

Training for
Spanish speakers

BLOWERS

Cool-season
seed report

SOLUTIONS FOR A GROWING INDUSTRY

Landscape MANAGEMENT

SEPTEMBER 2006 / www.landscapemanagement.net

Exclusive Report: GRASSROOTS LAWN CARE FORUM 2006

GRASSROOTS *effort*

Washington, DC,
forum focuses on the
big issues affecting
lawn care and what
they mean to its future

CASE

PROFESSIONAL PARTNER



LONGER REACH = FASTER CYCLES

YOU DO THE MATH.

The new Case 400 Series Skid Steers combine strength and reliability into one fast and productive package. The exclusive Case Power Reach feature* makes for faster cycle times by maximizing reach at any height—so you can quickly and easily load farther back into trailers and to the center of high-sided trucks. Optional hydraulic self-leveling retains more material for even more speed on the jobsite. And with our exclusive “no tool” 10-second tilt ROPS, you’ll shave additional minutes off daily maintenance, too. See all the other ways the 400 Series takes your business performance to a higher level. Visit the professional partners at your local dealer for a demo, purchase or rental options, and details on financing and service plans. See www.caseoffers.com for the latest special offers and promotions from Case.

* Power Reach available on 435, 445 and 465 models only.

Circle 102

A Superior 3/4" Rotor Comes with a Price...

List Price ~~\$13⁵⁰~~
Rain Bird® 5004 Rotor

...a Lower One.

(\$169 less per case than Hunter® PGP®)*

List Price ~~\$15⁹⁰~~
Rain Bird® 5004 Plus Rotor

Install Confidence.®

Install Rain Bird® 5000/5000 Plus Rotors.

You are always looking for ways to save time and save money, all in an effort to be even more profitable. One clearly superior way to do all three is with Rain Bird 5000/5000 Plus Rotors.

- **Eliminate dry spots** with water-efficient Rain Curtain™ Nozzle Technology.
- **Proven reliability** backed by an industry-leading 5-year warranty.
- **Improve productivity** with flow shut-off and faster, easier pattern adjustments and nozzle changes.



Ask your Rain Bird distributor today for your lower price.
Visit www.rainbird.com/5000 for more information.

RAIN BIRD®

Kawasaki

Engines



BREAKTHROUGH TECHNOLOGY BREAK OUT PERFORMANCE



Kawasaki Engines offer v-valve technology designed to create hemispherical chambers.

There are a lot of engines out there. But those that say "Kawasaki" have an unmatched reputation for performance and reliability. Kawasaki Engines feature v-valve technology on select models which creates more power, lower emissions, and greater fuel efficiency. It's why professionals demand Kawasaki Engines in their equipment ...and why OEMs are happy to put them there.

Find your nearest authorized Kawasaki Dealer at www.kawpowr.com or call 877-KAWPOWR.



www.kawpowr.com

Circle 106

Contents

SEPTEMBER 2006 / ISSUE #9 / VOLUME 45



Business

OPERATIONS ► MANAGEMENT ► MARKETING

13 On the Record

Rather than bemoaning the unfairness of the criticism, let's learn from each other.

BY RON HALL

14 Best Practices

Five training startup tips: The key lies in keeping the program simple and targeted.

BY BRUCE WILSON

16 Training Room

Fall is a great time to grow. Don't slow down now, there's money to be made. Go for it.

BY BILL HOOPES

18 In the Know

Touring KEI's Oak Creek, WI, headquarters; pesticides under fire; consumers report misconceptions about the Green Industry; Textron sells some Jacobsen brands; GIE, OPEI Expo show deal finalized

26 Add-on Biz: Fertigation

Keep turf healthy and growing while reducing maintenance costs.

BY CHRISTINA A. THOMPSON

28 Lawn care — It's all grassroots

Washington, DC, forum focuses on the big issues affecting lawn care and what they mean to its future.

BY RON HALL

36 ¿Habla español?

Bilingual crew members and support are critical when training non-English-speaking employees.

BY CHRISTINA A. THOMPSON



Technology

RESEARCH ► EQUIPMENT ► CHEMICALS

43 Innovations

New Holland's TDD Series utility tractors, Blizzard Snowplows' Power Plow, Irritrol's PC Control System and DuPont's Advion mole cricket bait

COVER PHOTO: ISTOCK INTERNATIONAL INC.

Contents

Technology *(continued)*

44 From the Shop

If you don't have to live with a mower or truck two days in a row, why keep it clean or take care of it?

BY HARRY SMITH

46 InfoTech

Whether it's the summertime blues or back-to-school depression, fight back with some cool technology.

BY TYLER WHITAKER

48 Cool-season outlook

Supplies for bluegrass, perennial rye and other seed types are adequate this year, but top varieties might run out.

BY SUSAN SAMUDIO AND JUSTIN MCLEOD

56 LM Reports: Blowers

Check out the latest models here.

BY MIKE SEUFFERT



66 Get a Grip

Most dealers will try hard to assist professionals with warranty issues. After all, you are their customers.

BY ALLEN SPENCE

Grounds

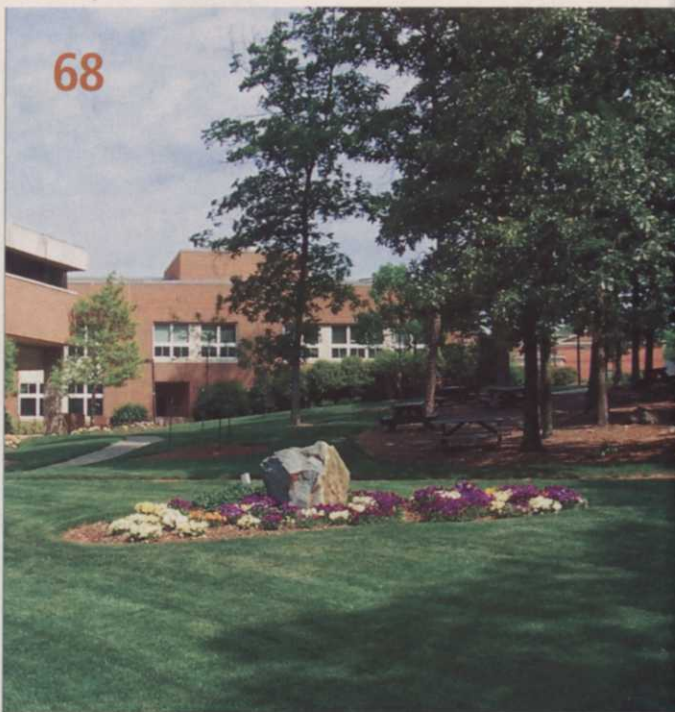
BUDGETING ► PERSONNEL ► FACILITIES

68 University of North Carolina

The grounds crew at this Chapel Hill, NC, campus works hard to keep up with massive construction projects.

BY MIKE SEUFFERT

68



Resources

PRODUCTS ► EVENTS ► FYI

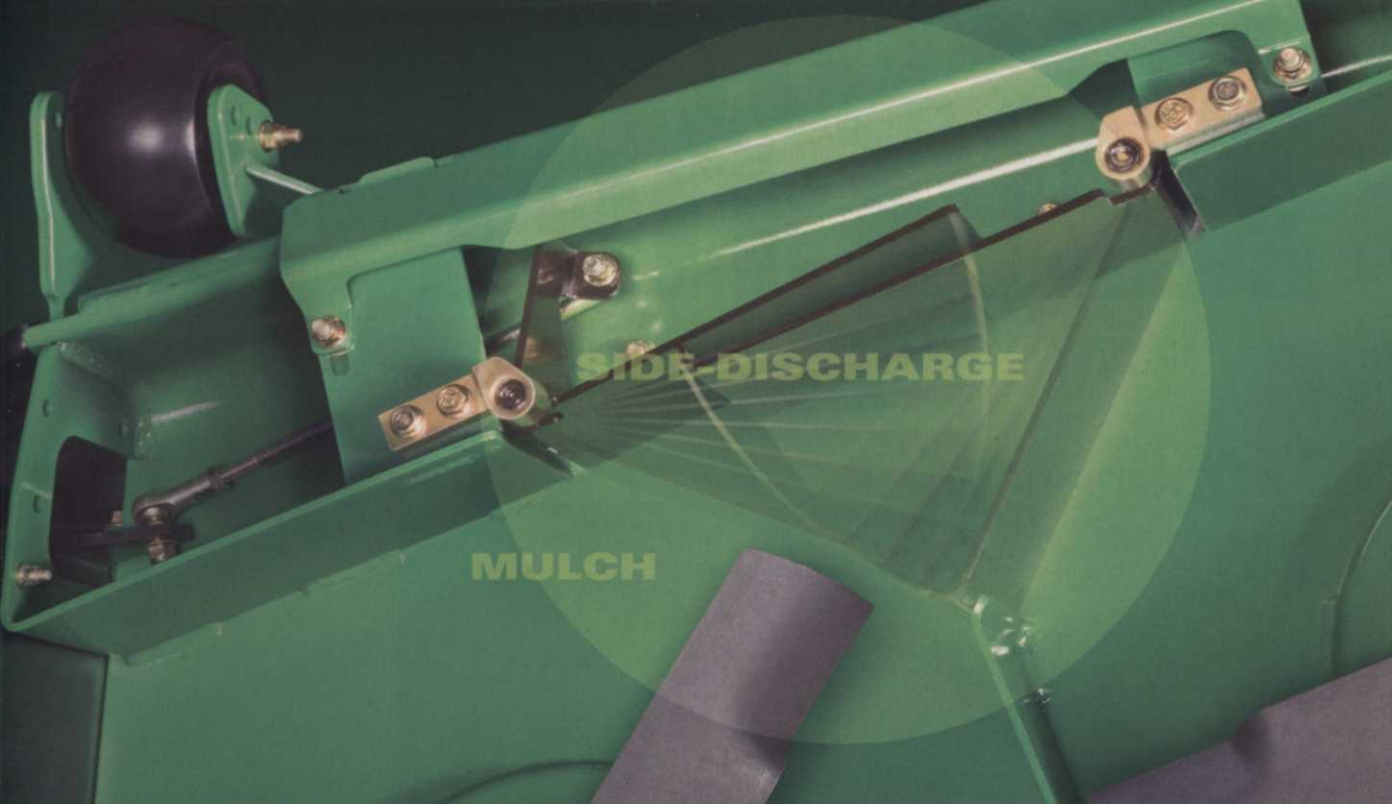
70 Products

78 FYI: Ad & Editorial Index

80 Winners: DeSantis Landscapes

This team includes pros in the fields of landscape architecture, design, horticulture, irrigation and carpentry.

BY RON HALL



**"In a matter of seconds,
you can go from
mulching to side-discharge.
There's not another
mower that can do that."**



The New John Deere 7-Iron II™ Mulch-On-Demand Deck.

"When we want to side-discharge, we can do it right from the seat," says Mike. "And we don't have to carry an extra piece of equipment." Just by engaging a lever from the operator's seat, the 7-Iron II mulch-on-demand deck goes from mulching to side-discharge in an instant.

Mike Dykstra, Dykstra Landscape Services Inc., Grand Haven, Michigan



JOHN DEERE

7IRONII™

See more of what Mike Dykstra has to say at www.mowpro.com

LM.net

www.landscapemanagement.net

LANDSCAPE MANAGEMENT CONTINUES ONLINE / September 2006

» ONLINE RESOURCES

Industry news and events

Read the latest news headlines before the print issue comes out, and plan your travel with our complete events schedule

E-newsletters

Sign up to receive *Landscape Management Week in Review* delivered to your inbox. Or link to our affiliated sites for news and e-newsletters on golf course management, landscape design/build and pest control.

Archives

Browse the two current issues from our home page or search our complete archives for business articles, subject-specific technical articles and product information. Don't miss the archives of special issues like the Business Planner, LM 100 and Green Book.

Contact us

Stay in touch via direct phone numbers and e-mail addresses for our editorial and advertising departments.

» Online now



Looking for new real estate?

The Swiss Family Robinson couldn't have designed better tree houses. Visit LM.net to see winners of the Ultimate Tree House exhibit on display in Dallas.

» Special issue

Calling all LM readers! This fall we launch our new and improved bi-weekly e-newsletter, now called **LMDirect!** If you're already a subscriber, watch your inbox for our new design and format. If you're not a subscriber, visit www.landscapemanagement.net to sign up for our free e-newsletter that delivers news headlines, field reports, Web-exclusive content and more to your inbox.



» Readers respond

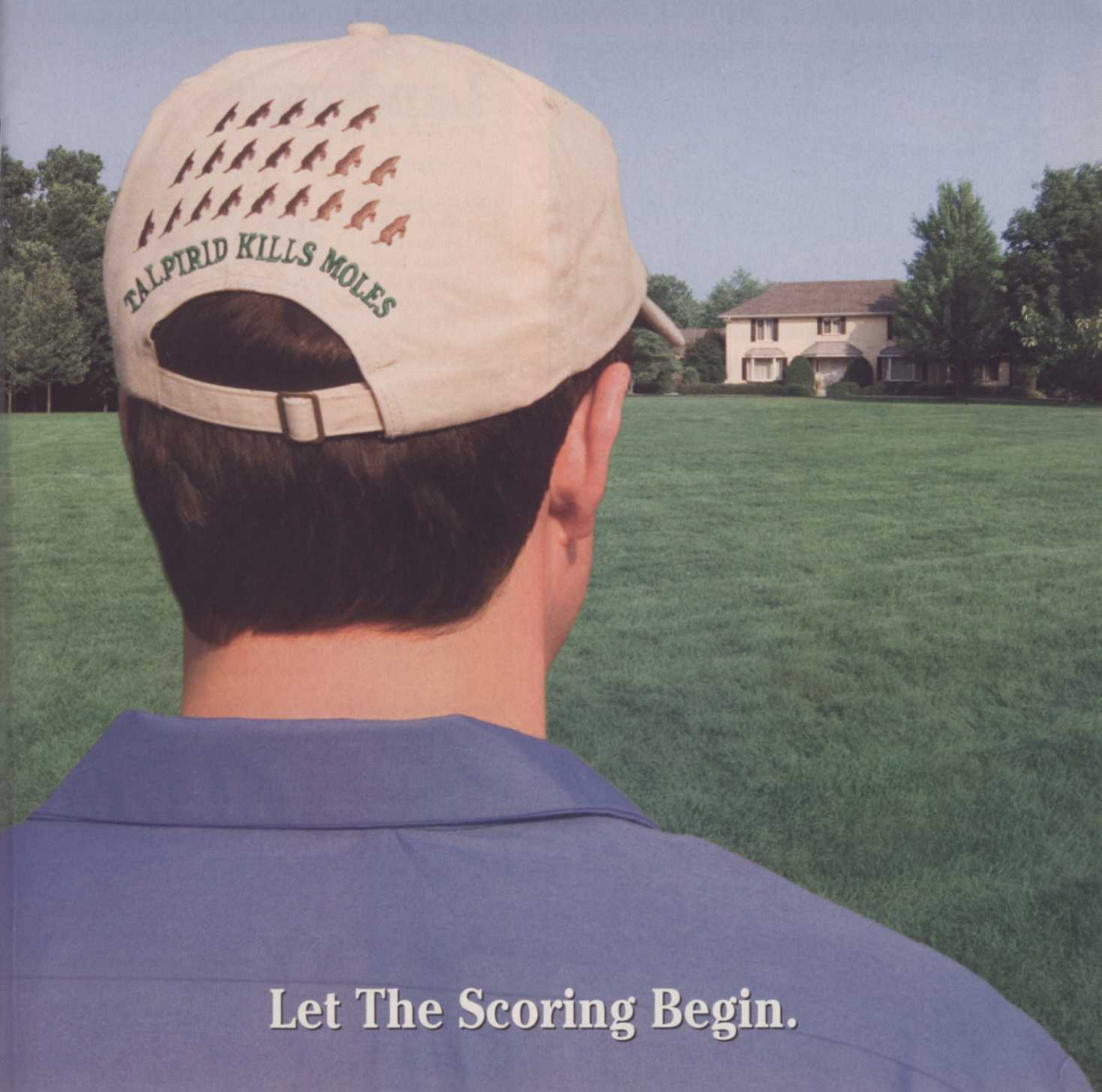
Leaves are changing colors, there's a chill in the air and it's time to make the planning and purchasing decisions that will set your company's course for next year. This month we asked online visitors, **is your company on the right track to make the most of 2007?**

- 31% We're way behind on planning and might just wing it at this point
- 8% We're starting to think about scheduling some meetings
- 38% We have meetings to talk about this on the schedule but they're hit or miss
- 23% We're way ahead of the game for next year

Want to weigh in? Our survey question changes every month and we publish the results here. Visit www.landscapemanagement.net to voice your opinion.

» **Overheard** "You don't have to be passionate about customer service for it to work. You can be **enthusiastic, driven, excited or motivated by it, but save passion for other stuff!**"

— **Chuck Zamora**, principal of Zamora Training, to participants at the Professional Landcare Network's recent Specialty Symposium in Milwaukee. Zamora's topic: "If the customer wins, you can't lose."



Let The Scoring Begin.

Rave reviews. Proven results. Steady profits.

Now that Talpirid has proven its success in the field, it's time to enhance your business.

"We finally have something we can depend on for mole control that is simple and easy to use making our job easier and our yards better."

- Ryan McGrady, Pro Green Inc.

"Talpirid had provided us with an additional revenue generating service while solving mole problems for our customers."

- Jeff Cooper, Lawn Connection, Inc.

"We did an analysis of cost and Talpirid is extremely profitable to use."

- Bill Johnson, All Green Corp.

This is a great opportunity to generate incremental revenues with an effective and profitable new service. Contact your Bell distributor or representative to best determine how to begin your own success story.



MADISON, WISCONSIN | www.talpirid.com



Circle 108

Vote for Zorock's Next Color at www.getzorock.com.

Dealer Inquiries Welcome

Zorock Decorative Stone

is an innovative new product, making residential and commercial properties more vivid everyday. If you are tired of the dull and boring look of natural stone, try new Zorock Decorative Stone.

ZOROCK
1-866-4-ZOROCK
www.getzorock.com

Circle 109

Z PLUG

AERATION HAS NEVER BEEN THIS EASY!

19 HP Kawasaki; 16cc Hydro Gear pumps;
9 mph ground speed; 80,000 sq/ft per hour

Multiple attachments Available

- 20 gal. spray system
- Dethatch Rake
- 120 lbs hopper
- 36"/46" tine heads

L.T. RICH PRODUCTS, INC.
www.z-spray.com • 877-482-2040 • sales@z-spray.com

Circle 110

Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: www.landscapemanagement.net

Editorial staff

Editor in Chief	RON HALL / 216/706-3739 / rhall@questex.com
Managing Editor	STEPHANIE RICCA / 216/706-3754 / sricca@questex.com
Associate Editor	MIKE SEUFFERT / 216/706-3764 / mseuffert@questex.com
Senior Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Corp. Creative Director	LISA LEHMAN / 216/706-3732 / llehman@questex.com
Art Director	CARRIE PARKHILL / 216/706-3780 / cparkhill@questex.com

Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
WAYNE VOLZ	Wayne's Lawn Service, Inc. / Louisville, KY
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
WALTER BONVELL	Xavier University / Cincinnati, OH
BILL HOOPES	Scotts Lawn Service / Mansville, OH
ROB SANTO	Garrick-Santo Landscape / Malden, MA
FRED HASKETT	US Lawns / St. Louis, MO
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
TODD GRAUS	Green Turf Lawncapes / Worland, WY
GARY LASCALEA	GroGreen / Plano, TX
MILTON HALLMAN III	Stewart Enterprises, Inc. / High Point, NC
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

Business staff

Group Publisher	KEVIN STOLTMAN / 216/706-3740 / kstoltman@questex.com
Production Manager	JILL HOOD / 218/279-8837 / jhood@questex.com
Production Director	RHONDA SANDE / 218/279-8821 / rsande@questex.com
Circulation Manager	JESSICA BORGREN / 218/279-8858 / jborgren@questex.com
Asst. Circulation Manager	LISA MILES / 218/279-8866 / lmiles@questex.com

Advertising staff

Cleveland Headquarters	600 Superior Ave. E., Ste. 1100, Cleveland, OH 44114
Associate Publisher	PATRICK ROBERTS / 216/706-3736 Fax: 216/706-3712 proberts@questex.com
National Account Manager	GEORGE CASEY / 216/706-3752 Fax: 216/706-3712 george.casey@questex.com
Regional Sales Manager	DAVE HUISMAN / 732/493-4951 Fax: 732/493-4951 dhuisman@questex.com
Account Manager	KENDRA KOVALYCSIK / 216/706-3763 Fax: 216/706-3712 kkovalycsik@questex.com
Account Executive, Classifieds	BRIAN OLESINSKI / 216/706-3757 Fax: 216/706-3712 bolesinski@questex.com

Marketing/magazine services

REPRINTS	landscapemanagement@reprintbuyer.com / 800/290-5460 x100
ILENE SCHWARTZ	Circulation List Rental / 216/371-1667
CUSTOMER SERVICES	Microfiche/film Copies 866/344-1315 Subscriber/Customer Service 866/344-1315/615/377-3322 (outside the U.S.)
PAUL SEMPLE	International Licensing 714/513-8614 Fax: 714/513-8845 psemple@questex.com For current single copy, back issues, or film/fiche/CD-Rom, call 866/344-1315; 615/377-3322

QUESTEX MEDIA

KERRY C. GUMAS	President & Chief Executive Officer
TOM CARIDI	Executive Vice President & Chief Financial Officer
ROBERT S. INGRAHAM	Executive Vice President - Travel & Beauty Group
TONY D'AVINO	Vice President & General Manager - Industrial & Specialty Group
DON ROSENBERG	Vice President & General Manager - Home Entertainment Group
BOB RYBAK	Vice President - Publishing Operations
DIANE EVANS-NEGRON	Vice President - Human Resources

CUTTING PERFORMANCE REDEFINED

GATOR MULCHER™ 3-IN-1



FROM THE CREATORS OF THE ORIGINAL GATOR MULCHER™...
COMES THE NEW GATOR MULCHER™ 3-IN-1 BLADE FAMILY

*The innovative new design creates 33% more air flow
than the original Gator Mulcher™, which results in:*

- ✦ BETTER MULCHING
- ✦ BETTER BAGGING
- ✦ BETTER SIDE DISCHARGE



Advanced Cutting Technology

Available from authorized Oregon® Distributors and Dealers selling genuine Oregon® and Gator Mulcher™ products

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

**Better Wiper Seal.
Better Nozzles.
Better Body Cap.
Better Switch Now.**



*Extra strong
body cap won't
leak or crack*



*Convenient
pull-ring flush cap*



*Co-molded wiper seal
eliminates leaks and
"flow-by"*

Hunter®

The Irrigation Innovators
www.HunterIndustries.com

Circle 112

**Battery Operated
Irrigation Controllers**

R600 Series with Remote Control

- Wireless Remote Operates Any Number of Field Controllers
- Range: 150' line of sight
- 1, 2, 4 Stations
- Waterproof



500 Series

- 1, 4, 6 Stations



Available with...

- In-line Valves
- Manual Valve Actuators
- DC Solenoids

DIG Corporation • 1210 Activity Drive, Vista, CA 92081-8510
800-322-9146 / 760-727-0914 • Fax: 760-727-0282 • www.DIGcorp.com

Circle 113

Proud supporter of these green industry professional organizations:



American Nursery & Landscape Association
1000 Vermont Ave., NW, Suite 300
Washington, DC 20005-4914
202/789-2900
www.anla.org



American Society of Irrigation Consultants
PO Box 426
Rochester, MA 02770
508/763-8140
www.asic.org



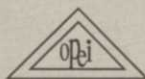
Independent Turf and Ornamental Distributors Association
526 Brittany Drive
State College, PA 16803-1420
Voice: 814/238-1573 / Fax: 814/238-7051



The Irrigation Association
6540 Arlington Blvd.
Falls Church, VA 22042
703/573-3551
www.irrigation.org



Ohio Turfgrass Foundation
1100-H Brandywine Blvd.
PO Box 3388
Zanesville, OH 43702-3388
888/683-3445



The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, VA 22314
703/549-7600
opei.mow.org



Professional Grounds Management Society
720 Light Street
Baltimore, MD 21230
410/752-3318



The Professional Landcare Network
950 Herndon Parkway, Suite 450
Herndon, VA 20170
703/736-9666
www.landcarenetwork.org



Responsible Industry for a Sound Environment
1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.pestfacts.org



Snow & Ice Management Association
2011 Peninsula Dr.
Erie, PA 16506
814/835-3577
www.sima.org



Sports Turf Managers Association
805 New Hampshire, Ste. E
Lawrence, KS 66044
800/323-3875
www.sportsturfmanager.com



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

THERE IS NO OFF-SEASON.



Don't let your Bobcat® equipment sit idle in the winter. Make sure you're maximizing your investment year-round. Use the family of Bobcat snow removal attachments to keep busy with diverse snow removal jobs – from paths to parking lots, and everything in between.

One Tough Animal™



Bobcat®

Circle 114

**OREGON
GROWN**

Tall Fescue

The tough, tolerant, terrific turfgrass preferred by today's homeowners!

Today's improved turf-type tall fescues are naturally darker and finer-leaved with enhanced disease resistance bred into each seed. Landscape managers find tall fescues now have less vertical leaf growth for fewer mowings and less clipping removal, and many newer cultivars contain endophyte for insect resistance.

Don't forget that low maintenance tall fescues have always been drought, wear, shade, and cold tolerant.

To ensure quality and integrity in the seed you buy, make sure it says *Origin: Oregon* on the seed package analysis tag.

Oregon Tall Fescue Commission

1193 Royvonne Ave. S. / Suite 11 / Salem, OR 97302 / 503-585-1157



Grassroots — where it begins

BY RON HALL / Editor in Chief

Professional application companies are being fitted with bulleyes by anti-pesticide crusaders in towns and cities across North America. Strangely, in many of these communities, especially in Canada, casual and retail sale of the same products that professionals use are still allowed.

Of the two user groups, which is more likely to use chemical products appropriately? Which is more likely to use them prudently, considering their cost?

But that's a small part of the bigger issue, just one of the inconsistencies in today's lawn care controversies that, once initiated, escalate beyond reason and tar the applicator segment of our industry with the blackest of brushes.

Enough with the whining

OK, enough of "Oh, why me? Why me?"

Rather than responding with a rant and bemoaning the unfairness of criticisms leveled at a service that millions of our customers desire and appreciate, *Landscape Management*, in partnership with the Professional Landcare Network (PLANET), hosted the first-ever "Grassroots Lawn Care Forum" in July.

The 3-hour event took place the afternoon before PLANET's annual Arlington Cemetery Renewal & Remembrance service project in Washington, DC.

Individuals, including lawn care operators, discussed a range of issues (pesticide bans, neighbor notification, IPM, pre-emption). Each presenter got 15 minutes to discuss his or her particular issue.

They got to the "meat" of how they met (or wish

they had met) their particular issue.

They shared real-life lessons. These are lessons from people who learned from them. They can be invaluable to you too if (probably more accurately *when*) you're confronted with similar issues.

In addition to reading about these important "Grassroots" issues in this month's cover article on page 28, visit www.landscapemanagement.net and download the speakers' presentations on your iPod.

Our special thanks

Our fantastic digital team of Maegen Hurtado and Joe Kalinowski recorded (audio and video) each speaker. You can learn from the presenters as if you were at the Forum in person.

Thanks to PLANET for its cooperation and to the participants who gave up a Sunday afternoon to share their experiences — Frank Gasperini and Stacey Pine of Responsible Industry for a Safe Environment (RISE); Kenneth Morris, an attorney experienced in issues involving pesticides; Jennifer Lemcke, COO of Turf Holdings, Inc; Greg Adams, president of One Step Tree & Lawn, North Chili, NY; Ken Pavely, coordinator of IPM Council of Canada; and Richard Tice, a long-time lawn care company owner and executive director of The Environmental Industry Council.

We'll continue to keep you informed of this and other critical issues and deliver the type of information you can use.

**Contact Ron at 216/
706-3739 or e-mail
rhall@questex.com.**

Rather than bemoaning the unfairness of the criticism, let's learn from each other.



The key lies in keeping the program simple and targeted.



5 training startup tips

BY BRUCE WILSON

Training can be an overwhelming challenge for most companies. It is especially hard for a company with no history of training. Many companies put off training just because it is such a huge challenge. They don't know where to start.

Company training programs, even when they do get started, often fall by the wayside as soon as the season gets busy. The frustration builds and there's no easy solution.

The good news is that it is not hopeless. The key lies in keeping the program simple and targeted.

Companies try to build all-inclusive training programs. The problems become overwhelming because they try to do too much. They do not have the time so nothing gets done. It's better to start taking small bites out of the problem. Start with these tips:

- 1 Identify a person in your company to "own" training.** The person must have a passion for training and preferably have worked their way up through the field. Make this person accountable for keeping your training plan on track.
- 2 Identify the positions where an investment in training will result in the most traction.** Where does a lack of training show up — sub-standard quality, low customer service or lost production? Which positions in your company will benefit most from targeted training? Put your effort here first.
- 3 Block out time to train.** More and more companies are making time for safety training. This is

probably more a result of insurance costs and regulatory requirements than anything else. The same type of training can be set up for other things. You just need to decide that you will do it and block out the time. Then, of course, you have to do it.

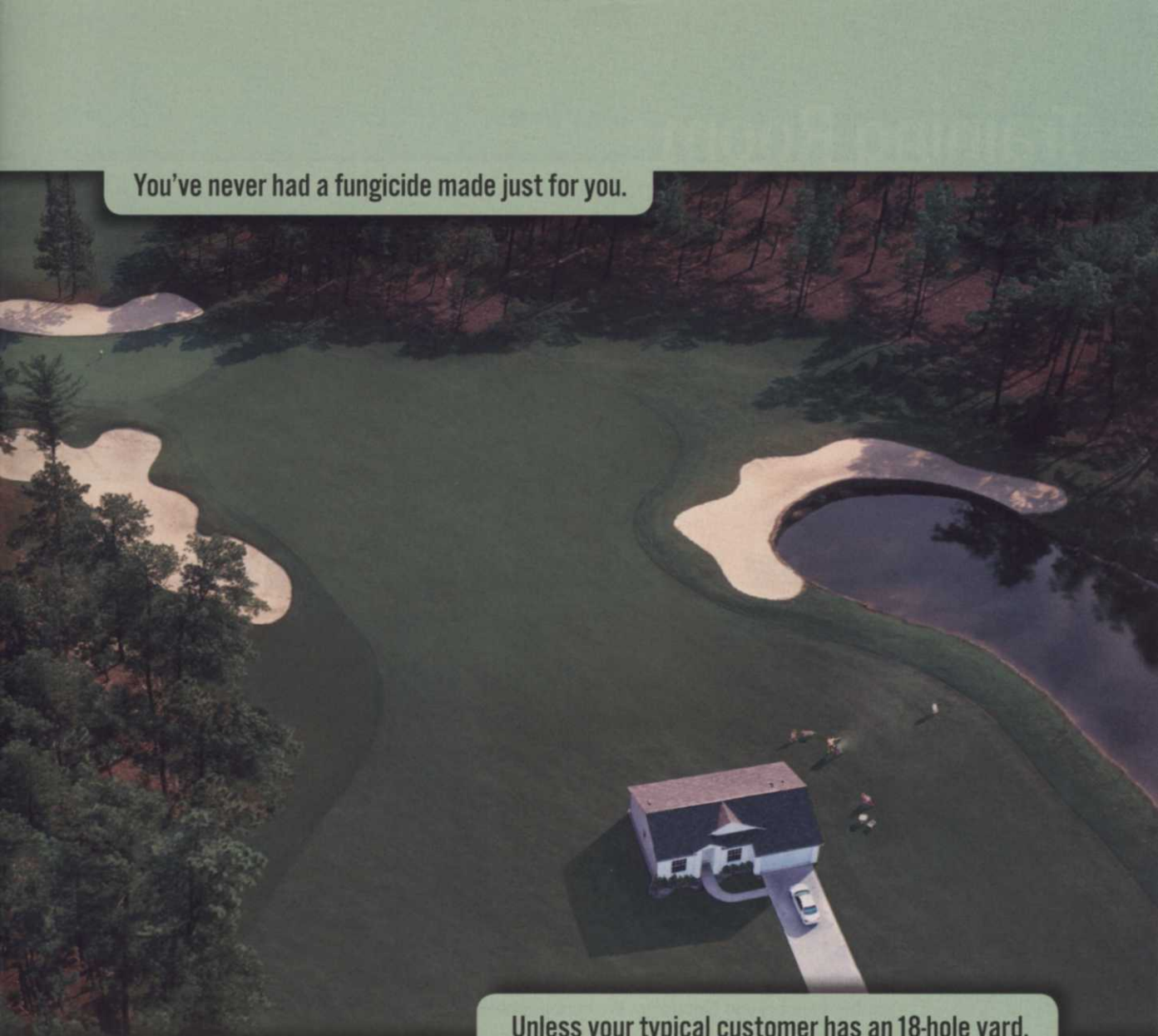
4 Take advantage of training aids. Research materials are available through the Professional Landcare Network (PLANET, check out what's available at www.landcarenetwork.org), your suppliers and your local trade associations. Developing your own training material is time consuming and often not your core competency. Not having material is the main reason most companies can never get started.

5 Evaluate your training against the problems that you identified in number 2. Accountability in training is critical. You must identify what outcome you expect from each training session if you want to get the most out of it.

Following the accountability theme, some companies complain that they have trained on a particular thing and still the crews do not do what they were trained to do. This is probably not a symptom of poor training, but rather it's a symptom of a lack of accountability in your organization.

Set the expectation that once you develop a specific practice and train people to follow it, that you now expect it will become standard operating procedure. No exceptions. This is how companies build their best practices and get results from their training investment.

— The author is a partner with entrepreneur Tom Oyler in the Wilson-Oyler Group, which offers consulting services. Visit www.wilson-oyler.com.


An aerial photograph of a golf course. In the foreground, a white clubhouse with a red roof sits on a small island of grass, connected to the rest of the course by a narrow path. A white car is parked on the path. To the right, a large, dark pond is surrounded by a light-colored sand trap. The rest of the course is green with several other sand traps and is bordered by a dense line of trees.

You've never had a fungicide made just for you.

Unless your typical customer has an 18-hole yard.

A golf course isn't the only place for well-managed, disease-free grass. Now there's Armada™, a fungicide that protects both your customers' turf and your profit margin — at around half the price of leading fungicides. Developed exclusively for lawn care professionals, Armada combines the power of a systemic and contact fungicide for persistent control of brown patch, leaf spot, red thread and 11 other turf diseases. At a price that won't put a hole in your wallet. To learn more, call us at 1-800-331-2867 or go to BayerProCentral.com.

Armada™

 **BACKED
by BAYER.**



Bayer Environmental Science

Bayer Environmental Science, a business group of Bayer CropScience | 2 T.W. Alexander Drive, Research Triangle Park, NC 27709
Backed by Bayer and Armada are trademarks of Bayer. | Always read and follow label directions carefully. | © 2005 Bayer CropScience

Circle 116

Fall is a great time to grow.
Don't slow down now, there's money
to be made. Go for it



Train for a strong finish

BY BILL HOOPES

Labor Day is a memory, the kids are back in school and soon the leaves will be on the ground. For us this means one thing — take advantage of the single best time of the year to improve landscapes and lawns. Fall is a great time to grow

Unbelievably, many operators don't go the extra mile to maximize the post-Labor Day business opportunity nature hands us on a platter during September, October and November. We burn ourselves out in spring, survive the hot summer then hang on until the snow flies.

What thinking person in our business wouldn't drool at the sight of a brown, beat-up lawn, probably with some grub damage, just crying out for help? What landscaper hasn't driven through the neighborhoods and noticed the drooping or dead ornamentals that were watered the first of May when spring was new and exciting, then ignored all summer? Root-zone fertilization? Replacement plants? All great opportunities. But adding business now will require more than just desire. Your people will need some training to really make it happen.

► **Wants/needs:** What do customers want most right now? Identify the needs you can fill without lots of planning, equipment purchases and training.

► **Core business strengths and capabilities:** Do what you do well and don't over-extend into unfamiliar areas on short notice. Identify exactly what you are prepared to offer customers on short notice.

► **Labor plan:** Don't expect your present staff to do a full day's work plus additional new assignments. This works only when staff is not at full capacity.

► **Skills/knowledge:** Who knows what? Which staff members have untapped knowledge? Which veteran would relish a new challenge with an incentive program to match? What training is required?

► **Service delivery standards:** Whether you decide to up-sell existing customers, expand your customer base or add a fall service, be sure a knowledgeable professional represents your business. Do not allow an untrained and unprepared person to play the consulting role with your customers.

With your extra service plan clear, train the person or people who will make it happen.

► **Write out a basic script to communicate your extra-value message.** Keep it simple and focus on benefits. Tell customers how can you help them bring the lawn back and/or improve the landscape at the time of year when plant growth is on a roll.

► **Make a list of the technical points your representative will need.** Don't be afraid to go to credible Web sources for help, like your extension service.

► **Doublecheck your product and equipment lists.** Do you have what you need and are your people properly trained and certified to use the equipment?

► **Finally, establish a clear and uncomplicated process** for making customer contacts and delivering on sales commitments.

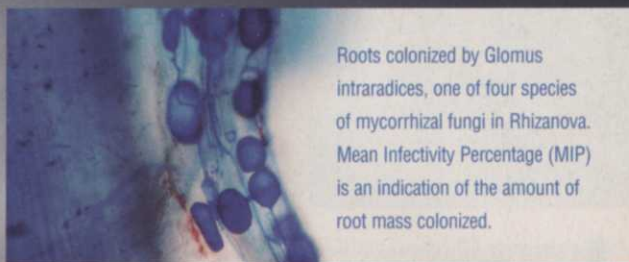
— The author is founder of Grass Roots Training in Delaware, OH. Contact him at hoopes@columbus.rr.com or visit www.grassroots-training.com.

always thinking ahead.



WORLD'S BEST

**You already dug one hole.
You shouldn't have to dig another.**



Roots colonized by *Glomus intraradices*, one of four species of mycorrhizal fungi in Rhizanova. Mean Infectivity Percentage (MIP) is an indication of the amount of root mass colonized.

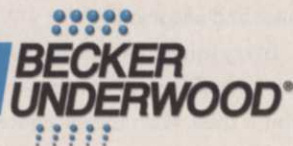
Losing 20-30% of newly transplanted trees is a grave statistic that no landscape professional should suffer. The *Mean Infectivity Percentage* (MIP) is a new industry benchmark that explains why Rhizanova™ tree inoculants provide superior mycorrhizae colonization, which is crucial in healthy establishment and survivability of young trees.

Rhizanova's mycorrhizae are carefully produced and blended specifically to maximize MIP and colonize a wide range of trees and shrubs. Other mycorrhizal inoculants only measure product quality by spore count. Without independent laboratory documentation of MIP, you're not getting the whole story on mycorrhizae quality or performance.

Reduce the risk of transplant death with Rhizanova, available in four convenient formulations. Call 1-800-232-5907 for the name of the Rhizanova distributor near you.



www.beckerunderwood.com



In the Know

BUSINESS NEWS YOU CAN USE

'Tis the season at KEI

BY STEPHANIE RICCA
AND RON HALL

It's always Christmas at KEI in Oak Creek, WI. Glittering Christmas trees, singing carolers and piles of presents started off the tour we took there recently as part of the Professional Landcare Network's (PLANET) Specialty Symposium in Milwaukee. The company sets up this "winter wonderland" every year to showcase its holiday decorating business to prospective clients.

KEI is a true family business, started by Ron Kujawa in 1964. The family still leads the business today, dividing its services into design/build, maintenance, snow and ice, interiorscaping and seasonal decorating. Forty full-timers and 100 part-time crew members get business done at headquarters and in the field, where the company's service area stretches from Madison, WI, to the Chicago border to the south. The company expects more than \$9 million in 2006 revenues.

"We built this headquarters as an investment property," says Ron Kujawa of the company's new digs, completed in 2003. "This place is solid. We built it for energy efficiency, low maintenance and adaptability."

Every square foot of the company's nearly seven-acre footprint is used. With the exception

of 60-80 tons of salt and some annuals for mid-season refreshers, long-term storage doesn't take up a lot of space on the property. The company takes delivery of 15 semitruck loads annually of flowers, which it uses to build and maintain giant seasonal pots and hanging baskets for clients in downtown Milwaukee. Commercial business makes up 70% of KEI's revenue breakdown, with another 20% from municipalities and schools and 10% from residential work.

Crews pile into the building every morning for stretches before taking off. Most of KEI's trucks are equipped with GPS, especially useful during snow and ice season.

KEI boasts a working safety committee. Representatives from all segments of the business meet monthly and the

group's first project was an overhaul of the company's safety manual, which it completed by reviewing, condensing and re-printing all materials in English and Spanish. The group recognizes safety enforcement goals with incentives and recognition awards. In the three and a half years since the safety committee's inception, the company has reduced safety-related incidents company-wide by 83%.

MORE INFO
athleticturf.net
PLANET Specialty Symposium participants also got a behind-the-scenes tour of Milwaukee's Brewer Park. For more details on the grounds maintenance, landscaping and internship programs there, visit Athletic Turf News' home online.

Bartlett Tree grows again

STAMFORD, CT — With the most recent addition of an office in Accokeek, MD, Bartlett Tree Experts now has more than 90 locations. The Accokeek office opened earlier this year as a result of the acquisition of Moran's Tree Service.

Free brochures online

CORONA, CA — Corona Clipper has upgraded its Web site, www.coronaclipper.com, to create a more user-friendly experience. Visitors can download free copies of Corona's educational brochures, *The Principles of Planting* and *The Principles of Pruning*, in English and Spanish.

U.S. Lawns a top franchise

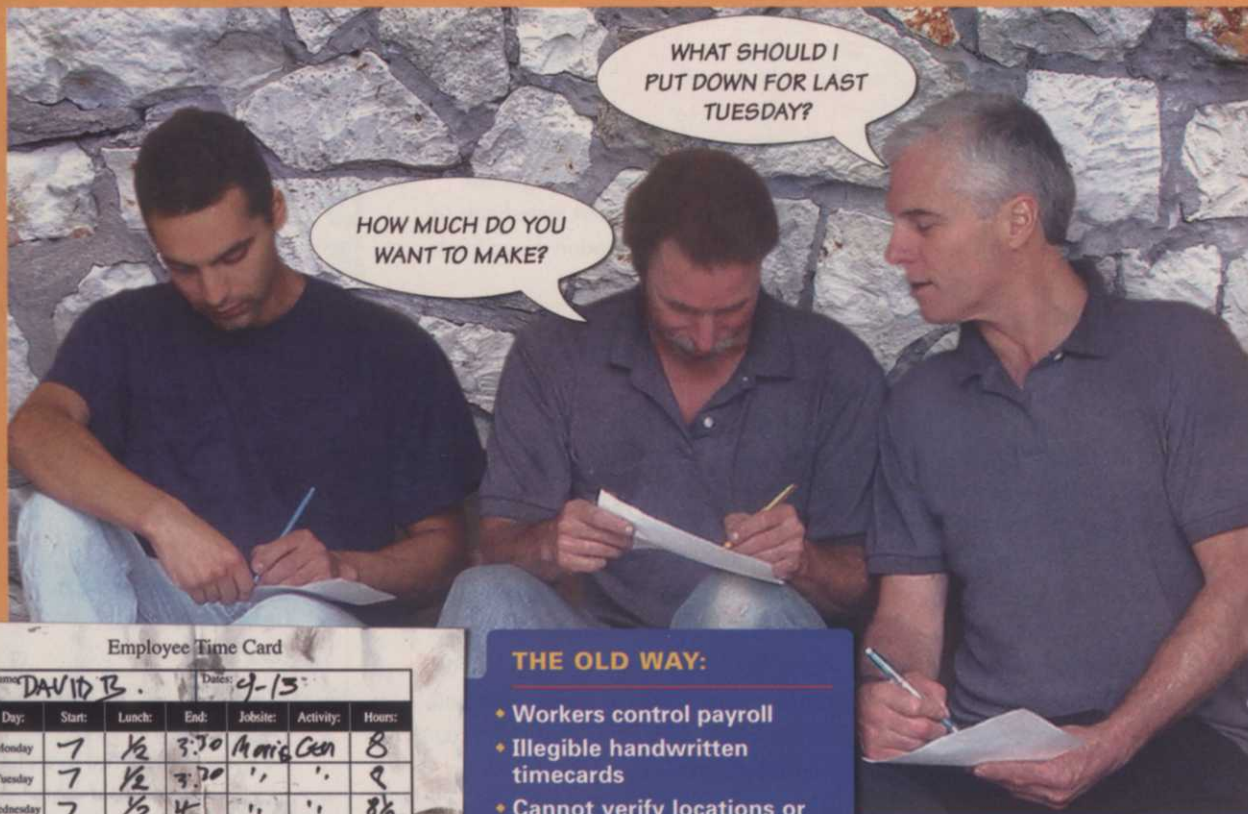
ORLANDO, FL — U.S. Lawns was rated a "World Class Franchise" and a "Franchisee Approved" company by FranSurvey, an independent group that surveys and grades franchise companies. The company was endorsed by more than 70% of their franchisees.

PCNB products still available

MIDDLEBURY, CT — The U.S. Environmental Protection Agency issued a Reregistration Eligibility Document (RED) for PCNB, the active ingredient in Chemtura fungicide products sold under the brand names Terraclor, Terraclor Super X and Turfcide. During this RED review process all PCNB-containing products can be legally sold and used according to label directions.

CLIPPINGS

HOW MUCH IS THIS CONVERSATION COSTING YOU?



Employee Time Card

Name: **DAVID B.** Dates: **9-13**

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

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

THE OLD WAY:

- Workers control payroll
- Illegible handwritten timecards
- Cannot verify locations or hours
- Accuracy based on workers' memories
- Impossible to verify overtime

Get in control of your manpower.

Employee Report

David Burns

Jobsite Name: **Morris Property** Date Range: **10/9/2006 through 10/13/2006**

Day	Start	End	Activity	Hours
Mon 10/9	7:08 AM	12:05 PM	Irrigation	4:57 hours
	12:41 PM	3:22 PM	Irrigation	2:41 hours 7:38 hours
Tue 10/10	7:12 AM	12:07 PM	Irrigation	4:55 hours
	12:43 PM	3:23 PM	Irrigation	2:40 hours 7:35 hours
Wed 10/11	7:12 AM	12:02 PM	Irrigation	4:50 hours
	12:46 PM	3:49 PM	Irrigation	3:03 hours 7:53 hours
Thu 10/12	7:17 AM	12:19 PM	Planting	5:02 hours
	12:50 PM	3:46 PM	Planting	2:56 hours 7:58 hours
Fri 10/13	7:13 AM	12:07 PM	Planting	4:54 hours
	12:44 PM	3:38 PM	Planting	2:55 hours 7:49 hours

Employee total **38:53 hours**

Signature: *David Burns* David Burns

THE JOBCLOCK WAY:

- Developed by contractors for contractors
- Durable, portable, on the job 24/7
- Zero addition errors
- Allows easy job-costing
- Makes every job more profitable



More than 250,000 workers clocked in today with The JobClock System. Find out why!

THE JOBCLOCK® THE LANDSCAPER'S TIMECLOCK.™

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

EXAKTIME
INNOVATION AT WORK

Circle 118

In the Know

Pesticides

UNDER FIRE

Activist groups and government agencies are pushing for increased regulation and restrictions on pesticides used by lawn care professionals. Here are several examples that made headlines last month:

Naming names

According to several articles in *The* (Charlottetown, Canada) *Guardian*, anti-pesticide activist group Pesticide Watch plans to publicize the names and phone numbers of individuals who apply pesticides to their lawn and property.

The group reports it plans to curb pesticide use through door-to-door interventions. Homeowners who continue to spray after the visit will have personal information placed on a Web site.

"This just may be illegal," said Charlottetown Councilor Ken Gillis. "These [residents] are abiding by the law and for them to invade their privacy is not right."

"If it does become a problem we'll definitely look into seeing if legal action can be taken," said Robert Gallant of Charlottetown-based Atlantic Graduate Lawn Care Pest Control.

The city is currently considering a ban of cosmetic pesticides, following the example of several other Canadian cities.

Label changes

Fourteen states are pushing the U.S. Environmental Protection Agency to require manufacturers to disclose "inert" ingredients used in pesticides that the state officials say pose an undisclosed health hazard, the Associated Press reported.

The EPA requires only "active" ingredients to be listed on labels now. Inert ingredients can make up as much as 99% of a product and some groups claim in-

erts can cause medical and environmental problems. State officials argue the EPA already requires inert ingredients to be listed on nonprescription drugs, foods and cosmetics.

EPA press secretary Jennifer Wood said the agency has fulfilled its duty to provide safe and clear labeling. "Through testing, regulation and labeling, EPA ensures that products, which include both active and inert ingredients, are safe for the public and the environment," Wood said.

The formal request for requiring labeling changes — which could precede a lawsuit — is being sought by attorneys general from New York, Alaska, Arizona, California, Connecticut, Illinois, Maine, Maryland, Massachusetts, New Jersey, New Mexico, Oklahoma, Rhode Island, and Wisconsin. The Virgin Islands also joined the action.

Possible pyrethroid ban

Concerned about the deaths of some aquatic life, the California Department of Pesticide Regulation may curtail the use of household lawn and garden pesticides.

State authorities report finding runoff from pesticides in urban streams that is killing small aquatic creatures, reported *The Los Angeles Times*.

A review by the state's pesticide agency may result in restrictions on many products containing pyrethroids.

The use of these has risen in recent years as alternatives to insecticides that are already banned, the report said.

The state agency plans to send notices in August to manufacturers of about 600 pyrethroid products informing them of the review. Allan Noe, a spokesman for CropLife America, representing pesticide manufacturers, said the industry does not agree there are toxicity problems but will analyze the way the products are used.

CLIPPINGS

LESCO opens more centers

CLEVELAND — In the second quarter of 2006, LESCO opened 13 new service centers in the Northeast, Midwest and Southeast. The company now has 319 Service Centers in 19 states.

Horizon acquires Wickham Supply

PHOENIX — Horizon, a distributor of landscape and irrigation products, acquired Wickham Supply and Water Zone, a regional irrigation products distributor in Texas.

Connect with landscape forum

Landscapers Connection offers Green Industry professionals in the South the chance to connect with other local trade businesses. LC provides an online community forum where local business owners can connect to buy, sell or trade, get business tips and have their questions answered. For more information contact steve@landscapersconnection.com.

Get smart

Weathermatic launched www.SmartLine.com, a resource site that updates landscape contractors on the benefits of smart irrigation and helps them sell the technology to homeowners and property managers. The site features news about SmartLine controllers and weather stations, along with installation manuals, programming tips and answers to FAQs.

ProScape

PennMulch[®]

Seed Accelerator

When seeding jobs fail your phone rings off the hook, your customers get upset, your schedule falls apart and your profits fly out the window. With its patented Moisture Cell Technology[™] each PennMulch pellet expands to four times its size, retaining water to speed up germination. It protects your seed and only PennMulch provides just the right amount of



*Help give grass seed
a better start at life.*

PennMulch[™] Seed Accelerator to the Rescue

starter fertilizer with one easy application, and without adding a single weed seed. Users agree, and university research confirms, PennMulch provides faster establishment, more uniform fill in, and up to 36% more grass than seed alone. PennMulch may not get it to rain, or get your customers to water, but it will reduce callbacks and improve customer satisfaction! You can find out more about amazing PennMulch by visiting our web site at www.LebanonTurf.com. Click on "Promotions" and enter coupon code LM1096 to receive a complete 40-page agronomy manual absolutely free! Ask for PennMulch at your nearby LebanonTurf dealer and make sure your seeds succeed.



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

Survey rates consumer perceptions of Green Industry

NEW PRAGUE, MN — Project Evergreen released the results of a nationwide consumer survey that shows conflicting attitudes and misconceptions about the value

of green spaces and Green Industry products and services.

"For example, 90% of those surveyed agreed that landscaping is important in

improving their home's value at sale time," said Den Gardner, executive director of Project EverGreen. "However, only 50% agreed that landscaping was important in reducing energy costs. In the same way there seems to be a lack of knowledge of the role green space can play in helping regulate air quality. Forty percent of survey respondents either disagreed or said they 'didn't know' that trees, shrubs and turfgrass remove pollutants from the air."

Overall, consumers have a positive attitude about maintaining their lawn and landscape.

"It's not surprising that more education is needed to fully appreciate all dimensions of the value green space has for our society," Gardner said, "but there are signs of progress. For example, respondents indicated that if tax increases were necessary for the purpose of building public green spaces and parks, they'd vote 'yes' 55 to 45. That's encouraging."

Other results from the survey, conducted in March 2006, included:

- Public officials give adequate attention to preserving green spaces — 50% agree; 50% disagree, don't know or have no opinion
- Developers do a good job of including green spaces — 30% agree; 70% disagree, don't know or have no opinion
- Landscaping improves home value — 90% agree
- Green spaces and parks improve property values — 70% agree
- Professionally maintained public parks and sports fields are good for the economy — 75% agree
- Pesticides (herbicides, insecticides and fungicides) are useful tools to fight weeds, disease and insects — 65% agree
- Green spaces create a better, safer environment — 60% agree

KNOCKOUT PUNCH

With an operating capacity of up to 900 pounds and over 50 attachments in its corner, The Boxer BRUTE is built to overcome tough challenges like carrying heavy block, trees, stone and hay bales or plowing wet snow. Available in either track or wheel version. And you can order a special package including trailer, attachments and The Boxer BRUTE, ready to roll. Contact your local promoter or view it live at:

WWW.BOXERPAYERVIEW.COM **1-800-476-9673**

BOXER
BIG POWER IN SMALL PLACES

NO CHARGE FOR VIEWING
A DIVISION OF **COMPACT POWER**

Circle 120

People & companies

Jeff Wright was promoted to vice president and executive officer of **Tanaka America, Inc.**



Lou Newman (left) as regional sales manager for the Southeast and promoted **Harman Gilbert** to national fertilizer product manager.

Ingersoll Rand appointed **Larry Silber** to president, utility equipment. Over the past four years Silber has worked as president, rental, remarketing and Latin America.

Stuart Franzen joined **JJR's** Chicago office as a senior landscape architect. He has more than 24 years of professional design, site engineering and project management experience. **JJR** also announced the return of **Bob Doyle** to the Ann Arbor, MI, office as a senior landscape architect.

Profile Products added **Randy Hamilton** to its expanding sales force as western region sales manager.



Shindaiwa Inc. promoted **Jorge Lazo** to the new position of senior vice president of sales & technical services. He will be responsible for expanding the company's global distribution and sales and service activities.

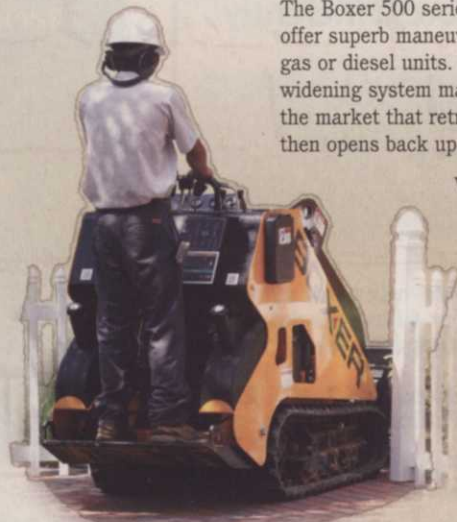
Rain Bird Corp. promoted **Dave Wagner** to director of its Accessories Division in Tucson, AZ. Wagner previously was the marketing manager for Rain Bird's Contractor Division.

Project EverGreen awarded its first Because Green Matters scholarships to **Amy Hegwood** and **Tao Fan**. Both will receive \$2,500 awards to assist in preparing for careers in the Green Industry.

Hegwood is a student at Gwinnett Technical College, Lawrenceville, GA. Fan is a junior at Brigham Young University, Provo, UT.

Nancy Schwartz joined **DuPont Professional Products** as marketing manager, Turf and Ornamentals.

FANCY FOOTWORK



The Boxer 500 series, track-driven mini-skids offer superb maneuverability and are available in gas or diesel units. Its unique, adjustable track widening system makes it the only machine on the market that retracts to get through gates, then opens back up for working stability.

When working on established lawns, Boxer's low ground contact pressure enables trenching, augering and other aggressive applications with minimal damage and optimum traction.

Boxer is available with over 50 different attachments for job flexibility. See all the features at www.boxerpayerview.com.

WWW.BOXERPAYERVIEW.COM

1-800-476-9673

BOXER
BIG POWER IN SMALL PLACES

NO CHARGE FOR VIEWING
A DIVISION OF **COMPACT POWER**

In the Know

Textron sells Jacobsen commercial grounds care brands

PROVIDENCE, RI — Textron Inc. has sold its line of Jacobsen commercial grounds care products to focus on its golf course and turf equipment business.

The sale includes products branded Bob-Cat, Bunton, Ryan, Steiner and Brouwer, as well as a Johnson Creek, WI, manufacturing facility and a leased service parts facility in Dalton, OH.

The transaction closed in mid August for undisclosed terms.

The product lines bought by Southampton, PA-based

Commercial Grounds Care have annual revenues of about \$60 million.

Over the past five years, Textron has sold non-core manufacturing businesses with \$4.4 billion in revenue.

"Jacobsen has made a strategic decision to focus on its professional turf business which includes golf course, sports turf and municipal grounds equipment," said Dan Wilkinson, president of Jacobsen. "Although the commercial grounds care division offers strong brand names and an excellent facility in Johnson

The sale includes products branded Bob-Cat, Bunton, Ryan, Steiner and Brouwer, as well as a Johnson Creek, WI, manufacturing facility.

Creek, it is not consistent with Jacobsen's long-term growth strategy."

Jacobsen is part of Textron's industrial products group, which made up 30% of the company's 2005 sales. The commercial grounds care unit, which makes lawnmowers, harvesters, aerators and seed-

ers, was built up during the late 1990s, the company said.

Commercial Grounds Care is an affiliate of Schiller-Pfeiffer, Inc., the manufacturer of Little Wonder, Mantis and Classen products.

Jacobsen was founded in 1921 and is celebrating its 85th anniversary this year.

Liquid Management Store, Pump, Meter & Dispense Your Products More Efficiently

- Small, medium, large mixing/storage systems
- Pump and meter systems for drums, minibulk containers



- Pre-mix tank systems for filling backpacks, jugs and tanks
- Sizes in 50, 110, 220 Gallon
- Featuring Sotera® 400 series diaphragm pump
- Mix and dispense with the same pump

CHEMICAL CONTAINERS, INC.

Phone: 1-800-346-7867
Address: P.O. Box 1307 Lake Wales, Florida 33859
Email: sales@chemicalcontainers.com

Circle 122

AerWay®

AerWay® saves water, nutrient and chemical costs



AerWay® venting tines can be used all season to keep the soil surface open. Water and nutrient applications are more efficient because they are absorbed immediately into the soil profile.

for more information call **1-800-457-8310**

Advanced Aeration Systems

www.aerway.com email: aerway@aerway.com

Circle 123

OPEI Expo, GIE show deal finalized

BY RON HALL

The merger of the Green Industry Expo (GIE) and the International Lawn, Garden & Power Equipment Expo (OPEI Expo) was finalized on June 23. The two industry trade shows will become a single trade show Oct. 25-27 in 2007. It will be known as the Green Industry & Equipment Expo.

The final stand-alone OPEI Expo, sponsored by the Outdoor Power Equipment Institute, will take place Oct. 6-8 this year at the renovated Louisville, KY, Convention Center. Its big draw for landscape professionals is and has been its massive adjoining outdoor exhibit area where attendees can field test commercial mowers, utility vehicles, compact construction

equipment and other iron products.

This year's GIE is set for Nov. 3-4 in Columbus, OH, and also features both indoor exhibits and outdoor equipment demonstrations. The GIE is a joint project of the Professional Landcare Network (PLANET) and the Professional Grounds Management Society (PGMS). The two national organizations wrap three days of educational sessions, training and networking around the trade show.

Representatives of the GIE and OPEI began discussing the merger more than a year ago when equipment exhibitors raised concerns about having two industry trade shows within a month of each other and targeting essentially the same attendee base. (OPEI moved its show from July to



October in 2003.) The pressure for a merger grew as the OPEI Expo, once considered a "dealer" show, attracted more and more landscape pros.

While the OPEI Expo has always showcased "iron" products, PLANET, which represents the lawn application segment of the Green Industry as well as landscape professionals, is working to make sure the chemical side of the business has a strong presence at the 2007 Green Industry & Equipment Expo, too.

Because of contractual obligations, the merged show is expected to remain in Louisville at least through 2010.

THE MP ROTATOR® *saves water compared to conventional sprays & rotors*

WE TAKE THIS CLAIM VERY SERIOUSLY

*The water savings potential is real ...
it is big ... and the MP Rotator® is the future.
Visit www.mprotator.com to learn more.*



W Walla Walla
Sprinkler Company

A subsidiary of Nelson Irrigation Corporation Walla Walla, Washington, U.S.A. Tel: +1 509-525-7660

Circle 124

Add-On Biz

BUSINESS EXTEND YOUR BUSINESS

Fertigation

► Keep turf healthy, growing while reducing maintenance costs

BY CHRISTINA A. THOMPSON

Your goal is to keep your customers happy throughout the season by making their property look consistently good. Can you achieve that goal while turning a profit and not spreading your staff too thin?

Steven King, irrigation management professor at Lake City Community College in Lake City, FL, says fertigation may be the extra hand that a landscape management business needs.

The process involves fertilizing a yard in microdoses through a sprinkler system over a period of time. Repellents and surfactants can be added to the fertilizer solution. Natural repellents like garlic, cayenne pepper and molasses will deter deer, rodents and insects. Surfactants will capture moisture that is not normally made available to the plant, King says, saving up to 50% of water.

Unlike granular applications, fertigation causes less stress on the turf and plants,

King says. Fertilizer is applied regularly, plus more nitrogen enters the plants and soil. Another advantage is labor — a crew member spends a few minutes refilling or replacing the fertilizer tank and checking the sprinklers versus the labor of manually applying fertilizer throughout the season.

"It's a great management system, integrating fertigation techniques with surfactants and repellents," King says. "Healthier plants create longer, stronger, healthier roots, which will draw from a larger soil profile. When it does that, then the soil moisture content in that soil profile would actually save on the water because the grass goes into less stress."

Two types

Two styles of fertigation systems — injection and Venturi — support the residential market. The injection system, with a 30- to 50-gallon storage tank, is for large properties with one or two acres of green space. This system offers the most flexibility. Each sprinkler can distribute a different amount of fertilizer to each

▲ Adding fertigation services requires knowledge about more than just irrigation systems.

hydrozone, such as the turf grass, annuals bed, shrubs or garden. The Venturi system, which has a 2- to 4-gallon tank, is for small residential lawns, starting at 10,000 square feet of green area. Since the Venturi tank is small, it does not allow for different amounts of fertilizer to hit specific zones. The fertilizer is distributed to all sprinklers in equal amounts.

King says the Venturi system takes about 15 to 30 minutes to install. He's seen several types of contract agreements with customers: install units for free, install units at cost, or install units with a percentage of mark-up. Most contractors sign customers to a two- or three-year agreement for fertilizer refills and system maintenance.

Who uses it?

"Lawn maintenance companies have an advantage over others because they are on the

lawn once a week," King says.

He recommends that landscape managers call a local distributor for a free, one-day training seminar, which covers water flow, plant intake, soils, equipment, fertilizers, installation, maintenance, troubleshooting and business aspects. Landscape managers also need to research guidelines and regulations for applying fertilizers and installing sprinkler heads in their area. In addition, they need to find out if their area has water restrictions.

"If you're a landscape manager, then you have to know some basics about irrigation," says King. "You have to know how to create watering schedules or water budgets. You need to know a little plumbing. You need to know about plants, turf, soils and their uptake. You need to know a little bit about everything."

King anticipates that next spring and summer will be fertigation's coming-out party to consumers. "We're going to see this fertilization in Home Depot, Lowe's, and garden centers everywhere," he adds. "The end user will be the ones that will ask for it." **LM**

— The author is a freelance writer based in Shelby, Ohio. Contact her at 419/342-2748 or editwrite4u@neo.rr.com.





THE MORE YOU WORRY ABOUT INSURANCE, THE MORE YOU'LL NEED IT.

Insurance or your customers? We know where you need to focus. So our expert advisors help customize coverage specific to you and your business needs. Like payroll reimbursement or loss of income coverage that's immediate and protects you up to 12 months. Now, spend more time growing your business and less time worrying about staying in business. When life comes at you fast® Nationwide is on your side®. Call 1-877-On Your Side™ to find an agent near you.



Nationwide®
On Your Side

Auto Home Life Business



Nationwide, the Nationwide Framemark, Nationwide is on your side, Life Comes At You Fast and On Your Side are federally registered service marks of Nationwide Mutual Insurance Company, Nationwide Life Insurance Company, Nationwide Mutual Insurance Company and Affiliated Companies. Home Office: Columbus, OH 43215-2220. © 2006 Nationwide Mutual Insurance Company. All Rights Reserved. Certain coverages are optional.

Lawn care — it's *all* GRASS

Washington, DC,
forum focuses on the big
issues affecting lawn care
and what they mean to its future

BY RON HALL / Editor in Chief

WITH APOLOGIES TO CHARLES DICKENS, the '06 Grassroots Lawn Care Forum in Washington, DC, this past July revealed "the best of times" and the "worst of times" for the North American lawn care industry.

It shed a light on some of the biggest pesticide-related challenges facing the industry but, more importantly, what we as an industry can do to meet these and future challenges.

Best of times? Admittedly, that's stretching a point. But the U.S. lawn care industry, even with its explosive growth during the last generation, is a vibrant industry with few industry-wide threats to its long-term viability. Millions of U.S. homeowners and businesses value professional turf care. The vast majority of consumers trust the safety of the chemical tools that the industry uses in delivering its services.

Worst of times? From the industry's standpoint the regulatory contagion infecting local governments across Canada can hardly become more challenging.

"Every local council in Canada has at some point looked at or has considered a pesticide bylaw," said Jennifer Lemcke,

ROOTS

COO for Turf Holdings, Inc., Toronto. "The activists have made the pesticide issue a political nightmare for city councils and most municipal councilors just want it to go away."

Lemcke was one of six presenters at the Forum that *Landscape Management*, partnering with the Professional Landcare Network (PLANET), hosted this past July in Washington, DC.

The company she represents, which has multiple Weed Man locations in Canada, is being targeted by a well-organized and well-funded coalition of activist organizations. Hundreds of other independent application companies struggle with the same issues there.

"We're faced with many obstacles when trying to service our customers because each municipality has the right to restrict or ban products," she added. "There are times when we are servicing one side of the street that has one bylaw and on the other side of the street we are faced with another bylaw.

"It has been an extremely costly and

frustrating process. Our company alone has devoted thousands of hours to attend council and committee meetings to help educate local government officials," she added.

The number of villages, towns and cities across Canada passing bylaws that ban, regulate or restrict pesticide use on private property is approaching 100. Most of these bylaws target professional application companies.

By some estimates, more than 30% of the country's 32.6 million people will live in communities affected by these pesticide regulations once all regulations kick in — the regulations approved as of this writing, that is. And the number is expected to continue growing, albeit at a slower pace, even though anti-pesticide agitation remains red hot.

What accounts for the dramatic difference in the state of lawn care regulation in Canada and the United States? The answer is found within a single word — preemption.

While the supreme courts of both

countries have ruled that local governments, such as towns and cities, are not excluded from passing pesticide regulations to protect the health and safety of their citizens, subsequent events in each country went in wildly different directions.

This includes industry's actions in the wake of these decisions.

Ranks start to mobilize

Even before the U.S. Supreme Court ruled on June 21, 1991, that FIFRA does not preempt local governments from regulating pesticides, CropLife America, which had been watching anti-pesticide activities, spun off a partner group called Responsible Industry for a Sound Environment (RISE). CropLife America is the key lobbying group of the agriculture pesticides industry. RISE represents the non-agricultural side of the pesticide industry.

Soon after the U.S. Supreme Court's ruling, more than 100 industry organizations and associations (including the American Farm Bureau and the U.S. Chamber of Commerce) joined CropLife America and RISE in forming a coalition to lobby state governments to pass preemption laws to keep towns and villages



Jennifer Lemcke





from regulating pesticides.

Their argument is that local municipalities:

- don't have the technical expertise to make these kinds of decisions and that the products that industry uses have already been thoroughly tested and approved at the federal level,

- won't have the manpower or finances to administer and enforce pesticide regulations,

- will create a tangle of local pesticide regulations that will seriously and unnecessarily hamper industry's efforts to provide its services.

The coalition's efforts at the state level bore almost immediate fruit. To date, more than 40 states have written some version of preemption into their pesticide laws.

By contrast, pesticide manufacturers and end user/business groups did not coalesce into a similar multi-industry effort and did not mount a coordinated campaign in Canada — at least not in time.

The professional lawn application industry there is paying the price.

Hudson ignites a spark

In May 1991 the small community of Hudson in Quebec Province passed a bylaw banning pesticides that set off a decade-long legal battle with lawn application companies doing business there. After the issue progressed through lower courts, the Canadian Supreme Court in June 2001 ruled that Hudson could indeed regulate pesticides. This emboldened anti-pesticide activists to go on the offensive. And they were eager to go. They had spent the previous decade networking with other activist organizations, building alliances and probing for weaknesses in industry's position.

The local bans — which began in

Quebec Province and for months after the ruling remained mostly confined there — began sprouting elsewhere as industry critics used each local success to pressure city officials in communities elsewhere to pass similar legislation.

They had built themselves a working template to use from one community to another. It included model ordinances and bylaws passed elsewhere.

Without specific federal or provincial authority to prevent local authorities from passing pesticide laws, activists began demanding that local lawmakers take action against "non-essential" or "cosmetic" use of pesticides. Key to their argument is the "precautionary principle" — if there's any health or safety risk associated with pesticide use (regardless of extensive product testing to the contrary), pesticides shouldn't be used.

Even without conclusive evidence to support their claims, activists have been successful, mostly because industry has not had the manpower or the resources to fight each individual battle at the grassroots level, say Green Industry supporters.

Close to home

Could the same thing happen in the United States?



Frank Gasperini

It's unlikely, at least to the same extent, thanks to the cooperation established among pesticide user groups, associations and the business community. But it's hardly out of the question, said Frank Gasperini, state affairs director of RISE.

"Could the pesticides and fertilizers you need to do your job become illegal?" he asked rhetorically at the Grassroots Forum. "I think you know the answer to this. And the answer is yes.

"The activists have a game plan. They

continued on page 32

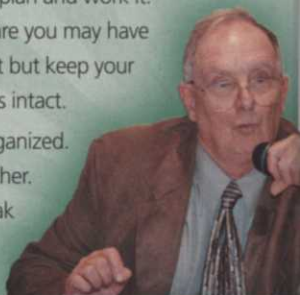
Tice's 8 rules of engagement

Richard Tice is the kind of guy you want on your side in a fight, in particular a battle that involves government regulations affecting the Green Industry. As the former longtime owner of a lawn care company, he's been knocked about enough by industry critics to have developed a tough hide. He's knowledgeable and he's outspoken.

Tice, who serves as executive director of the Environmental Industry Council (EIC) and the Connecticut Groundskeepers Association, is both the industry's watchdog and bulldog for regulatory or legislative issues in Connecticut.

He told the Forum gathering that years of experience dealing with industry regulation have taught him:

1. Never relax your vigilance in tracking, monitoring and addressing developing local issues.
2. Establish relationships with local lawmakers, but don't believe everything they tell you.
3. Always behave like a professional.
4. Realize that data and facts may not mean a thing when all is said and done.
5. Develop an efficient communication system among your supporters. Communicate often and be persistent.
6. Provide easy-to-use, easy-to-understand talking points for supporters.
7. Have a plan and work it. Chances are you may have to adjust it but keep your main goals intact.
8. Stay organized. Stay together. Don't break ranks.



Cover Your Landscape With

COLOR



Fanciful™ Pink Fancy-Flowered Impatiens ●



Fanfare® Orange Spreading Impatiens ●●



Dragon Wing® Begonia
Silver Falls Dichondra ●



Magilla® Purple Perilla ●
Lucky™ Yellow Lantana ●



Magilla® Purple Perilla ●
Kong® Rose Coleus ●
BabyWing® Pink Begonia



Sorbet® Primrose
Babyface Viola ●



Wave® Spreading Petunias ●
Purple Majesty Ornamental Millet ●

Annuals & perennials present endless possibilities for landscape color and Ball offers a wide range of varieties to suit your needs. Provide your customers with color that will make an impact throughout the season...landscape color means more profits for your business. Contact Ball for more information or visit BallLandscape.com to find a supplier in your area.



Serena™ Mix Angelonia ●
Dakota Gold Helenium ●

Ball®

BallLandscape.com

™ denotes a trademark and © denotes a registered trademark of Ball Horticultural Company in the US. It may be registered in other countries. WAVE is a registered trademark of and bred by Kirin Brewery Co. Ltd.
© 2005 Ball Horticultural Company Printed in USA BHC06027

Matrix® Pansy &
Snow Crystals Alyssum ●



continued from page 30

don't just go out and throw rocks at us like they used to. They have Web sites. They talk and they plan," he said. Indeed, they're committed to leveraging their local Canadian successes to the national and provincial governmental levels, he's convinced. They're also eyeing the northern tier of U.S. states, such as New York and Minnesota, for increased pressure on pest control products.



Stacey Pine

this past spring to monitor and manage grassroots issues on behalf of the Green Industry.

"I came on in May," Pine said. "Since then our team has addressed 16 to 20 issues. And you know what? We have not

This pressure may not — and probably will not — be directed at local pesticide bans as such, but at related issues, said Stacey Pine, who was retained by RISE

duplicated any of the issues. I've not dealt with the same issue twice. They're [activists] getting very creative."

One example is neighbor notification. Several counties in New York require that lawn care companies notify adjacent property owners at least 48 hours prior to the application of liquid chemical lawn care products. The law was passed in 2000 and allows counties to decide for themselves whether they want neighbor notification or not, something that many

continued on page 34

How the City of London was lost

ON more than a few occasions these past four years, small mobs of agitated activists, minus pitchforks and torches, have stormed into the city council chambers in London, Ontario, demanding action. What so inflamed their passions?

In a phrase — lawn care chemicals.

This controversy, rife with charges of intimidation and harassment, saw dozens of people (including a handful of "experts") rail against lawn care chemicals at a seemingly endless string of public meetings these past four years.

This past June 12, city councilors in this city of 340,000 people voted 13-6, approving a bylaw to ban lawn care pesticide use on private property.

"They pulled a fast one on us. We successfully batted it (the bylaw) back five times," says John Matsui, who represented the London Professional Lawn Care Association in the ongoing battle. "The last time it came back at an inopportune time — just before a municipal election."

The ban takes effect September 2008. It covers professional applicators and homeowners although the city will still be allowed to use chemical pest controls on properties such as youth sports fields, right of ways and boulevards. Golf course, including the three municipal courses, are exempt from the bylaw too. Retail sales of lawn care pesticides will reportedly remain unaffected.

"There are so many exemptions in this bylaw that we do not think it's going to stand up in court," Matsui says. "The way the bylaw is written the only people that cannot use the products are the professionally trained and certified members of the industry." Matsui would not comment on the possibility of a suit by the London Professional Lawn Care Association.

Matsui says the debate over lawn care chemicals is, in reality, part of a bigger power struggle between two political ideologies — leftist and pro-business.

"The political group that was behind the bylaw knows that what they accomplished has nothing to do with the environment or safety," claims Matsui. "It has more to do with gaining political power in the city."

To date, city council has not determined how will it enforce the ban or what the penalties will be for ignoring it.

What follows are some of the highlights (lowlights) of the last two years of the four years of wrangling, cajoling, confusion and, in the end, politicking that resulted in the passage of the bylaw:

Dec. '04: A citizens committee, set up by council to make a recommendation on a possible pesticide ban, drops the issue back into city council's lap. It can't agree because it's composed of equal numbers of pro- and anti-pesticide supporters.

March 22, '05: More than 40 people, most them opposed to pesticides, demand that council's six-member Environment and Transportation Committee recommend that council ban pesticides for public health reasons. Henry Valkenburg, Great Lakes Lawn Care, counters that professionals are well trained and use only products that have been thoroughly tested and approved by the government.

April 26, '05: Members of the London Coalition Against Pesticides (LCAP) rain catcalls and call out in disgust as the Environment and Transportation Committee rejects a ban on pesticide. The committee says it wants to see how a court appeal of a similar ban in Toronto turns out.

continued on page 34

It's about time!



TimeScapeTM
Time tracking for
mobile employees

Modeco Systems LLC

Designed For

Landscape Contractors offering
Landscape Installation and Maintenance - Chemical Application -
Snow Removal – Interior Plant Maintenance and More

Increase Profits

- ◆ Employee collects data with a small hand held scanner
- ◆ Collect job, material and task with 100% accuracy
- ◆ Shows exact times of arrival/departure from customer sites
- ◆ Replaces time cards—reduces employees time
- ◆ Replaces job log sheets—allows daily reporting of all work performed
- ◆ Calculates travel time and on job time
- ◆ Downloads to a central database with a click of the mouse
- ◆ Over 20 reports for invoicing and payroll—custom reports available
- ◆ Less time spent on invoicing and payroll
- ◆ Less time crunching numbers—more time for profit



Modeco Systems LLC

W208 N16975 Center Street, Jackson, WI 53037

Call Today! 262.677.8184

www.modecosystems.com



continued from page 32

lawn care companies do on their own. Lawn care business owners contend that mandatory notification of every neighbor added unnecessary administration and expense to their services, in the end costing consumers more.

"We spent months on the phone, months in office visits talking to people and telling our story. We had great information and we gave it to our representatives," said Greg Adams, President of One Step Tree & Lawn Care, North Chili, NY.

"But the issue never is about science. It's all about politics and it's all about emotion."



Greg Adams

The chances of activist activity achieving local pesticide regulations (in the United States the initial target is typically public properties like parks and school grounds) rises when it can cut a deal with one segment of the Green Industry and target another.

Indeed, said RISE's Gasperini, because of the growing sophistication and aggressiveness of activist organizations such as Washington, DC-based Beyond Pesticides, a clearinghouse of anti-pesticide activity, it's increasingly unwise for any user group to tackle issues — in particular local issues — alone.

"Their goal is to divide and conquer in-

dustry groups," he said at the Forum. "If they can pit lawn care against the golf course interests or the tree people or the farmers or the pest control people they will do it in a heartbeat because they know that it works."

His advice, and that of about every presenter at the Forum: Watch grassroots issues closely, organize and network (even with competitors) to address them. Advise and seek the assistance of larger industry organizations, including RISE, right away. **LM**

► To listen to the 2006 Grassroots Lawn Care Forum speaker presentations, visit www.landscapemanagement.net and click on the icon on our homepage to access the complete audio podcast.

continued from page 32

May 13, '05: The Ontario Court of Appeal rules in favor of Toronto's ban.

July 18, '05: The committee considers recommending a bylaw that promotes integrated pest management and IPM-accredited companies to continue their pest control services. A vocal LCAP member calls IPM "too complicated, cumbersome and ultimately unenforceable." The LCAP keeps hammering away for a total ban.

July 25, '05: City council, in a 10-8 vote, approves a bylaw that encourages citizens not to use pesticides and promotes IPM. LCAP is not appeased. It says it will continue to fight for a ban.

November '05: City council defeats a bylaw that would have allowed spraying of pesticides on up to 20% of a property owner's lawn, reducing that to 10% by 2010.

March 27, '06: In an apparent about-face, city council votes 16-3 to instruct the Environment and Transportation Committee to develop a bylaw that phases out "non-essential use of pesticides" by September 2008.

March '06: Superintendents at golf courses within the city, including its three municipal courses, say a pesticide ban on golf courses "would be devastating" to the operation of the courses, hence revenues would drop.

April 26, '06: City residents, responding to a media campaign launched by the London Professional Lawn Care Association, bombard city council with more than 300 faxes, 100 phone calls and an unknown number of e-mails opposing a ban on pesti-

cides. Lawn Care pro Valkenburg says he has hundreds of other letters of support.

May '06: With municipal elections just six months away council members appear to be openly divided in two camps. The pesticide issue is in the middle of this political battle. A Health Canada official explains the process that it uses to approve pesticides for use. Anti-pesticide activists accuse the speaker of conflict of interest, claiming 25% of its funding and "many of the scientific studies are provided by industry." Pro lawn care supporters wear green T-shirts saying "Council Keep Off My Grass." As many as 60 people speak at the public meeting that lasts for almost seven hours, reports the local media.

June '06: The Canadian Cancer Society launches a Web site urging Londoners to send e-mails to city council in support of a ban. "That was too much for a couple of the councilors that were on the fence and they went to the other side," says Matsui. "Obviously, the Society has become more political." Matsui says that neither the American Cancer Society nor the National Institute for Cancer, a research arm, take the same position as the CCS.

June 12, '06: Council votes to ban non-essential uses of pesticides, starting in September 2008. Costs to administer a ban and to conduct an education campaign are expected to cost the city as much as \$1 million over three years. Exemptions to the ban include golf courses, farms, swimming pools, utility rights of way and for threats to human health and insect infestations.

— RH

Landscape Management and PLANET
want to thank the following sponsors:

ADVAN



Arysta LifeScience



Bayer Environmental Science

LebanonTurf



An Employee-Owned Company

QUALI-PRO

syngenta

The support of our sponsors allowed us to deliver the GRASSROOTS LAWN CARE FORUM 2006, and bring to light the critical lawn care industry issues facing today's lawn care and grounds professional.

spanish

Speak spanish?

¿Habla español?

BY CHRISTINA A. THOMPSON

As Tim Spahn, grounds services foreman of Northwestern University near Chicago walked across campus, he heard the buzz of a mower motor. He thought to himself, "We're not mowing this section of campus today." After looking around for the source of the noise, he was shocked to see one of his non-English-speaking employees mowing the wrong part of campus. Earlier that day, Spahn received a "head bob" from the Spanish-only employee as acknowledgement that the employee understood the instructions.

Spahn admits that he doesn't have an organized program for training non-English-speaking employees. Adapting by need, he mostly relies on employees who are bilingual in English and Spanish to keep his one Spanish-only employee up to date.

Bilingual resources

Some landscape managers "wing" a training program for non-English-speaking em-

Bilingual crew members and support are critical when training non-English-speaking employees

ployees because they are not sure where to begin. The place to look is no farther than the name on your mowing equipment. Many manufacturers offer bilingual materials, formal training and customer service.

Exmark and Toro teamed up with the National Safety Council to provide tailgate safety training materials in English and Spanish for both instructors and students. Dan Dorn, Exmark's product sales

manager, says some Spanish-speaking customers have difficulty reading, so visual training is extremely important. The training kit includes a flip chart with pictures and diagrams to show what equipment to use in what mowing situations.

The manufacturer also bridges the language gap by having bilingual trainers in the customer service department. Trainers Marco Arroyo and Joe Hyler, from Costa Rica

and Paraguay, respectively, visit national accounts, dealer events and trade shows, as well as answer phone inquiries. They use PowerPoint slides, videos and printed materials to cover equipment operations, safety systems and equipment maintenance.

"We'll come into a classroom and actually teach cus-

continued on page 38

Brickman's training always involves a bilingual trainer or a team of trainers to ensure everyone understands, no matter what language they speak.

Mow here today.

Corte aquí hoy.

GRAB LIFE BY THE HORNS



DODGE



YOU CAN ALWAYS COUNT ON THE ONE YOU LOVE.

DODGE RAM COMMERCIAL. The power is always there. Whether it's the 610 lb-ft of torque from the legendary Cummins® Turbo Diesel or the 345-horsepower of the equally legendary HEMI® V8, we're in it for the long haul. Because Ram is part of the longest-lasting line of pickups on the road.* Dodge Ram 3500 Quad Cab® ST—winner of the 2006 IntelliChoice Best Overall Value of the Year Award.† What's not to love? Visit dodge.com/commercial or call 800-4ADODGE.

*Based on R. L. Polk & Co. vehicles in operation statistics CYE 1985–2004. †IntelliChoice.com, 2006.

Chrysler Financial is a business unit of DaimlerChrysler Financial Services. Cummins is a registered trademark of Cummins, Inc. Dodge, HEMI, and Quad Cab are registered trademarks of DaimlerChrysler Corporation.



BUSINESS LINK

Chrysler Financial



continued from page 36
 tomers hands-on," says Dorn. "We'll bring new equipment and show it to customers. But what we really like to do is show it on their equipment, so that they know, 'It's not different from what I saw in the classroom. It's exactly the one that I have in my shop.'"

Dorn finds that many Spanish-speaking employees will know how to use the mowing equipment, but they do not know how to run the equipment safely. "Managers tend to worry about training employees on how to run the equipment more so than training them how to do it safely," he says.

Unlike training English-speaking groups, Dorn and the trainers find that Spanish-speaking sessions take longer — not because the employees don't understand but because they just struck a "pot of gold." Dorn says the audience asks a lot of questions because they found a valuable resource.

"When Marco and Joe

speak, you see instant connection between them and the Spanish-speaking audience," Dorn says. "Instead of frustration, you see recognition."

To connect, Arroyo and Hyler inquire about the nationality of the audience because of the many dialects within the Spanish language. Once the trainers know a region or nationality, they can tailor their communication to fit that dialect.

Margie Holly, communications manager of The Brickman Group, runs into a similar challenge when she produces the company's training materials. In the case of one video, Holly explains, "our equipment manager from Peru translated the video transcript, and then we ran it past our superintendent who was from Mexico. He would say, 'No. That's not the word for mower.' We really just had to figure that the majority of our guys are from Mexico, so we're going to translate it into Mexican Spanish."

Brickman's spring equipment rodeos include bilingual instruction on daily equipment maintenance.

MORE INFO
 Visit www.nsc.org for more information about the National Safety Council's Exmark- and Toro-sponsored bilingual training materials.



The company produces several in-house videos — effi-

cient mowing techniques, daily equipment maintenance, leaf removal, etc. — in English and Spanish.

In the field

Every spring The Brickman Group offers regional, hands-on training during the "Equipment Rodeo." The bilingual training showcases equipment operation, safety and cutting techniques. One of Brickman's senior Hispanic crew leaders usually leads the discussions.

Brickman's production specialists follow up the training with periodic on-site supervision. "They are always out in the field visiting the branches. They'll give suggestions on how to do things more efficiently," Holly says.

Holly estimates that 75% of the company's 6,000 in-season employees speak Spanish only. Many seasonal employees return so workers are not learning the processes and equipment from scratch year after year. Also, she adds that some seasonal employees bring a family member, such as a father, uncle or brother, into the organization, so the returning employees are teaching the new employees.

Typically a Hispanic crew leader supervises a crew; most

Brickman superintendents meet to learn about new equipment so they can transfer the learning to their field crews.

Hispanic crew leaders are bilingual. No matter what language, she says crew leaders should be clear about their expectations. The crew leader might ask crew members to repeat instructions, so the crew leader knows that everyone is on the same page. "We train our guys to ask open-ended questions, so the crew member has to give more than a 'yes' or 'no' response," Holly says.

An English-speaking supervisor or project director directly communicates with customers. Even though crews do not speak to customers, they are courteous. "We tell them, 'If you can't speak English, then you can be friendly — smile and wave.' They are always well versed in being polite and friendly on-site."

Chris H. Fay, grounds manager at the University of North Carolina-Greensboro, also stresses the importance of working around the public. With a large volume of students walking between classes, he trains his staff to be sensitive to the debris blown from a backpack blower or thrown by a string trimmer.

continued on page 40





woodace®
 nutrition for landscape ornamentals

No matter how terrific the turf looks, your customers won't be happy if their shrub beds are filled with unsightly plants. Woodace fertilizers are specially formulated to improve color, health and vigor with exclusive technologies like Perk® slow release iron, MESA® slow release ammonium sulfate, Expo® slow release potassium sulfate, and IBDU® slow release nitrogen. So don't walk by an opportunity every time you knock on a customer's door. Use Woodace Preen Plus to control all your problem weeds. Combined with Woodace plant nutrition, Woodace Preen Plus will make your customer's shrub beds the envy of the neighborhood. For more information and to get your **FREE** handy spreader visit our web site at www.LebanonTurf.com, click on promotions and enter coupon code LM5096.



*Are your
 landscape ornamentals
 looking fed up, or well fed?*



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com
 Circle 128

BUSINESS TRAINING IN SPANISH

continued from page 38

Trilingual?

Fay's diverse staff includes Caucasians, African-Americans, American Indians, Puerto Ricans, Mexicans and Montagnards. Montagnards are from the highlands of central and southern Vietnam.

Five years ago, a few men from Mexico were the first non-English-speaking group to join Fay's staff. When they first started, he brought in a translator for training. Two years ago, Fay hired a Puerto Rican-born crew leader. The bilingual crew leader now handles training, including safety and equipment operation. Most of the training

is hands-on or in the field.

UNC-Greensboro's grounds supervisor and crew leaders use a planning board and maps to explain what projects need to be done and where. Fay says this works well, and the team knows what to do.

When the Montagnards started three years ago, Fay says one spoke some English. Even so, Fay brought in a translator for initial training. Three weeks later he brought the translator back to go over additional equipment training and to find out if the Montagnards had any questions.

Evening English classes are available to any of the non-

Brickman Superintendent Guido Cortes shares what he learned at Exmark with teammates in a spring equipment rodeo.



English-speaking employees, and many took advantage of the opportunity.

He finds that the Hispanics and Montagnards will share their language, culture and even food during lunch breaks.

Some of Fay's employees wanted to take part in May 1's A Day Without Immigrants demonstrations. Fay says the employees asked off a week before the event. "My guys were very respectful in asking if they could take the day off. They wouldn't just leave us without enough staff to get done what we had to do."

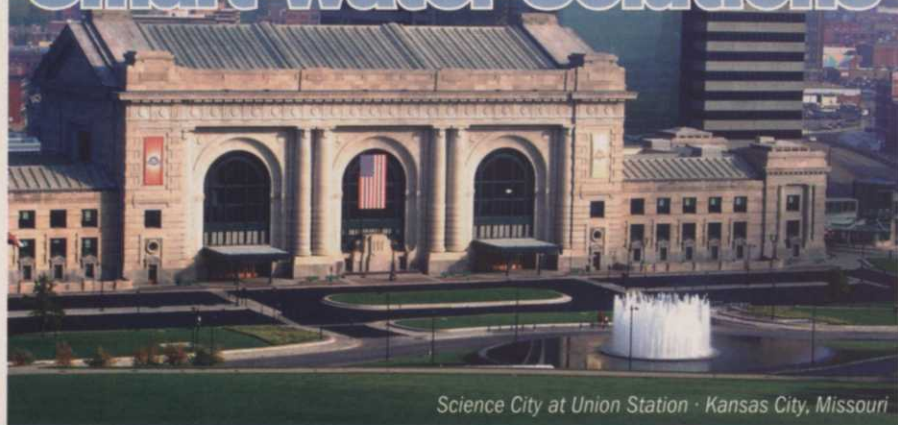
Fay says the work ethic of his bilingual and non-English-

speaking staff is "unbelievable." He says they are the first to work additional hours and will do "whatever it takes" to improve the campus for a special event.

He encourages other managers to be patient with non-English-speaking staff. "Go out and observe. See if they have any questions and make sure things are clear," he adds. "But the payoff, based on their work ethic, is well worth the little extra effort that you have to put forward." **LW**

— The author is a freelance writer based in Shelby, Ohio. Contact her at 419/342-2748 or editwrite4u@neo.rr.com.

Smart Water Solutions



Science City at Union Station · Kansas City, Missouri

"Mixed-use developments with heavily traveled public spaces would be wise to engage an ASIC Professional Member. They make the critical difference in developing sustainable and innovative water management solutions. I don't know who else could design an environmentally friendly bio-swailes drainage network for a 1,000-car parking lot like the one we designed for the nation's second largest train station."

ANDY SCOTT

Executive Director • Union Station Assistance Corporation

Professional members of the American Society of Irrigation Consultants have passed an extensive peer review and qualification process.

Working with an ASIC member gives you the confidence that a highly-qualified irrigation consultant is on the job, helping to protect your interests and your investment

Contact ASIC to find a consultant near you.



PO Box 426
Rochester, MA 02770
508-763-8140
Fax: 508-763-8102
www.ASIC.org

IT'S HAMMER TIME!



**MALLET**
INSECTICIDE



Introducing the new imidacloprid option that can't miss



Mallet™ is Nufarm's newest insecticide using the proven technology of imidacloprid to provide residual control of a wide variety of insect pests, such as white grubs, cutworms and billbugs in turf and aphids, beetles and other troublesome pests in ornamentals.

While others have rushed out the door to take advantage of off-patent opportunities, we have taken time to ensure that our supply source is secure, that our registrations allow us to be innovative and that our formulations have been extensively tested, ensuring that you get the premium quality and service that you've come to expect from Nufarm Turf & Specialty.

- ▶ Mallet™ 2F is a 2 lb. flowable concentrate containing 21.4% imidacloprid
- ▶ Long-term curative and preventive action with just one application
- ▶ Available in 2.5-gallon or 60 ounce jugs

800.345.3330 • us.turf.nufarm.com

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


Nufarm
Turf & Specialty

RAZOR BURN

For when you want it gone and you want it gone fast

Customer callbacks – they're a part of the business. Did you spray these weeds? Why aren't they dying? These calls take time to answer – time you don't have!

Razor Burn™ is the new post-emergent, systemic herbicide that controls weeds quickly and easily in ornamentals, in bed maintenance, for crack and crevice treatments, brush and vine clearing and perimeter treatments. Visible results occur in 24 to 48 hours!

This unique liquid formulation is a great product for situations where mechanical efforts are not suitable or other herbicides don't provide the speedy visual results.

- ▶ *The complete control of glyphosate combined with the quick burndown of diquat – visible results in as little as 24 to 48 hours*
- ▶ *Unique, liquid formulation is easy to pour, measure and mix and will not settle out in solution and is essentially non-volatile*



- ▶ *Squeeze-and-measure container ensures there is no waste and no worries about over-application that might lead to incomplete control*
- ▶ *Reduces applicator followup, creating more productivity and customer satisfaction*

RAZOR BURN™

Contact a Nufarm representative or your local distributor for more information:
800-345-3330 • www.turf.us.nufarm.com

™ Razor Burn is a trademark of Nufarm Americas Inc.

Always read and follow complete label instructions.


Nufarm
Turf & Specialty

Home of Riverdale Brands

Innovations

TECHNOLOGY

HOT NEW PRODUCTS



1



2



3

4



1 Power, not frills

New Holland's new TDD Series utility tractors are available in 2WD or 4WD with a climate-controlled cab or open operator's station. Their no-frills simplicity is designed to meet the needs of all operators, whether working with a loader, mower, baler or blade. TDD Series tractors are powered by four-cylinder diesel engines, which can also run on B20 biodiesel. The 5,025-lb., three-point hitch capacity allows TDD tractors to use large three-point mounted implements to handle jobs faster. TDD Series tractors come standard with a 12 x 12 synchronized gear transmission.

For more information contact New Holland at 717/355-1371 or www.newholland.com/ / circle no. 250

2 Advanced plowing

The Blizzard Power Plow is the only snowplow on the market that can hydraulically extend its moldboard width from 8 to 10 ft. (model 810) or from 8.5 ft. to 11 ft.-3 in. (model 8611) at the flick of a switch. It can fully angle left or right while in the scoop position, enabling it to carry as much as 20% more snow than other plows. Built to withstand punishing plow conditions, the rugged A-frame design supports the hydraulic system, secures the plow to the vehicle's undercarriage and is the backbone of Blizzard's Power Hitch mechanism. Available in four different models.

For more information contact Blizzard Snowplows at www.blizzardplows.com/ / circle no. 251

3 Total control

Irritrol's PC Control System allows homeowners to program their irrigation schedules from a personal computer. This three-part PC-based system includes a 12-station controller, two-way wireless handheld remote and a Windows-based software package. The PC Control system allows users to schedule automatic irrigation programs, check the system's real-time status and issue manual commands using a computer and wireless technology. Contractor visits are minimized, as the contractor's handheld remote provides access to the user's system without requiring the customer to be home.

For more information contact Irritrol at 800/883-1234 or www.irritrol.com/pccontrol/ / circle no. 252

4 Stop chirping

New Advion mole cricket bait from DuPont Professional Products combines a unique bait matrix with the nonrepellent active ingredient indoxacarb. It's fast and effective in both spring and late summer/fall applications, targeting difficult-to-control, late-stage nymphs and adults, including egg-laying females. With a fall application of Advion mole cricket bait, turf managers can quickly stop turf damage. The water-resistant formulation of Advion is highly attractive to mole crickets and has proven to be effective against tawny and Southern mole crickets.

For more information contact DuPont at 888/638-7668 or www.proproducts.dupont.com/ / circle no. 253



COMMERCIAL POWER

Fleet Winter Maintenance – Develop Checklists, Manage Time Effectively

It's not too early to start thinking about a winter maintenance program. The best time to work on equipment is just prior to storing it so that regular annual maintenance as well as repairs can be made while any type of problem is still fresh in an operator's mind.

After a fleet inventory has been made, it will be necessary to consult the equipment owner's manual to determine what service procedures are necessary. Consult both the engine manuals and the equipment's owner's manual.

There are several ways to keep track of all of the necessary maintenance. A simple way to track all necessary maintenance is to photocopy the maintenance checklists for each piece of equipment, and put them in a 3-ring binder. Write the unit's model and serial numbers on the checklist so they're handy when it's time to order parts. Then as the maintenance is performed, each procedure can be checked off. Add additional sheets of paper to document any repairs that were needed. This can be a good reminder at a later time of an area to check for any possible reoccurrence of a problem.

There are more advanced checklist methods. Some technicians keep a file folder for all of the manuals as well as written documentation. Some use a computer-based program. The advantage here is the ability to keep track of what parts are used on each piece for repair. These programs also do a great job of tracking the labor to repair the piece as well as determining the overall maintenance costs. It also can justify when equipment repair costs are starting to become excessive.

The benefit of a checklist is time management. Decisions can be made as to which equipment piece should be worked on next and what parts are required. This way, a technician can order or pull the needed parts before starting the job. This can avoid a unit being torn apart in the shop and waiting for parts.



By Mark Nelson,
Master Instructor,
Briggs & Stratton Customer Education

From the Shop

TECHNOLOGY EQUIPMENT CARE

If you did not have to live with a mower or truck two days in a row, why keep it clean or take care of it?



Find the abusers

BY HARRY SMITH

A large landscape maintenance company was having issues with their equipment. They reported flat tires, hydraulic leaks, torn seats, bent mower blades and a long list of niggling little problems. Customers complained about cut quality, turf damage and even the appearance of the equipment. The owner and his manager tasked the maintenance staff and technicians with solving these problems. The head technician and his staff put in overtime addressing these issues but made little headway. Equipment came back each night in terrible shape. Something else needed to be done but what?

All about ownership

Finally, the manager and the owner decided to do a little "management by driving around."

They followed some crews on their rounds, talked to customers, interviewed crew members and looked closely at their equipment. One common theme emerged — crew members had no pride in their equipment. They were abusing and misusing the equipment. The owner pulled aside one of his senior crew

members. This guy had been with him from the start.

They had a long discussion about the good old days and the not-so-good current days. One fact emerged — Crews couldn't predict what condition equipment would be in from day to day. Management was randomly assigning equipment and vehicles every day. If you didn't have to live with a mower or truck two days in a row, why keep it clean or take care of it? Nor were there consequences if you abused it. You got a different piece of equipment the next day.

Whodunit?

The head technician couldn't pinpoint an abuser. The abuser was anonymous. It was a classic case of "I did not do it; it was that way when I got it."

The idea of rotating the equipment among the crews to spread the wear had backfired. When the owner began assigning equipment permanently to individual crew members the abusers were easy to identify. It was also obvious who was taking care of their equipment and these were the employees who deserved praise and rewards. Simple solutions are not always obvious.

— *The author is turf equipment professor at Lake City Community College, Lake City, FL. Contact him at smith@lakecitycc.edu.*

Beautiful Places

At Walker Manufacturing this is how we think about what we do--we don't make lawn mowers, we make beautiful places. That thought has inspired us for nearly 30 years on our quest to design and build the best possible machine to make a beautiful place. And the Walker is made for landscape contractors who have the same thought--we don't "mow grass", we make beautiful places. Ask to see a Walker demonstration if you are not using Walker and would like a little help in making your own beautiful places.



WALKER MOWERS

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

WWW.WALKERMOWERS.COM

Circle 129

Whether it's the summertime blues or back-to-school depression, fight back with some COOL technology. This list should keep you busy until Christmas.



Back-to-school tech list

BY TYLER WHITAKER

Summer might be over but the fun isn't. Here's a list of the technology that should be on every back-to-school list.

► **Web camera from Creative Labs** (www.creative.com) — What do you need a Web cam for? Plenty. When you combine a Web camera with the latest instant messaging or Voice over IP software from Microsoft, AOL or Skype.com, you have an instant teleconferencing solution for remote offices. Imagine the clarity and productivity gained when you can see your branch managers during weekly conference calls. The Webcam Live! Motion features a slick speaker tracking function that follows you around the room. Another nice thing to have is the ultra portable Live! Cam Notebook Pro for laptop users on the road. With it you can manage your team from a beach somewhere.

► **Remote PC access from LogMeIn.com** (www.logmein.com) — Recently I've been working on a project located 35 minutes away from my home. Occasionally I drive out to the remote office. That's where LogMeIn.com and the company's remote PC access software has been a life saver. It allows me to control a PC at the remote office through the Internet as if I were physically in front of the computer. That saves me 70 minutes of driving each time an issue comes up. This solution is perfect for supporting remote users, reviewing branch office finances and training remote office staff. Best

of all, the basic version is free, with more advanced features available for very reasonable prices.

► **Sprint's PPC-6700 Smart Device phone** (www.sprint.com) — This past June as I was heading out to a meeting, I saw I was carrying a cell phone, a pocket PC, a digital camera and my laptop. I had two options: I could single-handedly try to bring cargo pants back into fashion or I could find a better way.

That's when I found the Sprint PPC-6700. It's a cell phone, pocket PC and a digital camera all rolled into a handheld form factor. But what really sold me was the integrated high-speed Internet, Bluetooth and Wi-Fi support. I can check e-mail and look up Web sites anywhere I can get a cell signal or Wi-Fi connection. I've also upgraded the mini SD memory card to 2 gigabytes to hold my mp3 collection. The PPC-6700 won't replace your laptop but it comes really close on the road.

► **Mozy.com remote backup** (<https://mozy.com/?ref=559KM1>) — I'm a big advocate of backing up your data. Let's face it, hard drives fail, PCs crash and before you know it your files are lost. Josh Coates and his company Mozy.com are a welcome answer to this digital plague. Mozy.com offers up to 2 gigabytes of free secure online backup. Free? FREE! It can't get much better than that. Mozy.com rates 10 out of 10 on the FS (free stuff) scale. *As a reader of this column, use the link above and you can receive an extra 256 megabytes of free storage.*

This back-to-school list should keep you busy until Christmas.

— *The author is a freelance technologist focusing in business automation. Contact him at 801/592-2810 or visit his blog at www.tylerwhitaker.com.*

WHEN TRAGEDY STRIKES YOUR HORTICULTURAL BUSINESS

option 1:



fig. 1

Make a wish.

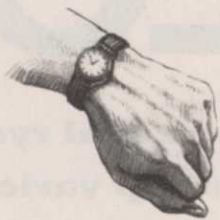


fig. 2

Wait five minutes.

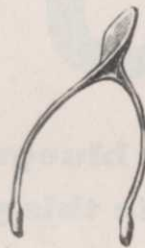


fig. 3

Make another wish.

OR

option 2 (the wiser decision): CALL HORTICA

Hortica is the insurance company that can guide you to identify your business' evolving risks and needs, as well as provide finely-tuned insurance and employee benefit solutions. Our 119 years in the horticultural world has made us experts in recognizing risks to your company before they can hurt your business. Of course, if something does happen we will pay your claims quickly to get you back on your feet as soon as possible. Hortica is the only insurance company you can trust with every aspect of your business.

To get a quote, visit hortica-insurance.com or call 800.851.7740.


INSURANCE & EMPLOYEE BENEFITS
To guide and provide

COOL-SEASON OUTLOOK

Supplies for bluegrass, perennial rye and other seed types are adequate this year, but top varieties might run out

BY SUSAN SAMUDIO
AND JUSTIN MCLEOD

Seed is often a small purchase when compared to fertilizer or a new irrigation system but it is the most noticeable part of any turfgrass planting. The varieties you select to plant can tie a new installation together or turn it into an eyesore that you wish was on

the back forty. When you visit your seed dealer will you be able to get the blend or mixture you really want or will it be sold out or priced so high you need to substitute?

Turfgrass seed production often has huge fluctuations from year to year. This is influenced by the amount of acres in production, grower inputs (like fertilizer and pesticides), and Mother Nature. In the 21st century we still

can't control Mother Nature and it's this component that causes the drastic swings from abundance to crop failure. Now that harvest is proceeding we are looking at an "average" seed crop for the most part with some species faring better than others.

Kentucky bluegrass good

Kentucky bluegrasses can be split into two types: Common and proprietary. Proprietary Kentucky

bluegrasses are the improved varieties advertised by name like Award, NuGlade and NuDestiny. Common Kentucky bluegrass is generally unimproved Kentucky bluegrass grown for the homeowner market and retains a share of the turfgrass market, similar to Kentucky-31's popularity among tall fescues.

Common Kentucky bluegrass production

continued on page 50

► Proprietary Kentucky bluegrass seed production acreage is estimated to be down about 10% this year, though prices are expected to remain stable.

ProScape Confront®

Fall is the ideal time to control turf weeds. Forget about mixing, spraying and worrying about weather conditions. Simply spread Confront right from the bag to control a wide variety of weeds. Use the same reliable ProScape 19-2-9 Confront you have always used, or for residential Turf try our new 19-0-6 Confront 3! Either way you can



*New Confront Dimension
coming Spring 2007!*

Announcing ProScape Confront Dimension for Spring 2007!

forget about call-backs too! It's never too early to plan ahead for Spring! Our new Confront Dimension combination is the ultimate flexible and labor saving way to control broadleaf weeds and prevent crabgrass with a single application. Visit your LebanonTurf Dealer, or call 1-800-233-0628 to find out more.

For a **FREE** copy of our weed ID booklet visit www.LebanonTurf.com/promotions and enter coupon code LM3096.



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

Confront is a registered trademark of Dow AgroSciences LLC

TECHNOLOGY SEED PRODUCTION

continued from page 48
fields are predominately on non-irrigated land. Enough acreage was planted to meet demand and the older fields had good regrowth in the spring. Abundant regrowth means the plants are healthy and on track for good seed production. Most fields had good weed control on *Poa annua*, alkaligrass and cheatgrass, which are some of the most common turfgrass seed lot contaminants.

Kentucky bluegrass fields looked good going into mid-May before temperatures in the area spiked to near 100°F for several days, followed by

lows near 50°F for a week, and then back up into the upper 90s again. In this environment early maturing bluegrass varieties tended not to set seed well.

This same weather pattern set up the Inland Northwest for ergot development. Ergots are the hard black overwintering (survival stage) of the fungus *Claviceps purpurea*. This fungus infects developing seed with the initial infection causing honeydew (the living fungus mixed with plant sap). Ergot and the honeydew it produces reached epidemic proportions in many fields. The honeydew turns the seed-



▲ Kentucky bluegrass seedhead with honeydew caused by ergot in a Post Falls, ID, field. The ergot's honeydew is sticky and makes harvesting and cleaning the seed difficult.

the infected seed, the cleaning plants will have to be heavily cut (remove more seed than usual) to meet standards. The seed crop will be affected and there may be more off-quality seed lots. Later-maturing varieties were more heavily hit.

heads into a sticky mess and the ergot forms inside the ovary replacing the seed. This ruins seed quality. To clean up

Again this year many companies did not get all of their proprietary Kentucky bluegrasses acreage planted and

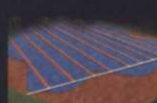
continued on page 52

CONSERVIGATION™ — COST-EFFECTIVE INSTALLATION, WATER CONSERVATION



Installing Netafim™ USA Dripperline with Vermeer Is as Easy as 1, 2, 3.

The Vermeer® multi-blade plow allows irrigation contractors to install dripperline more efficiently and cost-effectively. Drip irrigation — another cost



saver — reduces water usage by as much as 30 to 70 percent. Plus, an extensive distribution network ensures access to both

Netafim USA products and Vermeer equipment.

For more information, call 1-888-VERMEER, Netafim USA 1-888-638-2346, or contact your local dealer.

VERMEER and CONSERVIGATION are trademarks of Vermeer Manufacturing Company in the U.S. and/or other countries. NETAFIM USA is a trademark of Netafim Irrigation Inc. © 2009 Vermeer Manufacturing Company. All Rights Reserved

NETAFIM™
www.netafimusa.com

Vermeer®
www.vermeer.com

Fine fescue is easy to manage, just like Ole, here. — Marge Paulson



Marge and Ole know what landscape professionals know.

With large shade trees and metered water, a low maintenance, 100 percent fine fescue lawn is just the thing for all around their humble home.

Or, when seeded with ryegrass and bluegrass at the rate of one-third each, fine fescues bring their

outstanding shade tolerance, drought resistance, and low nitrogen utilization benefits to the mix.

And when they see *Origin: Oregon* on the seed analysis tag, they know it's the best investment they can make in their lawn.

**ORIGIN:
OREGON**



Oregon Fine Fescue Commission

1193 Royvonne Ave. S., Suite 11 / Salem, OR 97302 / 503.585.1157

Circle 133

continued from page 50
 production acreage is estimated to be down about 10%. Until about 10 years ago, proprietary bluegrass production was grown on dryland areas and after harvesting the remaining stubble was burned. Today with no burning, production has moved to irrigated land. This is a relatively new crop to these farmers and production contracts must compete with what they can make from another crop on the same land.

Proprietary seed lots will also be heavily cleaned to reduce the ergot and honeydew's effect on seed quality.

Proprietary bluegrass seed availability was tight before harvest with many of the more popular varieties sold out until the new crop is cleaned. Seed purchasers can expect the supply of top-performing varieties to remain tight. Prices on both common and proprietary bluegrasses should remain stable.

Perennial rye

Perennial ryegrass seed production is mainly in the Willamette Valley of Oregon. This region had a dry fall followed by above-normal moisture through the spring. There was a lot of dieback on the

Slugs, erosion and early drought affected ryegrass fields. Overall, the crop will be below average.

older fields and the remaining acreage is suboptimum. The cause is under debate. The most reasonable theory attributes the damage to drought-enhancing herbicides used to kill volunteer seed in the fields after harvest. New plantings looked fairly good although slugs, erosion and the early drought affected many fields.

"First-year perennial ryegrass fields look 'average' at best and everything else will have below average seed yields," says Steve Rusconi, Jacklin Seed grower services

representative in Albany, OR.

Overall the ryegrass crop will be below average. *Poa annua* is a bigger problem than usual this year so expect seed quality to be off and many lots will end up being re-cleaned. In addition, not much carryover seed remains from previous harvests. We expect perennial ryegrass pricing to remain firm with a smaller crop than last year.

Tall fescue

The Kentucky-31 tall fescue

continued on page 54

your source for
conservation
 solutions

EWING
 Irrigation • Golf • Industrial

Over 150 Locations
 Your premier wholesale distributor stocking all major manufacturers' irrigation and landscape equipment. We're committed to providing the best customer service in the industry. Stop by your local branch today, where our trained and friendly people are ready to serve.

800.343.9464 | www.ewing1.com

Circle 134

Z SPRAY

BECAUSE ALL LAWNS ARE NOT TREATED EQUAL!

- Available in four different sizes
- 8 to 40 gallons of liquid
- 100 to 300lbs. of fertilizer

L.T. RICH PRODUCTS, INC.
www.z-spray.com • 877-482-2040 • sales@z-spray.com

Circle 135

Trim Your Labor Costs!

Leading landscape professionals rely on the easy-to-use, long-lasting formulation of Cutless* Granular Landscape Growth Regulator to reduce the labor costs associated with maintaining landscaped shrubs, hedges and groundcovers. Plants treated with Cutless Granular require less trimming and exhibit a more compact, uniform shape.

Use Cutless Granular today... You'll love the increased profits and your customers will love the fuller and more attractive plants.

For more information about Cutless Granular Landscape Growth Regulator, visit our web site at www.sepro.com, or call 1-800-419-7779.

Cutless* Granular Landscape Growth Regulator



Untreated Jasmine



Treated Jasmine—
Note the enhanced blooms
of the treated shrubs.



Treated Mexican Petunia



Untreated Mexican Petunia

Side-by-side proven results with Cutless* Granular.

Example below of reduced shoot growth and enhanced bud development of the treated Jasmine on the left, and untreated on the right.



Treated Plumbago

Untreated Plumbago



Untreated Boxwood

Treated Boxwood

SePRO Corporation Carmel, IN 46032

*Trademark of SePRO Corporation. Always read and follow label directions.



continued from page 52
 crop from the Midwest has been down for the last few years and is expected to be short again this year. People who usually purchase Kentucky 31 switched to other tall fescue varieties and as a result the tall fescue carryover was eliminated. Current supplies are very tight and pricing remains high. Proprietary tall fescue fields in Oregon look very good and we expect an average crop of good quality.

However, with the continued shortage of Kentucky-31, the Oregon tall fescue crop may be inadequate to meet all demands. Tall fescues are pre-

dominately spring planted and new acreage was planted, but don't expect tall fescue supply to meet demand until the 2008 harvest.

Bentgrass and fine fescue

Bentgrass seed supply remains tight. The carryover from 2005 is virtually gone. Pricing should remain stable. Newer varieties will be in very tight supply, but production of older varieties should meet demand.

The fine fescue crop was short last year and additional acreage was planted last year. The fine fescues include five species: sheep fescue, hard fescue, Chewings fescue, strong

creeping red fescue and slender creeping fescue. They are generally lumped together since there are many similarities between the species.

Expect good seed availability on most species as this summer's crop comes in. The crop is of good quality and seed prices should soften as this summer's crop hits the market. Supplies of hard and sheep fescue will remain tight, since there was virtual crop failure on these in 2005.

All in all, the outlook for cool-season grass seed availability looks fairly similar to last season. Adequate supplies

should be available of most species, but with the carryover of most virtually gone you can expect the newer and top-performing varieties to run out before the end of the fall planting window. Plan your seed purchases accordingly because supplies of the 'best of the best' won't last into spring this year. **LM**

— Susan Samudio is plant breeder with Jacklin Seed by Simplot. Contact her at susan.samudio@simplot.com. Justin McLeod is farm manager with Jacklin Seed by Simplot. Contact him at Justin.mcleod@simplot.com.

MORE INFO
 Landscapemanagement.net Visit LM online for more about turfgrass seed production from a farmer's point of view.

Professionals demand quality and value.

20% OFF UNTIL OCT. 15

Call Pro-Tech today to locate a dealer nearest you or visit us on the web for more details. Good while dealer supplies last through 10/15/06.

Professionals Choose PROTECH
 MANUFACTURING & DISTRIBUTION

© 2006, Pro-Tech, Inc. All rights reserved. **888 PUSH SNO** or www.snopusher.com



Steve Miller, Owner (Standing); Freddie Diaz, Account Manager

"We chose Hustler because of the speed, quality of cut, and because Hustler holds up to our mowing demands better than any other brand we tried. Also, we really love the way Hustler stands behind their product – customer service is very important to us."

Steve Miller, Top Cut Lawn Services, Lake Worth, Florida

To try a Hustler for yourself, call now: 1-800-395-4757
hustlerturf.com

HUSTLER



LM Reports

TECHNOLOGY

YOUR GUIDE TO PRODUCT RESEARCH

Blowers

BY MIKE SEUFFERT



acceleration, added power, impressive torque and increased fuel efficiency. The BR 600 delivers 201 mph and 712 cfm of blowing power and is one of the cleanest running machines in its class.

For more information contact STIHL at 800/GO-STIHL or www.stihlusa.com / circle no. 255

Kawasaki

Three new Kawasaki backpack blowers offer more power plus comfort and convenience. The KRB650B features a powerful 45.4-cc engine with a maximum air volume of 755 cfm and a maximum air velocity of 164 mph. The KRB750A and KRB750B deliver maximum air volume of 800 cfm and a maximum air velocity of 200 mph with a 64.7-cc engine. Throttle control is more precise and easy on these models, with a choice of locations. The KRB650B and KRB750B use a newly designed joystick featuring a tube-mount handle, while the KRB750A has a side-mount or "hip" throttle. Other features include a high-performance paper air filter and low noise level. Clean exhaust emission meets California Tier III and EPA Phase 2 standards.

For more information contact Kawasaki at 877/KAWPOWR or www.kawpowr.com / circle no. 254

STIHL

The most powerful of STIHL's blower lineup, the BR 600 backpack blower features a large, 64.8-cc displacement engine and ergonomic polymer frame with an adjustable harness system. Its 4-MIX engine technology provides fast

keeping weight down. It is available with 9-hp Subaru, 9-hp Honda and 13-hp Honda engines. The total unit weight ranges from 141-163 lbs. and comes with an optional parking brake and lock-down kit.

For more information contact Billy Goat at 816/524-9666 or www.experiencetheforce.com / circle no. 256

Jonsered (Tilton Equipment Co.)

The Jonsered BV 2125 blower/vac delivers surprisingly strong airflow — air speeds of 187 mph — to easily move leaves and debris. It is lightweight and well-balanced, giving users good control with minimal effort.

The BV 2125 has four pre-set speed settings. An air purge/primer bulb feature helps ensure reliable starting and the machine easily converts to vacuum with kit included.

For more information contact Tilton Equipment Co. at 800/447-1152 or www.tiltonequipment.com / circle no. 257



Billy Goat

Billy Goat Industries' new walk-behind blower, the Force, weighs 20 lbs. less than the standard walk-behind blower due to its proprietary polymer housing. The newly designed fan and housing allow for increased performance, the company says. The housing is isolated from the frame, protecting it and

Giant Vac

Giant-Vac Extreme Series leaf blowers are designed for performance and durability. The one-piece welded design reduces vibration, prevents axle wear and extends machine life. A high-velocity 15-in. cast aluminum impeller with nine curved blades delivers optimum airflow (2,500-2,590 cfm) and reduced sound levels. Leak and puncture proof, No Flat tires roll easily over turf or solid surfaces. Each of the four Extreme Series models features a high-performance engine: 8.5-hp Kohler/Yamaha, 9-hp Honda, 10-hp Briggs & Stratton Intek or 13-hp Kohler/Yamaha.

For more information contact Giant Vac at 866/792-8223 or www.giant-vac.com / circle no. 258



John Deere

The John Deere BP65LE Backpack Blower features a heavy-duty 64.7-cc John Deere M-Series low-emission engine. This model features 190-mph air velocity and 630-cfm air volume at the end of the tube. Comfortable, padded backpack harness absorbs vibration for all-day comfort, and fully adjustable straps fit every size. Other features of the 21.4-lb. blower include a large muffler for quieter operation, electronic ignition for low maintenance, and the pistol-type throttle is tube-mounted for easy operation.

For more information contact John Deere at 800/503-3373 or www.johndeere.com / circle no. 259



Shindaiwa

Shindaiwa's new EB8510 backpack blower, with its 79.7-cc overhead cam engine cranking out 4.5 hp, has power. The machine delivers wind velocities up to 224 mph and maximum airflow of 762 cfm. The blower meets California's clean air standards, and noise is down to 76.7 dB(A) in normal operation, and 65 dB(A) in "hush mode" for noise-sensitive areas. Fuel economy is also improved – approximately one hour run time per 2-liter tank

of gas, the best performance per liter in a large backpack blower, the company says.

For more information contact Shindaiwa at 800/521-7733 or www.shindaiwa.com / circle no. 260

Little Wonder

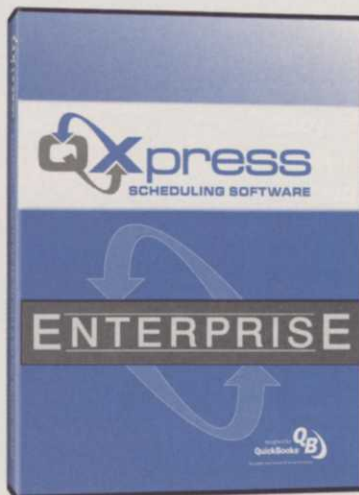
Little Wonder 8-hp and 9-hp OPTIMAX blowers are up to 30% more powerful in moving stubborn debris, removing standing water, preparing asphalt for resurfacing, preparing flat roofs for resurfacing, or for any job that

continued on page 60

Request a web-based demonstration!



ENTERPRISE EDITION



QXpress Enterprise is the new version of QXpress, designed specifically for **large and growing** Green Industry businesses.

Together with **QuickBooks**, it offers you a robust, bulletproof, complete management system to automate your daily operations.

Built on **Microsoft SQL Server** technology, QXpress Enterprise provides your office a fast, stable database engine, regardless of how many network users you have. It offers all the capabilities that *thousands* of QXpress users already take advantage of: industry-specific scheduling of recurring services and multi-day projects, advanced routing with **QX Mapping**, remote data collection with **QX Mobile**, and the most detailed job costing available.

No other product delivers this power, while maintaining the ease of use of QuickBooks. Contact us today to schedule a free web-based demonstration of QXpress Enterprise.

call 1.877.529.6659 or visit www.qxpress.com for a FREE demonstration

Proud member of:



QuickBooks is a registered trademark and service mark of Intuit Inc. in the United States and other countries. QXpress is a registered trademark of Allobet Incorporated. QuickBooks and the "Designed for QuickBooks" Logo are trademarks and/or registered trademarks of Intuit Inc. displayed with permission. The use by Allobet of the Logo does not signify certification or endorsement of Allobet's software by Intuit; and Allobet is solely responsible for its software and the support and maintenance of the software.

GIC

GREEN INDUSTRY CONFERENCE

2006

**EXPERTISE
CRITICAL CONTENT
COMPREHENSIVE
EDUCATIONAL LINE-UP
NETWORKING**

**NOVEMBER 1-4, 2006
HYATT REGENCY COLUMBUS
COLUMBUS, OHIO**

**EARLY-BIRD DEADLINE
SEPTEMBER 15, 2006**

Knowledge Is Power. Learn From The Best.

You can't afford to miss the industry's leading conference. No matter your company's size, this conference targets your interests, your questions, your problems. Tap the resources of top industry leaders in every aspect of the green industry: lawn care; design/build/installation; landscape management; and interior plantscaping. Learn how to leverage your skills and update your knowledge with the most recent best practices available.

Don't wait. REGISTER NOW for this super-charged educational and networking event!

landcarenetwork.org
(800) 395-2522

Attending educational sessions at GIC qualifies you for 2 education points toward renewing your PLANET certification.



JOHN DEERE

Commercial and
Consumer Equipment

Commercial
Worksite Products

John Deere
Landscapes

John Deere
Credit

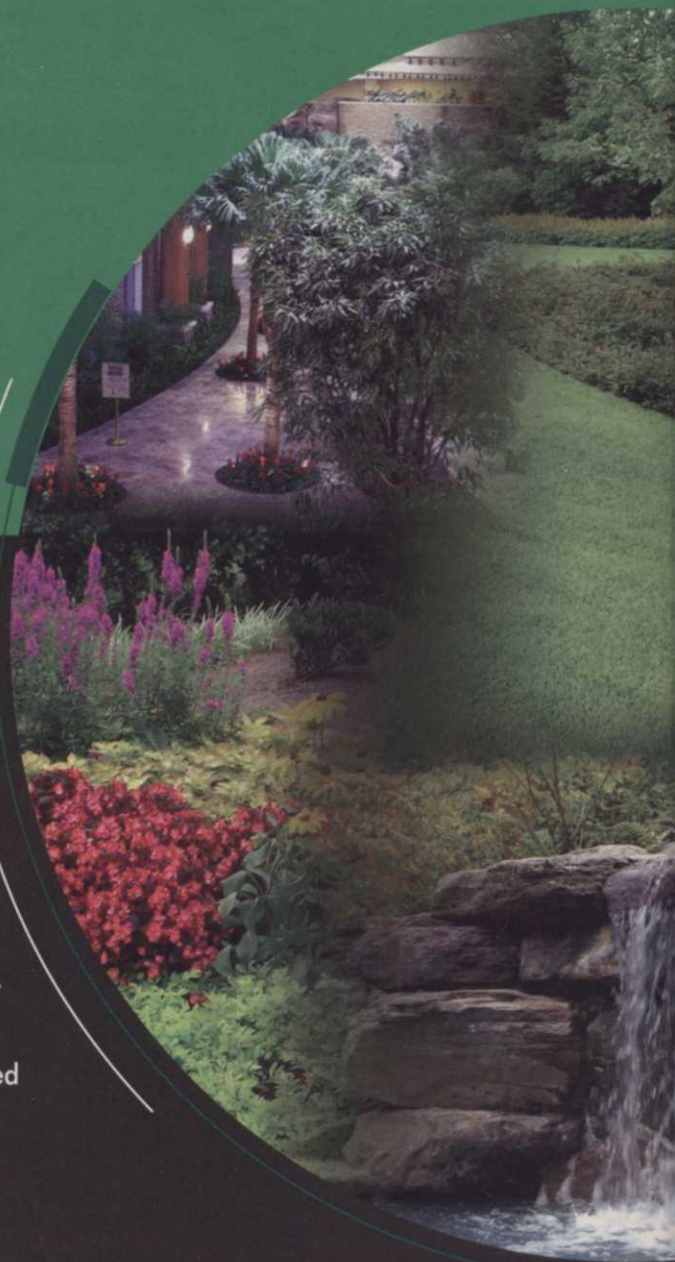
Genuine
John Deere Parts

Sunbelt
All-makes Parts



PLANET
Professional Landcare Network

Formerly ALCA and PLCAA



WHICH TRIMMERS WERE YOU SEARCHING FOR?



SEARCH

Trimmers |



At GreenSeeker, you find what you were **REALLY** looking for.

You know what you're looking for. You need it now. Vital, up-to-the-minute information to help you grow your business. The million dollar question is, do you know how to find it?

Landscape Management is pleased to introduce GreenSeeker, the most comprehensive Green Industry search engine on the Web. GreenSeeker zeros in on the products, services, and news you want and leaves out everything else.

GreenSeeker gives you a competitive edge – because when you find what you're looking for, you're the **smarter green industry professional**.

Seek and you shall find.
Visit www.green-seeker.com today!

green  **seeker**
The search engine for the
green industry professional.

www.green-seeker.com

LM Reports

continued from page 57

requires hurricane-force air. The side discharge system allows the operator to change air direction without tools, while the split opening deflector eliminates "blow-back" or windrowing. The optional Swivel Wheel Kit lets the operator have 360° turning and control.

For more information contact Little Wonder at 877/596-6337 or visit www.littlewonder.com / circle no. 261

Redmax

RedMax's EBZ8000 backpack blower is powered by a 4.6-hp, 72-cc, Strato-Charged two-cycle engine that moves a maximum of 943 cfm of air at speeds of up to 203 mph. RedMax's FreeFlow system protects the engine from overheating, which can cause piston seizure. The Fresh Flow two-stage air cleaner protects the engine from dust and dirt. The 24.9-lbs. EBZ8000 features air cool-



ing and lumbar support for the operator, as well as extra wide straps and a left or right hand throttle.

For more information contact Redmax at 800/291-8251 or www.redmax.com / circle no. 262

Vandermolen

The latest addition to Vandermolen Corp.'s line of backpack blowers is the 960Btx, 60cc model, fitted with a Kawasaki engine. This model has a bigger blower housing, bigger diameter flex hose and blow pipes, all to produce air volume of 860 cfm at 225 mph. Net weight of the 960Btx is less than 22 lbs. and an ergonomic backplate with a quick release waist strap keeps the blower secured.

For more information contact Vandermolen at 973/992-8506 or www.vandermolen-corp.com / circle no. 263

Cub Cadet

With Cub Cadet Commercial portable blowers, you get the reliable power you need in the design you want. Cub Cadet Commercial portable blowers feature professional-strength engines and fans that deliver air speeds of up to 150 mph and air volume of up to 300 cfm

at the pipe. A two-part air filter and dual piston rings offer extra engine protection and long life. Models include the HB 26 handheld blower and the BB40 and BB45 backpack blowers.

For more information contact Cub Cadet at 877/835-7841 or www.cubcadetcommercial.com / circle no. 264



continued on page 62



ONE FIELD IN ONE HOUR.

The Mete-R-Matic® XL is the ultimate sports turf top dresser. Its large hopper capacity lets you spend more time top dressing and less time transporting—complete a field in just an hour. Patented Chevron® belt delivers a uniform spread of sand, compost and other materials, regardless of moisture content. The patented ground drive system ensures the same application rate even at varying speeds. And with no hydraulics or engines, speed calibration is not required—just hook up and go.



THE LEADER. SINCE 1961.

Turfco Manufacturing

1655 101st Avenue NE • Minneapolis, MN 55449-4420 U.S.A.
Tel (763) 785-1000 • Fax (763) 785-0556 • www.turfco.com

Circle 140

POWER HUNGRY?

Model 7812086
12" Capacity Chipper

- Kubota 86 hp, 4 cylinder, turbo, liquid cooled, Tier II diesel engine.
- Live hydraulic-feed system with try-again feature.
- 16.5" dia. single-feed roller.

- 4 reversible, heat-treated chipper steel blades.
- 46" x 2" solid steel disc - 987 lb.
- 20" x 14" In-feed opening.

Find a dealer near you! Call us at 800.247.7335 or log onto www.BearCatProducts.com

Circle 141



Noticeably beautiful lawns.

They're what referrals are made of. Keep weeds out and customers happy with Barricade®, the longest-lasting pre-emergence herbicide for crabgrass and more than 30 other weeds.



It lets you work on your own schedule. Apply it in the fall, early or mid spring and select the desired rate to give you the length of protection needed. You also get a choice of quality formulations, from wettable granule, flowable, or on-fertilizer in a variety of sizes to fit your needs.

Syngenta is here to help you in your pursuit of perfection—thicker, healthier, hardier lawns. A lawn can never be too eye-catching.

Important: Always read and follow label instructions before buying or using this product.
 © 2006 Syngenta Professional Products, Greensboro, NC 27419. Barricade® and
 the Syngenta logo are trademarks of a Syngenta Group Company.

LM Reports

continued from page 60

Tanaka

Tanaka America introduced two new backpack blowers, the TBL-7800 and TBL-7800R. The TBL-7800 features a side-mounted throttle and the TBL-7800R is equipped with a tube-mounted throttle. Both units are EPA Phase 2 and C.A.R.B. Tier II compliant. The blowers are powered by a 65 cc, 2-stroke engine and have an air volume output of 850 CFM. They are designed as everyday commercial-use blowers, but can handle the bigger jobs as well.

For more information contact Tanaka America at 253/333-1200 or www.tanaka-usa.com / circle no. 265

Husqvarna

Husqvarna integrates high blower capacity, low noise levels, and a new ergonomic design into the 356BT backpack blower. The



blower can be used at times and places that a conventional blower cannot, resulting in increased productivity and profitability for professionals. Equipped with Husqvarna's E-Tech II technology, the blower reduces emissions by as much as 60%. The 356BT is also equipped with Husqvarna's Air Injection system that removes up to 97% of dust before it enters the filter, resulting in smooth operation, extended filter cleaning intervals and decreased wear on the engine.

For more information contact Husqvarna 800/HUSKY 62 or www.usa.husqvarna.com / circle no. 266



Toro

With a maximum 225-mph jet stream of air, Toro's Super Blower/Vac has the power to quickly remove damp leaves and debris. The Super Blower/Vac combines three machines in one: blower, high-speed vacuum and leaf shredder. The Super Blower/Vac features a unique fan design that reduces clogging and improves the vacuuming flow rate, which results in better vacuum performance. It collects more bushels of leaves per minute than previous models, and the 10-to-1 leaf reduction ratio reduces the number of trips to the compost pile. The machine weighs 7.3 lbs., which makes it easy to use and reduces fatigue on the user's arms and hands.

For more information contact Toro at 800/595-6841 or www.toro.com / circle no. 267

continued on page 64

FAST ACTING Bait For Control Of Outdoor Rodent Pests

NEW

Rodent Rid

FOR CONTROL OF...
 ■ Pocket Gophers
 ■ Ground Squirrels
 ■ Voles

- ✓ Voles
- ✓ Pocket Gophers
- ✓ Ground Squirrels



Bell WORLD LEADER IN RODENT CONTROL TECHNOLOGY
 LABORATORIES, INC. Madison, WI 53704 U.S.A. | www.belllabs.com

Available from your Bell Distributor

Circle 143

THE NEW 36/42 HUSTLER MINI Z™ THE BIGGEST NEWS IN SMALL MOWERS

A true, commercial-duty unit in a compact package. Not a residential-duty mower posing as a commercial product. The newly designed, full-floating 36" or 42" decks, incorporating superior XR-7™ technology, offer the highest-quality cut and finished appearance on the market. Access through gates, between landscaping and trees and loading on crowded trailers has never been easier on a Z rider. With side-discharge, mulching or catching these new decks will produce an immaculate lawn in all the right places.



HUSTLER

800.395.4757 • WWW.HUSTLERTURF.COM

Circle 144

permagreen magnum



U.S. patent 6,836,630 and patents pending. © 2005 Perma Green Supreme, Inc. LESCO is a registered trademark and LESCO Service Center is a registered Service Mark of LESCO Technologies LLC, all rights reserved.

a class of its own

Circle 160

800.346.2001 permagreen.com

LM Reports

continued from page 62

ECHO

ECHO's PB-755 blower is equipped with a powerful 63.3-cc engine and features a new hip throttle, straight back frame, a more flexible tube, better filtration and an improved



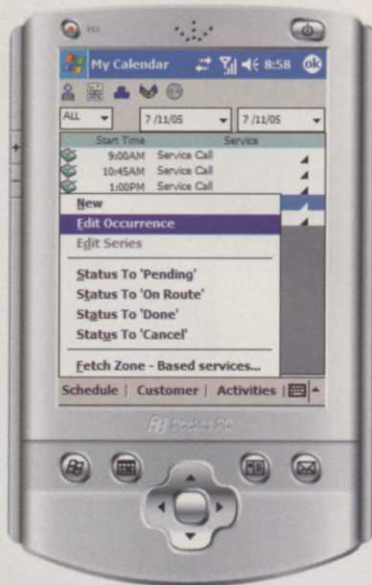
elbow mechanism. The new hip throttle is shorter so it tucks out of the user's way and three screw removal makes it easier to service. The new "L" frame with straight back makes it more

convenient to transport or hang when not in use. The redesigned tube stays flexible in cold weather and allows greater operator efficiency through its increased range of motion. Specifications include a 68 fl. oz. fuel tank, 625 cfm at the pipe and 205 mph maximum air speed.

For more information contact ECHO at 800/432-ECHO or www.echo-usa.com/ circle no. 268

Request a web-based demonstration!

QX Mobile™



QX Mobile is for the Green Industry professional who is always on the lookout for ways to gain an edge over their competition. Developed using the latest technology available for Microsoft Pocket PC handhelds, QX Mobile offers a solution you may have never thought possible!

- ▶ Send and receive customer and job data *wirelessly* from the field with your QXpress Scheduling Software, the leading service business software for QuickBooks users.
- ▶ Print estimates and work orders in the field, as well as capture signatures.
- ▶ Record start times, stop times, and material usage in the field to avoid double-entry.

The latest product from **QXpress™** SCHEDULING SOFTWARE

call 1.877.529.6659 or visit www.qxpress.com for a FREE demonstration

Proud member of:



QuickBooks is a registered trademark and service mark of Intuit Inc. in the United States and other countries. QXpress is a registered trademark of Alacet Incorporated. QuickBooks and the "Designed for QuickBooks" logo are trademarks and/or registered trademarks of Intuit Inc. displayed with permission. The use by Alacet of the logo does not signify certification or endorsement of Alacet's software by Intuit, and Alacet is solely responsible for its software and the support and maintenance of the software.

Circle 146

Maruyama

The Maruyama BL8100 blower features big air volume (720 cfm), superior velocity (200 mph), yet is still light in weight (20.7 lbs.). It has all the ergonomic features of a smaller blower like comfort-curved, padded shoulder straps, padded frame, Velcro closure waist belt, three point anti-vibration mounts and light, compact design but does not sacrifice power. The extra long pivoting frame-mounted throttle and ergonomic blower tube assist handle further simplify use. The side mount, high flow automotive-style air filters protects the engine in any weather condition.

For more information contact Maruyama at 940/383-7400 or www.maruyama-us.com/ circle no. 269

Robin Outdoor Power Products

The new Robin 4-stroke FLH2500 handheld blower combines the dependable power and lightweight design of previous Robin



handheld blowers with the clean exhaust emissions and low fuel consumption of Robin's 4-stroke engines. The FLH2500 features almost 33% more power with an air speed of 358 cfm. This 24.5-cc blower combines a more compact design, easy starting and a locking throttle control for user comfort. An optional vacuum kit is available.

For more information contact Robin Outdoor Power Products at 800/929-1948 or www.robinoutdoorpower.com/ circle no. 270

ProScape MESA

Patented Slow Release Nitrogen Technology

ProScape® fertilizers and fertilizer combination products aren't for everyone.

Fortunately, some of your competition still hasn't figured it out. They think low cost is the path to high profits, that value is the same as low price. That's why you're out closing a referral while they're across town scrambling to deal with a customer complaint! ProScape's innovative nutrient sources like MESA™ give

Extended-release MESA greens faster and lasts longer than SCU.

You're more green, faster, and longer than the competition, with less surge growth. You can reduce nitrogen rates lowering spring disease pressure, go longer between applications, even save time and money associated with excess clippings. All while providing excellent quality results that your customers will rave about. ProScape is for serious turf care professionals.

To learn more visit our web site www.LebanonTurf.com. Click on Promotions and enter coupon code LM2096. We'll send you a **FREE** 40 page Agronomy Manual just for taking a look!



*How can something
that works so fast...last so long?*



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

shindaiwa

Our company,
our products, and
our reputation are
all built on one
principle.

Quality.

It's what we're
made of.



For your nearest
Shindaiwa Dealer, call 800.521.7733
or check our dealer locator at
www.shindaiwa.com

BIG POWER! BIG SAVINGS!

Save Up To \$50

on the tried-and-true
power of shindaiwa

4 blowers...
TECHNOLOGY™



EB8510RT
79.7 CC,
Up to 224 MPH,
762 CFM*

EB2510 24.5 CC,
Up to 180 MPH,
328 CFM*



EB3410 34 CC,
Up to 199 MPH,
398 CFM*

*measured at
blower nozzle.

**Offer Valid
Through December 31, 2006**

Present this coupon to your
participating Shindaiwa Dealer
for instant savings!

Get a Grip

TECHNOLOGY WARRANTY PROTECTION

Most dealers will try hard to
assist professionals with
warranty issues; after all,
you are their customers.



What? My warranty is voided?

BY ALLEN SPENCE

At a recent technicians update class I attended, one of the most-discussed items on the agenda was equipment warranties. What is covered, what isn't, what voids a warranty and why? We diagnosed pieces of equipment to determine if a warranty claim was valid.

Especially of interest were fuel quality, mixing oil use, cleanliness, and missing shields and guards. All of these items can cause warranty problems.

Oil and fuel issues

For example, consider the many types of mixing oils out there. Some are good; some are not so good. In my humble opinion, some are no more than motor oil. They just come in a different bottle. Ask your dealer if the oil you're using is acceptable and won't affect warranty.

Fuel blends may become more problematic as the cost of gasoline keeps going up and up. A small amount of some additives, especially alcohol, will severely affect the engine's ability to

start and operate normally. It's a problem, but not for equipment manufacturers who administer the warranty. Again, I advise you to talk to your dealer.

A build up of debris can clog passageways, preventing the engine from properly cooling itself. Covers around the engine are necessary to direct the flow of air. Missing covers and/or an accumulation of debris may result in a warranty rejection. Help yourself by keeping the engine area clean and keeping all covers in place.

String size, length and a missing debris shield also create problems. These factors will limit the engine's ability to perform. They also will void a warranty.

Most dealers try hard to assist pros with warranty issues; after all, you are their customers. There are legitimate warranty issues. As administered by the manufacturer, these always involve manufacturing defects. The main question the manufacturer asks the dealer is, "Is the problem a result of a defect or of misuse?" My advice: Educate yourself.

— The author is turf equipment professor at Lake City Community College, Lake City, FL. Contact him at smith@lakecitycc.edu.



First to Start. Last to Quit.

shindaiwa



SAVE \$50

EB8510
Backpack Blower

SAVE \$30

EB2510 & EB3410
Handheld Blowers

POWER AND PRODUCTIVITY

Increase your productivity with the tried-and-true power of Shindaiwa blowers featuring exclusive C4 Technology®. C4 engines combine the best qualities of 2-stroke and 4-stroke to deliver increased power, improved fuel economy and reduced engine noise and emissions.



Save \$30 or \$50 on selected handheld and backpack blower models (EB2510, EB3410, EB8510). See your Shindaiwa dealer today for more power, increased productivity and instant savings. Offer ends 12/31/2006.



www.shindaiwa.com

Univ. of North Carolina

Property at a glance

Location: Chapel Hill, NC
Grounds Supervisor: Kirk Pelland
Category: University Grounds
Total budget: \$2.49 million
Year site built: 1793
Total acres maintained: 758
Acres of turf: 125
Acres of display beds: two
Total paved area: 162
Total man-hours/week: 2,360

Maintenance challenges

► Maintaining landscape during ongoing construction and renovation of campus buildings — currently 31 capital projects at a cost of more than \$570 are underway

Project checklist

Completed in last two years:

- Completed installation and maintenance on 14 new landscapes associated with capital projects.
- Installed and managed irrigation systems for 10 of those projects.
- Completed 10 special landscape projects to improve quality of stormwater.

On the job

► 66 full-time staff, four seasonal workers, 36 licensed pesticide applicators

2005 PGMS Grand Award Winner for University Grounds

Kirk Pelland has heard that construction is a sign of vibrancy and life. If that's true, there may be no place more alive right now than the campus of the University of North Carolina at Chapel Hill.

As grounds director for UNC, Pelland is not only dealing with nearly 27,000 students who made their way back to the campus last month, but the university is also in the midst of a massive transformation, with 31 capital projects valued at \$570 million currently underway. Going online this fall are an \$88 million science complex, four new dorms, two new parking decks and more.

"We're doing all the plantings, installing irrigation system and the final site preparation," Pelland says. "The amount of construction is a challenge, but it gives us the opportunity to do things right."

One way Pelland and his crew of 66 full-time and four part-time employees have "done it right" is by using the construction to develop a stormwater runoff management program. The program has included innovative and environmentally sensitive practices, such as roof gardens, stormwater collection cisterns, per-

vious parking lots and underground gravel storage areas.

Though the construction efforts will modernize the university, which was founded in 1793, the campus itself will retain the traditional college feel. Brick sidewalks and low stone walls are a common theme throughout the grounds, which total 758 acres. Even with construction equipment coming through, every effort has been made to maintain the large, hardwood trees that provide shade and invite small gatherings to relax, study or enjoy the surrounding scenery.

Pelland's department also strives for year-round color, with more than two acres of display beds throughout the campus decorated with azaleas, hydrangeas, daylilies and others, which change by the season.

"As part of our master plan, the construction has broken the campus into smaller, more intensively used areas," Pelland says. "Instead of mowing large, open areas, we have to manage the staff and the way we operate to maintain and present a good landscaping product in these smaller sections."

Editors' note: *Landscape Management* was the exclusive sponsor of the 2005 Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscape. Winners are recognized at the annual meeting of the Professional Grounds Management Society in November. To learn more about the annual awards program contact PGMS at: 720 Light St.,

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

PGMS **Landscape**
MANAGEMENT



The UNC campus boasts 6,710 landscape position trees representing 156 different species.



Products

RESOURCES

TOOLS OF THE TRADE

A fine fescue

Zodiac chewings fescue was the top rated fine fescue in the full NTEP fine fescue trial. Zodiac can be used alone, in cool-season mixes, or in trouble shade spots with higher maintenance sports turf conditions. Zodiac will persist on slopes, roadsides, tree farms, orchards and low maintenance areas where low fertility and turf cover is required.

For more information contact **Burlingham Seeds** at 800/221-7333 or visit www.burlinghamseeds.com / circle no. 272

Stay sharp

With the new and improved Rotamaster 4000 rotary blade

sharpener from Bernhard & Co. — with a new unique clamp mechanism and fast aligning jig bars — blade mounting is now

easier and faster, and delivers significant benefits in overall cycle time. Rotamaster ensures both ends of the blade are sharpened equally with precision, so your rotary blades have a superior edge with consistent balance for a better quality of cut, resulting in longer-lasting blades and better looking grass.

For more information contact **Bernhard** at 888/474-6348 or visit <http://www.bernhard.co.uk> / circle no. 273

Trailer-mounted bark blower ▼

The Finn BB705 Bark Blower uses a trailer-mounted design, giving users an entry-level option to truck-mounted power models, for applications to residential mulch beds, public gardens, playgrounds and more. The BB705 has a 4.5 cu. yd. hopper, specially

designed rotary airlock, upgraded floor drive shaft and increased gear capacity. This allows for blowing a greater variety of bulk materials that are heavier such as soil, compost and high moisture mulch. Other features include a 71 hp engine; 150 ft. of 4 in. hose; hydraulically powered hose reel; and a newly reconfigured air cleaner, engine exhaust and engine cabinet door. For more information contact **Finn Corp.** at 800/543-7166 or visit www.finncorp.com / circle no. 274

The Wright zero-turn

With cutting widths up to 61 in., Wright Manufacturing's Sentar zero-turn mower can cover a wide area with the agility of a standup and the power and comfort of a sitdown. The padded seat with mono spring suspension folds out of the way, allowing for more room on

continued on page 73



All-in-one Powerkits

Husqvarna's Protective Apparel Powerkit provides the necessary personal protective equipment for chainsaw operation. It is available in three versions: 1. Package #531 30 71-81: For homeowners performing light pruning or firewood cutting where there is not a danger of falling branches. Contains a mesh visor that covers the face, hearing protectors, chaps for the legs, leather work gloves, a pair of protective glasses and a lanyard. 2. Package #531 30 09-04: For areas with falling branches or debris. Contains a helmet system including a mesh visor with built-in hearing protection, chaps, leather work gloves, protective glasses and a lanyard. 3. Package #531 30 71-80: Provides proper protection for a variety of cutting projects including felling, limbing and cross cutting. Contents include a helmet system with visor and hearing protectors, chaps with extended calf protection, leather work gloves, protective glasses and a lanyard.

For more information contact **Husqvarna** at 800/ HUSKY 62 or visit www.husqvarna.com / circle no. 271

PROLONG THE LIFE
of your
SYNTHETIC SURFACES

twins oscillating brushes
for fast, effective maintenance

also excellent on natural turf

For full details of the SISIS OSCA, contact -

SISIS INC, PO Box 537, Sandy Springs, SC 29677
Phone: 864 843 5972 Fax: 864 843 5974
E-mail: sisisinc@bellsouth.net www.sisis.com

sisis

Circle 149





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

Landscape
MANAGEMENT

QUESTEX MEDIA
PO BOX 5152
BUFFALO NY 14205-9836



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

Landscape
MANAGEMENT

QUESTEX MEDIA
PO BOX 5152
BUFFALO NY 14205-9836



Products

continued from page 70

trailers. Wright's Rapid-Hite deck adjustment system lets the operator quickly adjust the deck height from 1 to 5.25 in. in quarter-inch increments. The 2 cylinder, 19-plus hp engine powers the Sentar up to 11 mph forward and 5 mph in reverse. Fuel tank capacity is 10.7 gallons.

For more information contact Wright Manufacturing at 301/360-9810 or visit www.wrightmfg.com / circle no. 275



6-outlet drip emitter

DIG Corp.'s new 6-outlet drip emitter is available in two configurations and four flow rates. This system is designed for first-time installations or for retrofitting an existing sprinkler riser to an efficient 6-outlet drip irrigation system. The system uses self-cleaning pressure compensating emitters enabling long runs with even water distribution from all outlets in a wide range of water pressures.

For more information contact DIG Corp. at 760/727-0914 or visit www.digcorp.com / circle no. 276

Easy check for tree health

The Davey Tree Expert Co.'s partnership with the U.S. Forest Service (USFS) and National Arbor Day Foundation makes the new i-Tree software suite available to anyone free of charge. Developed by the USFS, the software has inventory, analysis and forecasting tools allowing grounds managers, landscapers, and parks and recreation managers to assess, manage and care for their neighborhood trees and forests on public and private land. Modules include assessments of both urban forest areas and street tree zones. The suite

The screenshot shows the i-Tree website interface. At the top, it says "Tools for assessing and managing Community Forests" with the i-Tree logo and "About i-Tree >>". Below this is a navigation bar with links for "Resource/Licensing Contact", "Support", "Quick Links", and "FAQs". The main content area features three large buttons: "Assessing Urban Ecosystems", "Assessing Street Tree Populations", and "Applications and Utilities". Each button has a brief description and a "click here to begin" link. There is also a "What's New?" section with a "click here to begin" link. At the bottom, there is an "i-Tree Team Login" link.

also includes a Storm Damage Assessment Protocol, which provides a standardized method to assess widespread storm damage immediately after a severe storm. In addition to analyzing field data, reports generated by i-Tree measure the value of trees and green spaces. Visit the Web site to request a free copy of the software CD.

For more information visit i-Tree at www.itreetools.org / circle no. 277

Dude, where's my truck?

ontheGPS from Digital Craft LLC has the capability to locate, track and store the location of a vehicle or boat. ontheGPS works much like a digital camera. Pull the memory stick from the unit, insert the card into the card reader on the computer and

instantly a map will appear showing where, when and how fast the vehicle has traveled. ontheGPS uses a high capacity MMC card to store all information. Its capacity ranges from 288 hours to 365 days of driving time. The ease of use makes it ideal for businesses and fleet owners.

For more information contact Digital Craft at 954/592-7105 or visit www.onthegodivices.com / circle no. 278

More Software Tools Period

Hardware:

Check Reader - automatically reads your customer's checks for quick receivables.

CLIP Connect - Use your Nextel or other phone for live, real-time route sheets. See what customer is being serviced.

CLIP Trak - Instantly know where your trucks are, then have this data automatically download into CLIP via GPS.

Router - go paperless and send your crews out with Palms that have the day's work on them.

Bill on website - your customers can view their bills on the web.

Bar Code Scanner - print bar coded sheets for the crews and scan as they get to each property.

Software Links:

Links with MapPoint - automatically route all your customers on the map.

Links with Microsoft Word and Excel - Make estimates and letters inside the customer's file.

Link with Scanner - Save the signed contract right inside the customer file.

Language Translation - Route Sheets notes print in Spanish and Portuguese.

Links with Microsoft Outlook - Send email to customers from within the CLIP program.

Links with QuickBooks Pro - Send all billing data directly to QuickBooks.

CLIP Software:

- Bill from CLIP or QuickBooks.
- Up to 15 ways to schedule jobs.
- Store photos in customer record.
- Contact Management System.
- Do billing in minutes not hours.
- Employee Tracking.
- Chemical Tracking.
- Landscape/construction estimating and tracking.

What does all this mean for you? You can spend less time in the office doing paperwork and more time running the company. CLIP has been around for over 20 years. There is a reason why 2 BILLION dollars are run through CLIP each year.

www.clip.com **CLIP**

Call 800-635-8485 for more information

Circle 150

Fall Clean-up Jrco
Heavy-duty attachments for Commercial Mowers



Leaf Blade Plow **Blower Buggy Carrier**

Call for dealer **800.966.8442** **www.jrcoinc.com**

Circle 151

TAKE BACK YOUR TIME!



Only Magna-Matic provides sharpeners with REAL performance (1 blade in 60 sec), and maintain perfect angles effortlessly. Take part in a 30 day trial now. Call for a free catalog.

MAGNA-MATIC
High Performance Service Tools for the OPE Industry

1-800-328-1110 **www.magna-matic.com**

MAG-9000 Lawn Mower Blade Sharpener

shop online!

Circle 153

BEAR CAT
A Breed Above the Best!

The broadest selection of chippers and chipper/shredders in the industry.

Check out the full line of Bear Cat products online!
bearcatproducts.com

- o Chippers
- o Chipper/Shredders
- o Vacuums
- o Stump Grinder
- o Wheeled Trimmer
- o Mowers

Also on our website:

- ▶ Owner's Manuals
- ▶ Parts Manuals
- ▶ Troubleshooting
- ▶ Dealer Locator
- ▶ Warranty Registration
- ▶ Product Specs



Circle # 152

U.S. LAWN

NO ONE KNOWS THE LANDSCAPE MAINTENANCE INDUSTRY LIKE WE DO.



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

Our four ideals, Trust, Quality, Service and Value, along with a "No Job is Too Big or Too Small" philosophy, make U. S. Lawns a "cut above" the rest.

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

To find out more about us and the opportunity U.S. Lawns can offer you, contact:

U.S. Lawns
4407 Vineland Road
Suite D-15
Orlando, FL 32811
Toll Free: 1-800-USLAWNS
Phone: (407) 246-1630
Fax: (407) 246-1623
Email: info@uslawns.com
Website: www.uslawns.com



Circle 154

ADVERTISING INFORMATION:

Call Brian Olesinski at
800-669-1668 x3757
or 216-706-3757,
Fax: 216-706-3712, E-mail:
bolesinski@questex.com



- ▶ Payment must be received by the classified closing date.
- ▶ We accept VISA, MASTERCARD, and AMERICAN EXPRESS.
- ▶ Mail LM Box # replies to: *Landscape Management Classifieds*, LM Box #____,
306 W. Michigan St., Suite 200, Duluth, MN 55802.
(please include LM Box # in address).

Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. **Don't miss an issue!**

BUSINESS FOR SALE

Design-Build Company with over 300 maintenance accounts.

Key employees will stay.
Gross sales over \$1,000,000. Located in booming Hilton Head-Bluffton SC. area. With or without 1 acre commercial property. Serious qualified responses only.
Respond to LM Box #104.

MAINE Landscape Business for Sale

Landscape and hardscape, installations and design. Not maintenance. High end giving owner Cash Flow \$150,000+
Magnusson Balfour (207)774-7715
office@balfourcommercial.com

Florida Landscape Business

10 year-old business netting \$1 Million. Priced at \$3.7 Million with \$1.1 Million Assets Included.

Contact Corporate Investment Business Brokers

239.936.1718, cibb@cibb.net
Visit us on the web www.cibb.net

THREE WAYS TO REPLY TO BLIND BOX NUMBERS

MAIL

Landscape Management Classifieds, LM Box #
306 W. Michigan St., Ste. 200,
Duluth, MN 55802

EMAIL

blindbox@questex.com

FAX

218-279-8815

Don't forget to include the magazine name and blind box number in your correspondence!!

BUSINESS OPPORTUNITIES

Increase your PROFITS TODAY!

We are "Lawn Guys" just like you with over 26 years of experience. Let us help you make more money and have more free time, just like thousands of your peers have already done.

"SIMPLY PUT" "Our net profit went from 7.66% to 33.3% after applying Profits Unlimited Strategies."

—Mike Rogers, Caretaker Grounds Maintenance



PROFITS UNLIMITED

Since 1979

Order our Manuals & CDs like your peers World Wide!
If you don't change anything today, nothing will be different tomorrow.

Call: 800-845-0499 www.profitsareus.com

Manuals and CDs available.

Taking Your PROFITS To The Next Level

Synthetic Golf Greens Voted,
"The #1 Profitable Service Idea Of 2006"



Reasons To Call Us:

- * Huge Profit Center - Up To 60%
- * Advanced Online Training
- * Utilize Existing Equipment
- * An Easy Add-On Service
- * Up Sell Existing Products
- * Greens Sell More Landscapes

FREE VIDEO

800-334-9005
www.allprogreens.com



WANT TO BUY OR SELL A BUSINESS?

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

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

182 Homestead Avenue, Rehoboth, MA 02769

708-744-6715 • Fax 508-252-4447
E-mail pbcmello1@aol.com

Quality Synthetic Grass Surfaces



Building Successful Relationships
Since 1998

Call us today 877-881-8477
www.theputtinggreencompany.com
www.x-grass.com

Use color to get the attention your ad deserves!

IMAGINE
YOUR
AD HERE

Landscape MANAGEMENT

FOR SALE



Mulch Renew
Color Enhancer

Renews the color of faded, sun-bleached mulch. Bio-Friendly. Lasts the season. Won't harm plants. Black or Dark Brown. 5 gallon container covers 10,000-20,000 sq. ft. \$149 + S/H.

www.mulchrenew.com
610-584-5603

TURBO TURF

HYDRO SEEDING SYSTEMS



For a FREE hydro seeding info pack & video call:
TURBO TECHNOLOGIES, INC.
1500 FIRST AVE., BEAVER FALLS, PA 15010
1-800-822-3437 www.turboturf.com



better™
866-290-7295
Factory Direct
NEW
Quick 36™

The great cutting, compact, easy-turning, reliable 36" hydro mower
Proudly made in the USA
Starting at \$1895
www.quick36.com



Refrigerator Magnets .49 Each!
Absolute Minimum: 500 • Call For Pricing

QUANTITY DISCOUNTS!
VAN SHAPED

Magnets by Stamp Works
1-800-758-2743
2-Color Imprint
Actual Size: 4" x 1 3/4"

FREE BASIC SETUP!

"Must Have" spreader accessories which save time and money.
Free up space in your truck box, and, a unique fertilizer spreader attachment which allows easy spot treatment of lawns for better customer service.
See at Turflite.com

HELP WANTED



One of the Largest Locally-Owned Commercial Landscape Firms in the Dallas / Fort Worth Area
Serving the Metroplex since 1973

- Multiple openings for highly motivated managers with strong leadership skills
- Excellent compensation package includes major insurance coverage and company-matched 401(k)
- Bilingual (English/Spanish) a plus

VMC Landscape Services is an Equal Opportunity Employer and a Drug-Free Workplace. All applicants must pass a drug screening prior to being hired.

Apply to: mail@vmclandscape.com
www.vmclandscape.com

TruGreen LandCare

TruGreen LandCare is a Fortune 500 Company and a leader in the Landscape industry. As a result of our success we have excellent career opportunities available. We are looking for ambitious, motivated, team-oriented professionals to fill key management positions in our Portland, OR and Seattle, WA markets.

We offer a competitive salary and an excellent benefits package, including 401(k) and company stock purchase plan.

To learn more about joining our team, please e-mail your resume to sallen.trugreen@comcast.net
EOE AA/M/F/D/V

U.S. LAWN

NO ONE KNOWS THE LANDSCAPE MAINTENANCE INDUSTRY LIKE WE DO.

Use your experience as an Account Manager, Operations Mgr., Branch Manager or Regional Manager to work for you.

E-mail resume to hr@uslawns.net or fax to 407/246-1623.



TRUGREEN LandCare™

Seeking Highly Qualified Landscape Professionals
VA • MD • DC • DE • PA • NJ • NY • CT • MA • NH

We're Expanding Operations in 2006!

- ♦ Regional Manager
- ♦ Branch Managers
- ♦ Install/Contract Maintenance Mgrs
- ♦ Sales Managers & Entry-Level Reps
- ♦ Supervisors (Install/Irrigation/Maintenance)
- ♦ Manager Trainees
- ♦ Landscape Designer/Arch

Excellent compensation, rewarding bonuses & incentives, aggressive commission plan, company vehicle, relocation, promotions across US, complete benefits package & much more!
Email: Ron_Anduray@landcare.com or fax 301-924-7782. EOE



GROW ONLINE
www.landscapemanagement.net

enhance
your ad with color

HELP WANTED (CONT'D)



SERPICO LANDSCAPING, INC.

A successful 17-year-old business in the SF Bay Area has dynamic opportunities for experienced landscape maintenance professionals to join us as:

- Account Managers
- Branch Managers

For Info. Call (510) 293-0341
jobs@serpicolandscaping.com



BRICKMAN

Enhancing the American Landscape Since 1939

Brickman is looking for leaders who are interested in growing their careers with a growing company.

Nationwide career and internship opportunities available in:

- Landscape Management
- Landscape Construction
- Irrigation
- Accounting
- Business Administration

Start growing your career at:
brickmangroup.com

FLORAPERSONNEL, INC.

In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.

Retained basis only.

Candidate contact welcome, confidential and always FREE.

1740 Lake Markham Road
Sanford, FL 32771

407-320-8177 ♦ Fax: 407-320-8083

E-mail: hortssearch@aol.com

www.florapersonnel.com

Looking to hire someone?

Reach thousands of professionals in your industry by placing a classified ad!



Land-Tech Enterprises Inc. is one of the Delaware Valley's largest multi-faceted landscape firms. Serving commercial clients throughout PA/NJ/DE.

Our continued growth presents exciting career opportunities with unlimited growth potential!

Career opportunities in management, production, supervision and crew level are available in the following work disciplines:

- Landscape Management
- Landscape Construction
 - Erosion Control
- Business Development-Estimating

Contact Human Resources at
215.491.1470 or fax resume to
215.491.1471

careers@landtechenterprises.com
www.landtechenterprises.com

GOTHIC LANDSCAPE, INC. / GOTHIC GROUNDS MANAGEMENT, INC.

Since 1984, we have been creating long-term relationships with clients through outstanding personalized service and problem solving. We are one of the largest landscape contractors in the southwestern US operating in the greater Los Angeles, San Diego, Phoenix and Las Vegas markets. The Company specializes in landscape construction and maintenance for residential master-planned community developers, home builders, and industrial commercial developers. We offer an excellent salary, bonus and benefits package. Outstanding career opportunities exist in each of our fast growing branches for:

- Account Manager
- Estimator
- Foreman
- Irrigation Technician
- Project Manager
- Purchasing Agent
- Sales Personnel
- Spray Technician (QAC, QAL)
- Superintendent
- Supervisor

For more information, visit
www.gothiclandscape.com
or email: hr@gothiclandscape.com
Ph: 661-257-1266
Fax: 661-257-7749

LABOR

LANDSCAPERS, Plan for your 2007 workers now!

Want legal, reliable workers on the job every day? Bring them from Mexico (and other countries) with H2B visas. We do all the paperwork.

We can select great workers, too!! We care about your success and lead the way in FAST, FRIENDLY, AFFORDABLE service. Please call me now since there will be a limited supply of H2B visas in 2007.

FREE information & booklet.

USAMEX Ltd.

(501) 724 8844

DavidDonaldson@USAMEX.ORG

SOFTWARE

MOWERMETER™

New! Equipment Tracking Software

Designed for the Green Industry

- Scheduling
- Tracking
- Costing
- Parts Inventory



Free Demo 800-635-8485
WWW.MOWERMETER.COM

Wintac™

The #1 all-in-one management software for the green industry

Scheduling, Routing, Automatic Invoicing, Bill Paying, Accounting, Payroll, Marketing and more



Download a free demo of the software landscaping and lawn care professionals are all talking about!

www.wintac.net 1-800-724-7899

GROUNDKEEPER PRO

BUSINESS SOFTWARE

Invoicing
Scheduling
Routing
Estimating

FREE Trial

www.adkad.com/LM.htm ♦ 1-800-586-4683

Repeating an ad ensures it will be seen and remembered!

A S I C / p40

312/372-7090
www.asic.org

ALOCET / p57,64

Circle # 139,146
877/529-6659
www.alocet.com

Ball Horticulture / p31

Circle # 126
630/231-3600
www.ballhort.com

Bayer Corp / p15

Circle # 116
919/549-9525
www.bayer.com

Becker Underwood / p17

Circle # 117
800/232-5907
www.beckerunderwood.com

Bell Labs / p6,62

Circle # 108,143
800/323-6628
www.talpirid.com

Bobcat Co / p11

Circle # 114
701/241-8700
www.bobcat.com

C P I / p22,23

Circle #120,121
800/476-9673
www.cpiequipment.com

Case Corp / (reg)cv2

Circle # 101,102
262/636-0111
www.casece.com

Chemical Container / p24

Circle # 122
800/346-7867
www.chemicalcontainers.com

Clip Sensible / p73

Circle # 150
800/635-8485
www.clip.com

Dig Corp / p10

Circle # 113
800/322-9146
www.digcorp.com

Dodge Chrysler / p37

800/4-A-DODGE
www.dodge.com/commercial

Ewing Irrigation / p52

Circle # 134
800/343-9464
www.ewing1.com

Exaktime / p19

Circle # 118
888/788-8463
www.exaktime.com

F M C Specialty Prod / p(reg)33,63

Circle # 127,156
800/321-IFMC
www.talstar-one.com

Holland Equip / p24

Circle # 123
800/457-8310
www.aerway.com

Hortica/Florists Mutual / p47

Circle # 130
800/851-7740
www.hortica-insurance.com

Company

Page #

Atlantic Graduate Lawn Care	20
Bartlett Tree Experts	18
Brickman Group	38
Briggs & Stratton	44
Chemtura	18
Commercial Grounds Care	24
Corona Clipper	18
CropLife America	20, 30
DeSantis Landscapes	80
Env. Industry Council	13, 29
Exmark	36
Grass Roots Training	16
Horizon	20
IPM Council of Canada	13
Jacobsen	24
KEI	18
Lake City College	26, 44, 66
LESCO	20

Northwestern University	36
One Step Tree & Lawn	13, 34
OPEI	25
PGMS	25
PLANET	6, 13, 14, 18, 25
Project Evergreen	22
RISE	13, 30, 34
Textron	24
Toro	36
Turf Holdings, Inc.	13, 29
U.S. Lawns	18
Village Turf, Inc	30
Weathermatic	20
Wickham Supply	20
Zamora Training	6

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

Hunter Ind / p10

Circle # 112
760/744-5240
www.hunterindustries.com

Hustler Turf Equip / p55,62

Circle # 138,144
800/395-4757
www.hustlerturfequipment.com

J R C O Inc / p74

Circle # 151
800/966-8442
www.jrcoinc.com

John Deere Const / cv4

Circle # 104
800/333-7357
www.deere.com

John Deere and Co / p5

Circle # 107
309/765-8000
www.deere.com

Kawasaki Motors/ p2

Circle # 106
616/954-3019
www.kawpowr.com

L T Rich/ p8,52

Circle # 110,135
765/482-2040
www.z-spray.com

Lebanon Turf Prods / p21,39,49,65

Circle # 119,128,131,147
800/233-0628
www.lebturf.com

Magna Matic Corp / p74

Circle # 153
920/564-2366
www.magna-matic.com

Modeco Syst LLC / p(reg)33

Circle # 157
262/677-8184
www.modecosystems.com



**YOUR HOME FOR HIGH QUALITY DISCOUNT PARTS.
FOR ANY PUSHER ON THE MARKET.**

**BIG DISCOUNTS ON AFTER-MARKET
PARTS THAT FIT ALL BRANDS!**

wear shoes, rubber & poly cutting edges, bolt kits,
chain & binder kits, cutting edge hold downs, etc.

**Purchase from us
exclusively on the internet.**

Circle 158

Events

RESOURCES WHAT, WHEN & WHERE

Nationwide Insurance / p(reg)27

Circle # 125
877/On-Your-Side
www.nationwide.com

Nelson Irrigation Corp / p25

Circle # 124
509/525-7660
www.nelsonirrigation.com

Nufarm Americas Inc / p41-42

630/455-2000
www.turf.us.nufarm.com

Oregon Cutting Syst / p9

Circle # 111
503/653-8881
www.oregonchain.com

Oregon Tall Fescue / p12,51

Circle # 115,133
503/585-1157

P B I Gordon / cv3

Circle # 103
800/821-7925
www.pbigordon.com

Planet Symposium / p58

703/736-9666
www.landcarenetwork.org

Pro Tech Mfg / p54,78

Circle # 137,158
888/PUSH-SNO
www.snowpusher.com

Rain Bird Sales Inc / p1

Circle # 105
800/RAINBIRD
www.rainbird.com

Sepro Corp / p53

Circle # 136
317/580-8282
www.sepro.com

Shindaiwa Inc / p66-67

Circle # 148
www.shindaiwa.com

Sisis Equip / p70

Circle # 149
864/843-5972
www.sisis.com

Super Lawn Trucks / p(reg)27

Circle # 155
866/923-0027
www.superlawntrucks.com

Syngenta / p61

Circle # 142
800/334-3776
www.syngentapp.com

Target Specialty Prods / p(reg)58a-58b

Circle # 118
562/802-2238
www.target-specialty.com

Terramarc Ind / p60,74

Circle # 141,152
800/247-7335
www.terramarc.com

Turfco Mfg Inc / p60

Circle # 140
800/679-8201
www.turfco.com

U S Lawns / p74

Circle # 154
407/246-1630
www.uslawns.com

Vermeer Mfg Co / p50

Circle # 132
888/837-6337
www.vermeer.com

Walker Mfg / p45

Circle # 129
800/279-8537
www.walkermower.com

Zorock / p8

Circle # 109
866/496-7625
www.zorock.com

September

20-21 Garden Market Expo /

Las Vegas, Sponsored by California Association of Nurseries and Garden Centers, 800/748-6214, gardenmarketexpo.com

22-23 Monopolize Your

Marketplace / Linthicum, MD, Sponsored by Professional Landcare Network, 800/395-2522, www.landcarenetwork.org

24-27 RISE / CropLife America

Annual Meeting / Orlando, FL, Sponsored by Responsible Industry for a Sound Environment, www.pestfacts.org

28-30 America in Bloom

Symposium / Eureka Springs, AR, Sponsored by American Bloom, 800/632-7608, www.americainbloom.org

October

5 NYSTA Winning Fields

Seminar / Rochester, NY, Sponsored by New York State Turfgrass Association, 800/873-8873, www.nysta.org

5-6 Desert Green X / Las Vegas,

Sponsored by Desert Green Foundation, 702/454-3057, www.desert-green.org

6-8 EXPO 2006 / Louisville, KY,

Sponsored by Outdoor Power Equipment Institute, 800/558-8767, www.expo.mow.org

7-10 ASLA Annual Meeting &

Expo / Minneapolis, MN, Sponsored by American Society of Landscape Architects, 202/898-2444, www.asla.org

8-11 Southern Regional IPPS

Meeting / Charlotte, NC, Sponsored by International Plant Propagators' Society, 817/428-2296, www.ipps.org

11-13 CalScape Expo / Palm

Springs, CA, Sponsored by Plantscape Industry Alliance, 707/462-2276, www.piagrows.org

17-18 National Hardware /

Garden / Florist Expo / Toronto, Sponsored by Landscape Ontario, 800/265-5656, www.landscapeontario.com

18-21 ITODA Industry Summit

/ South Beach, FL, Sponsored by Independent Turf and Ornamental Distributors Association, 814/238-1573, www.itoda.org

22-26 Kentucky Turfgrass

Council Conference and Trade Show / Bowling Green, KY, 859/625-9448, www.uky.edu/Ag/ukturf

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group, Inc., 306 W Michigan St, Suite 200, Duluth, MN 55802. **Subscription rates:** one year, \$46, two years \$67 in the United States & Possessions; \$76 for one year, \$113 for two years in Canada and Mexico; all other countries \$148 for one year, \$220 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$6.50 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 5057, Brentwood, TN 37024-5057. Canadian G.S.T. number: 840 033 278 RT0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.

Copyright 2006 Questex Media Group, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex Media Group, Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-

750-8400 fax 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission requests to questexpemissions@regprintbuyer.com or phone 800-494-9051 ext. 100.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Landscape Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex Media Group provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media Group to make your contact information available to third parties for marketing purposes, simply call 866-344-1315 or 615-377-3322 (outside the US) between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from Questex Media Group's lists.



Winners

RESOURCES

SMALL/MID-SIZED COMPANIES TO WATCH

DeSantis Landscapes

Innovating for sustainable excellence

BY RON HALL / Editor in Chief

DeSantis Landscapes, Inc., founded in 1974 by Tony DeSantis and headquartered just outside of Salem, OR, continues to innovate and deliver passionate customer service with the same fire-in-its-belly energy of a startup.

But what caught our attention, beyond its excellent reputation in the Willamette Valley, was the example it's setting within the industry with its ongoing training, boasting one of the highest percentages of certified employees in the nation, and in the environmental arena. Most recently the company switched over its sales vehicles to hybrid technology and its diesel service fleet to a 20% biodiesel blend.

A new venture

DeSantisEarthSense, the company's newest service, reinforces its commitment to the practice of designing, installing and maintaining sus-



Well-rounded team.

DeSantis includes pros in landscape architecture, design, horticulture, irrigation and carpentry.

tainable landscapes. The program is in its second season and relies on organic fertilizers and compost tea to build the biology and fertility of the soils on clients' properties as well as solving plant pest and disease problems.

Manager and horticulturist Al Shay is championing the program, which has focused primarily on residential clients at this point. He provides ongoing training to the crew that delivers the specialized weekly maintenance service. His efforts are helping dispel the myth that a

sustainable landscape has to look like a weed patch.

Acceptance grows

Even so, DeSantisEarthSense is taking a while to catch on, but customer acceptance is growing, says General Manager Dean DeSantis.

"It had been a topic of discussion and movement in our company for many years to practice more natural and sustainable horticulture," says DeSantis.

"As a company we developed an environmental mission statement nearly 10 years ago. This vision statement helped us to keep environ-

mental concerns in front of us. Over time we developed a critical mass in our management team to begin seriously developing sustainable standards and practices."

Solid commitment

The company remains committed to its relatively new DeSantisEarthSense service and expects revenues of about \$250,000, about 25% of its total maintenance sales. Overall, the company will generate revenues of about \$2.8 million for 2006.

"Our natural environment, including landscapes, don't need the chemical inputs that are conventionally applied to thrive, particularly if we have given thought in the design process to choosing the correct plant material for the particular microclimate and bioregion," DeSantis adds.

The adoption of biodiesel fuel, the phasing out of 2-cycle equipment in favor of 4-cycle equipment and the growing emphasis on sustainable landscaping are manifestations of a deeper commitment to learning and leadership by the owners and managers at DeSantis Landscapes. **LJM**

►► **Online:** www.desantislandscapes.com **Location:** Salem, OR
Principals: Dean DeSantis, general manager; Jim DeSantis, manager
DeSantis Woodcraft **Projected 06 revenues:** \$2.8 million

Unleash The Power!

ZAP Warm-Weather Weeds

Spurge, knotweed and clover are no match for the power of new Surge® Broadleaf Herbicide For Turf. Energized with sulfentrazone, Surge has the power and speed to knock out tough broadleaf weeds fast. And it even suppresses yellow nutsedge! **Visual results in 48 hours** – now that has a powerful effect on call-backs.

Your customers will be pleased with the speed and performance. You'll be pleased with the economy of Surge's water-based amine formulation!

Put the power of Surge to work for your business this year!

- ✦ Energized with Sulfentrazone
- ✦ Warm Weather Weed Control
- ✦ Reduces Call-Backs
- ✦ Rain-Fast in Just 6 Hours
- ✦ Designed for Residential and Commercial Turf
- ✦ Low Odor



G pbi / GORDON
CORPORATION

An Employee-Owned Company

1-800-821-7925
surge.pbigordon.com

From the makers of
TRIMEC Herbicide



The compact 27D is comfortable in the most uncomfortable situations. Its zero-tail-swing design lets you hug the wall. And its highly fuel-efficient, diesel engine's quiet nature will win you over. The engine and hydraulic service intervals have been extended to 500 and 2,000 hours, so you don't have to pay as much attention to it either. So don't be shy. See your John Deere dealer today or call 1-800-503-3373 to find out about the full line of compact excavators.

"Wallflower"



www.JohnDeere.com/636