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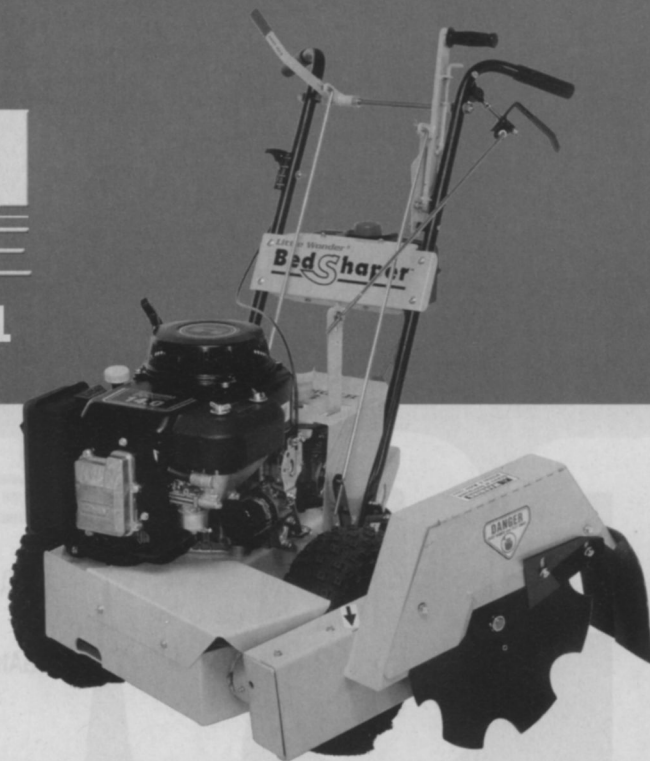
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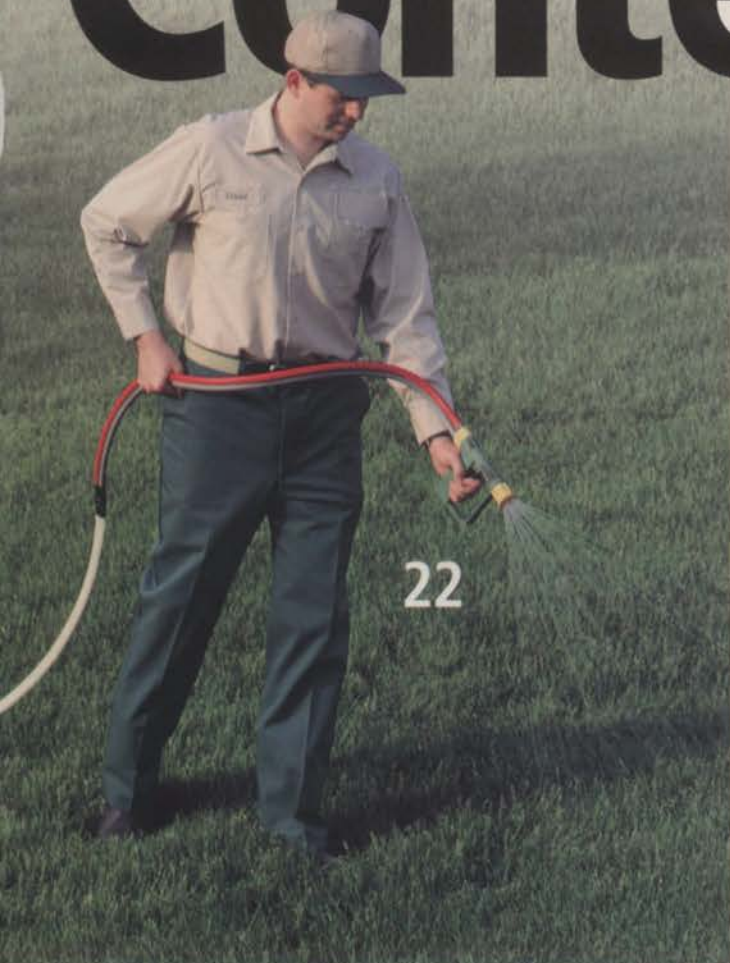
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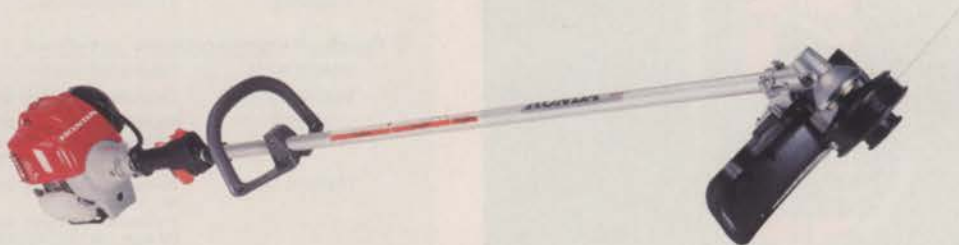
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WHO'S WHO IN LM



Jeffrey Derr, Ph.D. is past president of the Northeastern Weed Science Society and board member of the Weed Science Society of America. His day job is Professor of Weed Science and Extension Specialist for Weed Management in Horticultural Crops with Virginia Tech. Jeff provides an excellent overview of weed control in warm-season turfgrass beginning on page 48.

Peter Landschoot, Ph.D. is Professor of Turfgrass Science at the Department of Crop and Soil Sciences, The Pennsylvania State University. He describes as his primary responsibility "to serve as the resident extension turfgrass management specialist." Those who maintain cool-season turf will appreciate his weed control advice on page 56.



Kevin Kehoe, owner/manager of KehoeGuido, is one of the most sought-after speakers and business consultants in the Green Industry. His company delivers specialized management training and consulting services. You'll want to clip and save his 10 profit-building tips on page 30.



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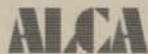
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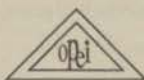
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Circle 106

Immigration needs a big fix

BY RON HALL / Editor-in-Chief

Our nation's immigration policy is a mess, the kind of sprawling, unworkable and dangerous tangle that only a confused bureaucracy can construct. Worse yet, the problems that it's supposed to address worsen by the day.

How else can you describe:

- ▶ eight to 10 million undocumented U.S. workers,
- ▶ illegal drugs flowing across our borders,
- ▶ destitute Latinos trekking into our Southwest deserts and mountains only to die of thirst and exhaustion and
- ▶ thriving cottage industries controlled by human smugglers ("coyotes") and document forgers.

Hurray to President George W. Bush's acknowledgement last month of our country's immigration dilemma. A loud boo to the substance of his message, more precisely its lack of substance.

In phrases reminiscent of our Founding Fathers (and all candidates approaching an election season), Bush called upon our compassion and sense of inclusion in proposing to legitimize millions of undocumented workers in the United States by giving them temporary worker status.

"As a nation that values immigration and depends on immigration, we should have immigration laws that make work and make us proud. Yet we do not," he said as a prelude to advocating yet another amnesty program for those who are working here illegally.

Enforcement is the problem

He didn't, however, discuss his vision in anything but broad strokes. Tellingly, he didn't address the core problem of our immigration policy — enforcement.

The legalization of these undocumented workers and an expansion of guest worker programs (something that Congress has been debating for months) will serve several purposes, said the President. It will grow the nation's economy by allowing immigrants to fill jobs that American citizens aren't filling. And it will improve national security.

"Law enforcement will face fewer problems with undocumented workers, and will be better able to focus on the true threats to our nation from criminals and terrorists," said Bush. This begs the question — how do we keep even more people from entering illegally after we legalize the workers already here?

The answer seems to be one that politicians, including the President, don't appear eager to embrace this election year. But someday, somebody's going to have to make the tough decisions to:

1. come up with expanded but tightly regulated, strictly enforced guest worker programs,
2. give our immigration authorities the budget and manpower (including the National Guard, if need be) to enforce border controls and, finally,
3. provide law enforcement the resources it needs to apprehend and prosecute employers who knowingly hire and use undocumented employees.

Contact Ron at
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The President failed to address immigration's biggest problem — enforcement.

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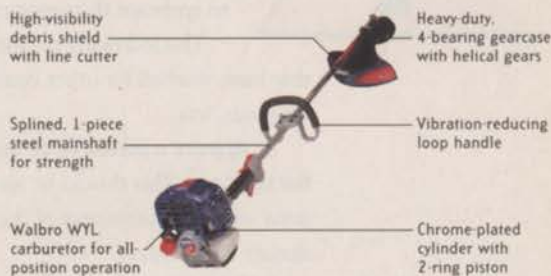


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The most important factors in an effective safety program are consistency and accountability.



Safety changes start at top

BY BRUCE WILSON

Many companies are starting to take a much harder look at developing a safety program because of rising insurance costs. Unfortunately, many companies wait until they start to have a bad claims experience before becoming serious about safety.

Even if you're one of these companies, take heart. It's never too late, although it may be difficult to change claims momentum if you have a couple of questionable back injury claims that end up in litigation. Your bigger challenge will be to change the culture of your company, especially if it has been lax on safety.

So what do you do? Start with yourself and the rest of your management team. The commitment to change must start at the top. Ownership has to embrace the program and take the lead.

The following are some practical suggestions that have worked for other companies and will work for yours, too.

1. Appoint a person to be the safety champion for the company. This should be someone in field operations who has the respect of the employees and is passionate about safety.

2. Establish a list of safe working practices or safety rules. Make sure these are important things that you're willing to enforce every time. If you've had some accidents, the rules should be the type that would help eliminate more of the same accidents. For instance, many companies have fender benders in congested yards. You could make a rule that, when

backing up, there must be a spotter. Once your safe practices have been established, everyone is responsible for enforcing them.

3. Establish a procedure for investigating all accidents. Your safety person should take the lead on this, and the results should be reviewed at regular safety meetings.


4. Implement regular tailgate safety meetings to discuss pertinent topics. These meetings can take as little as 10 or 15 minutes, and they should focus on a specific safety issue. There are lots of fine safety training materials available. Two valuable sources are your insurance carrier and the Associated Landscape Contractors of America (www.alca.org).

The best safety training programs are also the simplest. They're typically a mixture of verbal and hands-on instruction. If you develop an elaborate safety program, you'll have a difficult time sticking with it. To me, the above tips are the elements that can work for you. There are a lot of other required pieces that you have to comply with by law, but putting an emphasis on a few key things will allow you to have something that works for you.

State laws vary somewhat but there are other requirements that are important as your company grows. Your insurance company is a good source for keeping you in compliance. They have departments dedicated to the safety of the companies they insure. After all, they don't like paying out big claims. Take advantage of their services; for the most part, they're free.

— *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.*





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Circle No. 126

Presentation jitters? Try these tips

BY RON HALL / Editor-in-Chief

Standup comedian Eric Ingram says that selling a comedy routine to a tough audience is a lot like selling landscape services in a competitive marketplace. To his mind, selling is selling — whether it's a joke or a maintenance deal. To do it well, you have to put yourself in the best possible frame of mind before you begin your presentation.

Ingram, one of the presenters at the two recent JP Horizons Sales Jams (www.jphorizons.com), shared the following "warm-up" regimen that he uses prior to winning over audiences. He says they work for the toughest New York City crowds, and they'll work for you too.

- ▶ Breakfast or lunch or snack two hours before presentation, and keep it light.
- ▶ Think positive. Think positive. Think positive.
- ▶ Dress for success. Be professional but be comfortable.
- ▶ Listen to inspirational music, something that gets you going.
- ▶ Get there early so you have time to "get the lay of the land."
- ▶ Just prior to your presentation, take a deep breath through your nose, filling your chest. Hold it for several seconds then slowly exhale all of the air — all of it. This will calm you.



Comedian and motivational speaker Eric Ingram showed Sales Jam participants how to "fire up" prior to a sales presentation.

- ▶ Remind yourself that you have what they want. Why else would they agree to meet with you?
- ▶ Silence your "internal" critics. Clear your mind of any negative noise or "self talk." You're good enough. Be yourself.
- ▶ Keep your presentation fresh. If interest sags on a particular point (you'll sense it), move on to the next.
- ▶ Focus on the moment, not on the outcome.

Deere and friends aid Ronald McDonald

WASHINGTON D.C. — Ronald McDonald is smiling. A group of local contractors here put a smile on Ronald McDonald's face. The landscapers, partnering with John Deere Landscapes and working in the snow and cold, put in outdoor lighting at the Ronald McDonald House located near Children's Hospital in the Brookland area.

"This very welcome gift provides much needed lighting around our site, especially during the winter months," said Sarah Glass, manager of the House.



D.C. area contractors donated their time.

"The lights have made a significant difference in providing safer walkways and steps, while making the center more welcoming for our families."

John Deere Landscapes donated the materials, which included Vista professional lighting fixtures and transformers.

"This project provided a great opportunity for hands-on training for landscape crews who are handling more light installations," said Area Manager Jerry Schmidt. Helping Schmidt with the installations were Steve Gilmore, John Germuth and Kevin Rinschler, along with Tom Petrush of Vista Professional Outdoor Lighting.

Contractors contributing their expertise included Richard Schaeffer and Russ Carlton, R.J. Sunday Landscaping; Melvin Isaacs, Damascus Enterprises; Vladimir Polianov, Omni Landscape; Richard Schoenbeck, TCL Inc; and Eric Goodrich, Empire Landscape.

Who is 1-800-Lawncare anyway?

BY RON HALL / Editor-in-Chief

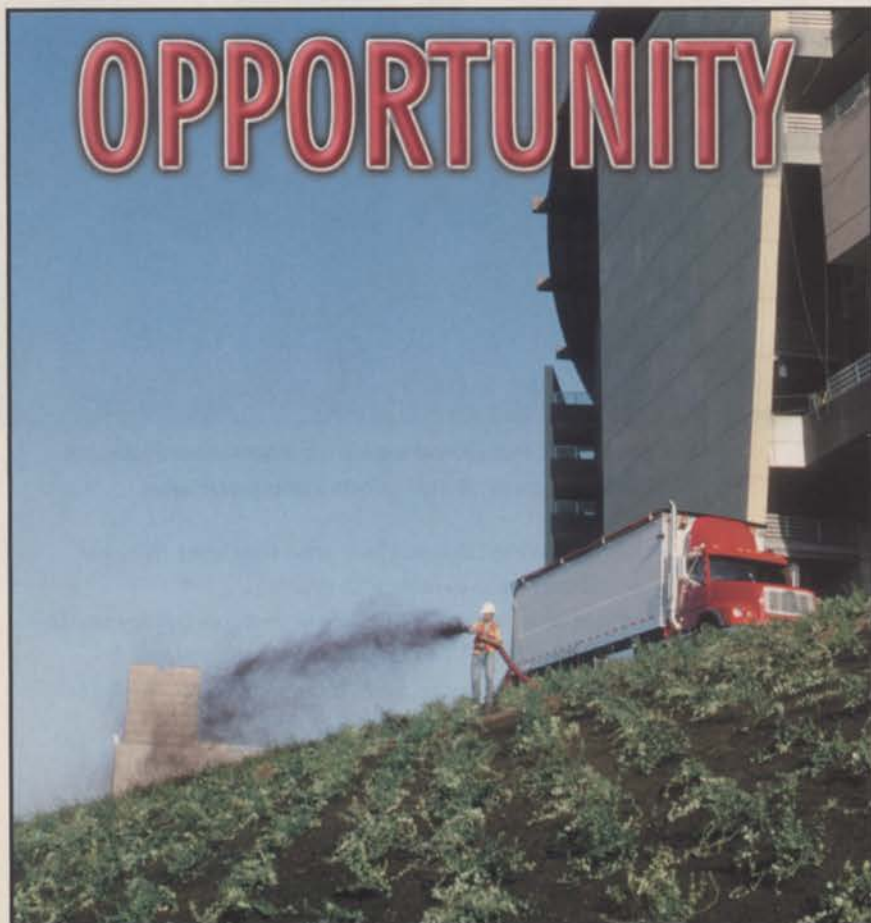
What's in a vanity phone number? Plenty, if that number happens to be 1-800-LAWNCARE. About 90 lawn care com-

pany owners across the United States share that number. How can that be, you ask?

All are members of a three-year-old national marketing group known as the Inde-

pendent Lawncare Association. Brothers Joe and Jim Kucik created the Association through their company, Marketing for Success, Inc. You might recognize the Kucik name from a related endeavor. Joe Kucik is the principal of Real Green Systems and the developer of the business management software, Lawn and Pest Assistant III. He also owns and operates a lawn care company in Michigan.

What separates a profitable lawn application company with high resale opportunity from its competitors? Marketing and sales, says Jim Kucik unhesitatingly. "The companies that are the most successful



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ASIC Correction

The 2004 American Society of Irrigation Consultants is meeting in Newport Beach, CA, May 1-4. The Hyatt Newporter will serve as home for the group's conference. For additional information visit the Web site www.asic.org or call 312/372-7090.

Exmark acquires adjacent plant

BEATRICE, NB — Exmark purchased a former American Tool/Newell Rubbermaid plant, giving the company 49,500 sq. ft. of needed room to expand its product testing facilities and manufacturing capacity. Renovation to the building is expected to be complete by May 15, 2004.

Polaris building a development facility

WYOMING, MN — Polaris Industries, Inc. will build a 100,000 sq. ft. product development facility here. It will be home to engineering, design and development personnel for all-terrain vehicles, personal watercraft and motorcycles.

[CLIPPINGS]

aren't necessarily companies that know how to make the grass green, but companies that understand marketing," he says. And, while the Independent Lawncare Association also offers networking and discount purchasing opportunities, it's the marketing expertise that's attracting member companies.

A key piece of its marketing clout is access to its vanity phone number. Members pay monthly association and telephone fees to the Association to have the number ring into their locations (determined by zip codes). Participating companies display the vanity number on their trucks and in their marketing materials right along with their company names, which they retain.

"Our goal is to add members quickly to create national name recognition," says Jim Kucik. In 2003, the Association grew from 49 members to 90, and is forecasting 150 members by the end of 2005.



Joe and Jim Kucik

The phone number is just one piece of the marketing puzzle, insists Kucik. The Independent Lawncare Association assists members in systematic year-round marketing programs that include lawn signage, door hangers, direct mail, coupons, web-based direct responses and telemarketing, many of these efforts focused on getting referrals. This diversified approach generates the greatest number of leads, he says. Then it's a matter of selling. "Every contact you make with a customer should be a selling opportunity for referrals or upselling other services", he says.

Charles McKeown, an Independent Lawncare Association member and owner of Golf Green Lawn Care in Pekin, IL, has been in business for 25 years. He says, "Last year, I implemented the program in a satellite office I started in 2000, and in 2003 I realized more than a 350% increase in revenue over the prior year."

Kucik stresses that the Independent Lawncare Association does not aspire to compete with any other association and it's not a franchise operation. He says that its purpose is to provide independent lawn care business



owners with the marketing clout to compete with the large regional and national firms.

For more information call 800/422-7478 or visit the Web site www.LawnCareMarketing.com.

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Circle 110

In the Know

Ohio owner wins Husqvarna package



Jeff LaValley, owner of LA Sprinklers in Centerburg, OH, tries out the driver's seat in the fully outfitted truck that he received as the winner of the 2003 Husqvarna Feel The Power Landscaper Sweepstakes. The truck, valued at more than \$40,000, was loaded with a full line of Husqvarna power equipment.

326HS75 hedge trimmer, 326EX edger and a 346XP chain saw.

LA Sprinklers provides irrigation services as well as

landscape maintenance and mowing services. LaValley has worked in the landscape business for more than fifteen years and has owned LA Sprinklers for the past three years.

Winning the sweepstakes' second prize was landscaper Harold Catha, Covington, LA, who earned a trip for two to the 2004 Charlotte NASCAR race, including suite tickets, airfare and lodging.

Jeff LaValley, owner of LA Sprinklers in Centerburg, OH, was randomly selected from more than 16,000 sweepstakes entries as the recipient of a 2004 Isuzu NQR truck fully loaded with the latest Husqvarna outdoor power equipment and valued at more than \$40,000. Here's what he won: ZTH6127 zero-turn mower, WH4817ETS Hydro walk-behind mower, 155BT backpack blower, 326LX trimmer,

landscape maintenance and mowing services. LaValley has worked in the landscape business for more than fifteen years and has owned LA Sprinklers for the past three years.

Winning the sweepstakes' second prize was landscaper Harold Catha, Covington, LA, who earned a trip for two to the 2004 Charlotte NASCAR race, including suite tickets, airfare and lodging.

People & companies

Shindaiwa added long-time industry veteran **Rod Harms** as Product Manager for its lineup of professional chain saws and **Charles Caubet** as Marketing Services Manager.

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 Exmark's Southeast region "Salesman of the Year."

Swingle Tree & Lawn Care was recognized as a Torch Award finalist in the Denver/Boulder area by the BBB for leadership in ethics.

Kudos to **Troy R. Clogg**, CLP of Troy Clogg Landscape Associates, LLC, Wixom, MI, for passing **ALCA's** Certified Landscape Professional exam.

Dow AgroSciences LLC chose **Jerome Peribere**, Vice President, Agricultural Chemicals, to succeed A. Charles Fischer as President and CEO.

Make it eight wins in a row

PASADENA, CA — If you were up early enough to see the 2004 Tournament of Roses Parade, you couldn't have missed Rain Bird's entry, "Springtime Symphony." The manufacturer of irrigation products and services earned its 8th consecutive Grand Marshall Trophy. The award goes to the float that displays excellence in creative concept and design.

This year's winning float depicted a glistening winter snow thaw in the Grand Canyon's dense floral forest floor and featured an array of animals, eight cascading waterfalls and 24 high-pressure misting nozzles that used more than 1,500 gallons of recycled water.

Jack Hanna, Director Emeritus of the Columbus (OH) Zoo, and Walter C. Crawford, Jr., founder of World Bird Sanctuary, rode on the float.



Yes! *I'm interested in learning more about the new Bobcat MT52 mini track loader!*

Bobcat
One Tough Animal

Name _____ Title _____ Company _____
Street Address _____ PO Box _____ City _____
State/Prov _____ ZIP/PC _____ Phone: Home _____
Phone: Business _____ E-mail _____ Fax _____

1. Which of the following do you use?

- Skid-Steer Loader Loader Backhoe Compact Excavator Compact Track Loader Mini Loader
 Utility Vehicle Articulated Loader Other _____

2. Which Bobcat products interest you most? List model(s).

- Skid-Steer Loader _____ Compact Track Loader _____ All-Wheel Steer Loader _____
 Mini Track Loader _____ Compact Excavator _____ VersaHandler® TTC _____
 2100 Utility Vehicle _____ Loader Backhoe _____ Attachments _____
 Compaction Equipment _____ Toolcat™ Utility Work Machine _____ Portable Power Products _____
 Other _____

3. Do you currently own? Bobcat Products Other Brands

4. Do you know the name / location of your Bobcat dealer? Yes No

- 5. Are you a current customer of a:** Bobcat dealer who handles Bobcat equipment Other compact equipment dealer
 Have not previously purchased compact equipment

6. Would you like someone to contact you regarding any of the following?

- Demonstration Price Quote Trade-In Rental No Contact, Please Other _____

7. What is your purchasing time frame?

- Immediately 1-3 months 4-6 months 6-12 months Over 12 months

8. Comments: _____



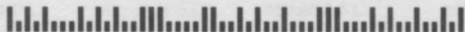
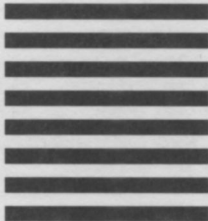
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MT52 Mini Track Loader

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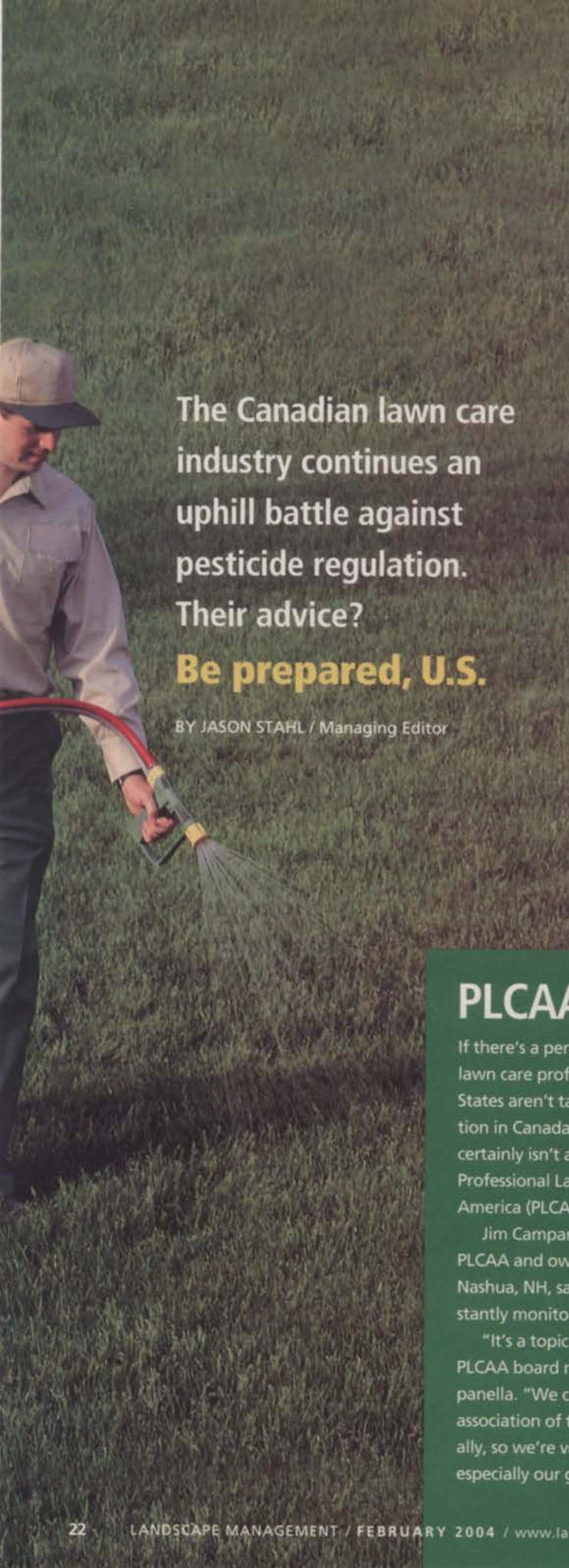
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NET 2.5 GAL

Under



The Canadian lawn care industry continues an uphill battle against pesticide regulation. Their advice?

Be prepared, U.S.

BY JASON STAHL / Managing Editor

Chris Lemcke offered a perfect analogy to lawn care professionals in the United States in an article he recently wrote on pesticide regulation for Turfgrass Producers International's *Turf News*.

The technical coordinator of Weed Man USA said, "Although our businesses continue to grow in Canada, the activists are winning the political battle in demonizing our industry, and we're behind the train fighting what they're saying. The United States still has the opportunity to be in front of the train, with the activists at the back."

At least the Canadian lawn care professionals are on the train now; before, it seemed they were tied to the tracks, ready to get run over. But the weary yet urgent message

PLCAA: Not taking things lightly

If there's a perception out there that lawn care professionals in the United States aren't taking the pesticide situation in Canada seriously enough, it certainly isn't a result of the stance the Professional Lawn Care Association of America (PLCAA) has taken.

Jim Campanella, President of PLCAA and owner of Lawn Dawg, Nashua, NH, says that PLCAA is constantly monitoring the situation.

"It's a topic of discussion at every PLCAA board meeting," says Campanella. "We consider ourselves the association of the industry internationally, so we're very concerned about it, especially our government affairs com-

mittee. We've been proactive in trying to figure out what the point of attack should be."

So far, PLCAA has partnered with the Evergreen Foundation Advocacy Council, a group that is enlisting the entire industry in a national public relations campaign in hopes of educating the public concerning pesticide use. It has also contributed to the funding of the IPM Council of Ontario, the members of which are currently trying to set rules to govern themselves before Canada does it for them.

Campanella points out, however, that the United States has seen its share of increased pesticide regula-

attack

from the Canadian lawn care industry to the U.S. lawn care industry is clear: Learn from us. Learn from our mistakes.

A little history

Almost as long as pesticides have been around, there have been people protesting them. But the current battle the Canadian lawn care industry is embroiled in began in 1991 when the small community of Hudson, Quebec decided to pass a bylaw banning the "cosmetic" or "non-essential" use of pesticides. The bylaw exempted golf courses and agriculture, leaving the lawn care industry to fight on its own.

In 1992, two companies, Spraytech and Chemlawn (now Greenspace Services), were cited with violating the bylaw and sued Hudson, challenging the municipality's authority "to forbid an activity legally authorized by a federal or provincial law." The Quebec court ruled in favor of Hudson, and the companies appealed to the Quebec Superior Court, which supported the decision.

Spraytech and Chemlawn then brought the case to the Supreme Court of Canada, which granted leave to appeal in 1999. In 2001, the Court upheld Hudson's bylaw.

The Supreme Court's decision was largely considered a roundhouse blow, but

before it came a series of rabbit punches. After Hudson passed its bylaw, numerous other municipalities began enacting their own pesticide bans or restrictions, all with their own unique set of rules. Some allowed the use of pesticides only from 8 a.m. to 11 a.m. and 1 p.m. to 4 p.m.; others allowed pesticide use only during spring and fall and not in summer when school was out. This created a serious headache for lawn care operators who had to deal with many different municipalities in their area.

Meanwhile, homeowners started making their own pesticide applications. The reason they were able to do this is because the federal government regulates the sale of consumer products and the local municipalities couldn't stop the sale of those products but could make them illegal to use. Despite this, the Canadian lawn care industry claims that, to date, no homeowner has ever been charged with violating the bylaw.

Following the Supreme Court's decision, activist groups began to request that municipalities across Canada adopt pesticide bylaws. But this time the Canadian lawn care industry was ready. If it hadn't been for a customer letter campaign organized by an industry-formed group called the Environmental Coalition of Ontario (ECO), Toronto might have become the first municipality outside Quebec to pass a pesticide bylaw. Instead, the bylaw was postponed for review.

Once again, the Canadian lawn care industry claimed the media was attacking it. The first time it was the Montreal press; this time it was the Toronto papers. To combat this, an effort was placed to develop an Integrated Pest Management or Plant Health Care Accreditation process as a way to show environmental stewardship and a desire to reduce pesticide use.

The Canadian lawn care industry was dealt yet another setback, however, when Halifax, Nova Scotia enacted a pesticide bylaw in 2002. Halifax was the first signifi-

tion as well. The neighbor notification laws in New York and copycat legislation in Massachusetts, plus school protection acts, are issues that just won't go away. Plus, new cases are cropping up all the time.

"In Oregon, there's a group trying to establish a buffer zone around the home of a woman who claims to be allergic to pesticides," Campanella says. "It's a way to get around the pesticide regulations of the state. If this works, I'm sure there will be one person in each neighborhood in the country who will want to impose the same thing."

Despite the protests in Massachusetts, that state is in pretty good shape



Jim Campanella

due to a movement by the Massachusetts Association of Lawn Care seven years ago to create a preemption bill. "It says that the state EPA and the federal EPA are the only ones who are scientifically capable of managing pesticides, so municipalities can't make their own pesticide regulations," says Campanella. "But that law doesn't exist in every state, so PLCAA is trying to identify the states that don't have it and do something about it."

"We have things under control on national levels," Campanella emphasizes. "It's at the state and local level that we're vulnerable. We don't have the manpower to mobilize on the local level."

Weed Man CEO Roger Mongeon protests with other LCOs at Toronto city hall.



cant city outside of Quebec to do this.

"[The industry] had nothing to offer the councilors, who were in the middle and needed some sort of compromise position," says Lemcke. "It was either business as usual or a ban, and the council voted to enact a phased-in ban on pesticides."

The opposite was true in Ontario, however. The ECO had plenty to offer to city councils as it set up a list serve of people in the lawn care industry who were willing to represent the industry in court at a moment's notice.

"We were having a huge impact on most municipalities, and a lot of councilors were listening to our message of responsible use and IPM accreditation," says Lemcke.

Just when Canadian lawn care professionals were feeling good about their actions, bad news hit. The small northern town of Cobalt became the first Ontario municipality to pass a bylaw banning pesticides — without consulting with an environmental committee or holding a debate.

More bad news

On the heels of the Cobalt case came more bad news: in July 2002, the Quebec Minister of the Environment announced a proposed Pesticide Management Code. The Code has a list of 28 active ingredients

found in pesticides that the government plans on banning for use on all private and commercial green spaces within three years.

Another setback followed in December when a member of Provincial Parliament introduced a bill to amend the Ontario Municipal Act by prohibiting the use of pesticides in non-essential situations regardless of whether or not the scientific evidence is conclusive. It died on the floor, but the lawn care industry is fearful a similar bill will pop up again in the future.

The spring of 2003 saw more smaller communities passing bylaws with little warning. On May 23, a council meeting was set in Toronto to determine whether or not councilors would vote for a bylaw restricting the use of pesticides. The Toronto Environmental Coalition (TEC), a subgroup of the ECO, hired a lobbyist who advised the TEC to launch an aggressive campaign to change council's mind. Ads on the radio and in the local community newspapers soon followed, and lawn care companies were contacting customers in their database to encourage them to call councilors and express their opinions.

The campaign apparently worked, with council members reporting that they had received 150 to 500 calls at their office. Still,

the thought was that the vote would be very close. On voting day, most of the companies in the TEC shut down and brought employees to city hall with signs and T-shirts that read, "Don't Make Gardening a Crime." The bylaw ended up passing, but it wasn't a complete ban as it still allowed for homeowners to rid their lawn of pests.

"Although the bylaw is unnecessary, expensive and unenforceable, the industry does agree with its 'responsible use' intent," says Lemcke. "The City of Toronto did recognize the professionalism of our industry by giving us an equal say on the committee that will have the final say on how the bylaw will work."

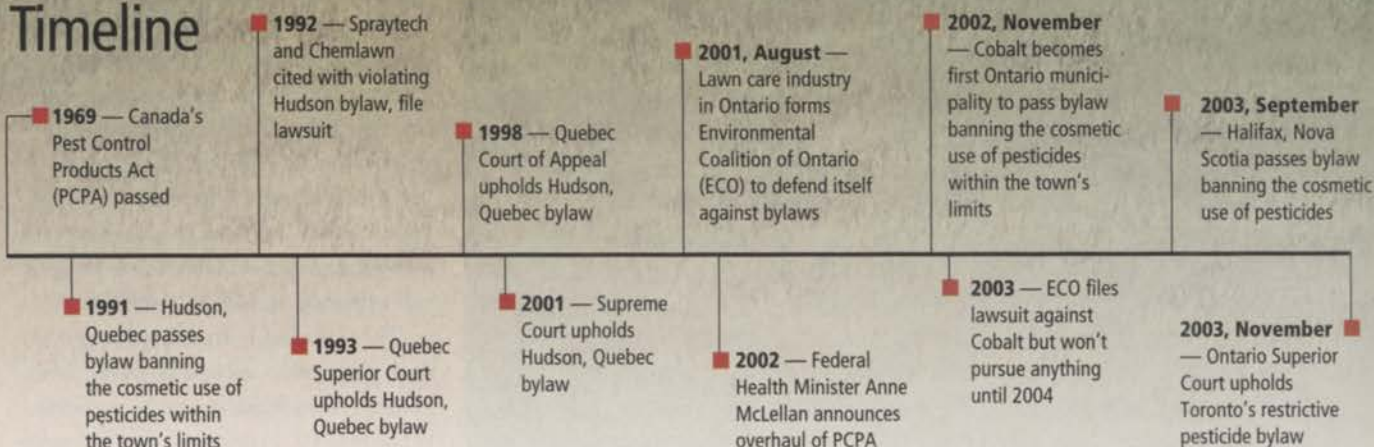
The committee will have until April 2004 to come up with action thresholds to recommend to council for adoption into the bylaw. In 2004, Toronto will have an education campaign, and the bylaw won't come into effect until September 2005.

Two sides

It's doubtful that one could find two parties of people who detest each other more

continued on page 26

Timeline



Sure Thing #1:

**A HAPPY
DOG WAGS
ITS TAIL.**



continued from page 24

right now than environmental activists and lawn care professionals. The activists have put LCOs in a battle for their livelihoods, and LCOs haven't taken kindly to this. At the most extreme, the activists say that LCOs and their pesticides kill people and animals. The LCOs say that the activists "fearmonger and lie," refusing to consider scientific evidence to the contrary.

"The overwhelming body of scientific evidence clearly demonstrates that these products don't pose a risk to human health or the environment," says Howard Mains, vice president of Tactix Government Consulting, Ottawa, Ontario. "The activists have really built their story around five or six studies. To put this in context, there are over 40,000 studies on 2,4-D alone."

The activists, of course, take exception to this. Catrina Miller with the Toronto Environmental Alliance (TEA) says that lawn care professionals' claim that most scientific evidence supports their case is misleading.

"They're talking about a certain type of scientific evidence developed under certain circumstances in a lab, so we don't see these connections," Miller says. "The disclaimer is that we don't know how these products interact with the population over a long-term basis. At the same time, there are a number of studies trying to study pesticides interacting with us in our daily lives, and those studies point to serious concerns."

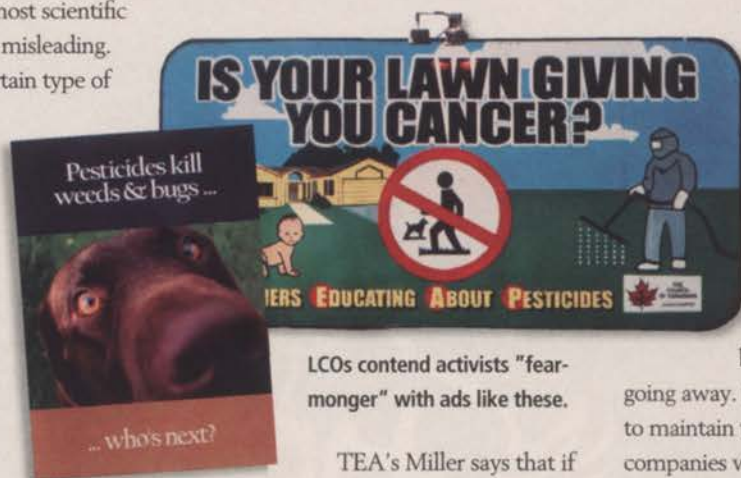
The studies Miller refers to are called epidemiology studies, which analyze diseases in the population and the factors that govern their spread. These studies, she claims, provide more evidence that pesticides are harmful than toxicity studies.

The way Gavin Dawson sees it, even if the scientific evidence overwhelmingly

supported the activists' case, they wouldn't need to use it. Dawson, technical manager for Greenspace Services, says politics plays more of a role than science in getting these bylaws passed.

"In the local or municipal arena, discussion is based on emotion and knee-jerk policy making rather than more thoroughly discussed scientifically researched issues debated at a higher level," Dawson says. "The activists know that, and that's why they have a lobbying presence in Toronto."

Chris Lemcke of Weed Man agrees that what matters the most is politics. "It's all political," he says. "It doesn't matter if you have the science to back up the safety of your products, and it doesn't matter if you have the majority of people on your side. What matters is the politics."



LCOs contend activists "fearmonger" with ads like these.

TEA's Miller says that if it is indeed all about politics, it certainly hasn't been a one-sided game.

"I know [the lawn care industry] had three lobbyists at city hall playing the political game, and I know they launched a massive ad campaign that, as far as we estimated, cost hundreds of thousands of dollars," Miller says. "I don't have those financial resources, nor do the health or citizen groups. The bottom line is that the pub-

Banned

Municipalities in Canada that have passed bylaws banning the cosmetic use of pesticides.

Quebec - 47

Ontario - 5

British Columbia - 1

Nova Scotia - 1

New Brunswick - 1

Total: 55

lic was behind us and the councilors saw that."

Lorraine Van Haastrecht has been fighting on lawn care professionals' side as co-owner with husband, Louis, of

\$3 million Dr. Green and a member of the Pesticide Advisory Committee. Her problem with activists is their use of the phrase "non-essential, cosmetic use" of pesticides.

"Their ingenuity was in coming up with that phrase," Van Haastrecht says. "When you argue health and welfare against a pretty lawn, there's not enough balance."

"[The activists] aren't interested in science," she continues. "They don't care about misrepresentation. They prey on politicians' hearts."

What about LCOs' accusations that activists are running them out of business and negatively impacting the rest of the econ-

omy in Canada? Do the activists feel responsible for creating a possible domino effect within Canada's economic sector?

"I feel a responsibility to create a mechanism for [LCOs] to still operate," replies Miller. "I think they can still operate under the

bylaws because lawns aren't going away. Not everyone is going to want to maintain their own lawn. Lawn care companies will still be viable businesses, but the key will be their willingness to shift to organic lawn care.

"A shift eventually happens in all businesses," she continues. "Some will be willing to shift, and others won't."

The coalition crumbles

Not everyone thought that getting Toronto to pass only a partial ban on pesticides was

continued on page 28

Sure Thing #2:

CHILDREN WALK THROUGH PUDDLES.



continued from page 26

a victory. A coalition made up of lawn care professionals, golf course superintendents and pesticide manufacturers had been formed nearly two years prior to develop a public information campaign. The coalition crumbled when a group of LCOs broke away and made a deal with the government on the partial ban.

"It created some real difficulties," says Debra Conlon, Executive Director of the Urban Pest Management Council representing manufacturers such as NuGro, Bayer and Scotts Canada. "The whole concept of a coalition is one for all, all for one. We set up a coalition so we could stop fighting amongst ourselves and work together. But now there's a bylaw in Toronto."

"Some groups like the golf industry were offered an exemption if they agreed with the bylaw but they decided not to take it and stood with the rest of the industry," she adds.

For the most part, Conlon says the LCOs she has dealt with have offered positive support to the manufacturer side. But there are still those LCOs who she believes are unjustified in their belief that manufacturers simply haven't done enough to help LCOs in their battle with activists.

"[The manufacturers] put together the coalition and put a lot of time and money into that," she says. "The manufacturers and distributors I represent put in the seed money for that and dedicated administrative services as well. It unfortunately didn't work out in the end because people around the table, while committed, couldn't commit more money."

The coalition initially raised \$150,000, according to Conlon. The plan thereafter was to collect \$1 million a year by adhering to a cost-sharing formula. "That didn't pan out either, though," Conlon says. "Things really fell apart after the deal was made."

Manufacturers and distributors are continuing to fight on, she says, by pursuing

What? Me worry?

Despite the serious levels the pesticide controversy has reached in Canada, many LCOs in the United States aren't sure how it will play out here although they remain optimistic.



Michael Hornung

Michael Hornung, president of Valley Green Professional Lawn & Tree Care, St. Cloud, MN, admits he doesn't know much about the situation.

"I had heard something about it, but I didn't realize it was getting to be such a heightened concern," Hornung says. "I have a few friends in Canada but we really haven't discussed it. I'm concerned about it, though, especially if they do

legal action against Toronto, retaining a lobbyist in Quebec to put a strategy in place to fight bylaws there, creating a stewardship plan to implement manufacturing standards for urban facilities, and making sure containers and obsolete products are taken care of for urban use.

"It's a difficult time," Conlon says. "LCOs are on the frontlines, and their businesses are at risk. There are so many unknowns as to what will happen in each city."

Heed the warning

While it may be hard to imagine for some Canadian LCOs, there are individuals who believe the far-from-over pesticide controversy has been a good thing for the industry.

"The lawn care industry has really matured over the past several years in organizing themselves, working together and becoming their own entity," says Greenspace Services' Dawson. "They've learned how to deal with politicians and customers in a different way. So from an industry maturation standpoint, this had been a good thing."

Still, there is a tinge of regret from some LCOs who realize that had the industry been organized in the first place, they might be winning the battle.

come up with a working model and push it here."

Jack Robertson of Robertson Lawn



Jack Robertson

Care, Springfield, IL, confesses being out of touch with the issue as well.

"I don't know much about it, and I'm certainly not in-tune with what's going on in Canada," he says. "But any controversy in the industry has the potential to have an effect on us."

"I've been in the industry for a long time, and we've had issues like this pop up before," Robertson adds. "Common sense and science usually wins out. We just need to keep doing a good job of explaining to people that what we do is a positive thing."

"If the Green Industry had started lobbying and getting involved in the local politics years ago, it would not likely be in this position today," says Weed Man's Lemcke. "One doesn't need to look into a crystal ball to see what the future holds in the U.S., either."

At least for the present, the activists are content with concentrating on where they're having great success — Canada.

"I've heard rumors from time to time of environmental groups looking at the Canadian model we're using and applying it to the U.S.," says TEA's Miller. "But the structure of the U.S. government is different with the interplay of state, federal and local governments. We're focusing on Canada right now, and we have all the tools to make that happen."

That doesn't make some U.S. LCOs rest any easier, though. Jim Campanella, President of the Professional Lawn Care Association of America (PLCAA) and owner of Lawn Dawg, Nashua, NH, wouldn't think of putting his guard down for a minute.

"Once our foes, or the self-proclaimed environmentalists, get their hands on a model that works, they'll bring it from Canada and go from community to community with it in the U.S.," he says. **LM**

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10 keys to profit in 2004

**Here's your plan
for joining the
Green Industry's
highest profit
operations**

BY KEVIN KEHOE

What will 2004 bring for your company? For many in the Green Industry, 2003 was a good but trying year. A hard winter in many parts of the country delayed the spring start-up, and above average rainfalls hampered production schedules throughout the spring and summer. Almost makes you wish for the weather we had in 2000-2001, doesn't it?

On top of the weather, there was tremendous pricing pressure in the bid/build and grounds maintenance segments, reducing net operating margins in bid/build construction to 3% to 4% of sales and 6% to 7% in grounds maintenance. The one sector that stands out in terms of net margins is the high-end residential design/build segment. Margins in this segment ranged from 10% to 14% of sales.

Whatever 2004 brings in terms of weather and competition, your focus should be on your business. Worrying about the weather and the competition will take you off your primary task — assessing where you can get margin improvement in 2004. Since winter is a good time to assess operational performance and to strategize for the upcoming year, there are 10 areas where profits can be increased. These areas were identified in our research this year and our direct work with contractors in the industry.

1 Get your numbers right. Managers need accurate information to make business decisions. This starts with using the right chart of accounts and accounting processes. The "ALCA Cost Study" and our Industry Benchmark Study are examples of the right way to account for a landscape business. In many situations,



the entry and coding of time and expenses isn't aligned with the decision-making needs of a contracting business for two reasons: first, a succession of office managers and accountants have coded items the way they thought best, resulting in large year-to-year inconsistencies in financial reporting.

continued on page 32



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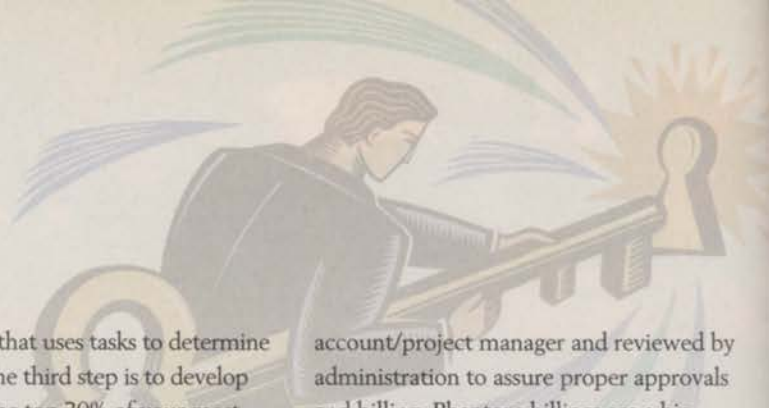
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Circle No. 113



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Second, no chart of accounts description exists to direct office managers and accountants in the proper methods of data entry. Check to make sure your accounting is up to date.

2 Know your costs and key ratios. Once you have the right numbers in your accounting system, you need to use key ratios to target operational strengths and weaknesses. Examples of key ratios include labor utilization rates, overtime hour rates, labor realize rates, gross and contribution rates, asset turnover rates and the return on asset rate. These ratios should be reported monthly and compared to budget and prior year numbers. This type of financial management scorecard report is essential to heading off operational problems early in the year. Using the P&L statement as the scorecard is good for budget-to-actual comparisons but lousy for predicting problems. The scorecard that uses all the ratios mentioned above allows you to address problems that often don't show up on the P&L until it's too late in the season. This year, put together your scorecard and compare it to high profit companies to isolate your profit opportunities.

3 Charge the right price. There's practically no way to make a profit if (1) your pricing model is "under-recovering" your costs, and (2) you haven't separated your financial pricing process from your selling process. To resolve these profit reducing problems, the first step is to develop a basic per hour labor rate using your costs and the ratios such as labor utilization rates, overtime hour rates, labor realize rates and gross and contribution rates. The second step is to incorporate the hourly labor rate into an esti-

imating model that uses tasks to determine labor hours. The third step is to develop standards for the top 20% of your most common tasks to speed up the bidding process. The fourth step is to remove sales staff access to the standards so they can't mess with them in the bidding process. It's important to get the right price before you determine the sales prices. Turn estimating into a financial function this year, not a sales function.

4 Lose low-profit jobs and accounts. It's the customer who ultimately decides if the price is right. However, you must decide which customers are the best customers for your business. Many companies have a "loser percentage" that's just too high to support profit growth. Use an 80/20/30 analysis to identify key accounts and relationships, as well as losers. Once the losers are identified, you can rotate out of the bottom 30% of low-profit customers. These "losers" drain profits and cloud your marketing focus, forcing you away from a niche you may need production scheduling time to pursue. The easiest way to rotate out of these customers is to raise your price and target an increased average job size. It takes courage to raise prices and lose customers, but you had better have this strategy on your radar screen if you want to improve the bottom line this year.



you're unable to bill for the work. Couldn't you just kick yourself? Contract management of all "out of scope" or "additional requests" must be managed by the

account/project manager and reviewed by administration to assure proper approvals and billing. Phantom billings are a big place where profits disappear. Resolve this year to set up a system to approve work before it gets on the schedule, and to set up a system to recognize and review revenue weekly. Reviewing revenue at the end of the month is too late. People have forgotten the information by then, and the customer is less likely to pay when you come back to them 45 days later with the bill.

6 Keep your best customers. The key to revenue and profit growth is loyal customers. The key to loyalty is low levels of dissatisfaction. Research indicates that in commodity industries such as commercial grounds maintenance, minimizing dissatisfaction is critical. Why? When your competitors call on your customers, they'll need to offer at least a 25% better price to get the business when the customer isn't dissatisfied. If your customer is dissatisfied, (1) you may not know about it, and (2) just a 10% price reduction could take them away. Providing a low enough price is always important in getting new business, but it's never the key to retention. Retain customers by developing and monitoring minimum job quality and responsiveness standards. Measure these standards using a simple survey device. Almost any customer will be dissatisfied with some part of your service and open to running off with a lower price offer. But why give them the opening? Sure, you may see them again when they become dissatisfied with the new vendor and change again — which usually happens within 18 months. But why lose 18 months of billing when you can prevent it? Make certain you establish these standards with your key accounts this year, and monitor the levels of dissatisfaction.

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Listening has its upside.

We listened as landscape professionals talked about operating walk-behinds. They told us the controls were uncomfortable and inconvenient. That the controls took a toll on their hands, arms and shoulders. Responding to everything that was said we kicked it in gear, and proceeded to turn the walk-behind world upside down.

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7 Be firm on standards and policy. The Marines succeed for a simple reason — discipline. All Marines must comply with a simple set of standards, or they find themselves out of the program. The most profitable companies in the industry are tough on standards and fair with people. The simplest standards are policies for attendance, uniforms, safety, equipment use and reporting time. The consequence for failure to comply with the standards must be consistent and apply to everyone. The consequences are (1) corrective verbal coaching, (2) written warning to file, (3) suspension and (4) termination if the employee makes no change. Foster discipline within your team to build profits. A disciplined team wastes fewer hours and costs less money to maintain. Resolve this year to publish and communicate these standards — and hold people accountable to them.

8 Manage by systems. Build one new system this year. The key to prospering in a marketplace where price is declining is cost containment and reduction. In a contracting business, the primary place to achieve cost reduction is staffing. Systems must replace some staffing, allowing you to do the same level of business with fewer FTEs (full-time equivalents). Your billing system is the place to start. Since everything flows to billing, you'll have the greatest immediate impact here. From the billing system it's a natural sequence of improvements that lead to your project management, purchasing, contracting and selling systems. When building a system, document and capture at least these key elements: (1) a responsible person, (2) an information input form



(e.g. time card, purchase order), and (3) a management report (e.g. job cost summary, payroll summary). The best way to achieve profitability and true teamwork is through the efficiencies and accountabilities created by a system. Start this year and commit to driving out 2% of your indirect and administrative cost. This will give you the ability to drop prices when you need to respond to the competition.

9 Keep score. You won't get maximum productivity and efficiency out of a staff that doesn't understand at least some of the numbers. Keep score and share the results to increase your team's focus. The four scorekeeping areas that matter most are: (1) Investment — Monitor equipment turnover rates and return on assets semi-annually; (2) Financial — Monitor sales volume and gross profit monthly; (3) Operations — Monitor labor utilization and realization rates weekly; and (4) Production — Monitor quality and safety daily. In order to achieve productivity increases, your staff needs to understand the connection between the decisions they

make and the impact on the scorecard. A good place to start is a team meeting to play the money game. Start out by giving a foreman 100 one-dollar bills, then walk through the P&L having him/her "dish out" the money. This gets people's attention and shows them where they make a difference. Set up a system of information sharing this year, and don't let it fall apart during the busy season — the time when you most need to use the scorecard.

10 Pay for performance. "Pay-for-performance" systems do work, but they rarely lead the charge to profit improvement. However, they can be an inte-

gral part of a profit improvement strategy along with the implementation of some of the strategies previously mentioned. Keep the pay-for-performance system you select simple. Base the system for managers on a number like hard gross profit dollars. For field employees, the system needs to be based on a realize rate per hour and quality audits. These kinds of measurements are wholly within the control of each of these groups. Pay out the manager program semiannually. The foremen program, however, needs to be paid out monthly. Performance pay should be based on a simple percentage markup on an employee's annual base wage. The payout should incrementally increase as the performance score increases, starting at a low of 5% for just meeting goals to a high of 15% for exceeding goals by some percentage. Of course, every bonus system must be checked and integrated into the budget to be certain your company is achieving a minimum net profit before any money gets paid out. Paying for performance can keep the game interesting for the whole season.

What's your plan for 2004? That depends on which of these strategies addresses your weaker operational processes. Take the time to assess this and develop a game plan for the year. My recommendation is to pick two items and work hard on them. Trying to work on four only causes burnout and loss of focus early in the season. Selecting only two strategies this year will help you create a clear vision for improvement. It will also help you realize that change is hard, and the first priority of any employee is completing his/her day-to-day work. **LMI**

— The author is owner and manager of Kehoe/Guido, a business management consulting firm based in Laguna Niguel, CA. He can be reached at kkehoe@earthlink.net or 949/715-3804.

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- Granular pre-emergent herbicide containing napropamide and oxadiazon
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Trucks for tough jobs

Contractors want their trucks to be rough and tough and durable enough to endure brutal weather conditions and the employees who sometimes mishandle them.

It's not such a tough order to fill when it comes to the four contractors listed below. They know which brands work for them and are willing to stay with the manufacturers of those brands as long as the trucks are durable, reliable and, equally important, priced right.

We wanted to know what they love most about their trucks and which ones are their favorite, so here's what they had to say.

Massey Services, Inc.

Name: Rick Beard

Title: Executive Vice President of Operations/Landscape Services Division

Location: Maitland, FL



Rick Beard

2003 gross revenue: \$45 million

Business mix: Mostly residential

Employees: 560

Company profile:

"Massey Services is a provider of environ-



mentally beneficial services, which include pest prevention, termite protection and lawn and tree/shrub care. About 36% of our business is pest prevention, 43% is termite protection and 21% is our lawn and tree/shrub business."

Trucks: "Our fleet is comprised of 529 vehicles — 78 of which are automobiles, 38 full-size pickup trucks, 316 small pickup trucks, 31 trailers, 58 vans and eight pieces

Check out what your colleagues are using, including a peek at their "dream" vehicles BY VICKY POULSEN

of renovation equipment."

Features: "When it comes to making a decision on a vehicle, we look at the following areas — image, reliability, fuel efficiency and longevity."

Finance method: All vehicles are leased.

Dream truck: "A dream truck to me would be a solar-pow-

ered vehicle that would last 10 to 15 years and cost what we pay for a vehicle today. This would allow us to have no fuel costs!"

Moeller's Nursery & Landscaping Services, LLC

Name: Robin Moeller

Title: President

Location: Cincinnati, OH

2003 gross revenue:

\$854,000 in landscape services and \$285,000 in a Weed Man franchise

Business mix: Mostly residential for both operations

Employees: "The landscape side of the business staffs four 3-man crews and two staff members for our maintenance service. Weed Man employs two technicians, a sales and marketing manager and sales and telemarketing staff during our sales campaign."



Robin Moeller

Company profile: Robin and Vicki Moeller, who is vice president of the company, started Moeller Nursery and Landscapes in 1988. "We provide residential landscape

services in greater Cincinnati. In 2003, we purchased a Weed Man franchise which provides residential lawn care. We have four territories, which include most of Hamilton and Butler counties."

Trucks: "For our landscaping operation, we have five fleet trucks — 1999 International 14-ft. flatbed dump with drop sides; 2003 Chevy, W5 12-ft. dump with tommy gate; 2003 Isuzu 14-ft. box truck with power folding gate; 1983 GMC 15-ft. flatbed; 1993 Ford F350 flatbed. We have an 873 Bobcat, S250 Bobcat, power broom, trencher, nursery jaws and landscape rake with two cronkite trailers. We operate our maintenance with an Exmark riding mower and walk-behind mower, and Stihl power equipment. We also have a 2001 Gator. For our Weed Man franchise, we have four 2003 F250 pickup trucks. Two are for production with Rettenhouse spray units. The other truck is for service calls, and the remaining truck was purchased for 2004."

Features: The most important item is equipment turnover. "We need to keep rotating our equipment so we aren't operating with worn-out equipment."

Finance methods: "We always look to purchase our vehicles rather than lease, even though one of our Weed Man trucks is leased."

Dream truck: "My dream truck would be customized for efficiency; every tool has a place, easy loading and unloading, power gates and drop sides, dumping capacity, 16-ft. bed, underbody toolboxes, comfortable cab for three crew members. The truck must also be showy. Trucks are an excellent opportunity for advertising, and many landscape companies don't seize this opportunity."

Cole Landscaping & Irrigation Services



Greg Cole

Name: Greg Cole
Title: President
Location: Peabody, MA
2003 gross revenue: n/a
Business mix: 90% residential
Employees:

Between 12 and 15 employees. Cole Landscaping operates six 2-man crews and floaters

Company profile: Established in 1991, Cole Landscaping Company has been designing "creative concepts for living" for more than

12 years. As an industry leader in design/build, Cole's certified staff can update an existing landscape or perform total renovations of a landscape. Using a fully integrated plan, the company can maximize contributions from all areas of the site including, but not limited to, entrances, parking, drainage, open areas, private retreats, walkways, irrigation and greenery. The company services include design/build (40%), maintenance (50%) and irrigation (10%).

Trucks: "We run all Fords, from the 350s to the 550 pickup truck series." Also included is a 650 dump truck, a 550 one-ton dump truck and an estimating vehicle."

Features: "Durability is key. My guys really work our trucks. We've had Chevys, GMCs and Dodges, but they never worked out. With Ford, you can go from the 250 to 650 series and the interior is the same, so it makes it easier for us to train someone on a new truck and it's safer for the driver."

Finance method: "We purchase everything. Basically, I'll look at the truck guide and fax five or six Ford dealers to give me a price."

Dream truck: "Ford's F650 I/pak dominator body with 12-ft. bed, hydraulic tailgate, undermounted tool boxes..."

University of Delaware



Michael Loftus

Name: Michael Loftus
Title: Assistant Director of Facilities Management
Location: Newark, DE
2003 gross revenue: Loftus works within

a \$1 million-plus budget

Business mix: n/a

Employees: 40 full-time

Company profile: "The department pro-

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vides many services including mowing, turf maintenance, general grounds work — from emptying trash barrels to special projects or events we have to set up. We're also involved in bed work and landscape instruction, turf management and maintenance in-season, which takes up at least 50% of our time; the rest is morning routine and general grounds cleanup. We take care of almost 500 acres plus a formal garden. We use a zone approach to take care of the grounds. This gives employees a sense of ownership of their areas. We have six zones on the main campus. A crew is specific to a particular area — arbor crew, solid/waste refuse crew, sports turf crew. For larger areas,

we run 5-man crews and 2-man crews for the smaller sectors."

Trucks: "We have a \$2 million equipment inventory of trucks, including small and large dump trucks, pickups, mowers, utility vehicles and trash trucks. Our mainstay is Ford, but we're not required to buy that particular brand. We want the best truck for the job, and we keep our specifications as general as possible and still get what we need. We do a lot of research and run a track record of what we have. At one-time, we used to purchase 1/2-ton pickups, but now we're buying heavier trucks — one-ton diesel pickups for durability. Because we're located within an urban area, we're looking at various utility vehicles that we can use on campus, cross secondary and

side roads, but that are still street legal."

Favorites: "Mainly the durability of what we're buying now and the versatility of buying small dumps and stainless steel bodies. We're on a budget, so we try to get the most that we can."

Finance method: "We always purchase."

Dream truck: A Hummer with a snowplow. For the campus, we're pretty much buying what would be our dream trucks for work by spec'ing these trucks heavily and making sure they have plenty of power to do the job. However, my personal favorite is a Jeep." **LM**

— The author is a freelance writer who lives and works in Canal Fulton, OH. She can be contacted at 330/854-1749 or

prowrite@sssnet.com.



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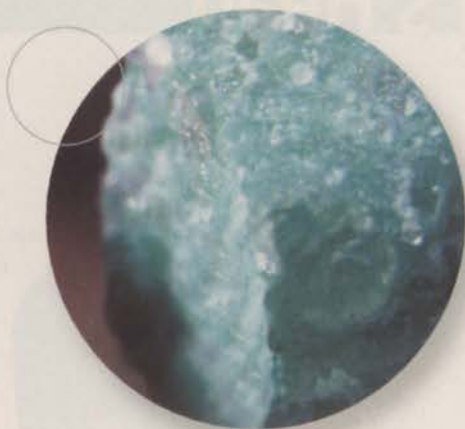
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Inside the Owner's Head

BUSINESS PERSONALITY PROFILE

Brian Light

► Luminary Landscapes

BY JASON STAHL / Managing Editor

Brian Light owns Luminary Landscapes, a \$1 million full-service landscape company located in Knoxville, TN. The company's two main services are commercial maintenance and residential design/build. In peak season, the company employs 17 people. Light is a member of the Associated Landscape Contractors of America and JP Horizons' Owners' Network.

What's this about turning down the opportunity to play Augusta National?

It was either sell a \$100,000 job or play Augusta. The job will win every time. But I did play there on three other occasions.

What did you shoot?

I've shot as low as 39 on the front nine, but I usually choke at Amen Corner and shoot 50 on the back.

How did you get to play the course?

I actually started my career in the golf industry, as an intern with Course Crafters in Gainesville, GA. They said we were going to be working at Tom Fazio's The Virginian and Augusta National. I worked there for eight months, then graduated from college and had to decide if I wanted to continue to work there.

What did you decide?

I ended up starting a company with Course Crafters' owner Bob Pinson called Turf Technologies. I traveled the Southeast sell-

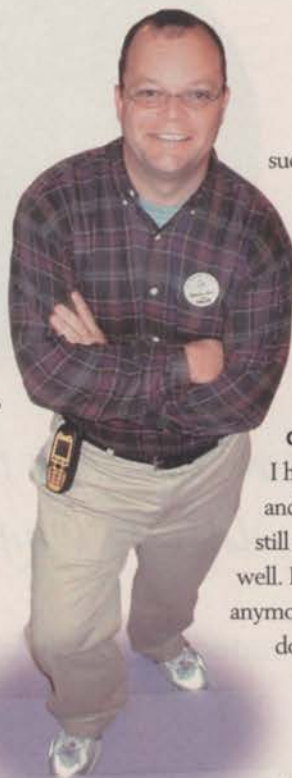
ing services and equipment to golf courses. The idea was to learn about the golf industry and decide what to do from there. I got married in 1997, and I knew I didn't want to keep traveling. Also, I realized I didn't want to be a golf course superintendent. I knew I loved construction, so I wondered what I could do that involved construction but not travel. That's when I decided to start Luminary Landscapes.

You could have gone in another direction, too, is that right?

Yes. I studied accounting at the University of Tennessee, and when I was a senior somebody came along and wanted to buy my father's retail electronics/appliance store that he'd owned for 27 years. It was a good offer, but my parents always told me I could have it if I so desired. I told them to just go ahead and sell it, and I would go my own way.

What was your plan with your landscaping company?

I came up with a five-year plan, and the fifth year we would hit \$250,000. Well, we hit that our second year. It was easy going from zero sales to \$250,000 with three or four employees, but going from \$300,000 to \$1 million has been more difficult. The challenge is getting people to buy into what I do. They need to know that if the company is



successful, they'll be successful too. I can only visit so many sites per week and still be involved in accounting, so I need to be able to identify strong people to help me.

What is your role with the company now?

I handle all the sales and designs, and a little production too. I'm still involved with accounting as well. I rarely do anything on jobsites anymore. The most profitable jobs we do are jobs where I'm involved 100%. The more I'm involved, the more profit we make. My idea is to find the key people to do the job I want them to do.

What have you found is the secret to finding strong employees?

The hiring process. Even at the laborer level, prospects are going through two or three interviews. We give them a personality test to find out how they would fit in. I don't care what they know about landscaping — I can teach them that. I want to know if they have good character.

Is there anything you love more than landscape construction?

NASCAR. I grew up in Bristol, which is a NASCAR racing town, so I used to go to races as a kid. My favorite drivers are Michael Waltrip and Dale Earnhardt, Jr.

It all leads back to golf, though, right?

Yes indeed. My ultimate goal is to own my own golf course. Luminary Landscapes is simply an avenue for me to obtain that goal.

— Luminary Landscapes participates in JP Horizons' People Solutions programs.

To learn more visit 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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1



3



2



4

1 "Husky" aerifier

The new TA48 aerator is the largest in Husqvarna's product line and requires a towing tractor of 18 hp or greater. Two independent rotors with 40 interchangeable closed spoon 1/2-in. tines provide precise coring up to 3 in. in depth with an aerating width of 48 in. Tip wheels allow it to easily pass through narrow openings and work efficiently in tandem with the towing tractor.

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2 Shape up

Edge or shape beds from the comfy seat of a Grasshopper or Walker mower with Little Wonder's BedShaper. It's now available as a front-mount attachment for both mowers. With cutting depths from 1 to 4-1/2 in., the BedShaper can handle most edging or bed shaping jobs, and can make some trenching jobs easier too. The frame of this unit is made of welded, formed high gauge steel, and the 16-1/4 in. diameter notched blade is made from heat-treated steel. The angle of the cut and concave shape of the blade leaves a ribbon of soil intact for quick and easy "tool free" removal.

For more information contact Little Wonder at 215/357-5110 or www.littlewonder.com / circle no. 293

3 Catch'em comin' and goin'

The BugBarrier Tree Band protects trees from gypsy moth and cankerworm. This dense flexible fiber barrier is wrapped around a tree trunk to fill bark crevices and to cut off insects' escape routes. The film barrier is installed over the fiber. The side of the film barrier containing the adhesive faces the tree, eliminating the problem of leaves and other debris sticking to the band and creating a bridge for the bugs to cross. The outside of the barrier is smooth, attractive and resilient. The BugBarrier Tree Band traps different pests in different stages of their life-cycles, including gypsy moth caterpillars and cankerworm larvae.

For more information contact Rittenhouse at www.envirometrics.ca / circle no. 294

4 Aerate great

Look for a new sulky attachment for this popular unit this spring, making it easier to aerate like you mow: round and round or back and forth. Whether you're hugging slopes or going around trees and beds, the TurnAer 26 aerator drives like a mid-size mower because of its brake-assisted turning. Powered by a 4-hp Honda engine, this 26-in.-wide unit pulls cores up to 2-3/4 in. deep and increases production by 30% over comparably sized units. With its weighted transport drums, there's no more filling with water.

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Why shop 'zones' save time

BY HARRY SMITH / Guest Columnist

One of the toughest things to do in our industry is maintain a neat, efficient equipment maintenance area. Most technicians spend too much time just walking — from the grinder to the toolbox, from the mower to the grease gun, from the oil drum to the parts room for a filter and back to the equipment area. The technician's job starts to sound more like urban postal delivery.

Walking isn't the only waste of time. The where-did-I-put-it syndrome eats up more time. Rooting through an unorganized toolbox is inefficient, but we fritter away even larger blocks of time by looking for things that we've misplaced. Tools that don't have a designated place in a shop seem to disappear.

I've started organizing my shop a number of times, but I always made the same mistakes. I wanted everything neat and tidy but I had no plan. I would organize one spot and get discouraged because I couldn't see the bigger picture.

How do you spend your time?

Finally, I discovered "zones." It's not something I thought up but an idea that I borrowed from others.

First, sit down and list your major activities. Don't skip this step; invest in the process and you'll own it. The list may seem long, but that's okay. Here are some categories to kick-start the process — welding and soldering zone, battery service zone, lubrication zone, lifting zone, parts room zone and so on.

Next, look over your list and try to consolidate

zones where it makes sense. There's no magic number. The zones will change as you see ways to increase your efficiency. It's almost always necessary to "tune" the zones as you put them into action.

Sometimes a seemingly brilliant change doesn't work. One of our graduates now working in south Florida made a change in his shop that seemed to be perfect — only to discover he had the battery zone (hydrogen — explosive!) next to the grinding zone (sparks, boom!). Think safety when you're zoning.

As you adjust your zones, don't forget the second keystone in this project — reducing steps.

Start with your daily tasks

Write down the primary tasks that you perform daily, starting with the ones you do most frequently. Greasing equipment? Sharpening blades? Replacing filters? Be brief. List no more than three tasks initially.

Now, compute how many steps it takes to complete each task. If the grinder is in the far corner, your toolbox is on a fixed bench nowhere close and the lift is tucked in another corner, then sharpening blades will feel like you're crossing time zones.

What can you move to reduce the steps? Since you don't want to move the lift, why not make the toolbox mobile and move the grinder? This starts to make sense when you begin to break down your workday into tasks and analyze time and motion.

These methods work. Think and act with zones and fewer steps as your goal, and your efficiency will soar.

— The author is the turf equipment professor at Lake City Community College, Lake City, FL. He can be reached at Smithh@lakecitycc.edu.

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Circle No. 122

Warm-season weed control

Stay cool by incorporating the latest products for weed warfare

BY DR. JEFFREY F. DERR

Weed control is an important practice for those maintaining warm-season turfgrass such as bermudagrass, zoysiagrass, St. Augustinegrass and centipedegrass. Weed control in these species is similar, but not identical, to that used in cool-season turf species as there's varying tolerance to certain herbicides.

Weed management in warm-season turf is dependent upon the major weed species present, the species of turfgrass and site being maintained, growth stage of the turf and the level of weed control desired. With the introduction of several more herbicides for use on warm-season turf, development of a weed control program can be challenging.

Maintaining a thick, healthy turf is the primary defense against weed invasion. Follow recommended insect and disease control, fertilization and irrigation for a dense turf. Weeds will invade thin turf that has been damaged by disease, insect feeding or other stresses.

A yearly activity

Controlling annual grassy weeds is a yearly



◀ Obtaining long-term control of white clover can be difficult in bermudagrass and other turfgrasses.

▼ Large crabgrass is a common weed in most turf situations.



activity in most turf situations. The predominant summer annual grasses are crabgrass species (large, southern and smooth). Other annual grasses can infest turf in summer, such as yellow foxtail, sandbur, barnyardgrass and goosegrass, which is sometimes referred to as silver crabgrass or hard crabgrass.

A major way that these annual grasses are controlled is through the use of pre-emergent herbicides (Table 1). None of these products can be used at seeding time since they stop germination of turf seed as well as germination of grassy weeds.

Most of these products are used only on established turf as they can restrict pegging down of runners when sprigged.

The major exception to this is granular oxadiazon, which can be used at sprigging time of bermudagrass and zoysiagrass, while sprayable oxadiazon can be used during sprigging of bermudagrass. Oxadiazon doesn't inhibit root development, explaining why it can be used at sprigging time. The other herbicides on the list are root inhibitors; thus turf must have an established root system before they can be used.

Staining of sidewalks and buildings can be an issue with the dinitroaniline herbicides (the yellowish-orange group of chemicals that include pendimethalin, prodiamine and oryzalin).

One newer formulation introduced recently is a microencapsulated form of pendimethalin (Pendulum AquaCap). This sprayable formulation is more easily cleaned off of surfaces than the emulsifiable concentrate form and doesn't have the intense color and odor of the emulsifiable concentrate. Another way to address the color/staining issue is to use granular formulations, where the color isn't as noticeable. Or, use a product that lacks a bright color.

You need to know when crabgrass starts to germinate in your region so you can apply the product prior to this point. These chemicals, except for dithiopyr (Di-

mension), won't control established crabgrass. Dimension will control crabgrass up to the tillering stage, but shouldn't be applied by itself to tillered crabgrass.

Obtaining full-season control with pre-emergent herbicides was difficult in 2003 due to all of the rain that occurred in some parts of the country. The more rain a site receives, the shorter time a pre-emergent will last. Two and sometimes three applications may be required for full season crabgrass control in wet years.

The other issue with a pre-emergent approach is that most products last about three months during the growing season.

In warmer climates, crabgrass may germinate over four to five months or more, depending upon the length of the growing season in the area. Crabgrass seemed to come on late in our area the past few years due to cool spring temperatures. Much of the chemical from an early spring application can be depleted by the time peak germination occurs.

Post-emergence crabgrass control can also be obtained through the use of dithiopyr, as mentioned earlier, or use of

the organic arsenicals MSMA and DSMA (Table 2). Multiple applications of the arsenicals may be required, especially for controlling larger plants of crabgrass. The organic arsenicals aren't used on St. Augustinegrass and centipedegrass due to injury concerns. These two herbicides are also used for suppression of the perennial grass dallisgrass.

Drive can be used for control of emerged crabgrass in bermudagrass and zoysiagrass. It also looks promising for crabgrass control at seeding or on young bermudagrass and zoysiagrass turf. An advantage of Drive is that it controls some broadleaf weeds like white clover and has both post-emergence and pre-emergence activity. Siduron (Tupersan), which is used at seeding time for cool-season grasses, cannot be used at seeding time for warm-season turf species.

Certain herbicides have limited use in certain warm-season turf species. The use of Sencor for goosegrass control in bermudagrass is an example. The post-emergent grass herbicides Acclaim Extra, Fusilade/Ornamec, Envoy, Vantage and

Illoxan have narrow uses in certain warm-season turfgrass species.

Acclaim Extra is commonly used in cool-season turf for crabgrass control, but cannot be used in bermudagrass turf. Like Fusilade/Ornamec, it has been investigated for suppression of bermudagrass in cool-season turfgrass. Check the tolerance of the turf being maintained since: 1) the post-emergence grass herbicides affect both annual and perennial grasses due to their systemic nature, and 2) the warm-season turfgrass species differ in their tolerance to these chemicals.

Perennial grass control

The perennial grasses nimblewill and dallisgrass are difficult to control in warm-season turf. There's no selective control for nimblewill. Some people confuse dallisgrass with crabgrass. Dallisgrass isn't readily apparent in the winter since it goes dormant. Dallisgrass becomes noticeable in bermudagrass after it resumes growth in the spring due to its wider leaf blade. The pre-emergent crabgrass herbicides will have no effect on established perennial grasses like dallisgrass. One option is non-selective control with an herbicide such as glyphosate (Roundup Pro, others).

Cool-season grasses can be suppressed in certain warm-season turfgrass while bermudagrass is dormant through the use of atrazine, pronamide (Kerb) or glyphosate. Tall fescue can be suppressed in bermudagrass through the use of certain sulfonylurea herbicides like chlorsulfuron (Corsair), trifloxysulfuron (Monument) or florasulfuron (Revolver). Revolver and Monument are being investigated for suppression of dallisgrass.

Sedge control

Applicators must be able to tell the difference between grasses and sedges since

TABLE 1. HERBICIDES USED FOR PRE-EMERGENT CRABGRASS CONTROL IN WARM-SEASON TURFGRASS

Dinitroanilines	Others:
Benefin (Balan)	Bensulide (Bensumec, Betasan, PreSan)
Benefin + oryzalin (XL)	DCPA (Dacthal)
Benefin + Trifluralin (Team Pro)	Dithiopyr (Dimension)
Oryzalin (Surflan, Oryzalin 4 Pro)	Oxadiazon (Ronstar, Regal Ronstar)
Pendimethalin (Pre-M, Pendulum, others)	Oxadiazon + benefin (RegalStar)
Prodiamine (Barricade, RegalKade)	Oxadiazon + bensulide (Goosegrass/crabgrass control)
	Oxadiazon + pendimethalin (Kansel Plus)
	Oxadiazon + prodiamine (RegalStar II, RegalStar G)

most grass herbicides have no effect on sedges and most sedge herbicides have no effect on grasses. Grasses have a round or flattened stem while sedges have edges and a triangular stem.

Sedges infesting warm-season turf include the perennial weeds green kylling and yellow and purple nutsedge. Other annual and perennial sedges can also occur in turf. Sedges prefer wet sites, warm temperatures and full sun. I received quite a few calls on sedge control in 2003, probably due to the higher rains that fell in the East compared to 2002, which was a dry summer for many people.

Annual sedges aren't as common as the perennial species. They're much easier to control since they only spread by seed, and pre-emergent strategies utilizing



◀ Dallisgrass stands out in bermudagrass due to its wider leaf blade.

▼ Management of dandelion includes control of existing plants plus stopping germination of the wind-disseminated seed.



occur in patches. This lends them to spot-treatment of a post-emergent product, thus utilizing less overall herbicide. Since pre-emergent herbicides have to be applied before emergence, treat the entire lawn.

Post-emergent herbicides used for sedge control include halosulfuron (Manage) and the organic arsenicals MSMA and DSMA, which affect a wide range of sedges; Basagran, used for controlling yellow nutsedge and annual sedges; and imazaquin (Image), used especially for purple nutsedge control.

In some cases, combinations such as MSMA plus Image are used to improve effectiveness on yellow nutsedge. A newly developed sulfonylurea herbicide, trifloxy-sulfuron (Monument), has shown promise for sedge control. It can be used on bermudagrass and zoysiagrass in non-residential turf sites. Basagran won't control purple nutsedge, so it's important to tell yellow from purple nutsedge. Yellow nutsedge has a long, sharp leaf tip, tubers at the end of short rhizomes, tan tubers with a sweet taste and a yellowish seed-head. Purple nutsedge has a brownish-purple seedhead, a blunt leaf tip and dark brown tubers that occur in chains and have a bitter taste.

Multiple applications will be needed if Basagran or an organic arsenical is used, primarily because these herbicides have essentially no soil activity and are primarily contact in action. Manage and Image are

systemic and thus slower acting than contact-type products.

One way to control broadleaf weeds is through post-emergent application of phenoxy, benzoic or pyridine-type growth regulator herbicides. Examples of phenoxy herbicides include 2,4-D, 2,4-DP and MCPP. Dicamba is a benzoic herbicide, while the pyridine group includes clopyralid, triclopyr and fluroxypyr.

Extra for the tough guys

Expect to use repeat applications for certain tough broadleaf weeds like Virginia buttonweed or wild violets. I've seen effective short-term control of Virginia buttonweed with a number of the combination broadleaf herbicides sold for turf use. However, regrowth of Virginia buttonweed often occurs about a month or so after application. Count on making follow-up treatments.

Although there are a limited number of active ingredients, they're sold in various combinations and concentrations. Combining two or three of these herbicides together will broaden the spectrum of weed control as no single herbicide will control all broadleaf weed species.

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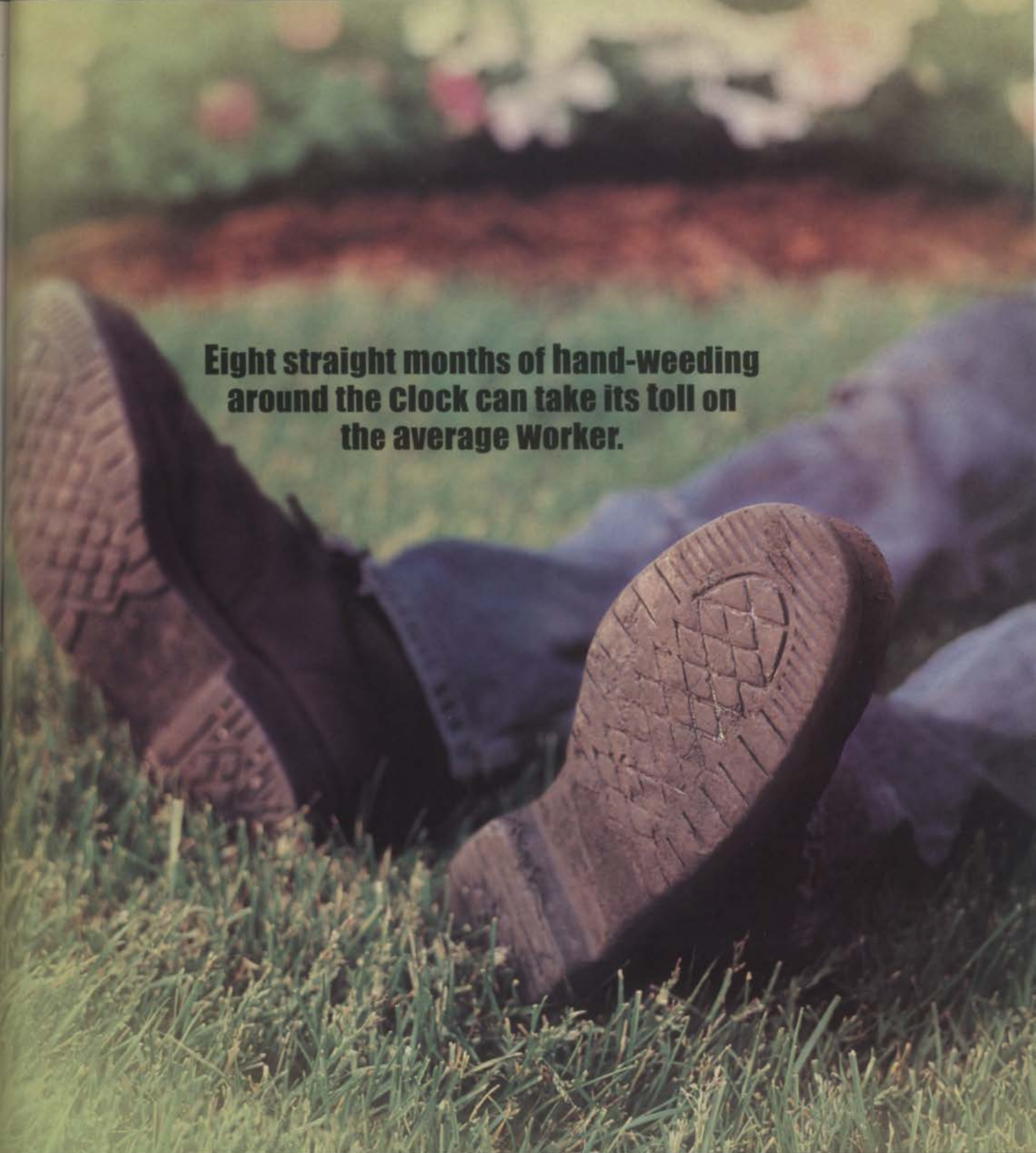
TABLE 2. HERBICIDES USED FOR POST-EMERGENT CRABGRASS CONTROL IN BERMUDAGRASS AND ZOYSIAGRASS

Dithiopyr (Dimension)
MSMA, DSMA (various trade names)
Quinclorac (Drive)

metolachlor (Pennant Magnum) or Ronstar (oxadiazon) can be effective in bermudagrass turf. Pennant Magnum will also control yellow but not purple nutsedge. Ronstar or the other pre-emergent crabgrass herbicides won't control any perennial sedge.

Matter of choice

Perennial sedges are primarily controlled through the use of post-emergent herbicides (Table 3). In my opinion, post-emergent herbicides are a better option for perennial sedge control since these weeds generally




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Speed of action is an issue with those maintaining turf as clients often expect to see rapid results. One way that speed of action on broadleaf weeds can be increased is through the addition of a contact herbicide like carfentrazone. This herbicide is sold by itself under the QuickSilver name, as well as in combination with three-way growth regulator herbicides under the names Speedzone and Powerzone. Carfentrazone can burn certain broadleaf weeds like Virginia buttonweed, buckhorn plantain and yellow woodsorrel within a day of application. Since this is only a contact herbicide, it won't control perennial broadleaf weeds.

Those weeds will ultimately be controlled by the growth-regulator herbicide in the tank mixture. Some feel the benefit

TABLE 3. HERBICIDES USED FOR POST-EMERGENT SEDGE CONTROL IN WARM-SEASON TURF

Halosulfuron (Manage)
Imazaquin (Image)
MSMA, DSMA
Bentazon (Basagran)

from the addition of carfentrazone is especially useful under cold weather conditions, which slow down the activity of systemic herbicides.

Centipedegrass and St. Augustinegrass can be injured by the growth regulator herbicides. One way to address this issue is through the application of reduced rates. One will generally see the wording "for sensitive Southern grasses" on products that utilize reduced rates so as to allow application to these turfgrass species.

Check the tolerance before using a prod-

uct containing triclopyr on warm-season turf since bermudagrass and other species can be injured under certain situations. This is unfortunate since triclopyr is one of the more effective herbicides on difficult-to-control broadleaf weeds like wild violets, ground ivy and lespedeza.

Annual broadleaf weeds can be controlled by pre-emergence applications of Gallery. This herbicide will also control perennial broadleaf weeds like dandelion and buckhorn plantain from seed, but it won't control established broadleaves.

A post-emergent herbicide could be applied for existing dandelion, and Gallery included for residual control. Dormant applications of atrazine or simazine will also control a wide range of annual broadleaf weeds.

The pre-emergent crabgrass herbicides will control certain broadleaves from seed. One good example would be prostrate/spotted spurge, which can be difficult to control in a post-emergence state. The dinitroaniline herbicides, including prodiamine, pendimethalin and oryzalin, provide effective pre-emergent spurge control. Use of split applications should be beneficial here since spurge becomes more of a problem during the summer months while crabgrass starts to germinate earlier in the growing season.

Transition tools

One group of herbicides that has seen new registrations in warm-season turf is the sulfonylurea herbicide class (Table 4). This group of chemicals possesses pre-emergence and post-emergence activity. One important use of these products is transitioning from overseeded ryegrass back to bermudagrass in the spring, along with controlling winter annuals like annual bluegrass. Older members include Corsair (chlorsulfuron) and Manor (metsulfuron), plus the newer products TranXit (rimsul-

TABLE 4. SULFONYLUREA HERBICIDES USED FOR TRANSITIONING FROM RYEGRASS TO BERMUDAGRASS AND FOR WEED CONTROL.

chlorsulfuron (Corsair)
metsulfuron (Manor)
rimsulfuron (TranXit)
trifloxysulfuron (Monument)
floramsulfuron (Revolver)

furon), trifloxysulfuron (Monument) and floramsulfuron (Revolver).

These herbicides also control a range of annual and perennial broadleaf weeds. Check the site list on the label since some of these products cannot be used on residential turf.

In general, herbicides are applied either to dormant warm-season turf or after the turf has fully greened up and is actively growing. Unless recommended on the label, avoid applications during the greenup phase since certain products can delay this process. Certain products are used only during the dormant phase. Rotate herbicides to reduce the potential for development of resistance in weed species.

Read and follow all label instructions when considering herbicide application. There are quite a few products available, but some have very specific uses and cannot be applied to all turf situations. Be careful when making applications near cool-season turf since drift of certain products used on warm-season turf can injure grasses like tall fescue, bentgrass and perennial ryegrass. **LM**

— Jeffrey Derr is a Professor of Weed Science with Virginia Tech. He can be reached at 757/363-3900 or jderr@vt.edu.

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Circle No. 123

Cool-season weed control

What to use, where to use it and when to use it to control pesky grassy and broadleaf weeds

DR. PETER LANDSCHOOT

Spring is just around the corner and one thing is certain — last year's bumper crop of weeds produced enough seed and vegetative structures to ensure that a vigorous new generation will emerge in lawns within a few short weeks. This year get a head start on grassy and broadleaf weeds by devising a strategy of cultural and chemical controls that will keep weed encroachment to a minimum.

Develop a cultural program

Prior to the spring rush, take some time to assess the condition of your turf and soil so that you can develop a good cultural management program for controlling weeds. If you haven't done so recently, test the soil so that pH and fertility levels can be determined and adjusted if necessary. Too high or too low a soil pH and inadequate fertilization reduces the competitiveness of turf, resulting in a thin lawn and weed invasion. Maintaining the correct soil pH for cool-season turfgrasses (between 6.0 and 7.0) will increase the efficiency of your fertilizer applications and slow thatch development.



A mowing height study on Kentucky bluegrass shows that as mowing heights are lowered, the amount of prostrate spurge increases. Mowing heights (l. to r.) are 1.0 inch, 1.75 inch and 2.5 inch. Many weeds need light to establish, and low mowing heights allow them to receive it.

Proper mowing practices can go a long way in reducing weed invasion in lawns. Time and again, studies have shown that as mowing heights are lowered, weed invasion increases. Many weeds need light to establish and grow, and low mowing heights allow weed seedlings to receive light and compete with turf. Typically, cool-season turfgrasses in lawns should be mowed at two inches or slightly higher and on a frequent basis — at least once per week during the cool, moist parts of the growing season.

Determine if you have a grass mixture that's well adapted to the site. Many lawns are established with inferior varieties and mixtures of species that aren't suited to the conditions at the site. If this is the case, the turf will deteriorate and weeds will begin to take over the lawn. Complete renovation is usually the answer to this problem, but a regular program of selectively seeding thin

areas with high quality seed of well-adapted species can improve the turf and slow weed encroachment.

Highly trafficked lawns often deteriorate due to soil compaction and wearing of the grass. These lawns typically become infested with knotweed, plantain and other weeds that tolerate compacted conditions. Seeding with a wear-tolerant turfgrass, such as tall fescue, combined with an aeration program and limiting or redirecting traffic at the site can give the turf a chance to compete with weeds.

There are a number of other cultural practices that can improve turf and limit weed invasion. Although cultural measures may be labor intensive and costly at first, the improved condition of the turf will likely translate to fewer herbicide applications and reduced costs over the long run.

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The summer annual grasses (crabgrass, goosegrass and foxtails) can be controlled with pre-emergent and post-emergent herbicides. Pre-emergent herbicides control summer annual grasses by forming a chemical barrier in the soil prior to germination and emergence in spring. As the young seedlings try to emerge from the soil, they encounter this barrier, absorb the herbicide and die. You can use one of several different pre-emergent herbicides to control summer annual weeds. The product you choose will depend on several factors, including effectiveness and duration of control, safety on established turf species and newly seeded turf, and formulation (liquid vs. granular).

The application timing of pre-emergent herbicides is the most important part of an annual grass control program. Generally,



◀ **Figure 1a:** Crabgrass plant with many leaves and multiple tillers (stems) in July may indicate the plant emerged prior to pre-emergent herbicide application.

▼ **Figure 1b:** If the plants have only three leaves with one stem in mid-summer, then they probably germinated late, perhaps after the herbicide activity began to break down.



the best time to apply a pre-emergent herbicide is about two weeks before the beginning of the germination period in spring. Depending on your location in the northern United States, crabgrass begins to germinate sometime between mid-April and late May, usually when soil temperatures at the two-inch depth are between 50° F and 55° F at dawn for three consecutive days. If crabgrass begins to germinate in early May in your location, then your treatment is best applied by mid-April. Most state extension services

have publications listing suggested pre-emergent herbicide application dates according to location.

Occasionally, pre-emergent herbicides will be applied late — after the initial crabgrass germination period begins. If this happens, some seedlings will emerge and grow throughout the spring and summer. When crabgrass plants are observed in the lawn in June and July, these may be plants that emerged prior to herbicide application.

One way you can tell that this may have occurred is the size and growth stage of the plant. If crabgrass plants are large with many leaves and multiple tillers (stems) in late June and July, chances are they germinated early — perhaps prior to herbicide application (Fig. 1a). If the plants have only three leaves with one stem in mid-summer, then they probably germinated late, perhaps after the herbicide activity began to break down (Fig. 1b). Other possible reasons why “break-through” of crabgrass and other summer annuals occurs is poor application coverage of the herbicide, disruption of the herbicide barrier, and environmental condi-

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SOME HERBICIDES FOR THE CONTROL OF SUMMER ANNUAL GRASSES IN COOL-SEASON TURF

Pre-emergent herbicides

Generic names	Trade names and formulations
Benefin + trifluralin	Team Pro
Dithiopyr*	Dimension EC, Dimension Ultra 25C, Dimension Ultra WSP
Oxadiazon	Ronstar 50 WSP, Ronstar G
Pendimethalin	Pendulum 2G, Pendulum 3.3 EC, Pendulum WDG, Pre-M 3.3 EC, Pre-M 60 DG
Proflaminate	Barricade4FL, Barricade 65WG
Siduron	Tupersan

Post-emergent herbicides

Dithiopyr*	Dimension EC, Dimension Ultra 25C, Dimension Ultra WSP
Fenoxaprop-p-ethyl	Acclaim Extra
MSMA (monosodium methanearsonate)	MSMA Soluble Granules
Quinclorac	Drive 75 DF-

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tions favoring weed seed germination and degradation of herbicides.

Most pre-emergent herbicides aren't selective only for summer annual weeds and will also inhibit emerging and newly established turfgrass seedlings. Thus, seedings of turfgrasses should be postponed until after application of the pre-emergent herbicide, usually for the amount of time specified on the herbicide-manufacturer's label.

For example, the label of the pre-emergent herbicide Barricade (proflumicarb) recommends waiting from four to six months following application before seeding turfgrasses (depending on the product rate and number of applications). If spring or summer seeding is necessary, the pre-emergent herbicide Tupersan (siduron) can be applied because it controls crabgrass but does not affect turfgrass seedlings. Alternatively, you can dispense with pre-emergent herbicides altogether and apply post-emergent herbicides for control of summer annual grasses later in the season.

In cases where pre-emergent herbicide applications aren't effective, or couldn't be

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SOME BROADLEAF HERBICIDES AND HERBICIDE COMBINATIONS FOR USE IN COOL-SEASON TURF.

Generic name	Trade name
2,4-D (amine)	Solution Water Soluble, DMA 4 IVM, Dri-Clean, Weeddestroy AM-40
Clopyralid (amine)	Lontrel
Dicamba (amine)	Banvel
Fluroxypyr	Spotlight
MCPA (amine)	MCPA-4 Amine
MCPA (ester)	MCPA LV 4 Ester
Triclopyr (ester)	Turfion Ester
2,4-D + 2,4-DP (ester)	Turf Weed & Brush Control
2,4-D + 2,4-DP + MCPA (amine)	Dissolve, Triamine
2,4-D + MCPA + dicamba (amine)	Trimec Classic Broadleaf Herbicide, Trimec Bentgrass Formula, Triplet Water Soluble, Triplet Hi-D, Triplet SF, Bentgrass Selective, Three-Way Selective
2,4-D + 2,4-DP + dicamba (ester)	Super Trimec, Three-Way Ester II
2,4-D + triclopyr (amine)	Chaser II Amine
2,4-D + triclopyr + clopyralid (amine)	Momentum Premium
2,4-D + clopyralid + dicamba (amine)	Millennium Ultra
MCPA + 2,4-DP + MCPA (amine)	Triamine II
MCPA + MCPA + dicamba (amine)	Tri-Power
MCPA + triclopyr + dicamba (amine)	Horsepower, Eliminate
MCPA + triclopyr + dicamba (ester)	Coolpower
MCPA + triclopyr + clopyralid (amine)	Battleship
MCPA + clopyralid + dicamba (amine)	TruPower
Triclopyr + clopyralid (amine)	Confront
Isoxaben (pre-emergent herbicide)	Gallery 75 DF

Spotlight: A new substitute herbicide for clopyralid in residential turf

Clopyralid is a broad-spectrum broadleaf herbicide present in numerous herbicide formulations and used widely in cool-season turf. In 2002, Dow AgroSciences voluntarily amended the clopyralid technical product label to eliminate use of the product for residential turf in the United States, responding to concerns about the potential for damage to sensitive plants from clopyralid-treated turf residues in compost. The label change

was based on several reports of plant damage from compost containing trace amounts of clopyralid and not on human health concerns. Products containing clopyralid (with the newly amended label) sold after 2003 will no longer be used in residential lawns. Clopyralid-containing products can still be used in non-residential turf markets such as institutional grounds, athletic fields and golf courses.

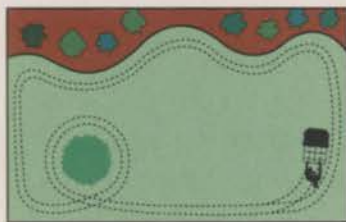
Because clopyralid is a popular and

effective product for controlling clover and other lawn weeds, Dow AgroSciences has investigated a closely related alternative herbicide called fluroxypyr for use in residential lawns. Tests at Penn State and other universities show that fluroxypyr has activity similar to clopyralid against clover, ground ivy, dandelion, buckhorn plantain and other broadleaf weeds. Dow AgroSciences recently received label registration from the USEPA for Spotlight herbicide (active ingredient fluroxypyr). Spotlight is labeled for residential lawns and other turf uses in the United States.

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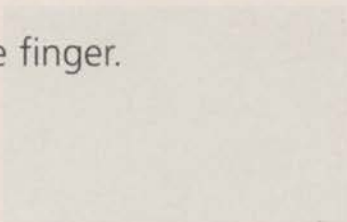
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applied (perhaps due to spring seeding of turf), post-emergent herbicides can be used to selectively kill emerged crabgrass plants in turf later in the season. Advantages of this approach are that you only need to treat those areas where crabgrass emerged (saving time and money), and you can combine post-emergent herbicides with certain pre-emergent herbicides to provide residual control throughout the remainder of the season. Disadvantages are that some post-emergent herbicides are only effective on relatively young crabgrass plants, are less effective under drought conditions, and under certain conditions may cause some discoloration of turfgrasses.

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The need for speed

In today's fast paced society, it seems that customers want everything done quickly — including weed control. Some manufacturers have attempted to satisfy this demand by adding fast-acting herbicides to formulations containing slower acting, systemic herbicides. One such example is the addition of the fast-acting herbicide carfentrazone to mixtures containing 2,4-D, MCPA, MCPP and dicamba. Carfentrazone belongs to a class of herbicides called protox inhibitors and acts on broadleaf weeds by disrupting chlorophyll synthesis — resulting in rapid yellowing and desiccation. This herbicide doesn't translocate throughout the plant, thus it doesn't provide adequate broadleaf weed control by itself. However, when it's combined with the systemic broadleaf herbicides 2,4-D, MCPA, MCPP and dicamba, the result is fast burndown and, eventually, complete kill. The herbicides Speed Zone and Power Zone begin to show desiccation injury on some weeds within three days of application and provide control comparable to systemic broadleaf herbicides by 30 days after treatment. Fast-acting herbicides may not be necessary for all applications, but when there's a need for speed, you now have some effective options.

SUMMARY OF CHEMICAL CONTROL STRATEGIES FOR SOME COMMON BROADLEAF WEEDS IN COOL-SEASON TURF.

Weeds	Suggestions for control
Chickweed (common and mouse ear)	Post-emergent herbicides containing MCPP; MCPP and dicamba; triclopyr; triclopyr and clopyralid; triclopyr and 2,4-D. Spring or fall applications when plants are actively growing. Some pre-emergent herbicides will control plants germinating from seed, especially if applied in fall.
Clover, black medic, and other small legumes	Post-emergent herbicides containing dicamba; dicamba and MCPP; clopyralid; clopyralid and triclopyr; fluoxypyr; quinclorac. Spring, summer or fall applications when plants are actively growing.
Dandelion	Post-emergent herbicides containing 2,4-D; 2,4-D and 2,4-DP; 2,4-D and triclopyr; triclopyr and clopyralid. Spring or fall applications when plants are actively growing.
Ground ivy	Combinations of post-emergent herbicides are most effective, especially those containing triclopyr. Use products containing 2,4-D and triclopyr; triclopyr and clopyralid; 2,4-D, MCPP, and dicamba. Spring or fall applications when plants are actively growing. Fall applications are most effective if applied just after first significant frost.
Henbit	Combinations of post-emergent herbicides are most effective. Use products containing 2,4-D and triclopyr; 2,4-D, MCPP, and dicamba; triclopyr and clopyralid. Spring or summer applications when plants are actively growing. Henbit control is very slow when herbicides are applied in cool weather. Some pre-emergent herbicides will control plants germinating from seed, especially if applied in fall.
Knotweed	Post-emergent herbicides containing dicamba; dicamba and MCPP; clopyralid and triclopyr; fluoxypyr; quinclorac. Spring or summer applications when plants are actively growing. Some pre-emergent herbicides will control plants germinating from seed if applied in spring.
Oxalis (yellow woodsorrel)	Combinations of post-emergent herbicides are most effective, especially those containing triclopyr. Use products containing 2,4-D and triclopyr; triclopyr and clopyralid; 2,4-D, MCPP, and dicamba. Spring or fall applications when plants are actively growing. Some pre-emergent herbicides will control plants germinating from seed if applied in spring.
Plantains (broadleaf and buckhorn)	Post-emergent herbicides containing 2,4-D; 2,4-D and 2,4-DP; 2,4-D and triclopyr; triclopyr and clopyralid. Spring or fall applications when plants are actively growing.



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Post-emergent herbicide products differ, and care should be exercised when choosing a product for a particular situation. For example, the herbicide Dimension acts as both a pre-emergent and post-emergent herbicide for crabgrass control, but only provides reliable post-emergent control prior to crabgrass tiller initiation. On the other hand, Acclaim Extra (fenoxaprop-*p*-ethyl) provides only post-emergent control, but controls emerged crabgrass with up to three tillers with a single application.

Another post-emergent herbicide, Drive (quinclorac) controls young, recently emerged crabgrass as well as mature, multi-tillered crabgrass later in the season. As a bonus, Drive will control certain broadleaf weeds, including some species of speedwell (*Veronica spp.*). Read labels of post-emergent annual grass herbicides for information on effectiveness according to stage of crabgrass development, environmental conditions and combining with other herbicides.

Broadleaf weeds

Broadleaf weeds are usually controlled with selective post-emergent herbicides.

The most common broadleaf herbicides used in turf include 2,4-D, 2,4-DP (dichlorprop), MCPA, MCPP (mecoprop), dicamba, clopyralid and triclopyr. There are many different commercial formulations and mixtures of these compounds. Because broadleaf post-emergent herbicides are more effective on some weeds than others, it's important to identify the weed(s) to be controlled before selecting one of these herbicides.

Liquid post-emergent broadleaf herbicides are available as salts and esters. The most popular salt formulation is the amine salt, which is soluble in water and essentially nonvolatile. Esters are soluble in organic solvents, so they're formulated as emulsifiable concentrates. Esters provide better penetration of the waxy coating on leaves of some weed species when compared with salts. Ester formulations are more volatile than amine salts, but the threat of damage to landscape plants due to volatilization of turfgrass herbicides is minor and generally presents no serious problems when used according to environmental restraints listed on the label.

The most effective control of broadleaf weeds is obtained when post-emergent

herbicides are applied as sprays to foliage (and not washed off). Granular formulations of these products are sometimes used to control broadleaf weeds; however, granulars should be applied to moist (dew-covered) foliage for optimum control. Post-emergent broadleaf herbicides are most effective when weeds are actively growing (spring and fall) and when air temperatures are greater than 70° F. During these periods, absorption and translocation of the herbicides by weeds are greatest, and desirable turf species have a chance to grow into the voids left after the weeds are killed.

Some annual broadleaf weeds are controlled with pre-emergent herbicides. Knotweed and prostrate spurge, for example, are controlled with Pendulum (pendimethalin), a common pre-emergent annual grass herbicide. Pre-emergent herbicides control only weeds germinating from seeds, and have no activity on broadleaf weeds generated from underground vegetative structures. **LM**

— *The author is Professor of Turfgrass Science at Penn State University. He can be contacted at pjl1@psu.edu.*

SUMMARY OF COMMON BROADLEAF WEED CHEMICAL CONTROL STRATEGIES FOR COOL-SEASON TURF

Weeds	Suggestions for control
Speedwells (creeping and corn)	The post-emergent herbicide quinclorac provides effective control. Quinclorac can be combined with other broadleaf herbicides such as clopyralid, triclopyr, 2,4-D to increase activity against speedwell and to control other weeds. Applications when plants are actively growing in spring and summer.
Spurge (prostrate)	Post-emergent herbicides containing dicamba; triclopyr; clopyralid and triclopyr; 2,4-D and 2,4-DP. Spring or summer applications when plants are actively growing.
Wild garlic and onion	Post-emergent herbicides containing ester formulations of 2,4-D; 2,4-D and 2,4-DP; 2,4-D, MCPP, and dicamba. Spring applications when plants are actively growing.
Wild violet	Combinations of post-emergent herbicides are most effective, especially those containing triclopyr. Use products containing 2,4-D and triclopyr; triclopyr and clopyralid; 2,4-D, MCPP, and dicamba. Spring or fall applications when plants are actively growing. Repeat applications are usually needed for adequate control.
Yellow rocket	Post-emergent herbicides containing 2,4-D; 2,4-D and 2,4-DP; 2,4-D and triclopyr; triclopyr and clopyralid. Spring applications when plants are actively growing.



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Sutech

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For more information contact Sutech at 888/536-8368 or www.sutechusa.com / circle no. 266

Buying tips

- ▶ Cut height must be easy to adjust
- ▶ Determine the ease of using drive levers
- ▶ Can you easily access the underside of the deck?
- ▶ Check the compatibility of ground speeds with your stride
- ▶ Hydrostatic transmission or standard transmission?
- ▶ Are there attachments available to do other jobs?
- ▶ Check the footprint required on a trailer or garage
- ▶ Make sure it's easy to load onto a truck and transport
- ▶ A large fuel tank means more productivity

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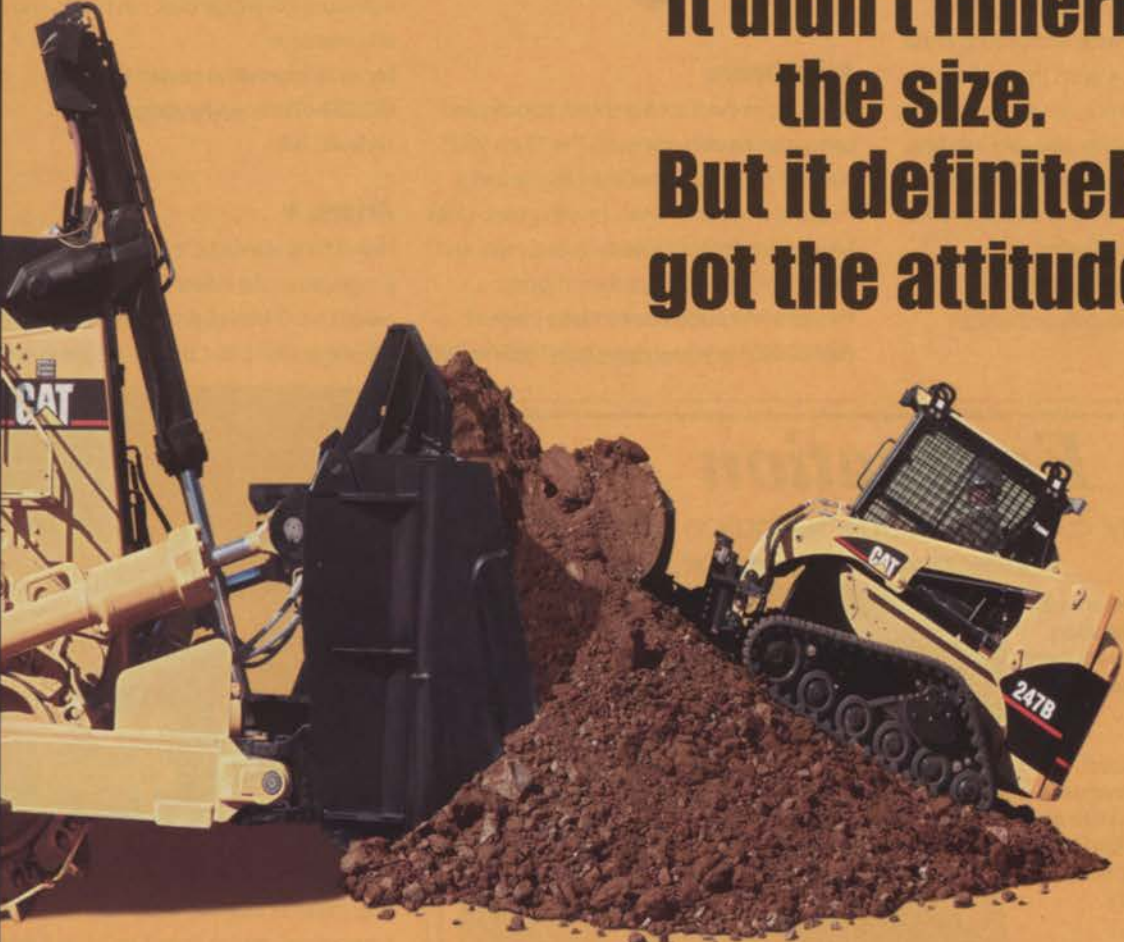
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LM Reports

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Billy Goat ▶

An affordable, robust trim mower, the new 33-in. Billy Goat FM3300 requires little trailer space and fits easily through 36-in. gates. Powered by a 13-hp B&S Intek engine, with electric or pull start, it has 5-speed sealed transaxle with reverse and parking brake standard. Cut height adjusts from 1.5 to 4 in. Triple blade design keeps wheelbase short for optimum maneuverability and easy handling — shorter than many 21-in. mowers. Electric start version is available. Easy access for belt, pulley and brake maintenance.

For more information contact Billy Goat at 816/524-9666 or www.billygoat.com / circle no. 267



John Deere

HD-series mowers control speed, tracking and parking brake with one lever. The 17-hp HD75 has 32/6 cu. in. OHV Kawasaki engine and a choice of 36-, 48- or 54-in. mowing deck. Units have infinite forward speeds up to 6 mph, and the 5-gal. fuel tank keeps them moving.

For more information contact John Deere at 800/537-8233 or www.deere.com / circle no. 268

Exmark

The new 5.5-hp Honda engine option is now available on the Metro Commercial 21-in. walk-behind. Choose one of three drive styles: hand-push, self-propelled and self-propelled with blade brake clutch. The 21-in. die-cast aluminum TriVantage deck can mulch, bag or side-discharge.

For more information contact Exmark at 402/223-4010 or www.exmark.com / circle no. 269

Ariens ▼

New 5.5-hp Honda GCV overhead cam engine is available on the Ariens LM21. The self-propelled Disc-O-Matic Drive System is infinitely adjustable. This 3-in-1 mower lets the operator



bag, mulch or side discharge clippings from six cut positions ranging from 1 to 3.5 in. Baked-on coat finish resists corrosion. Two-year manufacturer's warranty.

For more information contact Ariens at 800/472-8359 or www.gravelly.com / circle no. 270

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Ferris Industries ▲

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For more information contact Ferris Industries at 800/933-6175 or www.ferrisindustries.com / circle no. 272

Encore

Premier HydroPro mowers doubled their traction control by using two V-belts to each rear drive wheel. Available in 32-, 36- and 48-in. decks of 7-gauge steel, they feature front-to-back stabilizing Z-Bar. The 5-speed, 9-spline transmission, bolt-on rim pulleys and drum, and 6-in. brake drums are standard. Work long hours with the 6-gal. fuel tank.

For more information contact Encore at 800/228-4255 or www.encoreequipment.com / circle no. 273

Bunton

Hydro walk-behind is available with 36- or 61-in. decks. Unit's hydrostatic drive has dual pumps and wheel motors. Choose the 15-, 17- or 21-hp Kawasaki V-Twin engines. Smooth-tread pneumatic anti-scalp wheels are gentle on turf. A jumbo grass catcher, mulch kit and striping kit are available.

For more information contact Bunton at 888/922-8873 or www.bunton.com / circle no. 274

Rich Manufacturing

This versatile unit converts a zero from a rider to a walker, making it as flexible as any hydro walk-behind. In addition, it converts to a wheelbarrow, vacuum or a sprayer. Choose 17-hp V-Twin Kawasaki or V-twin Kohler engines. Units have 12-volt electric-start engines.

For more information contact Rich at 765/436-2744 or www.convertiblemower.com / circle no. 275

Jacobsen

Z-control loop handles minimize fatigue on this 54-in. hydro-drive walk-behind mower. Choose 15-, 17- or 21-hp Kawasaki V-Twin gas engines. This mower has true zero-turn radius capability. Mulch Baffle kit features Eliminator blades to chop grass into fine particles.

For more information contact Jacobsen at 866/522-6273 or www.jacobsen.com / circle no. 276

Swisher

This unit's 42-in. width reduces mowing time, and its large pneumatic tires provide easy steering. Powered by a 9-hp B&S engine, this self-propelled model has 4-speed transmission with reverse. Infinite cutting height adjustments within a 4-in. range. Variable height handles adjust for operator comfort.

For more information contact Swisher at 800/222-8183 or www.swisherinc.com / circle no. 277

Honda

The Honda HRC216SXA is a commercial mower with heavy duty 2-speed transmission.

LM Reports

Unit features a rear bagger and engine upgrade. Works with Roto-Stop blade brake clutch. Also available is the HRC216HXA version with hydrostatic transmission. All commercial decks feature extra-heavy duty steel.

For more information contact Honda at 800/426-7701 or www.honda.com / circle no. 278

Wright ▶

Velke ride-on features an adjustable deck with heights from 1.75 in. to 4.50 in. Powered by Kawasaki 15- or 17-hp recoil, or 17-hp recoil and electric-start engines, it reaches ground speeds up to 7.5 mph. Check out the 6.4-gal. fuel tank and self-neutralizing control handles. Accessories include Pro-1 or X-2 sulkies, Grass

Gobbler, Grass Gobbler Turbo 10, Leaf Gobbler and mulching baffle kit.

For more information contact Wright at 301/360-9910 or www.wrightmfg.com / circle no. 279

Scag

Available with fixed deck or Ultimate floating deck, these walk-behinds have deck widths from 32 in. to 61 in. Plenty of choices available, including hydro or belt-drive models and a full line of engines from 13 hp to 21 hp.

For more information contact Scag at 920/387-0100 or www.scag.com / circle no. 280



Hustler

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For more information contact Howard Price at 636/532-7000 or www.howardpriceturf.com / circle no. 283

Yazoo/Kees ▼

New Klutter lineup offers the durability and productivity of a hydro walk, at a cost just over a gear drive unit. The IZT features dual, sealed-for-life transmissions from Hydro-Gear. This eliminates hoses, oil filters, reservoirs and the cost of maintaining them. The

Kutter IZT intermediate walk-behinds are available in three models, a 36-in. 15-hp



unit; and a 48-in. unit in either a 15 hp or 17 hp engine.

For more information contact Yazoo/Kees at 877/368-8873 or www.yazookees.com / circle no. 284

Walker Manufacturing

Aptly named Walker by Walker is a compact, mid-size unit powered by a 15-hp Kawasaki engine. Five 36- to 56-in. side-discharge and a 42- or 52-in. mulching deck available. The Walker accepts the same full-floating decks used on the rider, and has the same deck tilt-up function. Two HydroGear zero-turn transaxles let operators trim close to edges and zigzag handily. Simple, forward-speed control eliminates thumb locks.

For more information contact Walker at 970/221-5614 or www.walkermowers.com / circle no. 285

Eastman Industries

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For more information contact Eastman at www.hovermower.com / circle no. 286



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LM Reports

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For more information contact Bob-Cat at 888/922-8873 or www.textronturf.com/ circle no. 287

Gravely

New for 2004 on the PRO 21 SCH is a 5.5-hp Honda GCV overhead cam engine. The mower's infinite speed control adjusts to the user's stride, and the compact handlebar folds for easy storage. Unit has six cutting positions from 1 to 3.5 in. The 14-gauge steel deck with "rolled under lip" creates a seal with the ground, increasing grass lift for superior bagging and mulching.

For more information contact Gravely at 800/472-8359 or www.gravely.com/ circle no. 288

Snapper

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Tru-Cut

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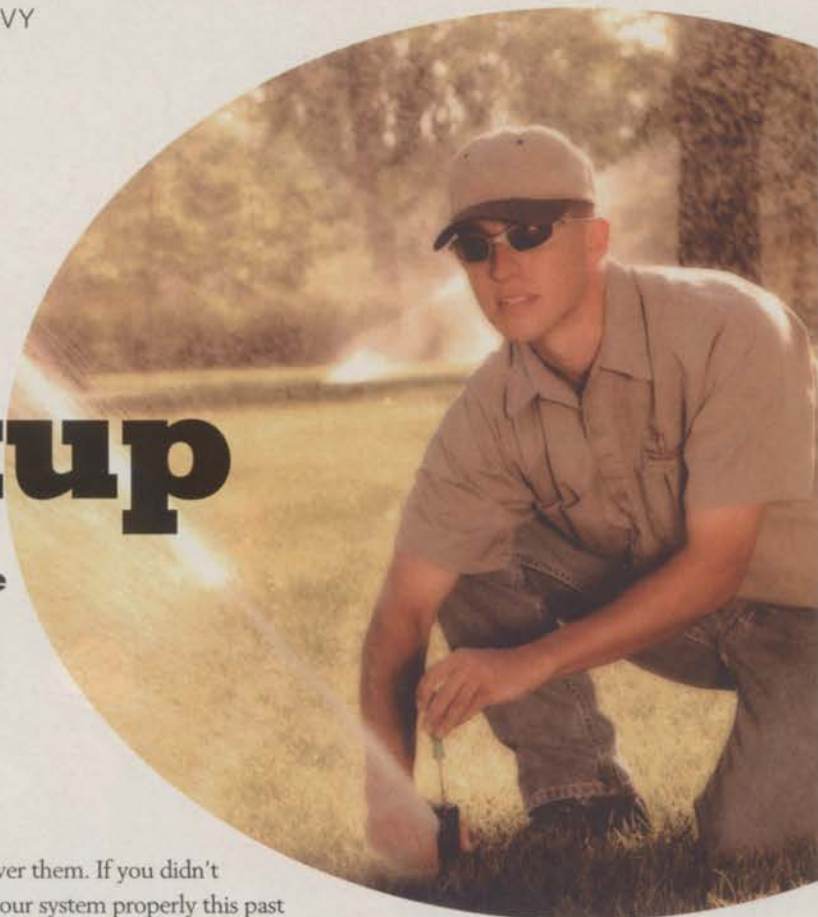
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Circle No. 134

Rotor checkup

Seven steps to guarantee season-long irrigation operating efficiency

BY RON HALL / Editor-in-Chief



If you look at an irrigation sprinkler as merely a collection of gears, springs and seals encased in a rigid tube, you're looking at it all wrong. Hey friend, give that finely engineered piece of equipment its proper due.

Just take a minute to think about its importance to your customers' properties. What kind of livelihood could you generate in this business without water? You could, in fact, argue that no other single product is more vital to the health and appearance of the landscapes that you install or manage. Irrigation is the most important factor in growing and maintaining turfgrass and ornamentals in most landscapes.

Now that we've got a proper respect for that rotor, let's see what we can do for it to keep it doing what it's designed to do.

Follow this seven-step maintenance program to keep your irrigation rotors in peak operating efficiency:

1 Check for cracks. Look carefully at each rotor, especially along driveways because vehicles have a nasty habit of run-

ning over them. If you didn't flush your system properly this past fall, you might find more than a few cracked units. Shame on you.

2 Clean the screens. The purpose of a screen is to catch and hold debris.

When enough stuff gets trapped it restricts the water flow through the rotor. Check and clean the screens found at the base of the rotor or turret and flush the line, making sure you don't put even more debris back into the system in the process.

3 Replace worn seals. Do you see water seeping out between the rotor turret and the cap? (Remind you of that old oil-eating beater you used to drive?) With some rotors, all you have to do is replace the seal; in others the cap must be replaced.

4 Replace worn nozzles. This is not uncommon in areas where there's grit or other solids in the irrigation water. Closely observe the "throw" of the water. If it looks jagged and uneven, check those nozzles. If in doubt, replace; they're inexpensive.

There's no reason why landscape contractors shouldn't provide scheduled rotor maintenance. It's not technically difficult.

5 Adjust the arc. Rotors are designed to dispense water in a sufficient volume and pattern to meet the irrigation needs of the individual and particular property where they've been installed. While it's unusual for them to get out of adjustment by themselves, it's not as unusual for frolicking youngsters, hurried landscape maintainers or well-meaning homeowners to do something to put them out of whack.

6 Check the rotation. The very word "rotor" signifies something here. In observing them in the startup cycle, make sure they rotate as they should. Replace those that don't.

7 Fight off the thatch. Remove or thin the thatch around your rotors. You may have to install risers on rotors in older systems with more mature landscapes. **LMI**

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Remaining 2004 Schedule

Some of these day-long workshops were designed to coincide with some other events you may already be traveling to.

- Atlanta – February 19
- Washington, D.C. – March 10
- Denver – March 25

Dorchester Towers

Property at a glance

Location: Arlington, VA

Grounds Supervisor: Jock Robertson

Category: Condominium, Apartment Complex or Planned Community

Total budget: Withheld

Year site built: 1961

Acres of turf: 1

Acres of woody ornamentals: 1/4

Acres of display beds: 1/4

Total paved area: 2 acres

Total man-hours/week: 400

Maintenance challenges

- ▶ Every side of the building is the "front" and must always be perfect
- ▶ Many plant containers to monitor

Project checklist

- Completed in last two years:
- ▶ Installation of a roof garden
 - ▶ Renovation of rose garden

On the job

- ▶ 7 full-time staff, 2 seasonal employees, 6 licensed pesticide applicators

2003 PGMS Grand Award Winner for Condominium, Apartment Complex or Planned Community

When Jock Robertson interviewed with the E.G. Reinsch Corporation 33 years ago, he told the boss he wanted a job that he didn't have to work that much at. The boss replied by saying, "I don't care how much time you take off, as long as you get your work done."

And that's how Robertson found his perfect job. Today, Robertson is grounds manager for Reinsch Corp.'s Dorchester Towers Apartments, and he's got his system so down pat that he can afford to take off each January and February to do mission work in Costa Rica.

"We've kind of figured out how things go," Robertson says. "My assistant's been here for 28 years, and crew members have been here an average of 10 years, so it's easy for me to figure out what's coming."

In Costa Rica, Robertson helps his father-in-law build schools and talk to villagers about life and the Bible. The Bible, he says, has helped him improve his relationship with co-workers.



Jock Robertson (left) and his crew recently installed an inviting rooftop garden at Dorchester Towers.



"I fired a guy a while back, and when I finally saw him again he said he was glad that I did that," Robertson says. "If you

care for people, you try to push them farther along."

Robertson turned down a career in engineering in 1970 to gain more independence and to work outdoors. But grounds held another allure as well. "It's psychologically healthy to do something with your hands and see the result," he says.

Robertson and his crew have plenty to do with their hands at Dorchester, maintaining 1,600 apartment units. They recently installed a roof garden with lots of plant containers and a drip irrigation system that requires daily monitoring. Regular maintenance includes fertilizing annuals every two weeks with foliar applications, pruning the sweet potatoes and wisteria, and mowing the tall fescue lawn.


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



An arched pergola adds a touch of the Orient to the rooftop garden's fountain entryway.



At left, a crew member fine-tunes the drip irrigation system. Above, the picturesque double swings provide a popular spot for reading.



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Great safety training plans

Looking for a grounds safety program to “go to school on?” Two of your colleagues have such programs for your consideration.

Todd Cochran, CGM, is assistant superintendent of the Bergen County, NJ, Parks Department with its 24 park areas, four golf courses, nearly 9,000 acres and about 115 full-time employees. Cochran’s responsibilities include safety training. He’s been in this position for four years, and is the president of the Professional Grounds Management Society.

Hands-on approach

Cochran’s safety program goes back to his earlier “hands-on” days as a field supervisor.

“I was often introducing a new piece of equipment,” he recalls, “and I’d notice all these safety symbols on the machines, pictures and symbols of scary stuff like somebody’s hair

Borrow from two practical, hands-on grounds safety programs to initiate safety record improvement

BY GEORGE WITTERSCHEIN

wrapped around a shaft, or a hand short several fingers.

“I found myself saying to the assembled crew, ‘Those stickers didn’t get onto the machine because the accidents might happen. They got onto the machine because the accidents did happen!’”

His department’s safety program has grown to include a no-exceptions provision of wearing personal protective equipment, including ear and eye protection, gloves and proper clothing.

“Because we’re a self-insured entity, our risk managers, along with other county administrators, started a safety committee that inspects facilities and procedures unannounced and makes recommendations based on what they see. I have received a

number of their packages, complete with digital photographs, which make sure that we’ve taken corrective action.

“Of course, we have our pesticide regulations, and also

we have the Community Right to Know Act, a state law here in New Jersey. And we perform training on those items, too.

“We conduct intra-governmental cooperative efforts, especially with the Bergen County Law and Public Safety Institute, which grew out of, but is much more than, the police and fire academy,” Cochran continues. “It has a catalog of courses we send our employees to. For example, we recently

Seeing STARS — a good thing

S.T.A.R.S. is a new program initiated by the Associated Landscape Contractors of America (ALCA), though you don’t have to be an ALCA member to participate.

If you’d like help getting your own safety program started —or up to snuff— you



David Snodgrass

should be looking at S.T.A.R.S. It stands for Safety Training Achieves Remarkable Success.

S.T.A.R.S. is based on, among other things, the guidelines of the ALCA/S.T.A.R.S.

Safety Resource Manual, the establishment of an active



Todd Cochran (left) and Ray Boyer agree that a safety program must have a structure.

safety procedures including the personal protective gear necessary," said Cochran.

Another crackerjack safety program is that of Ray Boyer, supervisor of parks for the Peoria (IL) Park District. The district is a park and recreation

signed them up for Fire Extinguisher Training.

"We have certified playground inspectors on staff who make sure we're doing all the right things there."

Beyond that, Cochran encourages and oversees "tailgate sessions," especially when a new piece of equipment is going to be used. Tailgates are also excellent for refreshing employees on the safe use of tools such as chainsaws and trimmers. "I'll stop at a park and gather up the people who use the equipment and conduct a review of the

safety committee in your organization, and, of course, training.

For more on the S.T.A.R.S. program contact ALCA's Safety and Insurance Committee chairman David Snodgrass of Dennis' Seven Dees Landscaping, Inc., Portland, OR. (503/777-7777; email: davids@sevendees.com; or Kirsten Combs at ALCA at (800) 395-2522; e-mail: kirstencombs@alca.org.

agency serving 120,000 residents. It encompasses 57 square miles and features more than 9,000 acres of parkland with six major parks, 30 neighborhood parks and five golf courses.

Some of the district's facilities include a zoo, botanical gardens, amphitheater, indoor ice rink, two aquatic centers, golf learning center, museum, nature center, two marinas and a 120,000 sq. ft. multipurpose recreation center. Boyer has the help of 18 full time and 50 seasonal employees.

Boyer's safety program grew out of the district's mission and purpose statements, which direct him and his department to place safety among their top reasons for being.

His safety training program has three main components: a core training program for all employees, a seasonal employee training program and job-specific training.

The core training program covers:

- ▶ Right to Know
- ▶ hazards in the workplace
- ▶ blood-borne pathogens training so that employees know how to deal with spilled blood

Safety benefits bottom line

The need for job safety in the for-profit world of contractors is obvious: Accidents will come off your bottom line. But safety is just as vital in the public sector/non-profit grounds world of grounds managers like Todd Cochran and Ray Boyer.

"Given that the County of Bergen is a self-insured entity, we intend to keep our accident record as clean as possible," Cochran reports. "If you are a non-profit grounds manager, I'm sure you have a risk manager who takes a close look at your safety records.

"Aside from dollars, when you're talking safety, you're talking about avoiding personal loss and personal injury. And no one in a responsible position could ever feel good about anyone suffering a personal injury."

— GW

in case of an accident involving a park user

▶ a defensive driving course on a three-year cycle that includes refreshers. ("We do a 'vehicle check ride with each employee to make sure he/she really can operate the vehicle he/she is assigned to," said Boyer.)

▶ first-aid and CPR, also on a three-year calendar

▶ annual back safety training and fire extinguisher training

Seasonal employees get a full-day training program twice a year — April and June. "We take the employees off the worksite and move to one of our outdoor education camps for the day," explained Boyer. "We cover a review of the mission statement and an overview of our district, work duties, personal responsibilities and conduct, dress and appearance, attendance and punctuality, discipline, vehicle use and accident reporting procedures. The training isn't restricted to safety alone.

"Then we move on to job task training, where we show them how to run a utility vehicle with an obstacle course that they have to drive through," he

continues. "We also show videos on the safe operation of lawnmowers, trimmers and other power equipment. "We score how well they do on the obstacle course, and we give a short test on the videos. The employee group is divided up into teams that accumulate points throughout the day, and the winning team gets a free lunch.

"After that we get into our Right to Know training and our blood-borne pathogens training. And we also bring in one of our park police officers to do the defensive driving refresher plus what to do in case of emergencies, including procedures for contacting the police."

As for the job-specific training, examples include confined entry training for getting into confined spaces, or how to run lifts or work with scaffolding or other equipment involved in specific jobs.

Boyer and Cochran agree: Safety on the job won't happen unless you make it happen. **LJM**

— The author is a business writer who lives in New Jersey.

He can be reached at grbwitt@aol.com.

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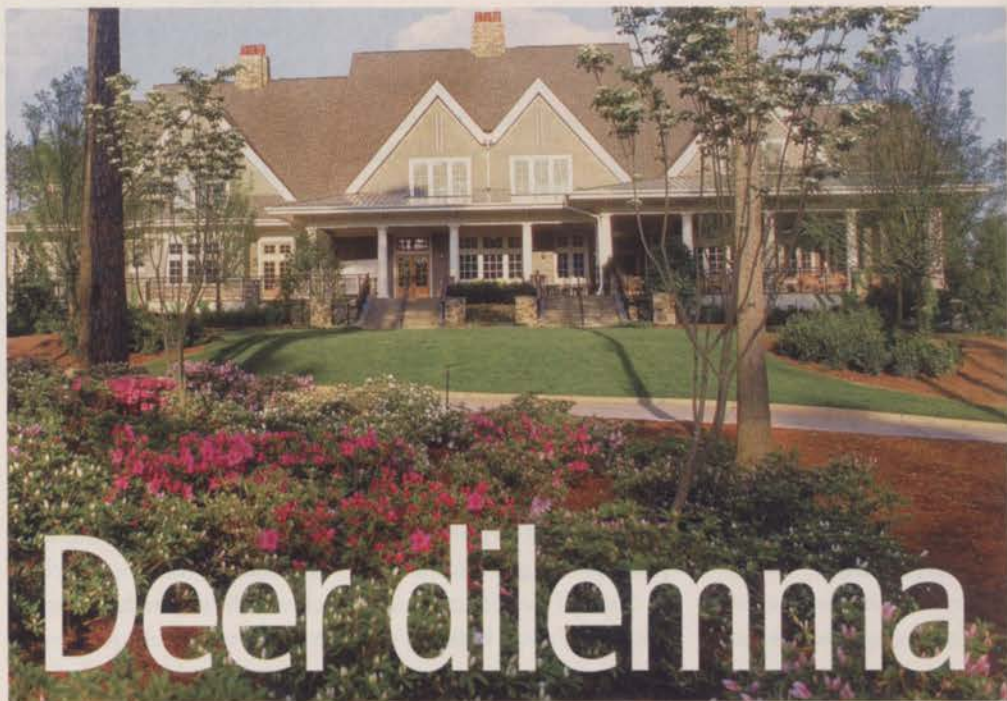
BY ALAYA BOISVERT

What do you get when you combine an award-winning resort, scenic vistas and add deer, armadillo and beaver? A potential landscaping disaster, that's what. Yet despite these challenges, Reynolds Plantation is an example of how to achieve effective plant protection.

Reynolds Plantation, located between Atlanta and Augusta, GA, is an 8,000-acre golf and lake community with 50-plus miles of shoreline on Lake Oconee, one of the largest lakes in the southeast. Named "Best of the Best" Golf Community by *The Robb Report*, Reynolds Plantation features 81 holes of championship golf from designers Jack Nicklaus, Bob Cupp, Tom Fazio and Rees Jones, award-winning dining, swimming pools, tennis courts, a fitness center, pedestrian walking trails and two full-service marinas.

The scenery is also breathtaking, as the Piedmont Region of Georgia sees seasonal changes in vegetation and weather. Native plants include dogwood, redbud, magnolia, holly, oak, maple, elm, sweet gum, black gum and azaleas.

Jana Otis, the Landscape Horticulturalist and Manager, has the daunting task of managing landscape maintenance and landscape improvements at the facility. She handles the main-



Deer dilemma

This grounds manager relied on a trusty chemical repellent to reduce browse damage

Reynolds Plantation

▶ AT A GLANCE

**Horticulturalist/
landscape manager:**

Jana Otis

Employees: 24 — two full-timers, 1-2 part-timers and 20 subcontractors

**Acres of turf and
plant beds:** 150

tenance of over 150 acres of turf and plant beds, and oversees 24 employees.

Otis' passion for plants originates from her childhood. "I got my first job in a garden center," she says, "and knew that was the field I wanted to study."

Otis says that flexibility is key in managing Reynolds. "Between too much rain, droughts, insects, disease and animal damage, plans are constantly changing," she explains. "Plant selection is important; we try to choose the hardiest plants to ensure survivability throughout our challenges, and use plants that have shown some deer resistance. However, it's my experience that deer will eat anything if they're hungry enough."

The problem: browsing damage

Deer — those adorable creatures fancied by travelers, dreaded by gardeners. Otis describes how a growing white-tail

deer population calls Reynolds Plantation home. "We're constantly dealing with browsing damage to ornamentals and seasonal color, and injury to small trees due to 'rubbing' in the fall. In the state of Georgia, the overpopulation of deer has become a serious problem."

It turns out deer are a nuisance elsewhere as well. According to the National Parks Service, the deer population in the U.S. reached over 24 million in 1999 — populations that are reported to cause over \$1 billion in annual damage to desirable plants throughout the country.

Not only does Otis and staff have to worry about deer, but

continued on page 86

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Solutions Center

continued from page 84

armadillos and beavers also are known to wreak havoc on the property. Armadillos, Otis says, cause mostly aesthetic damage by digging in mulch beds, but can also cause damage to the roots of plants they dig around. As far as beavers go, Otis explains that they "can be very destructive, especially with small trees and shrubs."

The solution: chemical repellent

Challenged by such diverse problems, Reynolds Plantation has had to use three different

methods of plant protection — physical barriers, chemical repellents and occasionally culling the herd.

"The chemical repellent we have found most effective is the product Plantskydd," says Otis.

Plantskydd is an organic animal repellent manufactured in the United States that acts as a natural deterrent for deer, elk and rabbit browse damage. "We've tried just about all of the other products currently on the market and Plantskydd has worked the best by far. It has been very effective on the ornamentals, keeping browsing at

a minimum," Otis explains. "We also use physical barriers when necessary, deer netting and fencing for browsing, and tree wrap for rubbing."

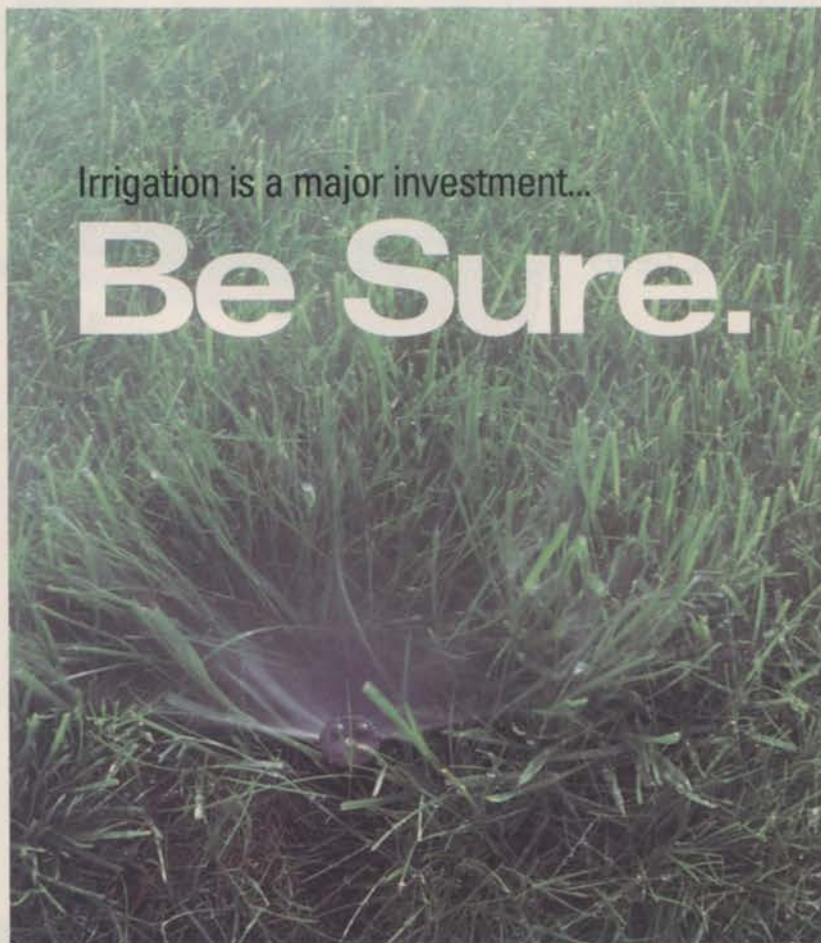
As a final option, Otis notes that "when deer populations reach unhealthy proportions, a USDA Wildlife Management team comes in and thins the herd." Trapping, Otis says, is also used to control damage caused by beaver and armadillo.

As reflected in the radiant landscape at Reynolds Plantation, Otis and her team have done a remarkable job manag-

ing the botanical beauty at the facility. "Being able to have blooming plants in the winter and all year long is one of the best rewards of effective plant protection," Otis says.

So while visitors at Reynolds Plantation find the sight of wildlife part of the benefits of their rural vacation experience, whether one would say they're in the company of "friends" would depend on who you talked to. **LJM**

— The author is a public relations representative with Earth-Net Communications. She can be reached at 604/740-9948.



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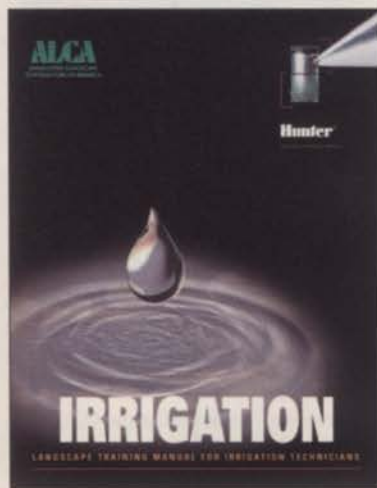
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Bucks' Switch-N-Go body changing system is ideal for a wide variety of bodies for work trucks in the 11,000 GVW to 26,000 GVW range. Trucks with the Switch-N-Go detachable truck body format can meet immediate needs of landscape businesses. The body changing system allows truck operators to interchange truck bodies simply and in a matter of minutes. The detachable truck bodies will allow truck operators to set a loaded body on the ground or pick up a loaded body. The bodies can also dump like a dump truck. It adds 500 lbs. more to the chassis weight compared to an ordinary dumping system. It's designed to run with electrically powered hydraulics.

For more information contact Bucks at 800/233-0867 or www.bucksfab.com / circle no. 250



A clean sweep

Schwarze PV high dump sweeper includes a 22-hp V-twin gasoline auxiliary engine, 25-gal., noncorrosive plastic water tank and an impact-and-abrasion-resistant high dumping hopper. The sweeper may be mounted onto a wide variety of popular, standard production pickup chassis. Easy to operate, this sweeper is considered an ideal entry-level or backup sweeper since no expensive chassis is needed.

For more information contact Schwarze at 800/879-7933 or www.schwarze.com / circle no. 253



Better stopping power

The Toro Workman 2110 utility vehicle features hydraulic self-cleaning front disc and rear drum brakes. The enhanced braking system provides increased braking ability and a towing capacity of 1,200 lbs. when using a heavy-duty tow hitch. In addition, the Workman 2110 has a 16 hp Briggs & Stratton Vanguard air-cooled gas engine. The mid-duty 2110 also offers a wide range of attachments such as a canopy, solid and folding windshield, portable refreshment center, hard cab, ballfield groomer, brush guard and bumper and many more attachments to customize your Workman for your specific needs.

For more information contact Toro at 800/803-8676 or visit www.toro.com / circle no. 251

Tool time saver

Cronus Landscape Technology, Inc.'s Versa Trail landscape contractors' trailer reduces the necessity to load and unload tools and equipment



and decreases downtime caused by the crew forgetting to load needed tools. The trailer features a flat bed for hauling equipment and trees; removable sides for hauling bulk materials and debris; a quick tarp system to cover loads and protect plants; walk-in 7-ft. x 6-ft. tool crib with fold down ramp door; 7-ft. x 15-ft. flat bed with bulkhead and ramp storage; 6-ft. equipment loading ramps and up to 10,000-lb. GVW.

For more information contact Cronus Landscape Technology, Inc. at 800/536-4709 or www.cronuslandscape.com / circle no. 252

Convenient foldaway

City Trailers' foldaway trailer is a large capacity utility trailer that folds up for convenient storage anywhere (a minimum floor space of 4-ft. x 7-ft. is required). This all-purpose trailer can be

used to haul mulch, yard trimmings, lawn mowers, motorcycles, ATVs and even small tractors. It features a full-size payload — 5-ft. x 8-ft. with a 3,500-lb. axle and heavy duty and durable construction frame and grating.

For more information contact City Trailers LLC at 866/2666-0119 or www.citytrailersllc.com / circle no. 254

Need a lift?

Handi-Ramp pickup truck loading ramps are universally designed for installation on standard American pickup trucks — Ford, Chevrolet, Dodge and GMC. The Handi-Ramp is designed to permit one person to load and unload quickly and easily and to handle up to an 1,800-lb. load. The manual operation is assisted by two springs to lift the 185-lb. ramp. Maximum loading width is 54 in. while ramp length (fully extended) is 85-1/2 in. and the ramp height (closed position) is 42 in. The loading ramp is also available in a stand-alone, adjustable-height configuration, which is designed for loading multiple pickup trucks (any



manufacturer) or other small trucks/vans at one location. The compact stand is adjustable from 21 in. to 40 in. to accommodate all tailgate heights.

For more information contact Handi-Ramp at 800/876-7267 or www.metko.com / circle no. 255



Combo deal

TruckCraft's TC-200 COMBO is a combination service/dump body for full-size pickup chassis and provides 54 cu. ft. (DRW model) of lockable tool storage, 2.4 cu. yds. of dump volume, and 5,000 lbs. of dump capacity, all on one pickup truck chassis. Operators won't use up all their truck's capacity with this all-aluminum body because the TC-200 COMBO model for dual-rear-wheel pickups weigh 825 lbs. — a net gain of only 425 lbs. after removing your pickup bed. The TC-200 bolt-on kit includes everything you need to install this appealing body on any full-size pickup chassis, with virtually no modification to the chassis. Kit comes complete with FMVSS-108 compliant lighting with factory installed wiring harness, all required hardware, and the 5,000-lb. dump performance of TruckCraft's maintenance-free, all-aluminum TC-120 ULTRA pickup dump.

For more information contact TruckCraft at 800/755-3867 or www.truckcraft.com / circle no. 256

The long haul

EZ Dumper's EZ508 HD dump trailer is 5-ft. x 8-ft. long and features a 5,200-lb. GVWR with a payload capacity of 3,700 lbs. With a hauling capacity of 2.6 cu. yds., the trailer features a re-

movable, double-acting tailgate which lets you dump, then spread what you dump. A low profile design makes loading and unloading equipment easy.

For more information contact EZ Dumper at 888/386-7377 or www.ez-dumper.com / circle no. 257

Clean up

Debris Systems' trailer units have equipment decks ranging from 6.6-ft. x 13-ft. to 8-ft. x 11-ft. An optional 8.5-ft. equipment deck in front and behind fenders is available on some models. A debris bucket holds 27 bushels and dumps into a 9.3 cu.-yd. hopper. A 6.5-ton scissor hoist dumps a 9.3-cu.-yd. hopper at 48 degrees. Units feature a hydraulic lift tailgate and toggle switch control solenoids.

For more information contact Debris Systems at 800/279-3904 or www.debrissystems.com / circle no. 258

Staying connected

FleetBoss Global Positioning Solutions' AutoGraphics Software, Enterprise Edition, gives managers the convenience and flexibility of true, GPS-based fleet management in a network environment. This product greatly extends the capability and applicability of the company's flagship software product. Its fully relational database structure, improved record handling and archiving, and a host of other functional enhancements bring all the time and cost control benefits of its stand-alone products to a larger, corporate environment.

For more information contact FleetBoss at 877/265-9559 or www.fleetboss.com / circle no. 259

Get vertical

The Jacobsen Lawnaire 28 is a zero-turn radius, compact cam-action aerator that delivers unmatched precision coring in a 28-in. aeration path. This vertical coring machine is powered by a 7.5-hp gasoline engine and can cover up to 28,000 sq. ft. per hour.

For more information contact Textron at www.textronturf.com / circle no. 260

Extra lift

Stellar Industries Inc.'s X-Tra Lift is a lifting device designed for GMC, Ford and Daimler/Chrysler truck beds. The lift can transport recreational vehicles, large motorcycles, industrial machinery and equipment. Mounted on a 1-ton heavy-duty truck, the hydraulic-powered lift can pick up 1,300 lbs. when evenly distributed across the carrier. The carrier's 48-in. width is also available in a short box version.

For more information contact Stellar Industries at 800/321-3741 or www.xtralift.com / circle no. 261



Ferris deck options

The Ferris IS 5000Z, which boasts a 31.5-hp Cat diesel engine or 34-hp Daihatsu gasoline engine and four-wheel independent suspension, is now available with two rear-discharge deck options. A 61- or 72-in. rear-discharge mower deck mounts to front suspension A-arms to prevent scalping when coming to a stop. The 10-gauge deck features a double-top deck and double reinforced side skirts with lap-welded corners. These new deck options make it easier to close-trim around trees, shrubs, walls and fences on either side of the mower deck. The entire lawn can be mowed from the driver's seat.

For more information contact Ferris Industries at www.ferrisindustries.com / circle no. 262

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WHAT, WHEN & WHERE

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12 Nevada Landscape Trade Show & Conference / Reno, NV;
775/673-0404

12-13 Winter Irrigation Workshop / Toledo, OH;
Sponsored by the Ohio Sports Turf Managers.; 419/825-9805

16-19 Virginia Tech Turfgrass Short Course / Charlottesville, VA;
540/942-8873

16-20 NC Turfgrass Short Course / Raleigh, NC;
888/695-1333

17-21 TPI Midwinter Conference / Santa Barbara, CA;
800/405-8873;
www.turfgrassod.org/events.html

18-19 Landscape Industry Show / Long Beach, CA;
Sponsored by the California Landscape Contractors Association; 419/825-9805

18-19 WinterGreen Expo & Conference / Cleveland, OH;
Sponsored by the Ohio Landscapers Association; 440/717-0002;
www.ohiolandscapers.org

23 Southeast NY Regional Conference / Tarrytown, NY;
800/963-3544; www.nysta.org

23-27 IN-IL Turfgrass Short Course / Willowbrook, IL;
765/494-8039

23-27 KY Turf and Landscape Management Short Course / Louisville, KY;
270/726-6323

24-25 Connecticut Turf & Landscape Conference / Hartford, CT;
203/699-9912

24-26 Western PA Turf Conference & Trade Show /
Monroeville, PA; 814/356-8010

25 NJ Landscape Trade Show & Conference / Secaucus, NJ;
201/664-6310; www.njlca.org

March

3-4 Michigan Green Industry Association Trade Show & Convention / Novi, MI;
248/646-4992; www.landscape.org

3-5 Work Truck Show / Baltimore, MD;
800/441-6832;
www.ntea.com/Expo

8 NYSTA Western Regional Conference / Buffalo, NY;
800/873-8873; www.nysta.org

25-27 TCI Expo Spring / Sacramento, CA;
Tree Care Industry Association; 800/733-2622;
www.natlarb.org

April

22-24 Green Chicago / Chicago, IL;
312/922-9410; www.field-museum.org

May 2004

1-4 ASIC Annual Conference / Newport Beach, CA;
Sponsored by the American Society of Irrigation Consultants; 312/372-7090;
www ASIC.org

3-4 Southeastern Turfgrass Conference / Tifton, GA;
229/386-3184; www.tifton.uga.edu

9-12 Western Chapter ISA 2004 Annual Conference / Clear Lake, CA;
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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) _____

104RS

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
 385 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 E 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 (Handscrap Materials) R Trucks
 V Erosion Control X Landscape Lighting 3 Seed/Sod S Turfhead
 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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 285 Irrigation Contractors & Consultants
 800 Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES

- 290 Sports Complexes 295 Parks 305 Schools, Colleges & Universities
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- 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) _____

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Maintenance/Services

- A Mowing F Turf Fertilization G Tree Care
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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
 K Paving/Deck/Patio Installation Q Other (please specify) _____

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 C Chain Saws I Insecticides Z Pavers/Masonry/Bricks/Rocks G 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 I Skid Steers T Utility Vehicles
 G Fungicides K Mowers N Spreaders E 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
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Best Use of Photography - Printed Magazines

First Place

Carrie Parkhill, Landscape Management, "Lawncare in Nowhere"

Printed Magazines - Overall Magazine Design

Merit

Lisa Lehman/Kim Traum, Advanstar Communications, "Golfdom"

Writing For Commercial Publications, Column

First Place

Pat Jones, Golfdom, "This Turf Disease Can Affect You"

Merit

Jason Stahl, Landscape Management, "Always Listen To Your Mom"

Writing For Commercial Publications, Turf Feature Article

First Place

Larry Aylward, Golfdom, "How The Other Half Lives"

Merit

Larry Aylward, Golfdom, "The Apple Doesn't Fall Far From The Tree"

Writing for Commercial Publications, Business Management

Merit

Larry Aylward, Golfdom, "The Politics of Water"

Writing For Commercial Publications,

Environmental Stewardship Article

First Place

Larry Aylward, Golfdom, "Up a Tree and Loving It"

Writing for electronic web site newsletters/magazines (external and commercial)

First Place

Pat Jones, Golfdom, "To Move or Not to Move"

Printed Magazines - Cover Page Design

Merit

Kim Traum and Dan Beedy, Advanstar Communications, "The Golfdom Report"

Printed Magazines - Two-Plus Page Design, Editorial

First Place

Kim Traum, Advanstar Communications, "Welcome To Golf 2025"

Merit

Kim Traum, Advanstar Communications, "The Golfdom Report"

Electronic Publishing - Overall Newsletter/Magazine Design, (internal and non-commercial)

First Place

Derek Miller, BASF, "Growing Trends" (and Lynne Brakeman, Advanstar, Jennifer Kempes, The Dudnyk Agency)

Electronic Publishing - Overall Newsletter/Magazine Design, (external and commercial)

First Place

TIE: Lynne Brakeman, Advanstar, "Landscape Management.net"

TIE: Lynne Brakeman, Advanstar, "Golfdom.com"

Merit

Lynne Brakeman, Advanstar, "Landscape Management Week in Review"

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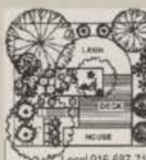
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The average realize rate can range from \$47 per hour in the Northeast to \$19 in S. California and Florida.

Nationally, the average realize rate can range from \$47 in the Northeast in certain markets, to as low as \$19 per hour in the Southern California and Florida markets. Outside of these specific areas, the average rate conforms to a narrower range of \$25 - \$30 per hour.

SOURCE: KEHOEGUIDO



Which of the following did your organization do last year?

Added a service	122	Sold all or parts of a business	13
Bought another business . . .	32	Bought or acquired a new franchise	9
Opened a new branch	25	None of the above	195
Dropped a service	22		

Percentages based on 418 responses

SOURCE: LM SOI SURVEY

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UP, UP AND AWAY!

A recent survey conducted by the American Society of Landscape Architects revealed that starting salaries for graduating students is on the rise. For undergraduate students, the average 2003 starting salary was \$34,000 compared to \$32,000 in 2002. For graduate students, the average 2003 starting salary was \$41,000 compared to \$38,000 in 2002. For more details on the survey, visit <http://www.asla.org/whatsnew.html>.

Survey says...

Q Unbelievably, the new year is already a couple months old. How is your year shaping up so far? What does your crystal ball say?

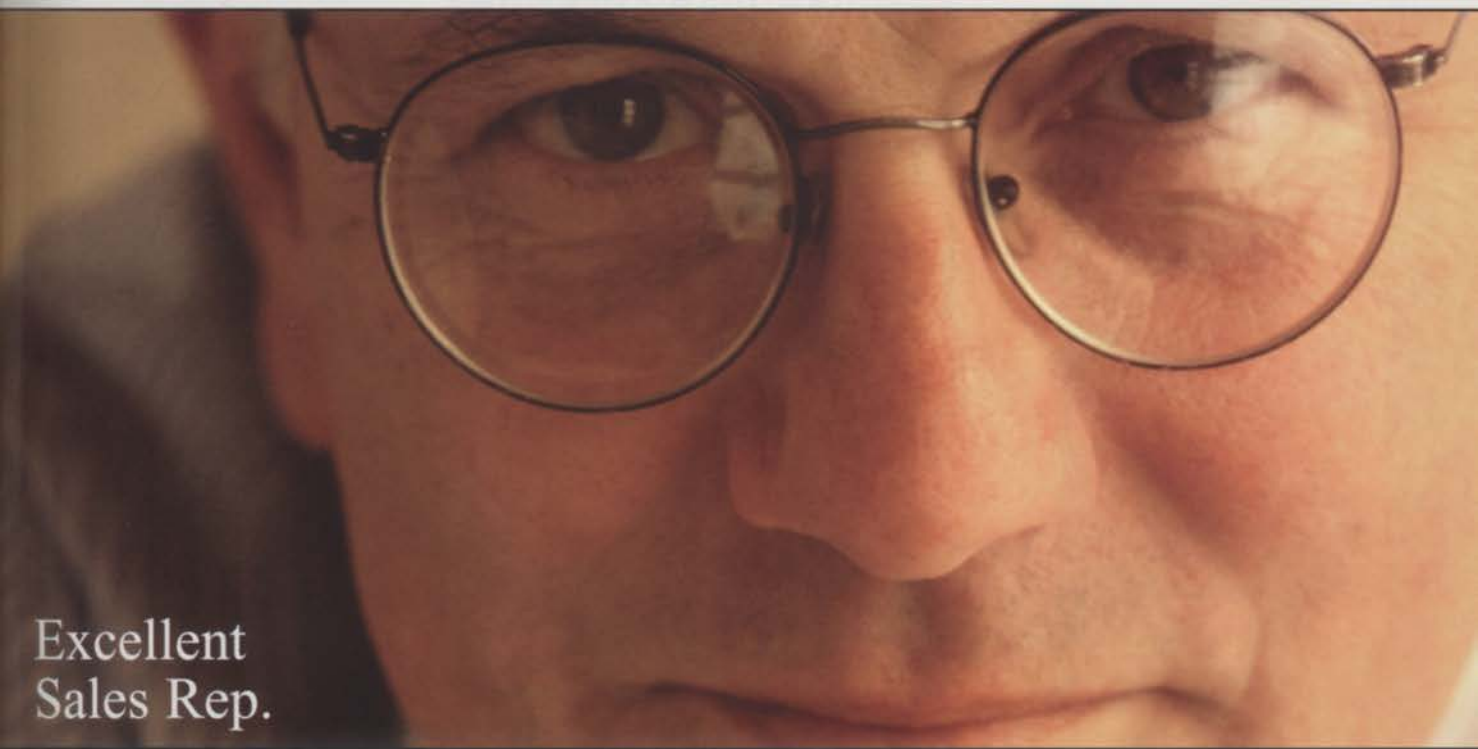
- 38% 10% to 15% revenue growth
- 20% More than 20% revenue growth
- 15% Less than 10% revenue growth
- 12% 15% to 20% revenue growth
- 11% I don't anticipate any revenue growth in 2004
- 3% I think things will be worse in 2004

Percentages based on 65 responses

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



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