landscape and garden for your clients may be the most important service you could provide. Why? In my experience, I've found that it results in the most satisfaction for the customer on a regular basis. A new landscape is fresh and exciting, but having one's weekends free and having the grounds prepared before a Memorial Day party, a birthday or a graduation, leaves your client to concentrate on other activities that ultimately make them happy. Often, that's what they appreciate most. And when they're happy, you should be happy. **LM**

— *The author is president of The Elysian Design and Landscape Group, Inc., Keego Harbor, MI. He can be reached at [elysiandesign@aol.com](mailto:elysiandesign@aol.com).*



**A properly maintained garden such as this one exhibits expertly pruned shrubs and trees.**

den services when they're deciding to improve or rework their landscape. There's really no such thing as a "no maintenance landscape," and the simplest concerns such as weeding and mulch should always be a part of an overall understanding of land-


gardens have been restored mostly through grants and volunteer efforts, a revitalization project for an important estate and garden from the Gilded Age in American history.

Landscape and turf maintenance has the most regular yearly budgets for commercial properties, but these services should be budgeted by the residential cus-



# HARD LESSONS IN THE tree business

**This lawn care operator tells of the mistakes he made in his foray into the tree care business** BY DICK BARE



**T**he year is 1998. You own a successful lawn, tree and shrub care company. You've got 10 to 15 trucks that go out every day. Your techs treat thousands of properties annually. You've

got a customer service staff to die for, a top-notch marketing team, an in-house CPA and a capable general manager who runs the whole thing so well it seems as if it were your own personal diversion.

Over the years, you've had all the perks: fast cars, vacations in exotic locales, etc. But now you feel unfulfilled and bored. You inform your management staff that you feel you should branch out into other businesses, but which ones?

Everyone's full of ideas: pest control, irrigation, landscaping, garden center. Hey, how about tree work? You get lots of calls from clients requesting tree work, and you used to climb trees as a kid, throwing apples at your kid sister.

Your staff is hesitant, saying the tree service industry is completely different from the lawn care business. But you pound on the table and say, "I loved climbing trees when I was a kid, so tree work it is!"

## **It pays to listen**

Fast forward to July 2003. I've just shaken hands with the new owner of our tree service, and the only time I've been happier in my life is when I sold my boat!

Why didn't I listen to my staff? We're several hundred thousand dollars poorer (not counting management time) and a lot wiser. The only thing the lawn care industry has in common with the tree care industry is that they're both in the Green Industry. It's like being a foot doctor and deciding you can become a brain surgeon. It can be done, but it's a lot of work and you need a little luck.

Wall Street is littered with thousands of companies that were good at their core business, but when they wandered outside of that they stumbled and fell. A great example



is Kodak. When they went into the copier business, it wasn't a pretty picture, and they got back out again. McDonald's got into the pizza business and lost a lot of dough.

Why do some make it and others fail? In our case, I believe it was the failure to initially find the right person to run the tree business, as well as a lack of knowledge on starting an ancillary business venture. If you have a multi-million dollar business going, it's difficult to start a corresponding company that's small, employs used equipment and a different type of employee. The new start-up must maintain the image, service level and reputation of the parent company, and that turned out to be an expensive proposition for us.

Our tree service sales jumped up to \$1

million within three years of the business' inception. This growth required three crews and about \$300,000 worth of equipment. This capital outlay put an incredible cash strain on the lawn care division, as well as increased the debt load of the new company and caused the bank to balk at future financing. Staffing so quickly led to poor hiring decisions and employees from the place people tell you to go to in traffic.

Our office staff blended nicely with the tree division, but the business needed more land, which was purchased at additional expense. Maintaining equipment was an incredibly high cost, so a full-time mechanic was hired. That turned out to be a great asset for the lawn care trucks as well, so that was a plus.



### Danger ahead

The biggest difference between lawn care and tree care is the potential for danger in the work. Lawn spraying may cause a bad back or sprained ankle, but it's kind of hard to get killed. Over 50 people die per year in tree care and 44,000 are injured by chain saws alone.

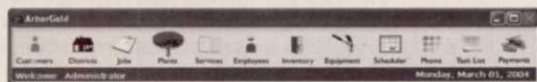
Safety training should have been a top priority and it was high on our list, but our most pressing issues were profits (or lack thereof), handling the onslaught of work and finding qualified people who were hard-working.

Climbing trees sometimes attracts swash-

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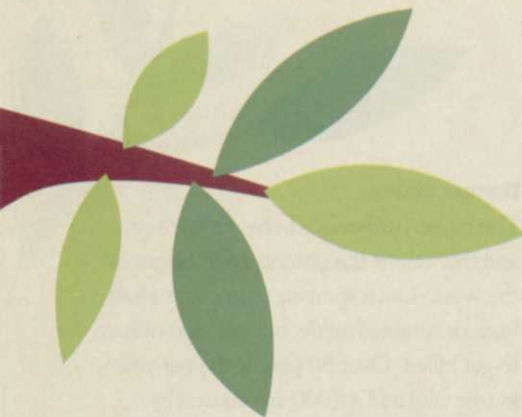
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buckling John Wayne types who don't let safety equipment and corporate rules keep them from removing or pruning trees.

Hiring and failing to rein in one of these cowboys caused an unexpected and expensive cost. This employee had two accidents that totaled \$1 million plus that

eventually caused the tree division to become uninsurable (assigned risk category). That wasn't even so bad until we learned that the lawn side would have to go into assigned risk as well, due to the two companies having common ownership.

To add insult to injury, OSHA came in and fined us for various things, including forklift training on the lawn spraying side.

We had no choice but to sell off the tree equipment and work out a deal for an asset sale of the division. Now, we're the landlord for the tree service and have a franchise agreement with the new owner/manager for the next five years.

**A different animal**

As I mentioned earlier, the tree industry is

a different animal from the lawn, tree and shrub maintenance industry. It isn't a route business, but more like landscape contracting. You must always be trolling for new customers since only 30% to 40% are repeat customers. The tree jobs can be large and dangerous, and a crew can be in a storm or on a large contract for weeks. A mistake on the job can mean a death or a tree through the middle of a house, usually when you're on vacation.

Needless to say, we're much wiser now about entering new businesses. I figure it cost me \$10,000 for each apple I threw at my sister. **LM**

— The author owns Arbor-Nomics, Inc., Norcross, GA. He can be contacted at

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Circle 123



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# Having a ball

**Well, not exactly, but moving a record-sized rootball didn't get away from this Davey crew**



This oak weighs 353 tons, has a 55-in. diameter and its rootball measures 42 feet.

Opposite page: A boring pit was excavated and I-beams were inserted to create a lifting platform.

In his entire 27 years spent moving trees, Harvey Binkney has never seen a rootball quite as big as the one excavated in Auburndale, FL. In fact, he's pretty sure that it's the largest area of square footage to have ever been lifted from the ground and then relocated.

"I've been doing this for a long time,"

says Binkney, supervisor at The Davey Tree Expert Company's National Tree Moving branch. "We are the only company capable of moving trees this big. This was definitely the largest in our history."

The tree, which had a rootball measuring 42 feet, was one of two live oaks moved this fall by Davey's National Tree Moving operation as part of a construction project by a national client. The other tree boasted a 35-foot rootball.

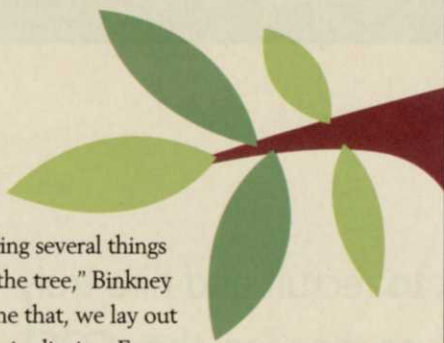
The larger tree's statistics include a weight of 353 tons and a 55-inch diameter measurement. Binkney said the smaller tree was nearly 326 tons and 42 inches in diameter.

"The two oaks were growing at the site of construction, and our client wanted to preserve instead of destroy them," Binkney says. "We moved them about 300 yards to a reserve section near the wetland area."

## Making it happen

The entire move took six weeks. Ten semi trailers were called in to locate equipment and material to the site. Binkney said the move was a typical example of how most large trees are re-located. The process begins with careful examination of the tree, particularly for rootball size.





"We determine the rootball size by considering several things including the caliper of the tree," Binkney says. "Once we determine that, we lay out the rootball and then begin digging. For these trees, we dug by hand to a depth of three feet."

After digging, the Davey crew cut the roots with handsaws, excavated the soil and prepared it with burlap and wire. Once the tree was prepared, a boring pit was excavated and pipes were inserted to create a wall-to-wall lifting platform under the rootball. I-beams were inserted beneath the pipes to accommodate the beam trailer, which was built on-site. The pipes, which were 7 inches thick and inserted under the larger tree, were 44-feet-long; under the smaller tree, they were 38-feet-long.

"The 42-inch tree was growing right next to utility lines. We worked with the local power company, which put insulation around the lines. The phone company granted us permission to dig in its easement," Binkney says.

"The move itself was as textbook as tree moving gets. The unique aspect was the size of these trees. This is why communities and organizations come to us. We set the industry standard that no other tree-moving company can reach. We have the equipment, personnel and skills needed to take a large tree and move it as though it were a tiny shrub." **LM**

— *The Davey Tree Expert Company provides tree, shrub and lawn care, large tree moving, grounds management, vegetation management and consulting services throughout North America. Davey is employee-owned with nearly 5,000 employees in the United States and Canada. For more information call 330/673-9511.*



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Circle 126



Many owners don't look to recruit and hire truly talented people because they feel they **COST too much** and can't afford them.



## Make time to hire the best

BY ED LAFLAMME

**I** ask my clients: "What's the biggest challenge facing your company in the next 12 months?" And they almost always respond, "Finding and keeping good people." When I hear this, I ask them how many hours of the week they devote to solving the problem.

In his book, *Execution: The Discipline of Getting Things Done*, author Larry Bossidy (a former customer of mine) relates how, as the chairman and former CEO of Honeywell International, and former CEO of Allied Signal and vice chairman of GE, he spent at least 40% of his week working on and with "the people" during his first year with a company. After the first year, he spent more than 20% of his time that way.

Bossidy interviewed, hired, mentored, counseled and spent a great deal of time making sure he had "the right people, and they were in the right jobs." The result of his efforts showed up in the bottom line of each of these companies. So, before we throw our hands up and say we can't find good people, we have to be honest and ask ourselves if we have really made the effort.

### Too expensive?

Talented people are invaluable in your business. Many owners don't look to recruit and hire truly talented people because they feel they can't afford them. Actually, the reverse is true. Talented, high-energy individuals with great attitudes add value in so many ways. They create profits, raise company standards, attract other talented people, foster a spirit of innovation and generally make life easier for everyone — including the owner.

Another hidden value that isn't found directly on your balance sheet is that your talented people become a tangible asset. Here's an example: I represent owners in the Green Industry who desire to sell their companies. I recently called on a potential buyer with what I felt would be an excellent fit. The potential buyer quickly zeroed in on the quality, length of service and the talent the seller had in his people. This was an "asset" the prospective buyer was willing to pay for.

### How to keep 'em

So, let's say you've attracted some great people but wonder how to keep them. In my observations, owners that take an interest in their people link rewards with results, offer council and commendation and create "learning organizations" that compel people to stay. People want to learn and be challenged, and they want good communication where they feel they know what's going on and can contribute to making a difference.

And never forget recognition. Some hard workers long for their managers or company owner to acknowledge their accomplishments. After a while, these people leave and find a company that will satisfy this inner desire.

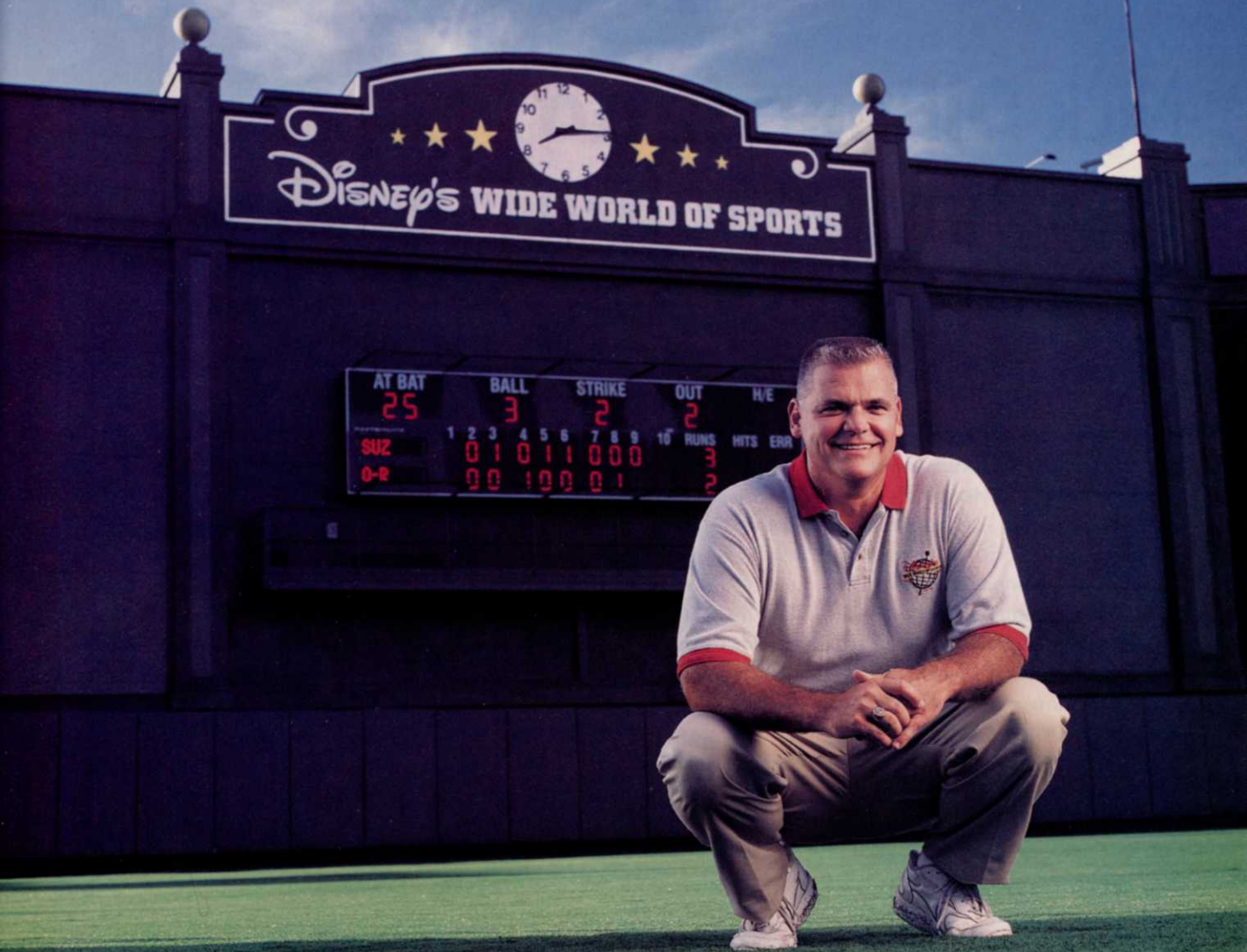
Take the time to find good people, put them in the right positions and spend time with them. Then, create a learning organization and budget money for education, training, seminars and books. Lastly, thank them for their hard work and accomplishments, for these talented people are the ones that create true value and make great companies.

— *The author built and operated the largest landscape company in Connecticut before selling it in 1999. He now operates Grass Roots Consulting, Inc. He can be reached at [ed@grassrootsconsulting.com](mailto:ed@grassrootsconsulting.com).*



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Circle No. 127



# Inside the Owner's Head

BUSINESS PERSONALITY PROFILE

## Nick DiBenedetto & Manny DeSouza

► ND Landscaping, Inc.

BY JASON STAHL / Managing Editor

**Nick DiBenedetto and Manny DeSouza co-own ND Landscaping, a \$4.1 million full-service landscape company located in Topsfield, MA. The company performs residential design/build and maintenance services as well as snow removal for commercial clients. DiBenedetto and DeSouza are both members of the Associated Landscape Contractors of America and JP Horizons' Owners' Network.**

**This might be a dumb question, but are you guys Red Sox fans?**

**Nick:** Yeah, we keep an eye on the Red Sox. I went to three games last year. Manny goes to a couple a year.

**You guys are Bostonians through and through, aren't you?**

**Nick:** You bet. We are a Yankee-type breed. We grew up in Massachusetts and lived here all of our lives. I like the history it has and the diverse ethnic populations. It's not overwhelming, either, and it isn't a grid pattern-type city like a New York or Chicago. It's also an excellent sports town.

**Manny:** We like the diversity of having four seasons, too.

**How would you characterize each other from a business partner perspective?**

**Nick:** Manny is very detail-oriented. He follows up well on details that are necessary

for things to be carried out. He also whittles the decision-making process down to the correct pace. He's very diligent and carries tasks through from beginning to end. He also has an incredible amount of patience.

**Manny:** Nick is a huge visionary. He looks at the big picture and has big ideas and a great entrepreneurial spirit. He doesn't let the little things get in the way of his plans; they don't bother him. He's also very dedicated, and more detail-oriented than he thinks.

**How do you guys spend your leisure time?**

**Nick** (joking): Building pools. That's one of the things we do as a business, but we're both laying bricks for our own right now. But seriously, I have three kids, so youth sports take up a lot of time. We also like to get up to our summer home on Georgetown Island in Maine.

**Manny:** I also spend a great deal of time doing family things. My daughter is into dancing, so we're very involved in that. I also help coach my son's baseball team and daughter's softball team. I also love to golf. (Confesses he's a 16-handicap).

**What is the number-one goal of your company right now?**

**Nick:** The big thing Manny and I have looked at is developing a company that meets the needs of our market, and I don't think we've come close to meeting that yet. Six or seven years ago, we had a detailed discussion on who our market is, and we determined that it was anybody who has a



deep understanding and need for high quality landscapes. We found that the residential market is more in-tune with that desire.

**Manny:** Our niche is in the high-end residential market. Our snow removal clients, however, are 95% commercial. It's our only profit center where we step away from the residential segment. The expectations are higher for snow removal in the commercial sector.

**Are you guys millionaires yet?**

**Nick** (joking): Manny is. But seriously, I know I don't have a million dollars in the bank. But if the right buyer came along, I might. Let's just say I'm incredibly pleased with the lifestyle this industry and my business has afforded me because of the value to command what I do in my free time. There's a huge potential for richness beyond counting dollars. When we started, I was told by an old-timer that we probably wouldn't be financially successful. I think we proved him wrong.

— ND Landscaping participates in JP Horizons' People Solutions programs. To learn more visit [www.jp horizons.com](http://www.jp horizons.com) or call 877/574-5267.

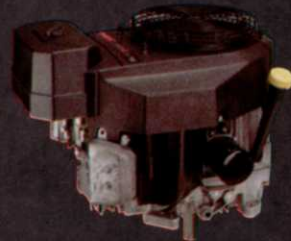




**It's OK to cry.** Who wouldn't? There you were, just humming along, getting the job done so you could get to the baseball game tonight. Then you heard that awful silence. The good-for-nothing engine in your mower quit. Done. You've had relationships that have lasted longer, and that isn't saying much. So now you're stuck with a piece of equipment that won't budge and a half-done job. Your crew isn't thrilled either. If a Kawasaki engine was powering your mower, you'd still be humming along. Thinking about the game. Because Kawasaki engines are seriously durable. Everyone in the industry knows Kawasakis are unstoppable, job after job, season after season. Well, everyone except the poor schmucks who aren't using them. So go ahead, let it out. Maybe they'll hear you all the way over at the baseball field.

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Circle 128



# Innovations

TECHNOLOGY HOT NEW PRODUCTS



1



2

4



3



## 1 Merry mowing

Swisher's zero-turn mower with 50-in. deck features a 22-hp Briggs and Stratton Intek OHV engine and infinite cutting height adjustment from 1.5 in. to 3.5 in. The features include an electric clutch, mid-mount mowing deck for smoother cut, twin comfort grip control levers, and padded high-back seat for comfort. Twin hydrostatic transmission provides years of maintenance-free service, Swisher claims. Arm rests are available as well, and a two-year warranty comes standard.

For more information contact Swisher at 800/222-8183 or [www.swisherinc.com](http://www.swisherinc.com) / circle no. 289

## 2 Mow anywhere

The versatile all terrain mower from DewEze, the ATM-72LC, has a new look to complement changes to this hillside mower. The new hood and cowling design allows easier access for maintenance and service. The 30-hp diesel engine powers hydraulic deck drives, steering, propulsion, auto-leveling and deck lift. The split 72-in. deck design follows contours efficiently and allows cutting V-ditches and crowns with ease.

For more information contact DewEze at 800/835-1042 or [www.deweze.com](http://www.deweze.com) / circle no. 290

## 3 Hot on the trail

John Deere's new Trail Buck 650 EXT utility ATV is a perfect fit for grounds managers with lots to do. It features a 644cc 4-Tec Rotax engine, polyethylene cargo box that's spring assisted and tilting with fold down gate, and continuous variable transmission. Visco-lok, a progressively locking 4WD system, automatically delivers the correct amount of traction for every situation. A large 400W alternator is strong enough to power headlights as well as a winch, cell phone, GPS system or additional plow/trail lights.

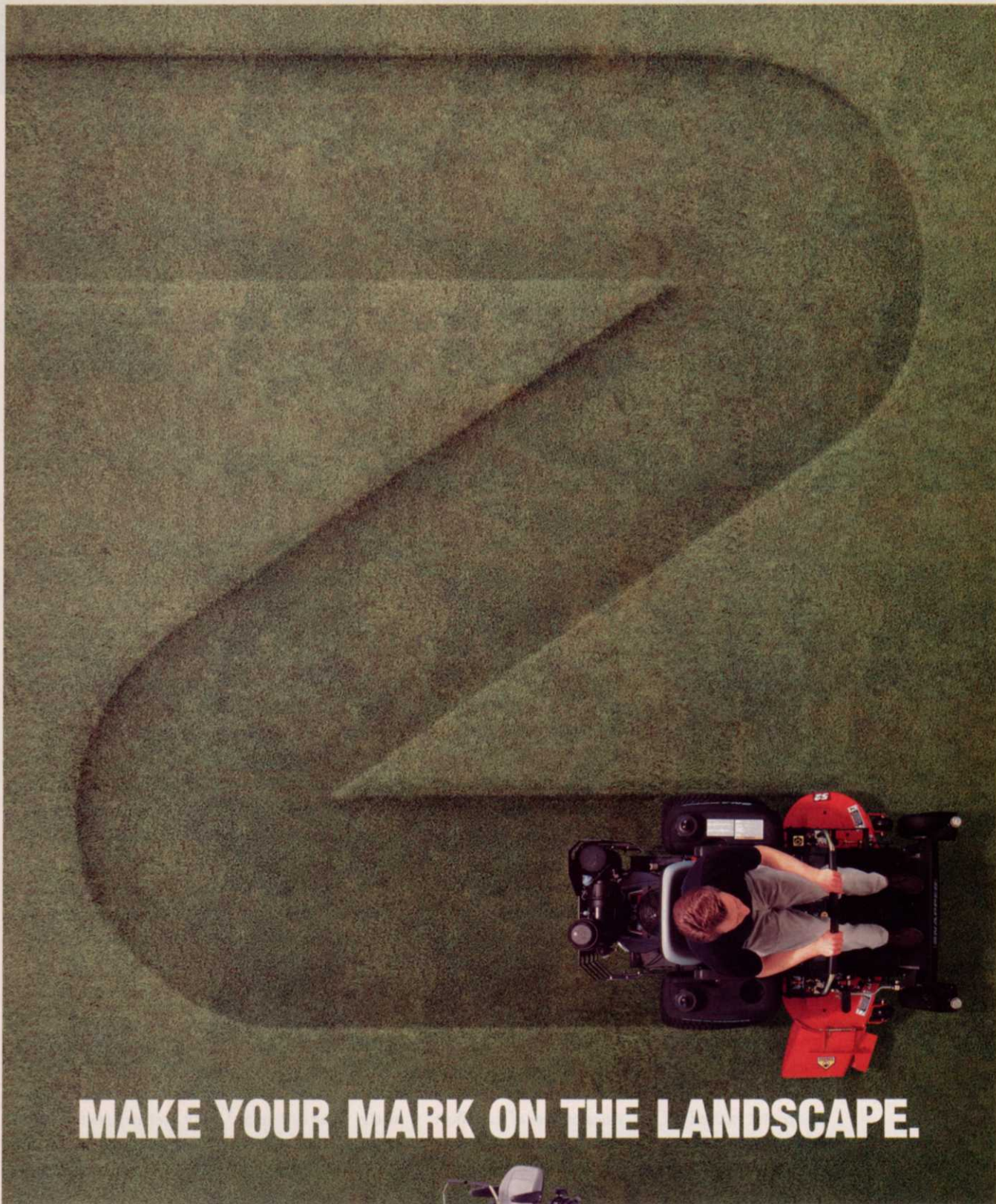
For more information contact John Deere at 952/888-8801 or [www.deere.com](http://www.deere.com) / circle no. 291

## 4 Electric avenue

The Toro Company announces the introduction of its first electric product, the Toro Workman e2050 utility vehicle. Based on the Toro Workman mid-duty 1100/2100/2110 platform, the Workman e2050 offers exceptional performance and versatility for any situation. Regenerative braking provides superior stopping and efficient operation. A powerful 500 amp drivetrain offers superior hill climbing capability under all load conditions. In addition, the ultra efficient drivetrain results in longer runtime between each charge.

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Incorrect tire pressure can affect traction, tire wear and the quality of your cut.



## Not just a lot of hot air

BY HARRY SMITH

**W**hat about air? It's in our tires and all around us. Good ol' reliable air.

We often ignore the simple, reliable things. Tire pressure leads the list. You occasionally look at the trailer, truck or mower tires. Sure, they look okay. But then it happens — a blowout on the truck or trailer. (I had both in one day; I was certainly not paying attention to tire pressure).

This got my brain in gear. I was buying a lot of tires. The cut quality on some of my customer's lawns was streaky, stepped or lumpy. Some of my rider and large walk-behind mower operators were complaining about traction problems. Was it tire pressure?

### Tire pressure no joke

Truck, trailer and equipment manufacturers spend a lot of engineering dollars establishing tire pressures. One recent example of the critical nature of this effort is the tire failure lawsuits involving Firestone and Ford Motor Company. Tire pressure makes a huge difference in operational performance. Traction, tire life and cutting quality can be radically affected by incorrect tire pressure. Spun turf, accelerated tire wear and stepped cut patterns can be the direct result of over- or under-inflated tires.

What are the solutions to these problems? First, you need an accurate tire gauge with the right range. Big-mechanical truck tire gauges won't measure 8 PSI on a mower tire. Get a gauge with the right range. Digital

gauges are generally more accurate but must be treated with more care than mechanical gauges. Next, you need to know the recommended inflation pressure. Remember the RTM rule — read the manual, not the tire side wall.

Yes, there is an inflation pressure molded on the tire, but it's the maximum pressure the tire can handle. This isn't the recommended pressure. You only have to read the manual once if you use the old military system for remembering tire pressure. Every piece of military equipment has the tire pressure stenciled on the equipment above the tire. Do the same thing on all your equipment. Write the tire pressure on the fender, body or frame above the tire. A paint marker is quicker than a stencil. Make it legible.

Another frequently forgotten item is the valve cap. It isn't a decorative item. It keeps the dirt out of the valve. Many frustrating slow leaks are nothing more than dirt in the Schrader or valve core seat.

### Air quality matters

What about air quality? Does it matter? When was the last time you drained your compressor? Are you getting mostly water in your air? Dirty, wet air rusts tire rims from the inside out. This is a cost and safety issue. Rusty rims won't hold air at recommended pressures. Running the tire pressure up to make a tire sit on a rusty rim will produce traction problems or even blow the tire off the rim. Dry, clean air is much cheaper and safer.

Yes, air is everywhere, but we have to use the right preventive maintenance steps to insure that it's under control and working for us.

— *The author is the turf equipment professor at Lake City Community College, Lake City, FL. He can be reached at [Smithh@lakecitycc.edu](mailto:Smithh@lakecitycc.edu).*





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# ANT IDENTIFICATION GUIDE



**Acrobat Ant**  
*Crematogaster* spp.

**Argentine Ant**  
*Linepithema humile*

**Big-Headed Ant**  
*Pheidole* spp.

**Carpenter Ant**  
*Camponotus* spp.

**Cornfield Ant**  
*Lasius alienus*

**Fire Ant**  
*Solenopsis* spp.

**Ghost Ant**  
*Tapinoma melanocephalum*

**Large Yellow Ant**  
*Acanthomyops interjectus*

**Little Black Ant**  
*Monomorium minimum*

**Odorous House Ant**  
*Tapinoma sessile*

**Pavement Ant**  
*Tetramorium caespitum*

**Pharaoh Ant**  
*Monomorium pharaonis*

**Pyramid Ant**  
*Dorymyrmex* spp.

**Small Honey Ant**  
*Prenolepis imparis*

**Thief Ant**  
*Solenopsis molesta*

**"Turfgrass Ant"**  
*Lasius neoniger*

**White-footed Ant**  
*Technomyrmex albipes*



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\*Source: Kline & Company, 2001.

\*\*See web site for guarantee details.

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## Introduction



**F**MC Specialty Products Business is proud to bring you this new ant guide, designed to provide a comprehensive resource for turf management and pest management professionals. It will help you to better manage the many varieties of pest ants that you and your customers are faced with daily. It is another example of our commitment to the professionals who control pests in America's turf, ornamental, perimeter and interior environments.

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performance products for the pest management professional as well as for the turf management professional. For more information on ants, the products that FMC Specialty Products makes available for their control, or for any of our other products, call 800-321-1FMC or visit [www.pestsolutions.fmc.com](http://www.pestsolutions.fmc.com).

Sincerely,

**Don Claus**

Director, Specialty Products Business

FMC Agricultural Products Group




**F**or pest management professionals, as well as landscape and turf management professionals, ant management has become big business. The disappearance of some chemistries from the market has forced companies to take a more targeted approach to ant management — not always an easy task, given the multitude of species, their varied behaviors and their eating habits.

Not all ants are created equal! To successfully manage your clients' ant problems, you need to first properly identify the ant to ensure proper treatment. Because of the variations of feeding and other habits, ant identification isn't always easy, which is why it is essential to have as much information as possible about the ant. Where are they nesting? What are they eating? Where are they trailing? What do the ants look like? Are there multiple queens, multiple colonies? By correctly identifying the ant, you'll gain insight on exactly how to manage the situation. Do your homework, make the right call and your clients will thank you.

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## SYMBOL KEY

-  Outdoor nesting
-  Indoor nesting
-  Polymorphic (ants come in different sizes)
-  Eats variety of foods
-  Sweet eating
-  Grease/protein eating
-  One node
-  Two nodes
-  Found mainly in warm climates



# Ant Identification GUIDE



Dr. R.H. Scheffrahn, Univ. of Florida

**1 Acrobat Ant**  
*Crematogaster* spp.

**Color:** Light brown to dark brownish black

**Workers:** One size with heart-shaped abdomen, 1/8 inch

**Nesting:** Acrobat ants nest outdoors in soil, leaves or wood; indoors in building voids and insulation. They may be found in wood previously tunneled by termites or carpenter ants and in rigid foam insulation.

**Location:** Throughout the United States

- Key:**
- Indoor or outdoor nesting
  - Sweet eating
  - Grease/protein eating
  - Two nodes



Univar USA, Inc

**2 Argentine Ant**  
*Linepithema humile*

**Color:** Shiny and brown

**Workers:** One size, 1/8 inch

**Nesting:** Argentine ants prefer moist areas, under logs, concrete slabs, debris and mulch. They build large colonies and can move rapidly. They move indoors in winter.

**Location:** Southeastern United States; Southern California

**Food facts:** Sweets, fats and oils may take them away from bait.

- Key:**
- Indoor or outdoor nesting
  - Variety of foods
  - Warm climates
  - One node



Univar USA, Inc

**3 Big-Headed Ant**  
*Pheidole* spp.

**Color:** Several dozen species ranging from light brown to dark reddish brown

**Workers:** Two sizes (1/8-inch seed crackers, 1/16-inch workers)

**Nesting:** Big-Headed ants nest in protected outdoor areas under logs, mulch, firewood or patio blocks. Active foragers, ant trails are common along sidewalks, foundations and inside along baseboards and under carpets. Rarely do they live indoors.

**Location:** Throughout the United States

**Food facts:** They prefer insects, protein, grease, sweets and seeds

- Key:**
- Outdoor nesting
  - Variety of foods
  - Polymorphic
  - Two nodes





#### 4 Carpenter Ant

*Camponotus* spp.


**Color:** Many varieties, sizes and colors – tan, red, black


**Workers:** Many sizes


**Nesting:** Carpenter ants like to nest in moist, decayed wood. They will hollow out wood in trees, firewood and fence posts, but they don't eat wood. Indoors, they build colonies in wall voids, foam insulation, eaves, crawl spaces. Peak foraging occurs at night.


**Location:** Throughout the United States

**Food facts:** They primarily feed on insect honeydew, plant and fruit juices and insects. Carpenter ants often invade structures in spring/fall looking for other food sources, including sweets, meats, cakes, pet foods and grease. They forage at night during summer months. They may switch off bait.

**Key:**   Indoor or outdoor nesting

 Variety of foods

 Polymorphic

 One node



#### 5 Cornfield Ant

*Lasius alienus*


**Color:** Brown to black


**Workers:** One size, 1/8 inch


**Nesting:** Cornfield ants will nest in lawns, between cracks in sidewalks or under rocks.

**Food facts:** They enter homes in search of food, and are typically an "uninvited guest" at picnics.

**Location:** Throughout the United States; an occasional house pest in northern states

**Key:**  Outdoor nesting

 Sweet eating

 One node



#### 6 Ghost Ant

*Tapinoma melanocephalum*


**Color:** Pale. Front half is dark, the back half and legs are light.

**Workers:** One size, 1/16 inch


**Nesting:** As moisture-seeking ants, ghost ants usually nest outdoors, under stones, logs, firewood or in potted plants. Indoors, they build colonies behind baseboards, in wall voids, cabinets, etc.


**Location:** Florida; Hawaii; in northern states, sometimes found in greenhouse-infested plants shipped from Florida

**Food facts:** They prefer dead insects and sweets

**Key:**  Outdoor nesting

 Sweet eating

 Warm climates

 One node



# Ant Identification GUIDE



**7 Large Yellow Ant**  
*Acanthomyops interjectus*

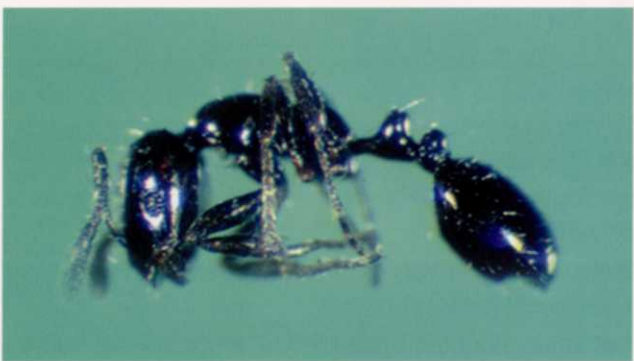
**Color:** Yellow/orange. Also known as the citronella ant because of its smell when crushed.

**Workers:** One size, 1/16 inch

**Nesting:** As a soil-nesting ant, it is usually found under logs, rocks, porches, patios, under concrete slabs and along building foundations. Workers forage underground and colonies are difficult to locate. Occasionally swarm in crawlspaces. Not known to go to any baits.

**Location:** Throughout the United States, but most prevalent in the Northeast and Midwest

**Key:** Indoor or outdoor nesting  
 Variety of foods  
 One node



**8 Little Black Ant**  
*Monomorium minimum*

**Color:** Black

**Workers:** One size, 1/16 inch, similar to pharaoh ant

**Nesting:** This common house-infesting ant nests inside wall voids, under carpets, in woodwork and decaying wood and masonry. Little black ants may build outdoor colonies under rocks, logs, debris or in landscape mulch. They may forage to indoor food sources along baseboards and carpet edges.

**Location:** Throughout the United States, most often in the East

**Food facts:** They prefer sweets, fats, oils.

**Key:** Indoor or outdoor nesting  
 Variety of foods  
 Two nodes



**9 Odorous House Ant**  
*Tapinoma sessile*

**Color:** Dark brown to black. Bitter odor when crushed (smells like rotten coconuts).

**Workers:** One size, 1/16 to 1/8 inch

**Nesting:** They commonly construct shallow nests in soil underneath objects such as stones, patio blocks and debris. Inside, they prefer areas with moisture, such as around hot water pipes and heaters. They have large colonies with multiple queens. Readily moves nest sites.

**Location:** Throughout the United States

**Food facts:** Ants forage when temperatures are cool. They prefer dead insects, meat, sweets, aphids for honeydew.

**Key:** Indoor or outdoor nesting  
 Sweet eating  
 One node





## 10 Pavement Ant

*Tetramorium caespitum*





**Color:** Dark brown with small stingers

**Workers:** One size, 1/8 inch

**Nesting:** They nest along sidewalks and foundations of buildings, near firewood, stones, brick, mulch, etc. They forage in trails from outside colonies to indoor food sources, far from nests. Pavement ants can access structures via plumbing pipes and move to upper building floors. They may throw soil out on top of concrete slabs when inside and swarm inside building.

**Location:** Eastern United States (Florida to Canada), particularly New England

**Food facts:** They prefer dead insects, greasy foods, sweets and pet food.

**Key:**   Indoor or outdoor nesting  
 Variety of foods  
 Two nodes



## 11 Pharaoh Ant

*Monomorium pharaonis*






**Color:** Yellow with reddish abdomen

**Workers:** One size, 1/16 inch

**Nesting:** Colonies are quite large with many queens. Common nesting sites include wood, wall voids and baseboards. They prefer warm humid areas near food and water, and are a common hospital pest.

**Location:** Throughout the United States, most commonly in southern states; will nest in heated buildings in northern states

**Food facts:** They eat a variety of foods, especially meats, pet foods and dead insects. They may switch away from baits.

**Key:**   Indoor or outdoor nesting  
 Grease/protein eating  
 Warm climates  
 Two nodes



## 12 Pyramid Ant

*Dorymyrmex* spp.




**Color:** Two species – one is red and black; the other is light brown

**Workers:** One size, 1/8 inch

**Nesting:** They nest in soil and make simple mounds. They may forage indoors but seldom build colonies inside. They prefer lawns in direct sun. They get along well with fire ants.

**Location:** Southern United States

**Food facts:** They prefer sweets, fats and oils.

**Key:**  Outdoor nesting  
 Grease/protein eating  
 Two nodes



# Ant Identification GUIDE



Univar USA, Inc.

## 13 Small Honey Ant *Prenolepis imparis*

**Color:** Light to dark brown

**Workers:** One size, 1/8 inch

**Nesting:** They are typically found in shaded areas — in landscaping beds or under shrubs. They will rest under slabs along expansion joints. Small honey ants are very cold tolerant, and are often the first and last species actively foraging.

**Location:** Eastern and Plains states; Canada

- Key:**
- Outdoor nesting
  - Sweet eating
  - One node



Univar USA, Inc.

## 14 Thief Ant *Solenopsis molesta*

**Color:** Light brown or yellow

**Workers:** One size, 1/16 inch

**Nesting:** Thief ants nest near other ant colonies and steal food and larvae to feed their own colony. Outside, they nest under rocks or logs; inside, they nest in wall voids and behind baseboards. They move in trails along baseboards.

**Location:** Throughout the United States

- Key:**
- Indoor or outdoor nesting
  - Grease/protein eating
  - Two nodes



Alexander L. Wild

## 15 "Turfgrass Ant"\* *Lasius neoniger*

**Color:** Light brown to dark brownish black

**Workers:** Multiple sizes

**Nesting:** Turfgrass ants, also known as sidewalk ants, produce extensive colonies that consist of interconnected subcolonies. It is believed that there is one queen per colony. They are a nuisance on golf courses, particularly on putting greens and tees.

**Location:** New England across north-central United States

**Food facts:** They prefer fats, proteins and sugars. They will eat other insects and maintain honeydew-producing insects.

- Key:**
- Outdoor nesting
  - Variety of foods
  - Polymorphic
  - One node

\*Name is not officially recognized by the Entomological Society of America









**Color:** Dark body. The distinguishing feature of the ant is the pale light color of tarsi on all six legs.

**Workers:** One size, 1/8 inch

**Nesting:** White-footed ant colonies can contain one million or more adults. Any object on the ground, heavy vegetation or trees will be used as a nesting site. They are also known to nest in dead wood cavities of trees. Their foraging trails are pronounced and easy to find outdoors. Indoors, they will nest in wall voids and plants.

**Location:** Florida; Hawaii

**Key:**

-  Outdoor nesting
-  Sweet eating
-  Warm climates
-  One node

## 16 White-footed Ant

*Technomyrmex albipes*

## FMC Products

### TalstarOne™ Multi-Insecticide



Inside, outside, around the perimeter, even in food-handling areas – TalstarOne multi-insecticide gets the job done. TalstarOne has long residual control of more than 75 pests – including all species of ants targeted by pest and lawn management professionals – knocking them out and keeping them out with long-lasting residual. This all-in-one capability means reduced inventory and less time to train technicians – all with the same features and benefits of its active ingredient, bifenthrin.

TalstarOne is water-based and contains no alpha cyano group, which means it is suitable

for indoor and outdoor use. It is non-irritating, non-staining and contains no odorous or plant-damaging solvents. Once it dries, it is virtually impossible to tell where it has been sprayed – so there is no unsightly residue.

### Talstar® Granulars

Talstar PL and Talstar CA granular insecticide, with its unique sand core granular structure, protects the perimeter – providing a 2- to 4-month residual and supplying effective, long-term protection. It penetrates mulch and grass, with no watering needed. There's no odor when you use Talstar PL granular, and its low application



rates make it cost effective. Use Talstar PL as part of the Talstar Insecticide Double Shot Program for fire ant management.

FMC also offers Talstar EZ granular insecticide, with an easy-to-spread formulation. New technology allows the particles to disperse and disappear upon wetting, and the larger particles won't stain concrete or damage plants. Labeled for lawns, landscape areas and perimeters, Talstar EZ is easy to calibrate, easy to spread and provides long-lasting control.

### FluorGuard™ Ant Control Baits



FluorGuard ant control baits are effective against a broad spectrum of ants, including fire, Argentine, cornfield, pharaoh, pavement and various household ants. Combine FluorGuard ant control baits with Talstar products for a total ant control program.

FluorGuard ant control baits are certified child resistant stations and are approved for residential, commercial and food service use. Sulfluramid, the

active ingredient in FluorGuard, keeps killing ants continuously for up to three months. Ants will begin to die in 24 hours, and significant population reduction can be expected in about a week.

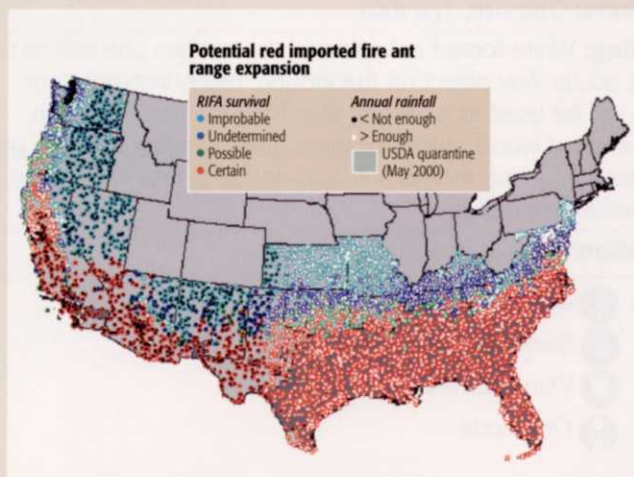
To make sure FMC products are registered in your state, check with state authorities. For more information, contact the FMC Customer Satisfaction Center at 1-800-321-1FMC, or visit [www.pestsolutions.fmc.com](http://www.pestsolutions.fmc.com).

Always read and follow label directions.





## Red imported fire ants unleash fury on the South



Red imported fire ants are prevalent across the southern states. This USDA forecast shows the possibilities of the pests' expansion to the north and west.

Since making their way to the United States around 1930, red imported fire ants have continued to expand their territories. They are now a significant problem throughout the South. According to the USDA Agricultural Research Service, there are five times more ants per acre in the United States than in their native land of South America.

While mostly prevalent in the southern coastal states – including Alabama, Louisiana, Georgia, Texas, Mississippi, Florida and South Carolina – RIFA continue to infiltrate north and west. Researchers anticipate that RIFA will continue to expand their presence in Tennessee, Oklahoma and Arkansas and move into portions of Virginia, Maryland, Delaware, New Mexico, Arizona,



Red imported fire ants build immense mounds, which can destroy the landscape.

California, Oregon, Nevada and possibly Washington and Utah.\*

To help minimize the spread of the RIFA, the USDA Animal and Plant Health Inspection Service has imposed restrictions on the movement of regulated materials from quarantined counties into non-quarantined counties.

Left untreated, fire ants can cause significant damage to landscape, crops, livestock and electronics – not to mention the medical impact of those who are stung by the extremely aggressive pest. USDA estimates of losses to households, businesses, schools, institutions and agriculture are nearly \$6 billion per year.

\*Source: US Department of Agriculture, Agricultural Research Service



Univar USA, Inc.

**Fire Ant**  
*Solenopsis* spp.

**Color:** Four species commonly found – the southern fire ant (brown to black abdomen with yellow or reddish head and thorax); tropical fire ant; black imported fire ant (darker brown) and the red imported fire ant (dark reddish brown). All sting.

**Workers:** Many sizes, most commonly 1/8 inch or 1/4 inch

**Nesting:** Fire ants usually build mounds outdoors in sunny areas. Colonies can grow to the hundreds of thousands. They are extremely aggressive and will attack if disturbed.

**Location:** Significant infestations in the southern states

**Food facts:** They will eat almost any plant or animal matter, but prefer high-protein foods.

- Key:**
- Grease/protein eating
  - Warm climates
  - Polymorphic
  - Two nodes



## The FMC Double Shot Program for Quick Control of Fire Ants

Talstar insecticides from FMC give pest management professionals and turf management professionals an extremely effective, quick one-two punch to knock out fire ants. Choose Talstar and give your customers the relief they need from this devastating pest.

### First Shot *Knock them out in 24 hours*

Achieve 95% control in 24 hours by drenching the mounds with TalstarOne multi-insecticide to quickly kill the queen and eliminate the colonies, or treating the mounds with Talstar PL or Talstar EZ granular insecticide followed by a drenching with water. Nothing works faster than Talstar insecticides to obliterate the entire mound.

### Second Shot *Keep them out for up to six months*

Prevent re-infestation from foraging ants and newly mated fly-in queens with a broadcast application of TalstarOne or Talstar PL or Talstar EZ granular insecticide. One broadcast over the entire area keeps fire ants out for up to six months. Follow with routine broadcasts every three to six months to prevent re-infestation.

	TalstarOne	Talstar PL or Talstar EZ
<b>First Shot</b>	Drench mound at 0.06% rate (one teaspoon per gallon)	Use 1/2 cup over mound and drench with 1 to 2 gallons of water
<b>Second Shot</b>	Broadcast at 1 fl. ounce per 1,000 sq.ft. for up to 3 months of control	Broadcast 2.3 lbs. per 1,000 sq.ft. for up to 6 months of control

## Perimeter Pest Control: How to determine volume per 1,000 sq. ft.

### Step 1: How do I calibrate my sprayer?

1. Mark off an area 10 ft. wide by 100 ft. long (1,000 sq. ft.)
2. Place 10 gallons of water only in your spray tank.
3. Treat the area you marked off with the water only. Be sure to walk slowly and take the time like you would on a regular customer's perimeter treatment.
4. Once you're done treating the marked-off area with water, check your tank to evaluate how many gallons you used for your "treatment."
  - a. Empty the water remaining in the tank into 5-gallon buckets.
  - b. Subtract the number of gallons you had left from the 10 gallons you started with. For example: If you have 5 gallons left in the tank,  $10 - 5 = 5$ , so you used 5 gallons on the 1,000 sq. ft. you just treated.
5. You now know that you use approximately 5 gallons per 1,000 sq. ft. on your perimeter pest control treatments.

### Step 2: How much product should I add to the tank?

1. Based on the answer obtained from Step 1, you now know that you use 5 gallons per 1,000 sq. ft.
2. Check the manufacturer's label for the product you are using to determine the correct amount of product for the pests you are treating.

For example: According to the TalstarOne® multi-insecticide label, page 8 Perimeter Application Dilution Chart, you can add between 6.7 and 20.0 ounces of TalstarOne per 100 gallons when using 5 gallons per 1,000 sq. ft. Use the higher rate for heavy infestation, quicker knockdown or longer residual control.

### Step 3: How do I determine how many square feet I will be treating (see example, Diagram 1A)?

1. Use a measuring wheel, tape measure or other measuring tool to measure how many linear feet you will be treating. Be sure to measure all areas to be treated. Add up your measurements.

2. Multiply your total measurements (total linear feet) by the desired width of the treatment. Perimeter treatments are typically 5'-10' wide. Now you have the total sq. ft. you are going to treat.

Continuing with Diagram 1A, and assuming a 10' wide band, we get  $10' \times 200' = 2,000$  sq. ft.

3. We also know from calculations in Step 1 that we use approximately 5 gallons per 1,000 sq. ft., so we have determined that we will use about 10 gallons of diluted product to treat this property.

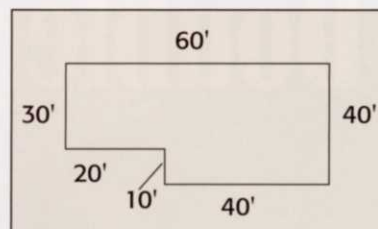


Diagram 1A: In this example,  $60+40+40+10+20+30=200$  linear ft.

## Lawn Treatment: How to calculate sq. ft.

**Step 1:** Use a similar process to Step 1 under Perimeter Pest Control above to determine the calibration for volume per 1,000 sq. ft. For surface-feeding pests, 1 to 2 gallons is typical; while for pests living in the thatch and near the soil surface, 4 to 10 gallons is usually applied. One to three gallons per 1,000 sq. ft. is typical for ant control. Let's assume we use 3 gallons per 1,000 sq. ft. For ant control lawn treatment, we want to put out 0.5 to 1.0 ounce of TalstarOne™ multi-insecticide per 1,000 sq. ft. Let's assume we will use the 0.5 ounce rate. With this in mind, we now know we need to add 0.5 ounce of product to every 3 gallons of water.

### Step 2: How do I determine how many sq. ft. I am treating?

Using Diagram 2A (at right) we need to subtract the square footage of the areas that will not be treated from the overall sq. ft. of the property.

The driveway is  $50' \times 15' = 750$  sq. ft.

The house is  $40' \times 60' - 10' \times 20' = 2,200$  sq. ft.

The pool area is  $45' \times 30' = 1,350$  sq. ft.

The overall property is  $200' \times 120' = 24,000$  sq. ft.

So, our area for treatment is:  $24,000 - 750 - 2,200 - 1,350 = 19,700$  sq. ft.

### Step 3: How do I determine how many finished gallons of product to use?

To find the number of finished gallons we need, let's divide 19,700 by 1,000 to get 19.7 1,000 sq. ft. areas. We know from our calibration that we use 3 gallons of dilution per 1,000 sq. ft., so we multiply  $19.7 \times 3 = 59$  finished gallons — to which we add 0.5 ounce of product for each 1,000 sq. ft. area we are treating. To find how much product to add to your tank, take 19.7 and divide it by 0.5, which equals 9.9 ounces of product. (Remember, we are using 0.5 ounce of product for each 1,000 sq. ft. area we are treating.)

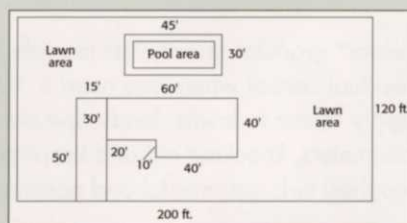


Diagram 2A



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## Two formulations. Either is trouble for all species of ants\* plus 75 other pests.

Talstar® granular insecticides provide effective, long-lasting residual control where you need it. Which means you can apply Talstar to lawns, landscape ornamentals, and perimeters, knocking out and keeping out even the toughest turf, ornamental and common household pests.

The Talstar line of granular insecticides has two unique formulations for every situation, providing the most convenient and broadest line of solutions for your turf pest problems. And they're guaranteed or your money back.\*\*

Talstar PL granular insecticide is a sand-core granule that filters down through the grass, ground cover, and mulch to where insects live. It's heavy and dust-free so it won't drift off target. And it remains on the soil surface so it's effective even after irrigation or rainfall. Plus, it's effective for long-lasting control of hard-to-kill lawn and nuisance pests.

Talstar EZ granular insecticide has a larger particle size so it's easier to calibrate and easier to see where you apply it. Talstar EZ utilizes unique technology that allows particles to disperse and disappear upon wetting, providing increased coverage. Plus, it won't stain concrete or damage plants. It's effective around perimeters, on lawns and landscape areas for long-lasting control of common household, turf and ornamental pests. (For use in California, FMC offers Talstar EZ CA and Talstar CA granular insecticides.)

For more information, contact our Customer Satisfaction Center at 1-800-321-1FMC, or visit [www.pestsolutions.com](http://www.pestsolutions.com).

\*Targeted by LCOs and PMPs. \*\*See web site for guarantee details.

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**Talstar®**  
INSECTICIDES





# Insect control... to a **degree**

## What landscape-damaging insects fear that you'll find out about using simple temperature calculations to keep them under control

BY DAN HERMS

**T**he great diversity of ornamental plants, each with its own complement of insect pests, creates a logistical challenge for planning and implementing a successful pest management program in ornamental landscapes.

Insecticide applications must be timed precisely to maximize their effectiveness and minimize the number required. Improperly timed applications are expensive and even make problems worse when they decrease populations of natural enemies without impacting the target pest. Many insects are difficult to detect and monitor, further complicating the accurate timing of pesticide applications.

Consequently, pesticide applications are frequently scheduled on a calendar-day basis. However, because of tremendous variation in the weather from place to place

and year to year, calendar-based scheduling is rarely accurate. For example, in Wooster, OH, the dates on which plants bloom and insects emerge can vary by as much as four weeks from one year to the next.

We have all observed that plants bloom earlier and grow faster during warm years than during cool years. Insects also emerge earlier in warm years. This is because the development rates of plants and cold-blooded animals including insects are linked directly to temperature. Unlike warm-blooded animals, they have limited ability to increase their temperature above that of their immediate environment.

### Degree-day defined

A degree day (also referred to as a growing degree day, heat unit or thermal unit) is a unit of measure reflecting the amount of heat that accumulates above a specified base temperature during a 24-hour period. One degree day accumulates for each degree the

average temperature is above a specified base-temperature during a 24-hour period.

A key point is that degree days have meaning only in relation to a particular, specified base temperature. Ideally, when attempting to predict plant and insect development, the lower temperature threshold for development is used as the base temperature. Growth and development stops when the temperature drops below this threshold.

The lower developmental threshold temperature is known only for a few species. However, experience has shown that 50° F is a reasonable approximation for many species, and it's commonly used as the base temperature for agricultural applications (although other temperatures are commonly used, including 0, 32° F and 42° F).

In northern locales, including Ohio, the upper temperature threshold for development is not generally exceeded for long enough periods to be an important consideration, and is often ignored when calculating degree days. However, the upper temperature threshold can be an important consideration in warmer climates.

Cumulative degree days refer to the total number of degree days that have accumulated since a designated starting date, and

*continued on page 74*



## COMMON TURF AND ORNAMENTAL PESTS

A calendar of insect phenology shows average degree-day accumulation (calculated using a starting date of January 1 and a base temperature of 50° F) and date of occurrence for each event from 1997-2000 in Secrest Arboretum, Wooster, OH.

SPECIES	PHENOLOGICAL EVENT	ACCUMULATED DEGREE DAYS	AVERAGE DATE
Eastern tent caterpillar	egg hatch	97	30 March
European pine sawfly	egg hatch	143	8 April
Inkberry leafminer	adult emergence	152	11 April
Spruce spider mite	egg hatch	177	13 April
Andromeda lace bug	egg hatch	189	20 April
Boxwood psyllid	egg hatch	191	18 April
Gypsy moth	egg hatch	200	23 April
Birch leafminer	adult emergence	213	26 April
Elm leafminer	adult emergence	218	23 April
Alder leafminer	adult emergence	224	24 April
Honeylocust spider mite	egg hatch	229	28 April
Honeylocust plant bug	adult emergence	260	29 April
Hawthorn lace bug	adult emergence	279	3 May
Pine needle scale	egg hatch/1st generation	297	9 May
Cooley spruce gall adelgid	egg hatch	301	9 May
Lilac borer	adult emergence	341	13 May
Lesser peach tree borer	adult emergence	363	14 May
Holly leafminer	adult emergence	368	14 May
Euonymus scale	egg hatch/1st generation	405	17 May
Oystershell scale	egg hatch/1st generation	502	25 May
Bronze birch borer	adult emergence	552	29 May
Juniper scale	egg hatch	572	29 May
Potato leafhopper	first adults	582	31 May
Calico scale	egg hatch	737	3 June
European fruit lecanium scale	egg hatch	763	5 June
Striped pine scale	egg hatch	784	6 June
Peach tree borer	adult emergence	814	13 June
Cottony maple scale	egg hatch	852	11 June
Fall armyworm	egg hatch	876	17 June
Winged euonymus scale	egg hatch	883	12 June
Mimosa webworm	egg hatch/1st generation	888	12 June
Azalea bark scale	egg hatch	970	17 June
Japanese beetle	adult emergence	978	21 June
Pine needle scale	egg hatch/2nd generation	1340	4 July
Magnolia scale	egg hatch	1955	5 August
Euonymus scale	egg hatch/2nd generation	2007	26 July
Branded ash clearwing	adult emergence	2226	15 August





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\*Based on tests conducted by Rain Bird Product Research. Comparisons are with principal competitors.

Circle 131



continued from page 71

are calculated simply by adding the number of degree days that accumulate each day. Any date can be used as the starting date, but January 1 is most common.

**Calculating degree days**

There are a several ways to calculate degree days. They range from simple to so complex that a computer is required. Three methods discussed here include the: 1) average method, 2) modified average

method and 3) modified sine wave method. All three approaches calculate degree days from the daily minimum and maximum temperature, and a specified base temperature.

During a typical 24-hour day, the minimum temperature is usually reached just before dawn and the maximum temperature during mid-afternoon. The following examples calculate degree days for a hypothetical day in which the maximum and minimum temperatures were 45° F and

65° F, respectively. The base temperature has been specified as 50° F.

► **Average method.** The average method is the simplest method for calculating degree days. Using this method, the number of degree days for a particular day is calculated by subtracting the base temperature from the average temperature for the day according to the following formula:

$$\text{Degree-days} = [(max\ temp + min\ temp) / 2] - base\ temp$$

Using this method, 5 degree days accumulated during the day, or  $[(65 + 45) / 2] - 50 = 5\ degree\ days$

If the maximum temperature for the day never rises above the base temperature, then no development occurs, and zero degree days accumulate. (We don't calculate negative degree-day values since the development of organisms doesn't reverse when it's cold).

► **Modified average method.** When the daily minimum temperature falls below the base temperature (as it does frequently in the spring), the average method can underestimate the number of degree days actually accumulated by a plant or insect. This is because development occurs even

continued on page 76

**MODIFIED SINE WAVE METHOD**

Daily degree-day accumulation calculated using the Modified Sine Wave Method when the minimum temperature falls below a base temperature of 50° F.

Max. temp. ° F	Minimum temperature						
	20	25	30	35	40	45	50
50	0	0	0	0	0	0	0
55	0	1	1	1	1	1	1
60	2	2	2	2	2	3	4
65	3	3	4	4	4	5	6
70	5	5	5	6	6	7	9
75	7	7	7	8	9	10	11
80	9	9	10	10	11	12	14
85	11	11	12	13	13	15	16
90	13	13	14	15	16	17	19
95	15	16	16	17	18	19	21
100	17	18	19	20	21	22	24



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**GREAT DANE**

**It's about time.**



*continued from page 74*

during the short periods that the temperature is above the base temperature, no matter how cold it may be during the rest of the day. In this situation, the modified average method will calculate a higher number of degree days, which can make it more accurate.

The modified average method is calculated in the same way as the average method, except that the base temperature is substituted for the minimum temperature when the minimum temperature drops below the base temperature according to the following formula:

$$\text{Degree days} = [(max\ temp + base\ temp) / 2] - base\ temp$$



200 degree days signal gypsy moth egg hatch.

Using this method, 7.5 degree days accumulated during the day as opposed to 5 degree days as calculated using the average method:

► **Modified sine wave method.** The modified sine wave method is even more

accurate when the minimum temperature drops below the base temperature. However, most people (including me) find it too complex to calculate without the use of a computer. This method makes use of the fact that daily temperature patterns closely resemble a sine wave function, and determines the amount of degree days by calculating the amount of area under the temperature curve and above the base temperature.

On days when the minimum temperature remains above the base temperature, this method yields the same result as the average method. The chart on page 74 can be used to determine the number of degree days that accumulate on days that the minimum temperature falls below the base temperature.

#### Using degree days

By monitoring the cumulative number of degree days on a daily basis since a particular starting date, one can predict with relative accuracy the date on which a particular phenological event will occur. For example, in Wooster, OH, over a four-year period, the average number of cumulative degree days for first emergence of bronze birch borer adults was 552 (see p. 72). Although the number of degree days required for a particular phenological event often varies from one year to the next, this variation is small relative to variation in the calendar date on which the event occurred.

Monitoring degree days can be a chore, requiring a convenient source of temperature data and daily calculations. However, in Ohio, we have made degree days user-friendly. A degree-day/phenology Web site has been established at The Ohio State University's Ohio Agricultural Research and Development Center (OARDC) in Wooster (<http://www.oardc.ohio-state.edu/gdd>).

Upon accessing the site and entering a zip code for any location in Ohio, current

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Above: Weather stations generate degree-day data so you don't have to.



Right: Bronze birch borer adults emerge in 552 days.

degree-day accumulation for that location is displayed, as is a biological calendar consisting of pest phenology and the blooming sequence of ornamental plants.

Users can scroll up or down the biological calendar to see what pests are active and what plants are blooming at that location, as well as what has already occurred and what has yet to occur.

Cumulative degree days are generated from temperature data monitored at 12 OARDC weather stations and three USDA Agriculture Research Service (ARS) weather stations located throughout Ohio. Degree days for locations between weather stations are extrapolated from climactic isotherm lines for Ohio.

Field testing has shown that degree days are a much more accurate tool for predicting pest development than is the calendar. With an ever-increasing number of easily accessible sources of degree-day data and pest information, the time may

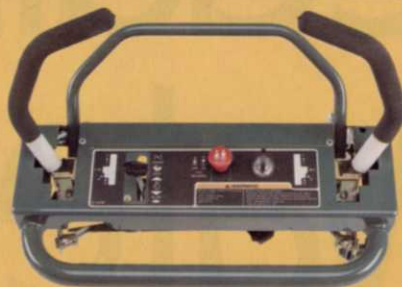
be right to consider using degree days to schedule your pest management activities.

The development of plants and cold-blooded organisms is optimal within a narrow range of temperatures, and slows rapidly as the temperature approaches upper or lower limits for development. Development ceases once the upper or lower temperature threshold for development is exceeded. Upper and lower developmental thresholds vary from one species to another, depending on the environmental conditions to which the plant or insect is best adapted. The temperature dependence of insect development makes monitoring of degree days a great tool for predicting insect pest development. **LM**

— The author is an associate professor with the Department of Entomology at The Ohio State University's Ohio Agricultural Research and Development Center. He can be reached at 330/263-3700 or [herms.2@osu.edu](mailto:herms.2@osu.edu).



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Circle 134



# Irrigating with reclaimed water



**Even with a host of unique challenges, it still might be the best option you have**

BY STEVE SISLER

**U**sing reclaimed water to irrigate large landscaped areas has

become a necessity for many property owners. Why? Because the use of potable water and groundwater for irrigating large turf and landscape areas has been all but eliminated in the Southwest.

When a project is started and the engineering team assembled, an irrigation consultant's services are needed to provide the team with knowledge and understanding of irrigating with reclaimed water.

An irrigation consultant determines the water needs, delivery requirements and

water quality issues. He also helps the landscape architect determine the benefits and negative effects the reclaimed water will have on the plant material. Because of this concern, the plant material considered for a project should be the kind that can flourish with reclaimed water.

## **Delivery**

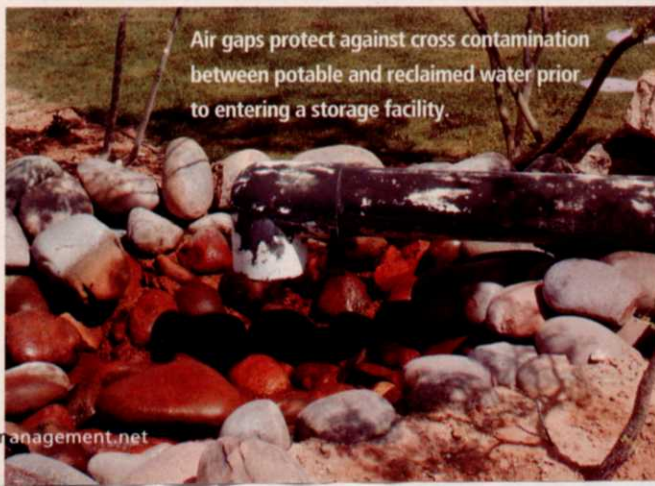
The initial concern of reclaimed water is that it can be delivered properly. Will the water be provided to the project at a delivery pressure that will enable the irrigation system to use it directly from the pipe, as with a potable water system? Then, one must consider when the water will be available in the delivery system, or the "water window." Deter-

mined by a water purvey or public agency, this window would dictate when the system could operate as well as the time when the system would be most efficient.

Unlike potable water that's present in the system 24 hours a day, reclaimed treatment plants aren't built to hold and provide reclaimed water on a 24-hour basis. Treatment

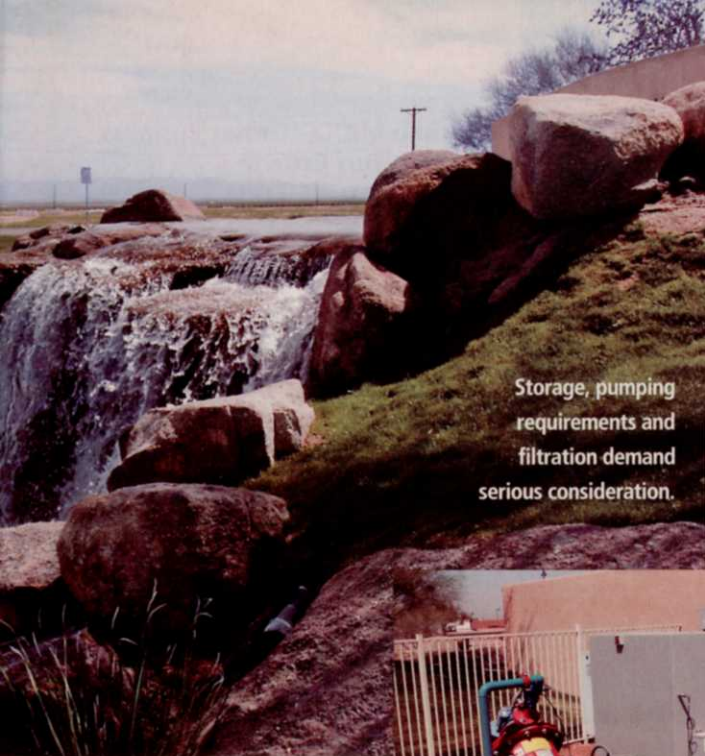
plants receive their water as it's delivered into the system, which makes it difficult for them to provide all their water in a short period of time when a large portion of their source hasn't been delivered.

Many plants in operation today have small holding capacities in comparison to the amount of water that's processed. Therefore, being



Air gaps protect against cross contamination between potable and reclaimed water prior to entering a storage facility.





Storage, pumping requirements and filtration demand serious consideration.



able to deliver water at a higher pressure isn't necessary. The plants are concerned with the ability to deliver the water to the project during a window that's suitable to the water treatment and at a pressure that's adequate for delivery into a storage facility on the project site. The storage is often a lake or water feature built on-site. If space is at a premium, then underground storage is an alternative.

### Storage

With storage comes the requirement of maintaining either a large open water feature or an enclosed storage containment. Both have unique characteristics that require different treatments, depending upon the quality of the reclaimed water. A water specialist is usually required to provide the analysis of the water quality and determine the proper chemicals and mechanical means to maintain the storage.

Some of the newer treatment plants have can store their water. They also have a delivery system that can provide their

claimed water during a much smaller water window at a higher, usable pressure.

Providing storage on-site or being able to use the water upon delivery to the project presents different strategies.

Allowing for an alternate source of water should also be considered and planned out.

The delivery into a storage facility or lake requires special consideration for the two types of water to be used. Air gaps are needed to insure there is no cross contamination between the two sources prior to entering the facility.

Backup sources are difficult to use when you're able to make use of a direct connection to the reclaimed water source. With larger turf areas, the source may require a booster pump to achieve the

additional pressure required by the larger rotors. Agencies regulating and overseeing cross connection won't allow the use of multiple sources into a closed irrigation system.

components for proper distribution and delivery of the reclaimed water. Components required for use with reclaimed water are often specified by the local governments or water purveyors. Colored pipe or the use of a tape or sleeve to indicate nonpotable water piping throughout the project is required. Also, there are purple valve boxes and purple covers on rotors and quick couplers that caution, "Do not drink."

### Other considerations

Equipment considerations also need to be addressed to handle nonpotable water. The use of special valves that enable additional cleaning of the internal screens are necessary. Also, the addition of inline Y-strainers downstream of the valves for low volume emitter systems to collect contaminants that occur after chemical treatment. This also keeps the system clear of contaminants from a mainline break upstream of the valves.

Water purveyors and city governments also require that there's no cross-contamination between reclaimed water and potable water, and also between reclaimed water and sewer. In addition, they may also require encasement in concrete or the use of ductile iron pipe. **LM**

— The author is co-founder of Spectrum Irrigation Consulting, Inc. and a member of the American Society of Irrigation Consultants. He can be reached at 480/649-9036 or [ssisler@spectrumeric.com](mailto:ssisler@spectrumeric.com).

Depending on the soil and water analysis, the systems often need to be able to add additional components to the water as it's being delivered to the irrigation system.

### Injection system a must

An injection system for adding chlorine and acid is required, and the addition of fertilizers is an additional benefit. With this option, care needs to be taken in locating the pump station to allow adequate storage for these chemicals as well as proper containment and access. Depending on the chemical types used, thought should also be given to the delivery and issues associated with having chemicals taken to a large community or facility.

Chemicals are required to maintain the irrigation system





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Over the years, progressive lawn care operators have relied on Primo MAXX to build customer satisfaction by enhancing the appearance of their customers' lawns. A proven ability to make turf more lush and thick, as well as manage clippings, means that Primo MAXX is not just a product, but also an investment. Selling Primo MAXX applications to current and potential customers as an add-on service has created an additional revenue stream for many lawn care and grounds maintenance operations.

Incorporating Primo MAXX into your business allows you to:

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- Trim and edge hard-to-mow areas
- Achieve pre-stress conditioning against heat, drought, disease, and traffic
- Decrease water consumption

To learn more about how Primo MAXX can build your lawn care business, please contact your local Syngenta sales representative, visit [www.syngenta-professionalproducts.com](http://www.syngenta-professionalproducts.com) or call 1-800-395-8873.

### **Primo MAXX™ Grows Business, Slows Turf Growth**

Over the years, Carl Clifton has grown his business, Lawnscape Systems, Inc., into one of the premier lawn care service providers in Southern California. The addition of Riverside National Cemetery, the largest memorial park managed by the National Cemetery Administration, to his client list in 2002 helped to advance the scope of services offered by the company.

Maintaining the 300-acre Riverside National Cemetery is a rather large task for any landscape company. Lawnscape Systems recognized that the meticulous attention required for the cemetery, especially around the markers, could mean additional costs. Cemeteries everywhere have the universal problem of keeping the markers clean, usually relying on string trimmers to get the job done. Depending on growing conditions, this task must be repeated in three- to four-week cycles.

The tremendous amount of manpower, equipment, and the cost associated with this task led Clifton and his associates to seek a more efficient alternative. Lawnscape Systems turned to Primo MAXX, a key component of its lawn care operations for eight years.

Primo MAXX applications help to keep the cemetery markers clean and the surrounding turf green and healthy. According to Clifton, using Primo MAXX to slow the growth and enhance the appearance of the turf around the cemetery markers has provided immediate benefits to his business.

Clifton also uses Primo MAXX with home lawn care customers. "It's important that landscape maintenance people sell the product's benefits correctly to customers," said Clifton. "They may think that their customers won't be happy since they are on the lawn less, but Primo MAXX delivers a better lawn with less effort."

"The Primo MAXX applications are 'manpower' that always shows up for work. By using Primo MAXX, you are trading the issues and costs attached to traditional manpower, as well as gaining savings in water, gas, and equipment maintenance," said Clifton.





**Treating for grubs when they're small protects clients' properties from damage all season**

BY BARBARA MCCABE

# Nix grubs

## now

**L**awn care professionals throughout the eastern United States are on the lookout for grubs. Increases in temperature and humidity mean keeping a careful eye on homeowners' lawns.

Before grubs can feed on roots and destroy turf, though, they need moisture to hatch. In Baltimore, that usually means mid-to-late July, continuing through August and September, says Kevin Nickle, operations manager for Pro-Lawn-Plus. The same is true for the Indianapolis area, says Dave Wallace of the Engledow Group. Down south in the Atlanta area, sultry weather begins sooner. Scott Brown, president of Lawnco Lawn Care, begins inspecting customers' lawns for grubs as early as February or March.

"Temperature and moisture both play a role in grub development," says Wallace. "In a dry summer, you won't get as many. But, if you have a lot of rain, you have to be on the lookout for grubs in lawns that haven't been treated."



### Seek prevention

Baltimore's Pro-Lawn-Plus has about 3,600 residential and commercial customers in the five-county Baltimore area. The types of grubs common to this area include larvae from Japanese beetles, Oriental beetles and European chafers. "Most of our grub control applications are in May and June, sometimes into July," says Nickle, who estimates that about 80% of the company's

**If you wait until grubs are this numerous and large, you'll suffer turf damage and need a curative treatment.**



\$1.9 million in annual sales comes from residential lawn care. "If you want to prevent grub damage, you have to treat the turf early before the grubs get too large. Otherwise, the roots will be devoured."

About 20% of his company's customers opt for grub control, he notes, and most of them live in some of Baltimore's older residential neighborhoods where there are a lot of bluegrass lawns. "The grubs seem to like bluegrasses or any grasses that have rhizomes. But we get grubs in the fine fescues and the tall fescues as well," he says. This is especially true in irrigated lawns.

**Midwest, down south**

The Engledow Group, a 75-year-old horticultural services company with a large commercial lawn care department in Indianapolis, guarantees that customers who include grub control in their programs will not have grubs. Because of the guarantee, Engledow applies a preventive grub control treatment to all its irrigated turf during the last two weeks of June.

"Grubs are usually a problem in irrigated areas," he says. "They (Japanese beetles and southern masked chafers) can't lay their eggs in dry or drought conditions. They can't penetrate the soil. They usually attack perennial ryegrass and Kentucky bluegrass."

Headquartered just north of Atlanta in Cumming, Lawnco makes its preventive grub control applications in April and May.

"We try to time our preventive grub control applications to where the grub population is most susceptible to the chemical, in the early stages of development," says Brown. "We try to get the grubs at the first instar stage, as soon as the eggs are laid and begin to hatch."

However, if grubs are detected during the visual inspections earlier in the season, a preventive grub control treatment will be applied then. "If the grubs are still small —

in the first or early second instar stage — and there's no visible sign of turf damage, we'll try to sell them a preventive grub control treatment," he says, estimating that only 5% to 8% of his 1,900 customers have grub problems.

Since about 80% of Lawnco's business comes from homeowners, most of its grub problems occur in residential neighborhoods in and around Atlanta.

"Here, grubs are more common in centipede and tall fescue lawns," Brown says. "These two grasses are probably easier to get into, so the beetles tend to lay more eggs and reproduce more easily in them."

**Long-term control**

For cost effectiveness, Nickle, Wallace and Brown include their preventive grub control treatment as part of their second spring application on fertilizer impregnated with imidacloprid (Merit insecticide from Bayer Environmental Science). This broad spectrum, systemic insecticide provides season-long control of grubs up to second instar in all the species they treat.

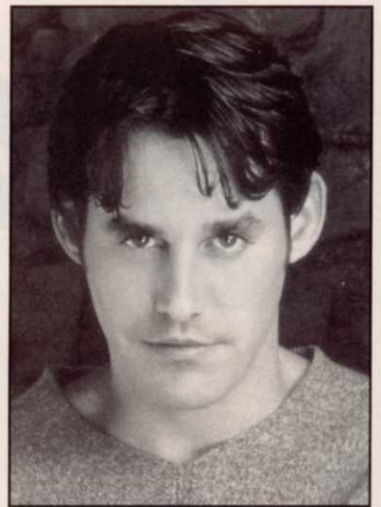
Even in the South, where the grubs can begin hatching early in the spring, Brown finds that he's able to get season-long control of grubs with a single application of Merit insecticide as early as April or May.

While Nickle says he usually applies the insecticide in May or June, the material has provided him with season-long control when applied as early as April. By applying the material prior to egg lay, Nickle says the grubs die soon after hatching and start feeding.

And what do you do for those customers who turn down preventive grub control but start showing grub damage later in the season? You sell them a curative treatment using Dylox insecticide. It generally acts in about eight to nine hours. **LM**

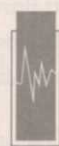
— *The author is a freelance writer who lives and writes out of Roxborough, PA.*

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# Skid-steers & loaders

BY CURT HARLER



## Buying tips

- ▶ Is the steering light, convenient?
- ▶ Check the 360-degree visibility from the driver's seat
- ▶ Is a variety of versatile attachments available?
- ▶ Discover how fast you (not the dealer) can change attachments
- ▶ Be sure hydraulics flow meets loader's lift requirements
- ▶ If you lift heavy loads, compare breakout force on units
- ▶ Is the seat comfortable enough for an eight-hour sit?
- ▶ If you work in tight spots, put wheel base and track width on your checklist

## Caterpillar ▲

Two new backhoes for Cat skid steer loaders feature digging depth to 9 ft. 6 in. The BH30 and BH30w have 180-degree boom swing. Frame allows units to be shifted left or right of center, making it easy to work next to buildings or foundations. Left and right vertical stabilizers level the machine and hold it in place while working.

For more information contact Caterpillar at [www.cat.com](http://www.cat.com) / circle no. 267

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For more information contact ATI at 800/342-0905 / circle no. 268

## Buhler

The B56 loader is powered by a 56-hp Kubota 4-cylinder turbo engine. With a breakout force of 9,200 lbs., this unit is made for big jobs. Bucket, snow blade and snow blower, mower, dozer blade and pallet forks are available as attachments. Made in North America.

For more information contact Buhler at 204/661-8711 or [www.buhler.com](http://www.buhler.com) / circle no. 269

## Power Trac

PT 2425 and PT 425 have articulated steering and low ground pressure to prevent turf damage. Both 45-in. wide units have 800-lb. lift capacity and 4-wheel hydrostatic drive. The 2425 is a bucket-loader with removable rear backhoe. Bucket has lift height of 84 in. while backhoe has 8-ft. 4-in. reach and digs 6 ft. deep. Over 40 attachments are available.

For more information contact Power Trac at 800/843-9273 or [www.power-trac.com](http://www.power-trac.com) / circle no. 270

## Shaver

Self-contained post-driver mounts on front of skid-steer loaders. Secure with fast-tach bracket, then snap-couple hydraulic hookups. Powered by minimum of 10 gpm, the OH-100 can drive a 4- to 5-in. post into the ground in under 15 seconds. As machine drives posts, oil is pumped through the hookups from the unit's own 5-gal. reservoir.

For more information contact Shaver at 712/859-3293 or [www.shavermfg.com](http://www.shavermfg.com) / circle no. 271



## Allmand

The TLB-425 heavy-duty compact tractor loader backhoe features servo-controlled 65-hp rated hydrostatic transmission with infinite controls. Powered by a 25-hp Kubota D1105

*continued on page 88*



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Circle 136





# LM Reports

*continued from page 86*

diesel engine, it has oversized polished pins, replaceable composite bearings and urethane lip seals in all working joints. Heavy-duty boom lock can be engaged from operator's seat.

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## ASV

The Turf Edition RC-30 is specially designed for turf surfaces. Tracks have smooth surface that travel and work on turf without leaving any marks. Undercarriage lets unit crawl over any surface on 11-in.-wide green rubber tracks with 2.5 psi ground pressure. Unit is powered by 31.5-hp Cat 3013 diesel. Tipping load, 1,600 lbs.

**For more information contact ASV at 800/346-5954 or [www.asvi.com](http://www.asvi.com) / circle no. 273**



## Gehl

New 40 Series mid-size family of skid loaders has four models: 4640, 4840, 5640, 6640. Operating weights range from 6,200 lbs. on the 4640 to 7,800 lbs. on the top-end Model 6640. SAE operating loads range from 1,500 to 2,400 lbs. to meet the varying needs of users and applications. New 2011 Series Deutz diesels offer 46 hp to 82 hp. Turbocharged configurations are standard on the Model 6640, optional on 4640 and 5640. Engines feature oil cooling, lower noise levels, sealed front covers and more torque. Units meet the EPA Tier II emissions rules.

**For more information contact Gehl at 800/628-0491 or [www.gehl.com](http://www.gehl.com) / circle no. 274**



## Vermeer

The S600 compact skid-steer loader is designed for landscape professionals and small contractors. Available with 25-hp Kohler Command Pro gas engine or 24.8-hp Kubota D905 diesel. Can be mounted on rubber tires or rubber tracks over tires. Unit has an oil cooler and offers easy battery access through hinged door at front of machine. Eight attachments available.

**For more information contact Vermeer at 888/837-6337 or [www.vermeer.com](http://www.vermeer.com) / circle no. 275**

## Case IH

The Case 95XT claims the title of most powerful skid steer on the market today — able to lift a full pallet of sod or paving blocks or drive a high-speed auger or broom. It features an 85-hp engine with a rated capacity of 3,150 lbs. There are six smaller units in the family, one for each size job. Forks, rakes, buckets, snow plows, fence installers and backhoe attachments all are available.

**For more information contact Case at 262/636-6011 or [www.casece.com](http://www.casece.com) / circle no. 276**

## John Deere

New Series II skid steers come in five models — 240, 250, 260, 270 and 280 — to fit any application. Vertical lift boom rises along near-true vertical path that reaches out at the top of the lift cycle. Horsepower ranges from 51 to 85. Bucket breakout force from 5,500 lbs. on the 240 model to 11,600 on the 280. The 54 available attachments in the Worksite Pro line hook up fast with the Quik-Tach system.

**For more information contact Deere at 800/503-3373 or [www.johndeere.com](http://www.johndeere.com) / circle no. 277**

## FFC

SB Hopper Series Sweepster bi-directional broom sweeps forward to pick up dirt; reverses to collect rock or construction debris.

Dumping is a simple lift and tilt — no chains are required. Direct-drive brush motors eliminate chains and sprockets. Since it has no front caster wheels, it works easily next to walls and other obstacles. Broom mounts to skid-steers with quick-attach system and is available with poly or poly/wire brush.

**For more information contact FFC at 800/747-2132 or [www.ffcattachments.com](http://www.ffcattachments.com) / circle no. 278**

## Ramrod

Taskmaster 800 features 800-lb. lift, 1,600-lb. carrying capacity. Choose a B&S 16-hp gas or an air-cooled 406cc diesel engine, either with electric start. Available with 6 gpm or 12 gpm hydraulics. Lift height is 70.5 in. while wheel base is 27.5 in.

**For more information contact Ramrod at 800/667-1581 or [www.ramrodequip.com](http://www.ramrodequip.com) / circle no. 279**



## FINN Corp.

Eagle compact skid steer comes in three models: 204, with 20-hp Kohler Command Pro; 244D, with 23.5 hp Cat diesel; and 252 with 25-hp Kohler Command Pro. All these zero-turns have 3000 psi parallel hydraulics, 9x7 tires and 4-wheel motor drive train. They stay busy with 11-gal. fuel tank. Trencher, augers, buckets, power box rake, tiller, lift, tree fork, pole driver, broom and snow blower attachments are available.

**For more information contact FINN at 800/543-7166 or [www.finncorp.com](http://www.finncorp.com) / circle no. 280**

*continued on page 90*





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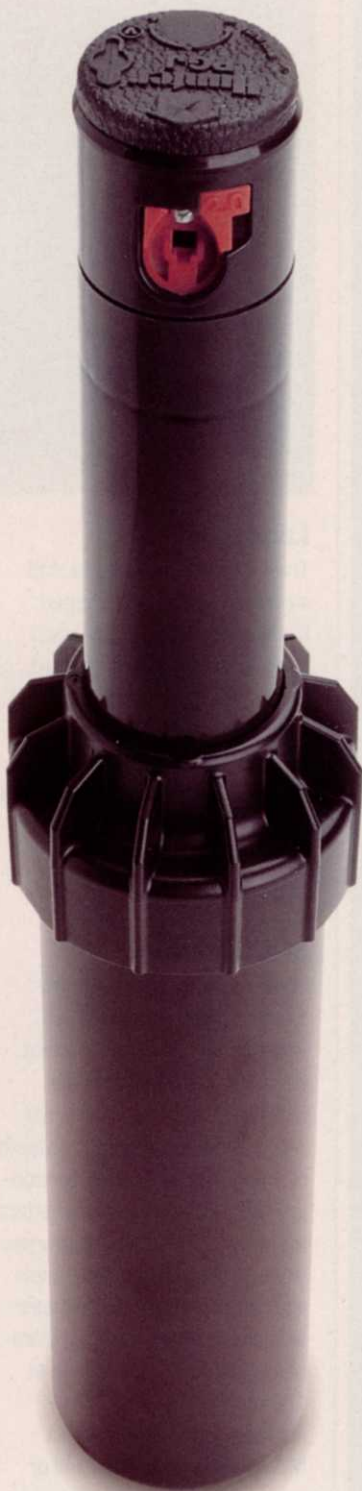


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**STEINER**

Circle 152

## LM Reports



### Land Pride ▲

TreeEliminator attaches to skid steers. It is a 6-ft. pie-shaped blade with saw teeth on each side. As loader drives forward, cutting teeth are forced into the tree. A 30-in. tree comes down in 2 minutes at ground level.

For more information contact Land Pride at 785/823-3276 or [www.landpride.com/](http://www.landpride.com/) circle no. 281

### McLaughlin

Three new attachments fit all types of skid steers. The 43-in. wide trench backfill attachment fills a 6-ft. deep trench in one pass. Landscape rake assists soil preparation for seeding to a depth of 1.5 in. The M4500MS horizontal earth drill attachment is perfect for installing irrigation pipes under lanes, walks or landscaped areas without costly surface restoration. Unit drills 1.25 in. to 4.5 in. diameters with 600 ft./lbs. torque at 100 rpm.

For more information contact McLaughlin at 800/435-9340 or [www.mightymole.com/](http://www.mightymole.com/) circle no. 282

### Kubota

Ultra-compact K008 excavator features 360-degree house rotation and 140-degree boom swing. Just 27.6-in. track print can be extended to 33.9 in. once clear of tight spaces. Powered by low-noise E-TVCS 3-cylinder liquid-cooled overhead valve diesel engine that delivers 10 hp at 2000 rpm. Maximum travel speed is 1.3 mph. Bucket, hydraulic hammer attachments available.

For more information contact Kubota at 888/458-2682 or [www.kubota.com/](http://www.kubota.com/) circle no. 283

### Kanga

The new Kanga G-724 is a mini-skid with over 550-lb. lift capacity. Powered by an electric-start 24-hp Honda GX670, it travels on tracks at a ground speed of 4.3 mph. The G-724 is 40 in. wide has a lift height of 94 in. Self-leveling bucket and smooth hand controls make for easy operation.

For more information contact Kanga at 866/875-2642 or [www.kanga-loader.com/](http://www.kanga-loader.com/) circle no. 284



## Boxer ▶

Adjustable track TL-224-32 and -34 models are powered by a 24-hp Honda V-Twin engine. Former has 32.5-in. track width, latter 34.5-in. width. Both have 3,000-psi, 14-gpm hydraulics. Machine has 640-lb. operating capacity. Dump height is 59 in.

For more information contact Boxer at 800/264-5903 or [www.boxerok.com](http://www.boxerok.com) / circle no. 285

## Toro

The new Toro Dingo TX413 compact loader features a steady, wide track with 420-lb. operating capacity. With total width of 33.7 in., it can get through tight spaces and 36-in. gates. Drive system features dual Kevlar reinforced rubber tracks. Powered by a 13-hp Honda gas engine, it handles buckets and 34 other quick-

change tools. Auxiliary hydraulics provide 11.2 gpm at 3000 psi. Five other units are designed to fit any size needs.

For more information contact Toro at 800/344-8676 or [www.toro.com](http://www.toro.com) / circle no. 286

## MDS

With the SwingHoe there is no need for side stabilizers and no need to leave operator's

seat. The 10 gpm to 30 gpm hydraulic boom swings a full 110 degrees with adjustable swing speed. Grease fittings on all pivot points and brass bushings on key wear points. Extends to 80 in.

For more information contact MDS at 800/879-6507 or [www.mdsgroup.net](http://www.mdsgroup.net) / circle no. 287

## Thomas Equipment

The 255 is powered by an 87.4-hp turbocharged Kubota diesel. Shift-on-the-go two-speed option gives travel speeds up to 12.3 mph. Also features 2,500-lb. lift capacity. Wide wheelbase, 48.75 in., provides stability. Trencher, buckets, brooms, blades, rakes available as attachments.

For more information contact Thomas at 866/238-6844 or [www.thomasloaders.com](http://www.thomasloaders.com) / circle no. 288

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# Ask the Expert

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## Alternatives to 2,4-D

Some of our customers want us to provide a 2,4-D free lawn weed control program. We've used Confront herbicide in the past, but because of the problem with clopyralid in Confront, we can't use it. What other products can we use that don't contain 2,4-D?

— IL

Confront herbicide is a broad-spectrum, non-phenoxy, post-emergent herbicide designed to manage many broadleaf weeds. It contains the active ingredients triclopyr and clopyralid. The sale of clopyralid has been discontinued; however, if you already have the herbicide, you can still use it.

You could use some of the following 2,4-D-free herbicides. Review the label and MSDS for specific products for further details.

**QuickSilver.** This is relatively new chemistry from the FMC Corporation, which contains carfentrazone as the active ingredient. It's a selective contact herbicide that provides quick control of weeds. It can be tank mixed with other broadleaf herbicides to increase its spectrum and level of weed control. It controls a wide variety of troublesome broadleaf weeds.

It's fast-acting and produces quick knockdown within 24 to 48 hours, even in cool temperatures. This can be used alone or in combination with other herbicides to enhance the effectiveness. If used alone, some of the established weeds may resprout from the quick knockdown process. Therefore, consider using a combination of products for further control.

**PowerZone.** Manufactured by PBI Gordon, it contains carfentrazone-ethyl, MCPA, MCPP and dicamba. This post-

emergent, broadleaf herbicide can also be used for fast knockdown of weeds in places where 2,4-D cannot be used. Generally, injury symptoms on weeds can be seen within seven to 14 days. Power-Zone can be applied to manage cool-weather weeds in early spring and up to a killing frost in the fall.

Four selections from Riverdale Chemical Company:

**Cool Power.** It contains MCPA, triclopyr and dicamba for use in cool weather conditions. This is an ester formulation which will increase plant uptake faster. However, because of the ester formulation, be careful using near non-target desirable ornamental plants to avoid injury.

**Horsepower.** It contains MCPA, triclopyr and dicamba in an amine formulation, which is safer to use around sensitive ornamentals.

**Triamine II.** It contains MCPA, mecoprop and diclorprop amine formulations. It's an excellent herbicide for use in 2,4-D and dicamba sensitive areas.

**Tri-Power.** A selective, it contains MCPA, Mecoprop-P and dicamba amine formulations for use in 2,4-D sensitive areas.

Review the label, MSDS, and product information then use as needed. Follow label specifications for best results.

## Ticked off

Is there much benefit in treating home lawns to manage ticks which transmit Lyme disease? What would be the best way to get rid of or prevent this tick problem?

— KY

Treating the lawn to manage ticks with insecticide is of little benefit because ticks

normally don't flourish in well-maintained, mowed lawns. However, it would be beneficial to treat the edge of the lawn and/or fence where vegetation has become overgrown.

Ticks thrive in woods, tall grass, or cut fields and brush. They hide in the lower part of vegetation and attach to animals, pets and humans as they pass by. When feasible, avoid contacting vegetation in these areas, particularly April through July.

To determine tick activity, check the suspected areas by dragging a white cloth through these areas or examining the clothes that one is wearing after walking through them. Light colored clothing is preferred if walking in infested areas, and be sure to walk in the area where vegetation is mowed frequently. Also, be sure to examine pets who might have been in suspected areas. Ticks can be found attached to any part of the body. If found, use tweezers to hold the tick firmly and pull it out with gentle, even pressure. The alternative choice is to contact your physician for tick removal and treatment.

To manage the ticks in the suspected areas, consider treating with insecticides such as pyrethroids or Sevin as needed. Generally, a single application during late-April/May or when ticks are found is sufficient to take care of the problem.

Read and follow label specifications for best results.

— The author is Manager of Research and Technical Development for the Davey Tree Expert Co., Kent, OH. He can be reached at 330/673-9511 or [brao@davey.com](mailto:brao@davey.com).

### SEND YOUR QUESTIONS TO:

"Ask the Expert," Landscape Management, 7500 Old Oak Blvd., Cleveland, OH 44130



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## Property at a glance

**Location:** Abbott Park, IL

**Grounds Supervisor:**

Dave Spittlemeister

**Category:** Industrial or Office Park

**Total budget:** \$1.8 million

**Year site built:** 1967

**Acres of turf:** 155

**Acres of woody ornamentals:** 11

**Acres of display beds:** 21

**Total paved area:** 122 acres

**Total man-hours/week:** 695

## Maintenance challenges

- ▶ Snow removal
- ▶ Child care center
- ▶ Prairie maintenance

## Project checklist

Completed in last two years:

- ▶ Prairie clearing (five acres)
- ▶ Employee tours
- ▶ Re-landscape of one zone

## On the job

- ▶ 14 full-time staff (including licensed pesticide applicators), seven seasonal employees

# Abbott Park

## 2003 PGMS Grand Award Winner for Industrial or Office Park

**D**ave Spittlemeister, grounds foreman for Abbott Laboratories in Abbott Park, IL, remembers a simpler time in his 26 years working for Abbott Laboratories. It was the time before the building of an on-site child care facility, Early Discoveries. Abbott is committed to providing child-care solutions for its employees so, in 2001, the company opened the state-of-the-art facility, the largest in Illinois and one of the five largest corporate centers in the country. In addition, Abbott offers a number of programs for working parents including a school holiday program that provides parents affordable and convenient access to on-site child care on school holidays that aren't company holidays.

Abbott's distinctive child-care options bring up unique circumstances to the grounds crew. Spittlemeister, who holds an associate's degree in horticulture from Gateway Technical College, Kenosha, WI, says Early Discoveries has become his crew's number one priority. "If something



Dave Spittlemeister and his crew make a positive impression with brightly colored flower beds.

needs attention there, we drop everything and attend to it first," he says. "We are extra cautious for the children's safety. Mushrooms that sprout in the play area must be handpicked to keep them from getting into the hands of a toddler. Sand boxes have to be raked first thing in the morning in case any animals used them for litter boxes overnight. And bee control took on new importance last year, especially after the mild winter and dry summer."

Snow removal (over 135 acres) is also a priority. The grounds are divided into seven zones, with at least one senior grounds-keeper assigned to each zone. Crew members are assigned to each zone and are responsible for day-to-day maintenance.

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 2004 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2003 awards, contact PGMS at: 720 Light St. • Baltimore, MD 21230

• Phone: 410/223-2861. Web site:

[www.pgms.org](http://www.pgms.org)

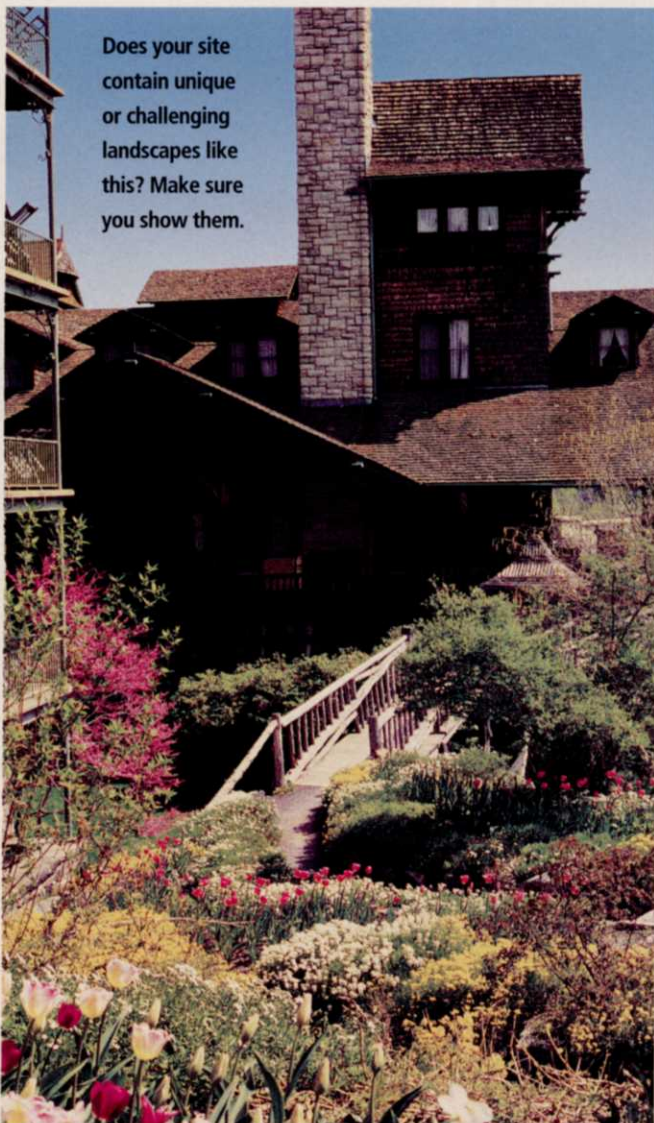




The grounds staff at Abbott Park likes to mix it up when it comes to their campus. Trees, many different varieties of annuals and perennials, containers and a rooftop garden — many pieces make up the whole.



# How to win a Green Star Award



Does your site contain unique or challenging landscapes like this? Make sure you show them.

## Tips on how to bring home a Grand or Honor Award at the PGMS' annual Green Star competition

BY JOHN VAN ETTEN

One of the greatest things a grounds manager can accomplish is win a Grand or Honor award from the Professional Grounds Management Society (PGMS). Some appreciate being recognized by their peers for their professionalism. Others appreciate the recognition shown their group of talented staff members or the opportunity the award gives them to market their place of employment.

Winning my first Honor Award (not Grand Award) reinforced my commitment to professionalism and made me proud since it had been more than a decade before my company was recognized for our gardens and landscapes.

Just before winning the award, I had wanted to embark on a significant landscape restoration program and upgrade our tools, equipment and image. The award became the perfect vehicle to motivate us. Upper management saw our desire to excel and supported our efforts.

When we received yet another Honor Award a few years later, it helped me restructure my department, update job titles and increase pay rates for my staff. I was pleased but wondered what it would take to win a Grand Award.

I no longer had to wonder after 1997. I worked hard on my presentation for the judging committee, took great prints and slides, and had lots of confidence we would win.



### Bigger and better things

After winning a Grand Award, I was able to do something in line with one of my professional goals — to write my first magazine article, thanks to *Landscape Management*.

More opportunities followed. A reader of the magazine invited me to speak at the largest garden symposium in the nation at Colonial Williamsburg, VA. At my talk, I mentioned *Fine Gardening* magazine (the symposium's host) and referred to an article that featured rustic fencing. Coincidentally, a rustic fence I designed around my Victorian Maze had been photographed in that month's issue. That comment pleased the editor enough to ask me to write an article for them.

The point of all this? Winning an Honor or a Grand Award in the Green Star Professional Grounds Management competition can lead to many career opportunities — from speaking engagements to publishing articles to being an expert witness for trial work.

### Nailing a win

I'm currently on the Green Star Preliminary Review Committee, so I can tell you what we're looking for in a winning entry.

## Photography tips

1. Take your pictures all year long
2. Be critical
3. Make sure your staff is neat, uniformed and using proper safety equipment
4. Don't pose or enhance photos
5. Make sure mowing lines are clean with straight edges, and no weeds are in sight
6. Show a diverse selection of non-typical duties

Follow the rules exactly. Why? Because the first step to reduce the field to just the best is utilizing the rules as a strict guideline. Whether the rule is 10 5x7 prints or 10 stems less than 12 inches, it means just

that — 11 isn't better, and nine will disqualify you just the same.

Overall presentation is your opportunity to put your best foot forward. Be neat and arrange your presentation in order. Use

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This photo is a winner on two counts — it shows a person on the job, and it has the “wow” factor.



clear photographic sleeves, neatly label everything, use nice binders for your presentation, and add and personalize your logo. Don't just dump everything into a mailing envelope.

Be specific in descriptions; highlight your specialties. Use proper terminology, including botanical nomenclature. Remember, visuals are extremely important in our industry. If you have photographic ability, take your own pictures and capture those challenging and demanding tasks and technical procedures.

#### The 'wow' factor

The committee is looking for the “wow” factor. Have your camera as close by as your Felcos to capture that perfect sunrise

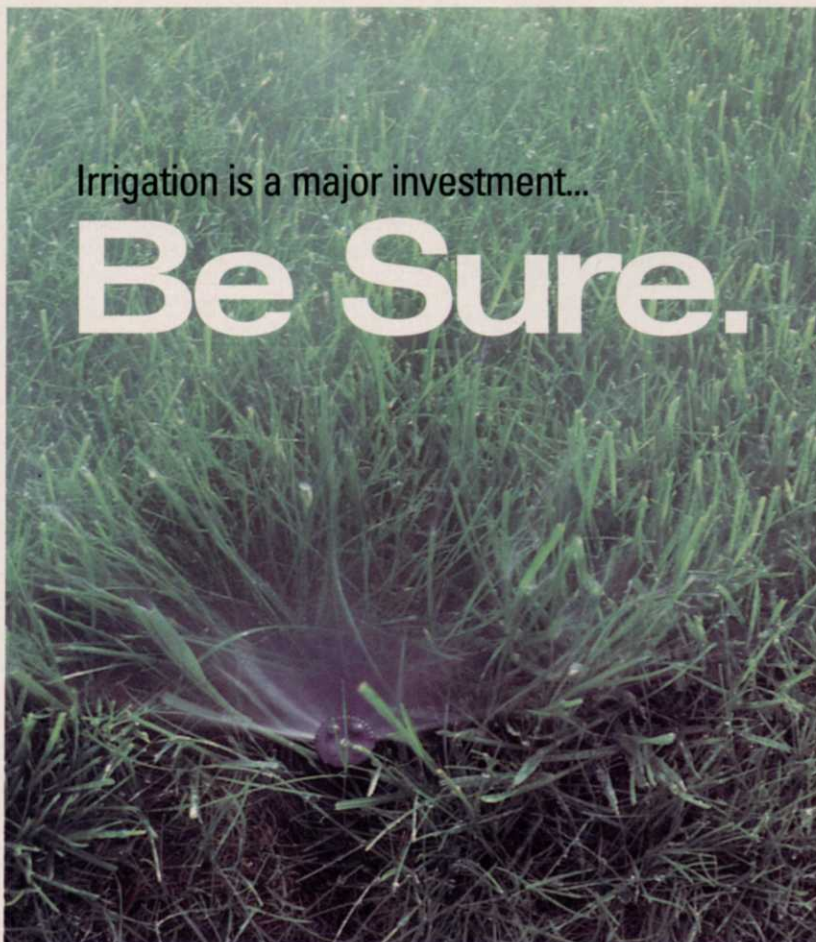
or sunset or that five-plex mower cresting the newly striped fairway covered with sparkling dew. Don't forget to have someone take a picture of you working in the landscape, too.

Two last points on visuals: photograph the range of what you do. I can think of at least 20 different specialized procedures I do with my crew, and those are the non-typical duties you should shoot. Add a concise description for each visual. This is your chance to show off. Film is cheap, so don't worry if it takes a roll of film for just one great shot.

Start now and put together your presentation according to the instructions. As a judge, nothing is more disappointing than to disqualify an entrant.

If you win, let your team be the first to know of your success. I have always written a letter of appreciation for every staff member, one for them and one for their file. You'll be surprised how many college interns will call in the fall surprised you won and glad they weren't forgotten for all of their hard work. **LM**

— The author is Landscape Manager for Hoffman Development and formerly the Grounds Manager at Mohonk Mountain House. He can be reached at [vanetten4@msn.com](mailto:vanetten4@msn.com).



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# Green Star Professional Grounds Management Awards 2004



**We're searching for the country's best-maintained landscapes — 32nd Annual Green Star Professional Grounds Management Awards**

**Y**ou're invited to enter the Green Star Professional Grounds Management Awards, co-sponsored by *Landscape Management* magazine and the Professional Grounds Management Society.

This annual program recognizes excellence in landscape management and complements other national programs for landscape design and construction. Grand and Honor Awards are offered in 13 categories of private, public, commercial and industrial landscapes. To qualify, a landscape must be at least four years old and under continuous maintenance for at least two years. See page 100 for details.

The awards will be presented during the Professional Grounds Management Society Annual Meeting, Nov. 3-6 in Charlotte, NC. Several winners will be featured in *Landscape Management* and PGMS Forum.

## Entry categories

1. Small Site (budget under \$80,000)
2. Residential Landscape
3. Public Works Sites (includes parkways & intersections)
4. Shopping Area

5. Hospital or Institution
6. Government Building or Complex
7. Cemetery or Memorial Park
8. Industrial or Office Park
9. Park, Recreation Area or Athletic Field OR — multiple sites under same management
10. School or University Grounds OR Urban Universities
11. Condominium, Apartment Complex or Planned Community
12. Hotel, Motel or Resort
13. Amusement/Theme Park.

## Judging

A distinguished panel of judges selected by PGMS and *Landscape Management* determines the winners.

This program aims to:

- ▶ Bring national recognition to grounds care.
- ▶ Recognize individual efforts leading to high landscape maintenance standards.
- ▶ Challenge landscape professionals to achieve excellence.

## Eligibility

An entrant must be professionally engaged in, and responsible for, the maintenance of grounds described in ENTRY CATEGORIES. Projects for which an entry was submitted in a design or construction award competition are eligible in the Green Star program, even if the project won an award, because maintenance is

the criterion upon which an entry is judged.

Grand Award-winning projects cannot re-enter this program for two years (2003 Grand Award winning projects are ineligible until 2006).

Any landscape for which the entrant has the main responsibility for maintenance and beautification may be entered. The size of the landscape operating budget is not a criterion for judging. Rather, the judges will consider the quality, challenge and performance in maintenance of the grounds for a period of at least two years.

## How to enter

### All entries must include:

1. Fifteen (15) color 35mm slides — ten (10) showing the beauty of the total landscape project and five (5) showing the crew at work. DO NOT USE 'POSED' SHOTS. Put a descriptive caption on each slide.
2. Ten (10) 5- by 7-in. color prints — five (5) showing the beauty of the landscape and five (5) showing crew members working in areas that are difficult to maintain. DO NOT USE 'POSED' SHOTS. Label each with a descriptive caption.
- Note:** Put your best scenes on the slides, which are critical to judging and awards display.
3. One recent photograph of

yourself, as the person in charge, working in the landscape.

4. INDIVIDUALLY LABEL all slides and photographs with the name of the entrant and the site. DO NOT USE TAPE to mount — put in plastic or metal mounts.
5. Include a brief description of the site.
6. All entries must contain a COVER LETTER releasing the material for publication at the discretion of *Landscape Management* magazine. All entries become the property of the sponsors and may be published in *Landscape Management* magazine or used for other purposes the magazine deems appropriate. NO MATERIALS WILL BE RETURNED.
7. Enclose a check for the ENTRY FEE: \$150 for members of PGMS or \$225 for nonmembers. To qualify, all elements of the entry must be COMPLETE in one mailing envelope, including entry fee.

## Deadline

The deadline for entries is Aug. 2, 2004. All entries must be submitted to the Green Star Professional Grounds Management Awards, c/o Professional Grounds Management Society, 720 Light St., Baltimore, MD 21230.



# Green Star Professional Grounds Management Awards 2004



## Official Entry Form and Fact Sheet

Please **PRINT CLEARLY** or type the information requested below. Check for accuracy. This information will be used for publicity purposes and awards.

**Each entry must include this completed form and entry fee:**

- \* PGMS members — \$150
- \* Combination PGMS membership and entry fee — \$275
- \* Non-members — \$225

Make checks payable to the Professional Grounds Management Society.

### SEND COMPLETE ENTRY AND FEE TO:

Professional Grounds Management Awards  
c/o Professional Grounds Management Society  
720 Light St.  
Baltimore, MD 21230  
Call 410/752-3318 with any questions.

**NAME OF SITE:** \_\_\_\_\_

State: \_\_\_\_\_ Entry Category #: \_\_\_\_\_

Name of company or agency owning this landscape:  
\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### SIGNATURE OF THE COMPANY OR AGENCY OFFICIAL CONSENTING TO THIS ENTRY AND A RELEASE FOR PUBLICITY:

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

### WHO IS RESPONSIBLE FOR MAINTAINING THIS LANDSCAPE?

- In-house staff       Outside contractor

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

**(IMPORTANT)** Year site was built: \_\_\_\_\_

Years I have maintained this site: \_\_\_\_\_

Total acres maintained: \_\_\_\_\_

Acres of turf: \_\_\_\_\_

Acres of woody ornamentals: \_\_\_\_\_

Acres (or sq. ft.) of display beds: \_\_\_\_\_

Total paved area: \_\_\_\_\_

**NUMBER OF EMPLOYEES:** \_\_\_\_\_

Full time (year round): \_\_\_\_\_ Seasonal: \_\_\_\_\_

Other (please specify): \_\_\_\_\_

Licensed pesticide applicators: \_\_\_\_\_

Total man-hours per week: \_\_\_\_\_

### ANNUAL EXPENDITURES:

Total budget for this site: (Including salaries) \_\_\_\_\_ \$

Equipment: \_\_\_\_\_ \$

Chemicals and fertilizers: \_\_\_\_\_ \$

Seed and plant material: \_\_\_\_\_ \$

### SPECIAL MAINTENANCE CHALLENGES:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### SPECIAL PROJECTS COMPLETED IN THE LAST 2 YEARS:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**If selected a winner, I request the name on the award to be**

(check one or both):

Name of entrant (name which will appear on plaque):  
(please print) \_\_\_\_\_

Name of organization or agency:  
(please print) \_\_\_\_\_

**IMPORTANT:** Please provide the name of the person who will accept the award at the banquet:

(please print) \_\_\_\_\_

I certify that all information provided on this form and in the accompanying entry is accurate to the best of my knowledge. I understand that no materials will be returned and that all material may be used for publication in *Landscape Management* magazine or for other purposes deemed appropriate.

Signature of entrant \_\_\_\_\_ Date \_\_\_\_\_

**ENTRIES MUST BE RECEIVED BY AUGUST 2, 2004**



# Products

RESOURCES

TOOLS OF THE TRADE

## New nozzles

Rain Bird announces the availability of new Matched Precipitation Rate (MPR) nozzles for its 5000/5000 Plus rotors. Designed for simple adjustment between various radii from

25 to 35 ft., they eliminate the need for fixed arc patterns, which results in greater adjustment capability and consequently more efficient water use.

Other features include Rain Curtain technology for reduced runoff and erosion,

and easy identification and maintenance. Each of the three radius choices includes three nozzle trees with quarter (90-degree), third (120), half (180) and full circle (360) styles attached and color-coded for fast ID.

For more information contact Rain Bird at [www.rainbird.com](http://www.rainbird.com) / circle no. 250

## Mondo Gondo

The Land Pride Gondo 4x4 is an extreme utility vehicle that can carry 2,200 lbs. of payload over rough terrain at up to 17 mph. It features center articulating power steering and a pivoting interactive frame to hug terrain and achieve maximum traction. Powered by a 624cc 20-hp Kohler Command Pro Series engine, the Gondo also features a fully automatic four-speed synchromesh manual transmission. Choose either a 23 cu. ft. capacity gondola style box or an 18 cu. ft. capacity tilt box with a standard tailgate. A certified rollover protection system (ROPS) comes as standard equipment with seatbelts.

For more information contact Land Pride at [www.landpride.com](http://www.landpride.com) / circle no. 251



## Powerful and user-friendly

Echo's 33.4cc top-handle CS-341 chain saw delivers the speed and safety necessary with an operator-friendly design, reports the company. Engineered for optimal performance, the chain saw features a Slope Advance Ignition System that matches the ignition timing of the engine to the operating RPM, which provides consistent power throughout the entire RPM range. It features an automatic adjustable oiler allowing proper bar and chain lubrication during operation. The saw comes standard with a 14-in. bar and chain with optional sizes in 12- or 16-in. The unit also features an 8.5 fl. oz. capacity fuel tank and weighs 7.8 lbs.

For more information contact Echo at 800/673-1558 or [www.echo-usa.com](http://www.echo-usa.com) / circle no. 252



ideal for removing stones and debris, plus has a straight edge for leveling. A double-duty rake has a 36-in. head and combines two teeth sizes: long for raking and short for scarifying.

For more information contact Standard Golf at 866/743-9773 or [www.standardgolf.com](http://www.standardgolf.com) / circle no. 254

## Be professional

Green Touch organizer racks for open and enclosed trailers are made from high strength steel and coated in a thick layer of vinyl. The vinyl layer provides a firmer grip on your tools and will prevent them from moving or grinding against the rack at wear points. The racks are also designed to secure a valuable piece of equipment with padlocks to deter theft. Racks that hold multiple tools can all be unlocked individually so only the tools you're using are unlocked.

For more information contact Green Touch at 800/621-6919 or [www.greentouch.com](http://www.greentouch.com) / circle no. 253

## Versatile controller

Hunter Industries has expanded its line of modular controllers with the introduction of the Pro-C with a new 15-station capability. The Pro-C can now be customized from 3 to 6, 9, 12 or 15 stations with the addition of expansion modules. The Pro-C also features an advanced Easy-Lock module system in which a unique "slide lock" mechanism simplifies installing and removing the modules.

For more information contact Hunter at 800/733-2823 or [www.hunterindustries.com](http://www.hunterindustries.com) / circle no. 255

## Guard your grass

LESCO's new Lifeguard herbicide containing the active ingredient dithiopyr offers lawn care pros pre-emergent and very early post-emergent control of crabgrass and other annual grasses and broadleaf weeds in established turf. It also so controls dallisgrass, goosegrass, henbit, oxalis and common purslane, reports the company. It's available in 5 oz. water soluble packets, and labeled for use in most states.

For more information contact LESCO at 800/321-5325 or [www.lesco.com](http://www.lesco.com) / circle no. 256

## Show your teeth

Standard Golf Company is expanding to serve the landscape market with a versatile line of Magnum maintenance tools including rakes, lutes, rollers, forks and planters. A straight-tooth maintenance rake comes in 24-, 30-, 36- and 42-in. widths. A sifting tooth rake is



## INSURANCE FOR PLANTS

### Mycor<sup>®</sup> Tree Saver<sup>™</sup>

PLANT IT ONCE!  
PLANT IT RIGHT!

Introduce the fertility partners of the forest floor into your landscape plantings for thriving, long-lasting trees and shrubs.



One Packet of Tree Saver=

- 17.8 MILLION SPORES of Mycorrhizal Fungi
- RHIZOSPHERE BACTERIA
- COLONIZE
- 1-ounce of Terra-Sorb<sup>®</sup> PER PACK
- SOIL AMENDMENTS

## Planting Success!

Guide to Landscape  
Installations and Maintenance  
Plant Health Care, Inc.



For additional product information, distributor locations or to request a copy of **PHC's Guide to Landscape Installations and Maintenance** Call **1-800-421-9051** or go online to [www.planthealthcare.com](http://www.planthealthcare.com)

Circle 133

## Products

### Cut splitting time in half ▶

The TW-5 log splitter by Timberwolf delivers 25 tons of force in a 10-second cycle time. With an 11-hp Honda OHV GX engine, the log splitter features auto-cycle valves that complete a full splitting cycle, has extra large baffled hydraulic tanks for cooler operation, and sports a log cradle to stabilize logs for hands-free splitting. The standard four-way optional six-way wedges cut splitting time in half, says the manufacturer.

For more information contact Timberwolf at 800/340-4386 or [www.timberwolfcorp.com/](http://www.timberwolfcorp.com/) circle no. 257



### Field work

Country Home Products' DR field and brush mower features a 22- to 30-in. mower deck mounted on the front of a 2-wheeled frame and 17-hp engine. With attachments such as a 30-in.-wide snow thrower; a 42-in.-wide, 11-gauge steel snow blade; and 42-in.-wide lawn mower attachment, it's as productive as a compact tractor. A halogen headlight option allows use before dawn or after dusk. DR's limited slip differential senses when one wheel is slipping and transfers more power to the wheel with more traction.

For more information contact Country Home at [www.countryhomeproducts.com/](http://www.countryhomeproducts.com/) circle no. 259



### Time to conserve

Aqua Conserve introduces the "Ultimo" series of ET irrigation controllers. Expandable from 16 to 66 stations, the Ultimo automatically self-adjusts watering run-times and days based upon the weather. Features include: flow sense capability, backlite four-line display, and four programs with six start times per program. Available in stainless steel wall mount or top entry pedestal enclosure.

For more information contact Aqua Conserve at 877/922-2782 or [www.aquaconserve.com/](http://www.aquaconserve.com/) circle no. 260

### Short work of tall branches

The Shindaiwa P230 pole pruner is designed to trim hard-to-reach branches. It's powered by the company's 22.5cc engine and a 1.1-hp power head that delivers consistent cutting speed and power. It weighs 12.1 lbs. and has an overall length of more than 9 ft. It's available in 8-in., 10-in. and 12-in. lengths, has a 3/8-in. pitch narrow kerf saw chain, automatic oiler, an antivibration system and is designed to be easily disassembled for transport and storage.

For more information contact Shindaiwa at 800/521-7733 or visit [www.shindaiwa.com/](http://www.shindaiwa.com/) circle no. 258

### A drop in the tank

Magnum Group of California has developed a new catalyst in solid pellet form that improves the performance of outdoor power equipment. Simply drop the pellet into the tank of a 2- or 4-stroke engine and leave it there for the life of the machine. Small atomic particles from the pellets react with molecules in any hydrocarbon-based fuel. The reaction breaks up long chain molecules and also stabilizes the active

*continued on page 105*



# Landscape MANAGEMENT

APRIL 2004

This card is void after JUNE 15, 2004

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

Signature: (required) \_\_\_\_\_ Date: \_\_\_\_\_  
 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 \_\_\_\_\_

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**1. My primary business at this location is: (Fill in ONE only)**  
**CONTRACTORS/SERVICE COMPANIES**  
 255  Landscape Contractors (Installation & Maintenance)  
 260  Lawn Care Service Companies & Custom Chemical Applicators (ground & air)  
 285  Irrigation Contractors & Consultants  
 800  Other Contractors/Service Companies (please specify) \_\_\_\_\_

204RS

**LANDSCAPING/GROUNDS CARE FACILITIES**  
 290  Sports Complexes 295  Parks 305  Schools, Colleges & Universities  
 825  Other Grounds Care Facilities (please specify) \_\_\_\_\_

**SUPPLIERS AND CONSULTANTS**  
 355  Extension Agents/Consultants for Horticulture 360  Sod Growers, Turf Seed Growers & Nurseries  
 365  Dealers, Distributors, Formulators & Brokers 370  Manufacturers  
 850  Other (please specify) \_\_\_\_\_

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

**3. Which of the following services does your company provide? (Fill in ALL that apply)**  
**Maintenance/Services**  
 A  Mowing F  Turf Fertilization C  Tree Care  
 B  Turf Insect Control D  Turf Aeration L  Pond/Lake Care  
 J  Turf Weed Control E  Irrigation Services N  Snow Removal  
 G  Turf Disease Control H  Ornamental Care O  Other (please specify) \_\_\_\_\_

**Design/Build**  
 I  Landscape Design M  Landscape Installation P  Irrigation Installation  
 K  Paving/Deck/Patio Installation Q  Other (please specify) \_\_\_\_\_

**4. Type of customer served? (Fill in ONE ONLY)**  
 A  Commercial B  Residential C  Both

**5. Which of the following landscape products do you purchase or specify? (Fill in ALL that apply)**  
 B  Blowers H  Herbicides Y  Ornamental/Nursery Products P  Tractors  
 C  Chain Saws I  Insecticides Z  Pavers/Masonry/Bricks/Rocks Q  Truck Trailers/Attachments  
 U  Engines W  Irrigation Systems (Hardscape Materials) R  Trucks  
 V  Erosion Control X  Landscape Lighting 3  Seed/Sod S  Turfseed  
 F  Fertilizers J  Line Trimmers 1  Skid Steers T  Utility Vehicles  
 G  Fungicides K  Mowers N  Spreaders 2  Water Features

**6. My firm's annual revenue is: (Fill in ONE only)**  
 F  More than \$4,000,000 B  \$1,500,000 - \$1,999,999 D  \$500,000 - \$999,999  
 G  \$2,000,000 - \$4,000,000 C  \$1,000,000 - \$1,499,999 E  Less than \$500,000

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**LMSCPR**

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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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**Landscape  
MANAGEMENT**

APRIL 2004

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LANDSCAPE MANAGEMENT free each month:

Yes  no

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 TITLE \_\_\_\_\_  
 FIRM \_\_\_\_\_  
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 \*Is this your home address?  Yes  No SUBSCRIBER NUMBER FROM LABEL \_\_\_\_\_  
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 30  **Government Official** - Government Commissioner, Agent, Other Government Official  
 40  **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist  
 50  **Other Titled and Non-Titled Personnel** (please specify) \_\_\_\_\_

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 J  Turf Weed Control E  Irrigation Services N  Snow Removal  
 G  Turf Disease Control H  Ornamental Care O  Other (please specify) \_\_\_\_\_

**Design/Build**

- I  Landscape Design M  Landscape Installation P  Irrigation Installation  
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204RS

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 C  Chain Saws I  Insecticides Z  Pavers/Masonry/Bricks/Rocks Q  Truck Trailers/Attachments  
 U  Engines W  Irrigation Systems (Landscape Materials) R  Trucks  
 V  Erosion Control X  Landscape Lighting 3  Seed/Sod S  Turfseed  
 F  Fertilizers J  Line Trimmers 1  Skid Steers T  Utility Vehicles  
 G  Fungicides K  Mowers N  Spreaders 2  Water Features

**6. My firm's annual revenue is: (Fill in ONE only)**

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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316



# Products



continued from page 102

elements of the fuel that either want to burn too fast or too slow in the combustion process.

For more information contact Magnum at 877/823-7075 or [www.dieselfcraft.com](http://www.dieselfcraft.com) / circle no. 261

## Low emissions engine

Designed with an 83-in. boom that detaches for storing and transporting, the John Deere extended reach pole saw cuts branches up to 12 ft. above the ground and up to 8 in. in diameter. It now has a new low-emission Commercial M-Series engine. With a 16.9-oz. fuel capacity, this 12.4-lb. pole saw also has a gear-driven oiler with a no-oil-at-idle feature.

For more information contact John Deere at 800/537-8233 or visit [www.johndeere.com](http://www.johndeere.com) / circle no. 262

## Lightweight chain saw ▲

Equipped with the Low Vibe antivibration system that separates the handles of the chain saw from the engine with spiral springs of steel, the 338XPT Husqvarna chain saw has a 2.3-hp engine and weighs 7.7 lbs. The air injection system removes up to 97% of the dust before it enters the filter, according to the company.

For more information contact Husqvarna at 800/487-5962 or [www.usa.husqvarna.com](http://www.usa.husqvarna.com) / circle no. 264



## Grind those stumps

Model SG-26 SmoothCut PTO-powered stump grinders from Worksaver cut from 18 in. above ground to 10 in. below with a swing arc of 45 degrees and a maximum horizontal cut of 28 in. or 33 in. Features include replaceable carbide-tipped bolt-in cutting teeth and harden bushings in major pivot points with greased zerks at major pivot points as standard. The SureFoot stabilizer bar provides solid footing during operation, and the standard rubber deflector helps control chips and debris during grinding. The SmoothCut welded two-piece cutting wheel delivers higher productivity, reports the company. A parking stand for storage is provided.

For more information contact Worksaver at 217/324-5973 or visit [www.worksaver.com](http://www.worksaver.com) / circle no. 263

## Tractor factor

Allmand Bros. new 8435 HST four-wheel drive compact utility tractor is powered by a 36-hp Mitsubishi S4L2 diesel engine and features a synchro-shuttle shift transmission, allowing easy forward and reverse operation. Multiple gear ranges manage a variety of implement applications. It's also equipped with a category one

three-point-hitch system with draft control and standard rear auxiliary hydraulics.

For more information contact Allmand at 800/562-1373 or [www.allmand.com](http://www.allmand.com) / circle no. 265

## Time to inoculate

BioOrganics, Inc. has announced a reformulated and improved version of its Landscaper mycorrhizal inoculants. The new Landscape Inoculant product contains additional types of both endo- and ecto-type spores, which now number 15 in total. Mycorrhizal fungi are naturally occurring soil organisms that link to plant roots and bring nutrients to the host plants, as well as improving the the surrounding soil.

For more information contact BioOrganics at 888/332-7676 or [www.bioorganics.com](http://www.bioorganics.com) / circle no. 266



## “Working for Your Economic Success”

You know what works to protect your business. You also know precisely how much you want to spend to keep your turf pest-free. That's why we offer you products that provide the results you want at a price that keeps your line-item expenses looking as manicured as a front-entrance topiary.

## Healthy Turf, Outstanding Value

See your United Phosphorus, Inc. channel partner for more information, visit [www.upi-usa.com](http://www.upi-usa.com) or call 1-800-247-1557.

**Herbicides:** Surflan AS™, Devrinol® 50-DF Ornamental Selective Herbicide, Devrinol® 2-G Ornamental Selective Herbicide

**Insecticides:** Acephate 97UP™, Tengard®

**Your Partner in Growth**  
1-800-247-1557



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## May

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### 3-4 Southeastern Turfgrass

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### 9-12 Western Chapter ISA 2004

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### 21 University of Arizona Desert

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### 9-11 Eastern Snow Conference /

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### 23 Virginia Turfgrass Council

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### 13-18 ANLA Convention &

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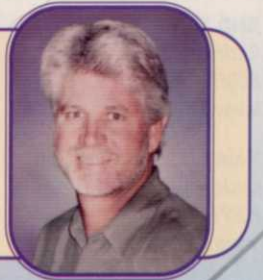
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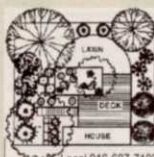
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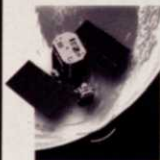
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Qualified candidates please contact Cheryl Barron, Landscape Development, Inc. 28125 W. Livingston Ave., Valencia, CA 91355  
Email: cbarron@landscapedevelopment.com  
Fax: 661 295-1969

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## HELP WANTED (CONT'D)

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- Supervisor
- Senior Foremen
- Irrigation Tech

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Elisabeth Stimson, Human Resources Director  
E-mail: [estimson@gothiclandscape.com](mailto:estimson@gothiclandscape.com)  
Ph: 661-257-1266 x204 • Fax: 661-257-7749

### Western States Reclamation, Inc.

*continues to expand again. We are located in Frederick, Colorado (a northern suburb of Denver) and seek to fill the following positions:*

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Take the test:

1. Do you enjoy training and motivating other people to achieve their goals?
2. Do you have 3-5 years real life experience in business marketing?
3. Do you understand that a service company is all about helping solve a problem—not finding a fault?
4. Do you know there is no "I" in TEAM?

If those four statements describe you, **then we want to speak to you!**

Our continued growth has created a need for individuals with strong marketing and business operations experience.

Your primary job duties would include:

- Be a team player. Work with and support the Corporate Office in the continued development, implementation and guidelines of the Franchise System.
- Ensure the smooth day-to-day operation of individual franchise locations.
- Monitor and review sales, service and production of locations to ensure that the businesses are focused and have integrated these three components for success.
- Assist locations in the development, implementation and interpretation of their marketing, advertising and public relations plans.
- Provide technical and customer relations training in the locations and on a regional basis.
- Develop and maintain quality contracts in government regulatory agencies and universities.

If you are a professional with proven business skills that include past business operations and budgeting/financial management and accountability, you owe it to yourself to check out this opportunity.

NaturaLawn of America is a privately held 16-year-old company with 77 operations in 25 states. We expect to have 150 locations in 35 states within the next 3-4 years.

We offer a complete benefit package including:

- Major Medical Benefits
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Salary is commensurate with experience.

The position may include a company vehicle, and may require relocation to the Maryland area.

E-mail your resume in strict confidence to [resume@nl-amer.com](mailto:resume@nl-amer.com) or fax it to the attention of Philip Catron at 301-846-0320.

For more company information, please visit us at [www.nl-amer.com](http://www.nl-amer.com).

### Plant Heath Care Coordinator Gaithersburg, MD

Seeking an Integrated Pest Mgmt/Plant Healthcare Coordinator to Manage and Implement IPM/PHC programs. Must have background and Experience in Plant & Insect diagnostics and carry out treatments, ability to manage 1-2 assistants, time management skills & pesticide control knowledge. Must possess the ability to work in a fast paced, energetic environment. Valid CDL and pesticide applicators license preferred.

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Please submit resume via email to Shannon Byrne, [sbyrne@thecareoftrees.com](mailto:sbyrne@thecareoftrees.com) or via fax at 610-239-7576.

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Qualified candidates please contact Cheryl Barron, Landscape Development, Inc. 28125 W. Livingston Ave., Valencia, CA 91355  
Email: [cbarron@landscapedevelopment.com](mailto:cbarron@landscapedevelopment.com)  
Fax: 661 295-1969

### LANDSCAPE MAINTENANCE DIVISION MANAGER

Landscape Development, Inc. is seeking division level managers of its maintenance operations in San Diego and Inland Empire offices. We seek experienced professions with superior technical, communication, and business skills. Excellent benefits, salary, camaraderie and career path is your reward.

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**IRRIGATION FOREMAN**  
**MECHANIC**  
**LANDSCAPE DESIGN/SALES ESTIMATOR**  
**TREE CLIMBER**  
**OFFICE MANAGER**  
**ADMINISTRATIVE ASSISTANT**

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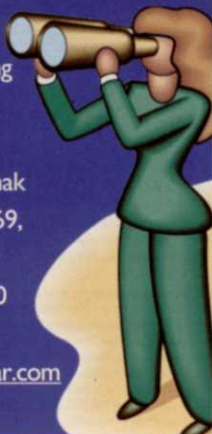
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# 2004

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# Statistics

RESOURCES

INDUSTRY TRENDS BY THE NUMBERS

## FUEL PRICES — HIGHER YET?

If you think the price of gasoline and diesel fuel is high now, wait until the peak driving season in summer, says the AAA, which is predicting even higher prices. Do you need any other reason to tighten up your landscape and lawn service routes?

Region	Retail gasoline prices (in dollars)	
	Nov. 03	March 04
New England	1.08	1.71
Mid-Atlantic	1.02	1.68
Midwest	.97	1.67
South	.99	1.64
Rocky Mountain	1.09	1.64
West Coast	1.08	2.02

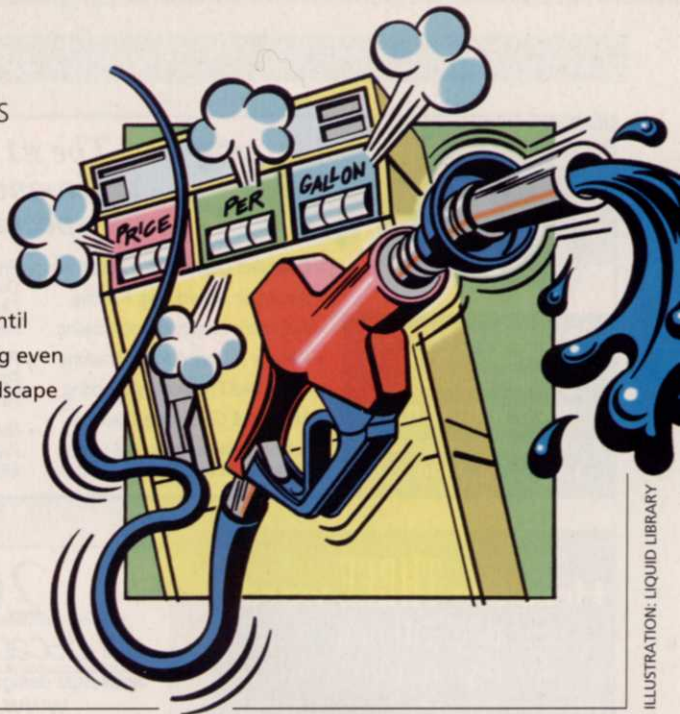


ILLUSTRATION: LIQUID LIBRARY

## ESTIMATING MARKUPS AND PRICING

Pricing work is always challenging, particularly in a very competitive market. Regardless of how you estimate a job, from the less complex (drive-by estimate) to the more complex (production standard and double overhead recovery system), the price of the job always comes down to some combination of time and materials costing with a markup. The following table outlining labor rates and materials markups is based on our most recent industry survey of 153 contracting companies.

	Construction design/build	Grounds maintenance
Material markup	65%	40%
Hardscape markup	50%	40%
Irrigation markup	50%	50%
Chemicals markup	70%	60%
Average labor rate/hour	\$42.49	\$27.61

The numbers in the table represent the average responses. The high and low responses range 30 percentage points lower and 20 percentage points higher for the markups (i.e. for materials, the low markup was 10% for grounds maintenance and the high markup was 60%). The labor rates varied by as much as \$8 lower for maintenance and \$6 higher.

SOURCE: KEHOEGUIDO

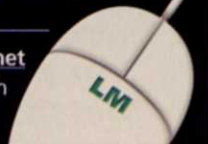
## Survey says...

**Q** In many regions, landscape and lawn care professionals depend on migrant labor to fill peak season demand. How much of your seasonal help will come from H-2A or H-2B seasonal work programs?

- 38%  Less than 20%
- 30%  Our migrant workers come to us from "unofficial" channels
- 14%  40%-60%
- 10%  60%-80%
- 7%  80%-100%
- 1%  20%-40%

Percentages based on 71 responses

Log onto [www.landscapemanagement.net](http://www.landscapemanagement.net) and answer our online survey. We publish the results here monthly.



**LANDSCAPE MANAGEMENT** (ISSN 0894-1254) is published monthly by Advanstar Communications, Inc., 131 W. First St., Duluth, MN 55802-2065. **Subscription rates:** one year, \$46, two years \$67 in the United States & Possessions; \$76 for one year, \$113 for two years in Canada and Mexico; all other countries \$148 for one year, \$220 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$6.50 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 6198, Duluth, MN 55806-6118. Canadian G.S.T. number: R-124213133R1001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



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