

Is your business
ready to sell?

HANDHELD EQUIPMENT

Snow and Ice
Guide

Landscape MANAGEMENT

SOLUTIONS FOR A GROWING INDUSTRY


AUGUST 2008 / www.landscapemanagement.net

PART ONE OF A THREE-PART EDITORIAL SERIES

WATER WISE



Our industry, often targeted when fresh water is limited, must take the opportunity to lead the country through this difficult challenge.



Rock your world.

THE NEW '08 SUPER DUTY.®

A payload of up to 9,390 lbs.* Ford Clean Diesel Technology™ that churns out 325 hp and 600 lb.-ft. of torque.** The bold, new look of the '08 Super Duty.

commtruck.ford.com

*Properly equipped. **Available 6.4L Power Stroke® V8 Turbo Diesel engine.



Think Green

"Green" turfgrasses are not something newly developed to save our planet. Environmentally friendly and ecologically sound fine and tall fescues have been underfoot all along. More and more conscientious homeowners, landscape contractors, parks managers and golf course superintendents are seeding and sodding their turf areas with Chewings and creeping red fine fescue for extremely low maintenance, shade tolerant lawns with low fertilization and water requirements. Or they've selected deep-rooted, drought- and wear-tolerant tall fescue for home lawns, athletic fields and parks where a great deal of activity takes place and maintenance could be an issue.

Planting fine and tall fescues is such a simple step that even the most "What can I do about the environment?" citizens can have a hand in saving our planet. The benefits are plentiful and obvious. A naturally green turf sward with greatly reduced nitrogen and maintenance requirement is refreshing to look at, play on, and performs like an air conditioner - reducing the global warming that's being discussed so much. Healthy turf also collects airborne dust while stabilizing our soil, converts carbon dioxide into oxygen, reduces stress in humans, provides padding for kids' elbows and knees, plus makes a statement that we're all doing our part to help.

ORIGIN:
OREGON

Fine and Tall Fescue

Origin: Oregon on your analysis tag is assurance of highest quality fine and tall fescue seed inside the bag



Oregon Fine Fescue Commission
www.oregonfinefescue.org

Oregon Tall Fescue Commission
www.oregontallfescue.org



Contents

AUGUST 2008 / ISSUE #8 / VOLUME 47

SPECIAL REPORT: WATER WISE

A historic drought demonstrated that Dixie (especially Georgia) has a lot to learn from the arid West about the challenges and opportunities of responsible water use. BY RON HALL

Business

OPERATIONS ► MANAGEMENT ► MARKETING

10 On the Record

Our industry's recent experiences in the U.S. Southeast serve as a lesson to the disastrous consequences of irrigation bans.

BY RON HALL

12 In the Know

Dollars & votes; Problem Solver; H-2B cap reached; Legally Speaking; Aquascape's Extreme Pond Build; John Deere & STIHL; Landscape architect hiring freeze; shade tolerant turf

32 One-armed bandits, part 2

Greedy gas pumps siphon contractors' profits, but leaner pros mow down unnecessary costs.

BY MARTY WHITFORD

63 Are you ready to sell?

Make sure you do your homework before putting your business on the block.

BY ERIN HOLLIS

68 Best Practices

The fuel problem is so severe it will take a combination of internal and external actions to deal with the impact to your bottom line.

BY BRUCE WILSON

70 Business Benchmarking

To drive profits up, you have to captain the ship with some hands-on systems in the shop.

BY KEVIN KEHOE

72 Lawn Care Pro

Mark I. Schlossberg, president, Pro-Lawn-Plus, Baltimore

BY JAMES E. GUYETTE

74 Working Smarter

A working smarter mind set must be one that can look at reasons why to improve, not reasons why not.

BY JIM PALUCH

76 Jacobs' Journal

How will the economy affect me? That's a question you should ask yourself in good times as well as bad.

BY DANIEL G. JACOBS

108 Whit's World

Offer your posse 20 cents of every dollar saved. You'll soon have more viable cost-saving strategies than you can crack a whip at.

BY MARTY WHITFORD

NEW
COLUMN!

32

COVER PHOTO: ISTOCK INTERNATIONAL INC.

Contents

Design/Build

PROJECTS ▶ PROCESS ▶ CONSTRUCTION



80 Award Winning Landscapes

These meadow lands have a look so natural only its landscaper knows for sure

BY MIKE SEUFFERT

86 Project Portfolio

An individualized look without looking overdone.

88 Digital paradise

With today's leading-edge software solutions, the future of landscape design is a mere mouse click away.

BY JANET AIRD

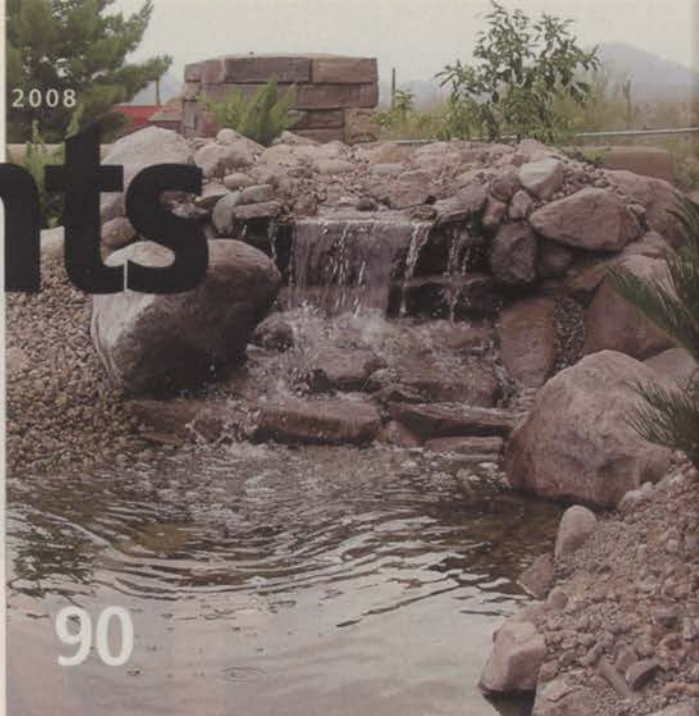
Resources

PRODUCTS ▶ CLASSIFIEDS ▶ FYI

103 Products

105 Classifieds

107 Ad & Editorial Index



90

Technology

RESEARCH ▶ EQUIPMENT ▶ CHEMICALS

90 A prettier pond

Go beyond the annual "Spring start-up" with proper pond maintenance.

BY RON KNUTSON

98 InfoTech

Outsourcing your technology needs enables you to focus on growing your core business.

BY TYLER WHITAKER

100 LM Reports: Handheld equipment



SPECIAL INTEREST SUPPLEMENT: SNOW & ICE GUIDE

With winter fast approaching, we show you how to get into the plow business and to make sure your plows are ready for the season. We also update you on the latest products.

47

MAKE MONEY!

With our 39 universal attachments we can transform your skid steer into a money making machine. OUR ATTACHMENTS CONVERT YOUR SKID STEER POWER UNIT INTO THE MOST PROFITABLE, VERSITILE, AND ECONOMICAL PIECE OF EQUIPMENT YOU OWN. Our legacy has been built upon our reputation and heritage of offering the finest attachments and providing the best customer service in the industry.

Foremost Attachment Authority
SINCE 1948

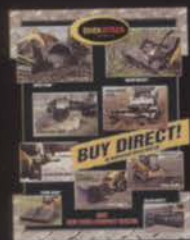
QUICK ATTACH™

ATTACHMENTS, INC.

Skid Steer Attachments



FREE CATALOG
Call Now!



1-866-428-8224

IMMEDIATE SHIPPING
FINANCING AVAILABLE!

MADE IN U.S.A.



God Bless America

SAVE



BUY FACTORY DIRECT

Order Today! Phones open 24 hours a day, 7 days a week...

QUICK ATTACH, P.O. BOX 128 • ALEXANDRIA, MN 56308 F.O.B. FACTORY



» Online now



Renewal & Remembrance

More than 400 industry professionals helped lime 282 acres and perform other restorative work at Arlington National and Historic Congressional cemeteries for PLANET's July 21 Renewal & Remembrance project.

» Special issue

It may seem hard to believe, but as summer nears an end, it's time to begin planning for next year. Look for *Landscape Management's 2009 Business Planner* this October. We'll offer tips and insights on preparing your operation for the times ahead.



Business Planner this October. We'll offer tips and insights on preparing your operation for the times ahead.

» Overheard

"Don't get addicted to urgency – reflect, reflect, reflect. Your perceptions are emotional; the market conditions are not." — Tom Oyler, Wilson-Oyler Group, on how business owners should approach a down economic period

» ONLINERESOURCES

Industry news

Read the latest news before the print issue comes out.

E-newsletters

Sign up to receive *LMdirect!* delivered to your inbox. Or link to our affiliated sites for news and e-newsletters on golf course management, landscape design/build, athletic turf and pest control.

Archives

Browse the archives for business articles and subject-specific technical articles. Don't miss the archives of special issues like the Business Planner, LM 100 and Outlook.

New! LMSearch

LMSearch, our simplified vertical search engine, helps you zero in on what you need. Visit: landscapemanagement.net/search

Contact us

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

» Readers respond

Are you planning to attend any industry-wide shows, like GIE+EXPO, this year?

35%
I'm going to have to skip it this year.

11%
I don't know. We'll see how high gas gets before then.

14%
Yes, but I might be the only one from the company going.

8%
Been there. Done that. No need to go again.



ROUND

2

THE ULTIMATE SKID STEER SMACKDOWN

HAND-TO-HAND
COMBAT

JOHN DEERE

ALL COMERS

www.skidsteersmackdown.com

Congratulations to the John Deere 328, the hands-down winner of Round Two of the Ultimate Skid Steer Smackdown. To see how our next-generation Electro-Hydraulic (E-H) joystick controls effortlessly guided the 328 through a demanding obstacle course — and to its second consecutive victory — go to www.skidsteersmackdown.com. And to learn how Deere can help you outmaneuver tough jobs, call 1-800-503-3373 or visit your local dealer today.



JOHN DEERE

Liquid Handling Systems & Equipment



Mix-n-Fill System

Chemical Pre-Mix
Tank Systems

110 or 12 volt units

MCTS Systems

Multi Chemical
Transfer Systems

Manual or
auto transfer



CHEMICAL CONTAINERS, INC.

800-346-7867 • sales@chemicalcontainers.com
P.O. Box 1307 • Lake Wales, Florida 33859

SUPER B

Take a Test Drive Today

High Production Mowing

WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528 • 970.221.5614 • www.walkermowers.com

Landscape MANAGEMENT

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

Editorial staff

Editor-in-Chief	MARTY WHITFORD / 216/706-3766 / mwhitford@questex.com
Editor-at-Large	RON HALL / 216/706-3739 / rhall@questex.com
Managing Editor	DANIEL G. JACOBS / 216/706-3754 / djacobs@questex.com
Associate Editor	MIKE SEUFFERT / 216/706-3764 / mseuffert@questex.com
Senior Science Editor	KARL DANNEBERGER, PH.D. / danneberger.1@osu.edu
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
BILL HOOPES	Grass Roots Training / Delaware, 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 Lawns / Worland, WY
GARY LASCALEA	GroGreen / Plano, TX
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

Business staff

Group Publisher	KEVIN STOLTMAN / 216/706-3740 / kstoltman@questex.com
Admin. Coordinator	PETRA TURKO / 216/706-3768 / pturko@questex.com
Production Manager	AMBER TERCH / 218/279-8835 / aterch@questex.com
Production Director	RHONDA SANDE / 218/279-8821 / rsande@questex.com
Audience Development Manager	ANTOINETTE SANCHEZ-PERKINS / 216/706-3750 / asanchez-perkins@questex.com
Assistant Audience Development Manager	CAROL HATCHER / 216/706-3785 / chatcher@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
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	ANNETTE MCCOY / 216/706-3746 Fax: 216/706-3712 amccoy@questex.com
Account Executive, Classifieds	KELLI VELASQUEZ / 216/706-3767 Fax: 216/706-3712 kvelasquez@questex.com

Marketing/magazine services

REPRINTS	landscapemanagement@reprintbuyer.com / 800/290-5460 x100
ILENE SCHWARTZ	Circulation List Rental / 216/371-1667
CUSTOMER SERVICES	Subscriber/Customer Service landscapemanagement@halldata.com / 847/763-9594
PAUL SEMPLE	International Licensing 714/513-8614 Fax: 714/513-8845 psemple@questex.com For current single copy, back issues, or CD-Rom, call 847/763-9594

QUESTEX MEDIA

KERRY C. GUMAS	President & Chief Executive Officer
TOM CARIDI	Executive Vice President & Chief Financial Officer
ROBERT S. INGRAHAM	Executive Vice President
ANTONY D'AVINO	Executive Vice President
JON LEIBOWITZ	Executive Vice President
CLAUDIA FLOWERS	Executive Vice President - Corporate Development
SETH NICHOLS	Vice President - Digital Media
DIANE EVANS	Vice President - Human Resources

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 Britany 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



an Association of Floriculture Professionals
2130 Stella Court
Columbus, OH 43215
614/487-1117
www.ofa.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



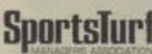
Project EverGreen
PO Box 156
New Prague, MN 56071
877/758-4835
www.projectevergreen.com



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
7670 N. Port Washington Road, Suite 105
Milwaukee, WI 53217
414/375-1940
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

FAST ACTING Bait For Control Of Outdoor Rodent Pests

NEW



- ✓ 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

THE JOBCLOCK® THE LANDSCAPER'S TIMECLOCK™

Are you frustrated with second-guessing sloppy, inaccurate handwritten timecards? Each year thousands of companies discover that The JobClock System reduces their payroll by simply allowing them to track their attendance more accurately with less effort! Find out why 500,000+ workers clock in each day with The JobClock System!

Call (888) 788-8463
or visit
www.jobclock.com



EXAKTIME®
THE JOBCLOCK SYSTEM

Our water knowledge grows

BY RON HALL / Editor-at-Large

Twenty-four years ago this summer, this magazine began a series of articles focusing on our industry's use of fresh water. Maureen Hrehocik, a colleague on our magazine staff at the time, researched and wrote three articles that appeared in consecutive issues of the magazine.

Maureen is an excellent journalist and, being a newcomer on the staff then, I remember being impressed with the depth of the information she presented in those articles.

It turned out I wasn't alone. I recall readers telling us how they shared the articles with colleagues and co-workers.

I saved that series, and this past winter on a cold snowy day, while sorting through my files, I rediscovered them. As I reread the series for the first time in years, I was struck by how accurately Maureen — and the industry people she interviewed — predicted and described the water availability and quality challenges facing our industry.

Bear in mind these articles appeared when the green and irrigation industries were a fraction of their present size. The same goes for the U.S. population, then estimated at 234 million. We've added 70 million more people since 1984.

As you probably realize, the amount of fresh water available to us has not grown 30% over the same period of time.

We titled Maureen's series "Thirsting for answers" which seemed appropriate. The previous summer scorched most of the U.S. Midwest,

dramatically reducing crop yields and resulting in then-Secretary of Agriculture John R. Block designating hundreds of counties in our nation's mid-section as drought disaster areas. That dry spell lasted months and was described by the media as "the worst drought since 1936."

It's now time to revisit our industry's connection with fresh water and see how we're doing.

In this issue and in our September and October issues, we review recent efforts focusing on outdoor water use and water conservation that will profoundly impact all of our lives and businesses. These include EPA's WaterSense, LEED, S.W.A.T., The Alliance for Water Efficiency and Australia's WaterMark. We'll also provide valuable insights from leaders in the "blue" (water industry) and our "green" industry.

But we won't sugarcoat our coverage. Our industry's recent experiences in the U.S. Southeast should serve as a lesson as to what can happen when authorities use the blunt tool of watering bans as the primary means of conserving water.

While I'm pleased to tell you that we have a better story to tell in terms of the "answers" that our 1984 series sought, it's equally obvious that we have miles yet to go.

So, what's the biggest difference between 1984 and today — apart from vastly improved irrigation technology?

We now know what the real issues are and what to do.

Contact Ron via e-mail at rhall@questex.com

Our industry's recent experiences in the U.S. Southeast serve as a lesson to the disastrous consequences of irrigation bans.



Kawasaki

Engines



KAWASAKI. HIGH PERFORMANCE RUNS IN THE FAMILY.

KAWASAKI ENGINES. Known for innovative design and leading technology, Kawasaki engines have a heritage of high performance. From world-class motorcycles to commercial-grade engines for true landscape professionals, the Kawasaki name says it all. So now when you think about power, think Kawasaki. Find your authorized Kawasaki dealer at www.kawpower.com or call 800-433-5640. **COMMERCIAL GRADE. KAWASAKI MADE.**



FX1000V



In the Know

BUSINESS NEWS YOU CAN USE

Dollars & Votes

BY MARTY WHITFORD

WASHINGTON, D.C. — "It's a matter of dollars and votes. It doesn't really matter what the issues are," said Norm Goldenberg, speaking July 21 at the industry issues briefing of Professional Landcare Network's (PLANET's) annual Legislative Day on the Hill, held July 20-22 in Washington, D.C.

Money and numbers speak directly to politicians — and PLANET members need to step it up on both fronts to protect themselves and their customers, said Goldenberg, senior vice president of government and regulatory affairs for ServiceMaster (TruGreen.)

Dollars and votes are more important than ever as self-proclaimed "environmentalists" attack more Green Industry tools and techniques through state and local legislation, he added.

H2B fix needed — yesterday

Comprehensive immigration reform is a must, but before we climb that mountain, it's imperative Congress passes an H-2B working visa fix this year — especially since fiscal 2009's first-half cap was reached in record time, July 29, underlined Laurie-

Ann Flanagan, executive vice president of DC Legislative & Regulatory Services, a government relations firm.

Flanagan says PLANET is all for comprehensive immigration reform, of which both presidential candidates — Sens. John McCain (R-AZ) and Barack Obama (D-IL) — are strong supporters. Such an overhaul could provide a permanent H-2B visa solution.

Got water?

"How many out there use water?" asked Andy Smith, external affairs director for the Irrigation Association (IA).

Smith's line got quite a few laughs, but it also drove home the importance of recognizing, respecting and smartly protecting our evaporating water resources.

Smith said federal water policy is fragmented, and urged attendees to support H.R. 135, which would establish a nine-member panel called the 21st Century Water Commission. The Commission would be charged with assembling the relevant water-related data, learning from the successes and failures of current water legislation, and recommending future water policy development.

Unhealthy coverage, costs

Landscape contractors and service companies also suffer from years of premium increases in health insurance plans while their employees' medical coverage is dwindling, said Tom Delaney, PLANET's director of government affairs.

PLANET supports S. 2818, the Small Business Health Plans Act of 2008 (SBHPs), which would allow small businesses and professional associations to set up pooling arrangements on a national level.

Fuel expert comes to GIE+EXPO

LOUISVILLE, KY — The Outdoor Power Equipment Institute (OPEI) will host one of the nation's foremost authorities on the fuels marketplace and economy during GIE+EXPO (Green Industry & Equipment Expo). John Felmy, chief economist for the American Petroleum Institute, will keynote the Thursday, Oct. 23 session of the Green Industry Conference, sponsored by PLANET.

Aquatrols opens industry alliance

Aquatrols launched the Water Impact Alliance, an organization dedicated to educating and promoting communications between regulators, consumers and Green Industry water users. The WIA will serve as an information and communications planning source for industry professionals on key issues affecting water resource regulation.

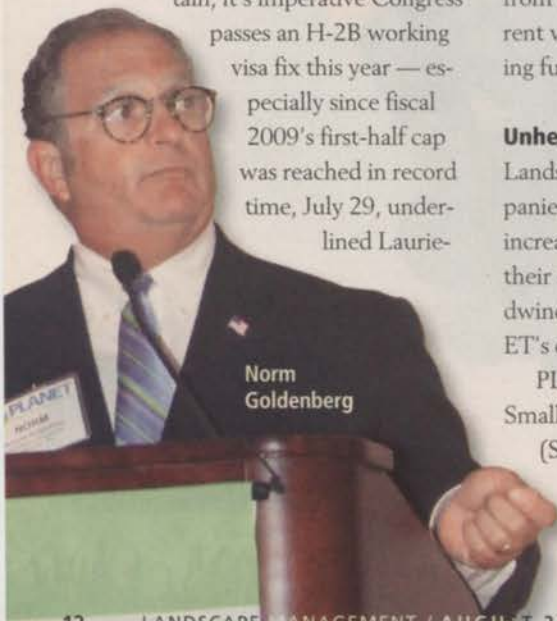
Schaan assumes ANLA presidency

WASHINGTON, D.C. — Greg Schaan, president and CEO of Imperial Nurseries (CT), assumed the presidency of the American Nursery and Landscape Association during the annual meeting in Columbus, OH.

SIMA awards top snow businesses

MILWAUKEE, WI — Snow and Ice Management Association awarded its 2008 Excellence in Business Awards to Germantown, WI-based David J. Frank Landscape (over \$1 million in snow revenue) and Pro Scapes of Jamesvilles, NY, (less than \$1 million category).

CLIPPINGS





WALK
BY

Solution

The solution was quite simple — cultivar selection. There are hundreds of pansy cultivars from which to choose. The best option depends on how the client will see or wants the flower display to be seen by passers by.

- ▶ If the display will primarily be seen walking by or sitting down near the flowers then use "faced" cultivars so viewers can appreciate the many intricate details of each flower.
- ▶ If the display will primarily be seen driving by at high speed or from a distance then use "no-face" cultivars so observers are dazzled by the greatest color impact possible.

Problem Although there were lots of flowers the client was not impressed with the "amount of color" and the overall display. What would you do?

Every day you see horticultural problems. Sometimes the solution is obvious, but others are much more difficult to solve. Brickman Group Senior Horticulture Specialist H. Bruce Hellerick tackles these issues each month in Problem Solver. He can be reached at Hellerick@BrickmanGroup.com



DRIVE
BY

USCIS reaches H-2B cap for first half of fiscal year 2009

WASHINGTON, D.C. — U.S. Citizenship and Immigration Services (USCIS) announced July 30, 2008 that it received a sufficient number of petitions to reach the congressionally mandated H-2B cap of 33,000 for the first half of 2009. This is the earliest the H-2B cap has been reached yet, and will affect those industries that rely on guest workers through the winter and early spring, including landscapers, ski resorts, crab/seafood processing and others.

"Democrats and Republicans — especially those in positions of leadership — in the House and Senate should be very proud of the fact that Congress has likely now condemned to death the jobs of hundreds of thousands of full-time American workers employed year-round by these seasonal businesses, and jeopardized

the future of the spouses and children dependent upon these US workers for their family's livelihoods by allowing the H-2B Returning Worker Exemption to expire," said Hank Lavery of Save Small Business.

USCIS will reject petitions for new H-2B workers seeking employment start dates prior to April 1, 2009 that arrive after July 29, 2008.

USCIS will apply a computer-generated random selection process to all petitions which are subject to the cap and were received on July 29, 2008. USCIS will reject, and return the fee, for all cap-subject petitions not randomly selected.

Petitions for workers who are currently in H-2B status do not count towards the congressionally mandated bi-annual H-2B cap. USCIS will continue

to process petitions filed to:

- ▶ Extend the stay of a current H-2B worker in the United States
- ▶ Change the terms of employment for current H-2B workers and extend their stay; or
- ▶ Allow current H-2B workers to change or add employers and extend their stay.

A press release from the Professional Landscape Association (PLANET) read: "The closing of the cap so early is devastating for the landscape industry. Many PLANET members have already suffered significant losses this year as a result of not getting H-2B workers for fiscal 2008 or getting workers later in the spring than they were needed. Congress must act now in order to save the landscape industry and other seasonal employers from economic disaster."

LEGALLY Speaking



BY KENNETH D. MORRIS, ESQ. L.L.C.

Q My contract with a major hotel chain property was supposed to extend through 2008. But now they say I've been replaced. Can I sue them for the lost revenue?

A If the contract you and the hotel signed clearly extends through 2008, you need to know the basis of the hotel's decision. Does the contract allow for termination under certain circumstances? Did the hotel comply with the provisions governing how and under what circumstances such a contract can be terminated? If, for example, the hotel can terminate on 60 days written notice only for cause, did the hotel provide written notice and what was the cause?

Whether or not you can sue for lost revenue largely depends on whether the contract allows for early termination and whether the hotel properly fulfilled those conditions. If the hotel breached the agreement in notifying you they were replacing you, does the agreement have specific dispute resolution provisions?

You may be limited in your freedom to sue, for example, if the agreement contains a dispute resolution procedure with which you must first comply. If the parties have agreed to arbitrate all disputes and further agreed that such arbitrations are binding and the exclusive remedy, you will not be able to take the hotel into court.

Kenneth D. Morris is a Philadelphia-based attorney with more than 30 years corporate and law firm experience. Contact him via www.kennorrislaw.com.

Note: The above should not be interpreted as offering legal advice in any jurisdiction where such practice is not authorized.



Aquascape completes "World's Most Extreme Pond Build"

ST. CHARLES, IL — Distributors, contractors and retailers from across North America participated in the construction of Aquascape's 250-ft. by 90-ft. signature water feature known as the "World's Most Extreme Pond Build" from July 12-16, 2008.

With more than 600 eager participants representing over 250 companies, construction was completed on schedule with the waterfalls activated July 16. The 5-day event offered hands-on training, educational seminars, networking opportunities, customized pond tours and Pond Olympics.

"I have to say this has been the best pond-building event ever," said Jeanne Camp of Frontier Ponds of Union, IL. "To have hundreds of professional pond installers work as a team toward a common goal is just awesome."

Aquascape vendors donated more than \$200,000 in construction materials and more than 1,500 tons of stone were used to construct the feature, including rocks topping out at 50,000 pounds.

"For the first time, I was my own customer," said Greg Wittstock, founder and CEO of Aquascape. "Ed Beaulieu, project manager and designer of the World's Most Extreme Pond, and



More than 250 companies contributed to the creation of Aquascape's "World's Most Extreme Pond Build."

all the contractors, retailers, and distributors who helped create the water feature exceeded my expectations."

An award ceremony and dinner capped off the week. Scott Hammond from Blue Creek Landscape Inc. of Ellensburg, WA earned the Certified Aquascape Contractor of the Year Award.

Additional features of the World's Most Extreme Pond Build include:

- ▶ 300,000 gallons of water with multiple pumps that produce 150,000 gph running through 8-in. lines.
- ▶ Waterfalls from 24 in. to 10 ft.
- ▶ Twenty-foot wide vanishing edge skimmer spilling into an overflow basin capable of holding 20,000 gal. of water
- ▶ Wetland filtration areas and underwater jets for additional circulation
- ▶ Pervious patio with rain water capture and re-use system
- ▶ Fire pit area with outdoor kitchen
- ▶ Aquatic plant area fashioned after Monet water lily garden
- ▶ Underwater tunnel and fish cave

Aquascape's annual Pondemonium event returns for its 10th anniversary in 2009 on July 16-19.



John Deere & STIHL reach handheld equipment deal

CARY, NC — The existing John Deere-branded handheld power equipment will soon be substituted with the STIHL portfolio at John Deere dealers across North America as part of a new marketing agreement between the two companies.

"Partnering with STIHL, a recognized brand that shares a proven quality record within the powered handheld equipment industry, enables us to provide our customers a complete portfolio of outdoor product solutions," said Bob Barbour, group director, marketing operations and customer support for John Deere.

"John Deere's reputation for manufacturing quality products and providing outstanding service at the dealer level

aligns with our long-standing commitment to product quality and top-notch service," said STIHL Inc. President Fred Whyte. "There are already more than

500 John Deere dealers that currently sell our products throughout the U.S. and Canada, so this is a natural extension of our business model."

Landscape architects in hiring freeze

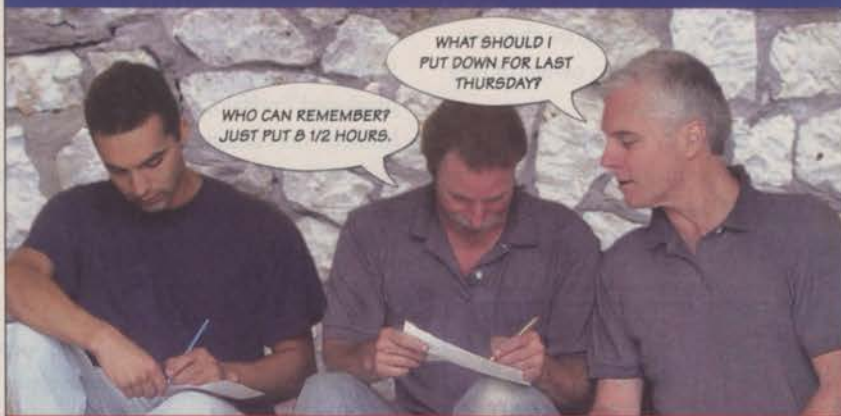
WASHINGTON, D.C. — Most landscape architects remained busy last quarter, but 71% of firms won't hire employees this quarter, according to a survey by the American Society of Landscape Architects.

Almost 57% of the 304 landscape architecture firms surveyed reported average or above billable hours in the second quarter, slightly above the first quarter.

Just under 50% reported average or above inquiries during the same period, which is slightly below the previous quarter. Only 29% of firms plan to hire in the upcoming quarter, down from 38% previously.

Some 87% of firms reported client demand for integrating water features, like fountains, pools and ponds. Eight in 10 firms reported interest in energy efficient and water saving design elements, such as native or drought resistant plants (77.7%), and close to half (46.5%) reported clients who wanted reduced lawns.

HOW MUCH IS THIS CONVERSATION COSTING YOU?



WHY DEAL WITH THIS?

Employee Time Card

Name: DAVID B. Date: 11-15

Day	Start	Leav	End	Job/Act	Activity	Hours
Monday	7	1/2	3:30	Event/Gen		8
Tuesday	7	1/2	3:30			8
Wednesday	7	1/2	4			8 1/2
Thursday	7	1/2	4	Cresty		8 1/2
Friday	7	1/2	4			8 1/2

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

WHEN YOU CAN HAVE THIS.

Employee Time Card

Displays the total time worked by each employee

Mountain View LANDSCAPE

David Burns

Time card for: Monday, August 11, 2008 - Friday, August 15, 2008

Job/Act Name	Cost Code	Mon	Tue	Wed	Thu	Fri	Total
Brentwood Job	Ingdon	7:38	7:35	7:53	-	-	23:06
Crestview Job	Planting	-	-	-	7:58	7:49	15:47
		7:38	7:35	7:53	7:58	7:49	38:53

Regular Hours: 38:53
Overtime Hours: -0-
Double Time Hours: -0-

David Burns

> TRACKING service work?
> DOZENS of cost codes?
> Crews on the MOVE?

Ask About
PocketClock

More than 500,000 workers clocked in today with The JobClock System. Find out why!



THE JOBLOCK: THE LANDSCAPER'S TIMELOCK:

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

EXAKTIME
INNOVATION AT WORK

New Texas Tech turf made for the shade

BY NORMAN MARTIN

Rockwell Professor of Plant and Soil Science Dick Auld and his research team have scientifically characterized a new variety of hardy, drought-tolerant turfgrass that grows well under the shade of trees. The patent-pending grass variety will commercially be known as Shadow Turf, but technically it's a specially selected variety of zoysiagrass that was discovered by Mark Ivey, owner of Ivey Gardens Greenhouses.

"This university isn't an ivory tower," said Auld, who previously served as chairman of the Department of Plant and Soil Science. "We reach out to local

businesspeople all the time. This time we were able to get a new product out to the public and that's a real success story with economic impact to the university."

Texas Tech researchers have been working on ornamental turfgrass breeding since 1994, with much of their efforts concentrating on buffalograss. Some four years ago, the turf team produced Turffalo, a buffalograss for homeowners designed to be drought resistant, with root systems sinking up to 10 feet into the ground, while retaining the density and true green color enjoyed with varieties like bermuda or fescue.

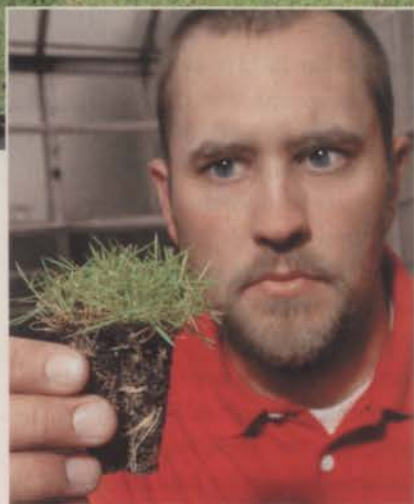
In the process of developing and marketing Turffalo, the researchers were inundated with requests for some type of grass that would grow under the deep shade of trees. At the time, they were also working closely with Ivey.

In 2005, Ivey approached Texas Tech with a special variety of dark green zoysiagrass that grew exceptionally well under shady conditions. Using Ivey's specimen, Auld and graduate student Brad Sladek began the detailed task of developing a plant patent for Ivey's zoysiagrass variety. The researchers scientifically characterized the grass, developed trial plots detailing a comparison of the grasses' growth habits, pinpointed locations where it would produce nationally and mapped a DNA fingerprint identifying the plant. In addition, they looked at the cultural practices needed for it to grow well in Texas and across the region.

Last year, Texas Tech's Office of the Vice President for Research presented Auld with a \$40,000 grant to promote and commercialize the new grass variety.



Shadow Turf is a patent-pending variety of zoysiagrass that grows well in shade.



As part of a commercial agreement with Ivey, Texas Tech receives a portion of the royalties from the sale of the grass.

"The patent was filed with the U.S. Patent Office in March and we're just waiting for approval," Auld said.

The researchers believe their new Shadow Turf will eventually have multiple applications from residential landscaping to golf courses. Right now, considering the way it is propagated, it will likely be first seen among homeowners.

Shadow Turf is commercially sold in plug form. The 2 by 2 by 3-in. plugs, which average around \$90 a flat, are planted nine-to-12 in. apart, depending on how quickly the homeowner wants to cover an area. The slow-establishing grass is normally planted from late May to early June.

"The beauty of this story is that we had a small businessman trying to do something entrepreneurial and a major public university with scientific expertise that was willing to do something to help," Auld said. "That's why we have a commercialized product today."

— The author is contributor courtesy of Texas Tech University Office of Communications and Marketing.



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
- Slit Seeder
- 120 lbs hopper
- 36"/46" tine heads

L.T. RICH PRODUCTS, INC.

Check out all the new features at www.z-spray.com or call us @ 877-482-2040

CONTENTS


- 19** **Consensus for conservation**
A time of crisis, opportunity
-
- 20** **Bruised, but water wiser**
Georgia's lesson
-
- 24** **Discover opportunities in a drought**
Anticipating customer needs
-
- 26** **Water done right**
Best practices



H₂O

PART ONE — A SPECIAL REPORT BY RON HALL

Our industry's lifeblood



A historic drought demonstrated that Dixie (especially Georgia) has a lot to learn from the arid West about the challenges and opportunities of responsible water use.

Water awareness matters

RAIN BIRD IS KNOWN for its effective and efficient irrigation systems. However, we also feel it's our duty to encourage the entire irrigation industry — and the customers we serve — to use water responsibly. This commitment to *The Intelligent Use of Water™* is woven into the very fabric of our company, and it is at the core of our ongoing partnership with the team at *Landscape Management*.

Through this three-part Water Wise series, Rain Bird and *Landscape Management* hope to raise awareness of the issues surrounding the use of fresh water within our landscapes — from availability and cost to quality and consumption.

Over the next few months, we'll focus on how the implementation of water-efficient practices and technologies can help landscape contractors positively impact the environment while still maintaining beautiful, healthy landscapes for their clients.

However, the benefits of responsible water use don't stop there — they extend beyond the ecological to the financial. Simply



By Ron Wolfarth

Director of Landscape Irrigation
Rain Bird Corporation

put, promoting water efficiency is smart business for anyone who manufactures, installs, services or uses the products that rely on the Earth's limited water supply.

Irrigation is Rain Bird's only business. Every day we leverage state-of-the-art technologies to pioneer and develop products and systems that exceed customer expectations by applying water in the most effective and

efficient manner possible. Our efforts earn us not only the respect of the industry, but most importantly, the confidence and trust of our customers. That's why we support *The Intelligent Use of Water* in everything we do.

We hope that you benefit from the Water Wise article series — and that you are inspired to educate consumers and your fellow irrigation professionals about our shared responsibility to use water wisely. We welcome your feedback and comments.

RAIN BIRD

Consensus conservation

The Alliance for Water Efficiency (AWE) became active in September 2007. In that respect, it's in its infancy. But it's also well on its way to igniting a broad-based effort aimed at boosting the efficient and sustainable use of North America's fresh water resources.

The AWE, headquartered in Chicago, intends to be the organization "pulling everybody together" toward a sustainable water future, says Executive Director Mary Ann Dickinson.

And when she says "everyone," you can almost take that literally.

"We put together a stakeholder discussion process," says Dickinson, noting that it led to the formation of the 501(c)(3) non-profit organization. "We held workshops and focus groups with industry leaders. We asked them, 'What do you need to participate in water efficiency more actively?' They said they needed a national organization to coordinate them. They said they needed a non-profit to represent every stakeholder group."

A 23-member board of

Mary Ann Dickinson

Chicago-based Alliance for Water Efficiency is poised to lead North America to a more sustainable use of its fresh water resources.

directors guides the AWE. Two board members — Warren Gorowitz, national water management products sales manager, Ewing Irrigation Products, and Ron Wolfarth, director of Rain Bird Corp.'s landscape management division — are from the irrigation industry. The other 21 board members represent a diverse group of public and private organizations, including water utility officials, conservation managers, academics and private industry, among others.

"We want to achieve our goals with input from all sides," says Dickinson, who has worked with water issues for 35 years prior to founding the AWE.

Dickinson lists water shortages, the cost of providing additional supplies of

potable water, continuing urban development and population growth, and the need for more efficient landscape irrigation, as among the largest water challenges facing North America.

Keeping up with growth

Between 1950 and 2000, the U.S. population doubled — but the demand on public supply systems more than tripled.

In a 2003 U.S. General Accounting Office (GAO) survey, 36 of the 50 states predicted water shortages by the year 2013. Several Western states didn't even respond to the survey because their shortages were already so obvious.

"That's 40 of the 50 states looking at shortages of fresh drinking water supply shortages," says Dickinson.

The states base their predictions on growing demand for fresh water, much of that demand coming from population growth and development.

"We may be in an economic downturn, but we're still growing. We're still building houses," says Dickinson. In fact, she refers to a study by the Brookings Institution that forecasts that more than half the houses that will exist in the U.S. by 2030 have yet to be built.

Developing additional supplies of fresh water will be incredibly expensive. The cost of building the infrastructure to accomplish the goal has been estimated at \$533 billion, she says, pointing to a recent government study. Even small gains in water conservation can translate into huge cost savings, she adds.

Editor's note: When the rains fail, lawmakers and agencies too often react with watering restrictions or, in the most drastic cases, watering bans rather offering incentives and developing other programs to encourage conservation. That's been the case in much of the Southeast the past two years, and it's been a huge challenge to any business involved in the green plant business there.

We start our three-part investigation of water issues with challenges faced by Atlanta, and we look at one example of a company in the West that's learned to deal with drought in a profitable way.



"If we could save 1% of demand and 1% of that capacity, that's \$5.3 billion (on) that infrastructure bill," she says.

Some of that savings must come from landscape irrigation, which accounts for 30% to 60% of urban water consumption, depending upon the region of the country.

Dickinson says that educating homeowners to proper irrigation practices, promoting and using smart watering technology and implementing strategies such as water audits and water budgets can achieve measurable outdoor water savings.

"Water is too cheap," she says. "The energy crisis has done a lot to make sure people are conserving energy. With water, we've always had subsidies. Those subsidies mask the true cost of supplying and distributing that water."

The AWE is a membership-driven organization, Dickinson stresses. To learn more about it, visit www.allianceforwaterefficiency.org. **LM**

The U.S. government projects 36 states will suffer water shortages by 2013

REGIONAL WATER USAGE

Domestic water use in gallons per day per person



Source: U.S. EPA WaterSense

Bruised, but

The Atlanta-area Green Industry took a big hit when Georgia turned off irrigation last year, but owners say they're now better prepared to deal with water issues.

The rain will return. The reservoirs will refill. A section of the Southeast stretching from Alabama to the Carolinas wilted by a lingering drought will become green again.

But the questions this once-in-a-century dry spell have spawned need answers:

- Will state and regional leaders develop and follow through on plans to increase the region's water capacities?
- Should water authorities offer incentives to property owners to encourage more efficient irrigation?
- Will property owners be willing to accept dormant turfgrass? Will they learn about and ask for drought-resistant ornamentals in their beds?
- How committed are Green Industry professionals to providing clients with water-efficient landscape designs, educating clients on best water-conserving strategies, and offering value-added and not "value-engineered" irrigation installation and ongoing professional maintenance and repair services?
- Will water-conserving concepts such as rain gardens, rainwater harvesting, permeable paving and plant zoning gain more widespread acceptance within the Green Industry?



PHOTO COURTESY: RAIN BIRD

water wiser

Whew. If all of this seems too much to hope for from a single drought, maybe it is. But let's take the high road.

Rick Upchurch, president of Nature Scapes, Lilburn, GA, is indicative of the progressive stance that many professionals have taken in the face of drought and ongoing irrigation restrictions.

"If we choose to be a little more creative, and agree to make a few simple changes, we will be less affected by the water restrictions placed upon us and still enjoy the colorful landscapes we have learned to appreciate," he says.

In his company's case, "creative" means recommending for clients' landscapes more drought-tolerant flowering plants such as lantana, vinca, wave petunias, portulaca, vebena and scaevola. It means suggesting that clients replace their fescue lawns with Bermudagrass, which requires less water to remain green. It means using surfactants to break the soil's surface tension, allowing water to reach plant roots more easily. It also

"If we choose to be a little more creative ... we will be less affected by restrictions."

— Rick Upchurch



means using gels that release water over a period of time for trees, shrubs and containers.

Few people in northern Georgia appreciate their fresh water resources or irrigation more than Ed Klaas, president of the Georgia Irrigation Association.

This particular summer morning, Klaas is surveying his 11-year-old Volvo in a Chick-fil-A parking lot in Roswell, GA. Klaas is on his way to his business, Southern Sprinkler Systems.

"This is another of my contributions to water conservation," he says, grinning good-naturedly as he points to the dust and dirt covering his car. Klaas hasn't washed it for months. He seems almost proud of its appearance.

Many other business owners have also quit washing their trucks. They fear customers may see spotless service vehicles (formerly the mark of a "professional") as a waste of water.

This is among the smallest sacrifices most Atlanta-area Green Industry companies are making in response to the drought, and especially to the unprecedented announcement this past Sept. 28 banning outdoor watering of established lawns and landscapes. (Newly installed landscapes got a 30-day watering window.)

Predictably, the decision by the Georgia Environmental Protection Division (EPD) had an immediate negative effect on just about every aspect of the Green Industry. It had the greatest impact on plant nurseries, professional installers of living plant material and irrigation contractors.

The ban, coming when it did, slammed the installation of new lawns and fall seasonal plantings. Atlanta's reputation as the leading "color" market in the Southeast wilted as customers' requests for flowers and annual color dropped. Why plant if you can't keep turf or ornamentals alive, they reasoned.

Klaas' irrigation company suffered like all the others. When the calls stopped and orders were canceled, he was forced to lay off almost all of his field technicians.

"I broke down," he recalls. "That was a hard, difficult day."

WATERING SOUTHERN LAWNS

The key to successful irrigation of home lawns is to prepare the grass to use as little extra water as possible and remain green and growing. Listed below are the guidelines that will help develop a deep-rooted turfgrass that is more tolerant to seasonal drought:

- ▶ Select a turfgrass that is well adapted to your location.
- ▶ Irrigate as infrequently as possible. Irrigate when the turf starts turning a dull bluish-green, the first sign of drought stress.
- ▶ Apply enough water to drench the soil 6 in. to 8 in. deep.
- ▶ Raise the height of cut during stress, and mow more often.
- ▶ Use an irrigation system that provides an even distribution of water at about 1/4 in. to 1 in. per hour.
- ▶ Fertilize lightly in the summer months, especially on cool-season grasses.

Other Green Industry companies had equally difficult calls. Nobody knows for sure how many operations called it quits, but two of the most visible victims of the drought included 36-year-old Charmar Flowers and Gifts, Athens, GA, which closed its doors at year's end, and Pike Family Nurseries, Atlanta, which filed for Chapter 11 protection in November. The 50-year-old, family-owned Pike had grown into a popular regional institution, with about 500 employees in multiple locations.

Since September 2007, Georgia has lost more than 35,000 jobs and \$3.1 billion in business because of drought conditions

state EPD pointed to low-stream flows and reservoirs at historically low levels for its decision.

Especially troubling to state officials was the dropping level of Lake Sidney Lanier, located about 40 minutes northeast of

Atlanta. Lake Lanier is a 38,000-acre lake with a shoreline dotted with homes, boat docks and beaches. It's the main source of drinking water for Atlanta. The Chattahoochee and Chestatee Rivers feed Lanier. (See "Asking too much of the 'Hootch'?" below)

Precipitation this past winter and spring did little to rejuvenate the lake. And this past spring, the Army Corps of Engineers admitted that it had mistakenly released too much water from the lake to maintain downstream flow. Lanier remained at a record 14.4 feet below full as this summer began.

The low lake level is not a new phenomenon. And while everyone knows the rains will return, nobody can predict when.

Indeed, a day after Georgia Gov. Sonny Perdue led a public prayer for rain this past November on the steps of the Capitol, the rain did return. One inch.

"We can't conserve our way out of this drought," says Klaas. "We have a water storage and capacity problem. We need more reservoirs and more capacity."

The Green Industry reacted to the news of the September ban with a flurry of information for the local media and the public. It also redoubled its lobbying efforts at the state capital. The 2-year-old Georgia Urban Agricultural Council (UAC), a coalition of six regional Green Industry associations, led the charge.

Although northern Georgia did get some precipitation this past winter, it wasn't enough to ease the drought.

Even so, industry lobbying had some effect. In late February, Perdue relaxed wa-

tering restrictions to allow evening and early-morning hand watering of landscapes, and three-days-a-week watering for those newly installed.

A political ally

State Rep. Terry England (R-Auburn) is proud of his farming background. Two blue Future Farmers of America (now the National FFA Organization) jackets hang on a coat rack behind his desk in his office in the state office building downtown. "I'm an adviser," he says, turning to the jackets.

England also runs The Homeport Farm Mart in Winder, GA, a city of about 10,000 people in rural Barrow County just east of Atlanta. His family business sells flowers, vegetable plants, seeds, fertilizer and just about anything else you would need for a garden.

"We don't have a problem with the amount of water we get or its use," says England. "We have a problem with storage and with retention.

"We know that every inch of rain that falls on our state amounts to 1 trillion gallons of water," he continues. "We usually get about 54 inches a year. That means 54 trillion gallons of water."

England says one of the biggest flaws with the September



Ed Klaas

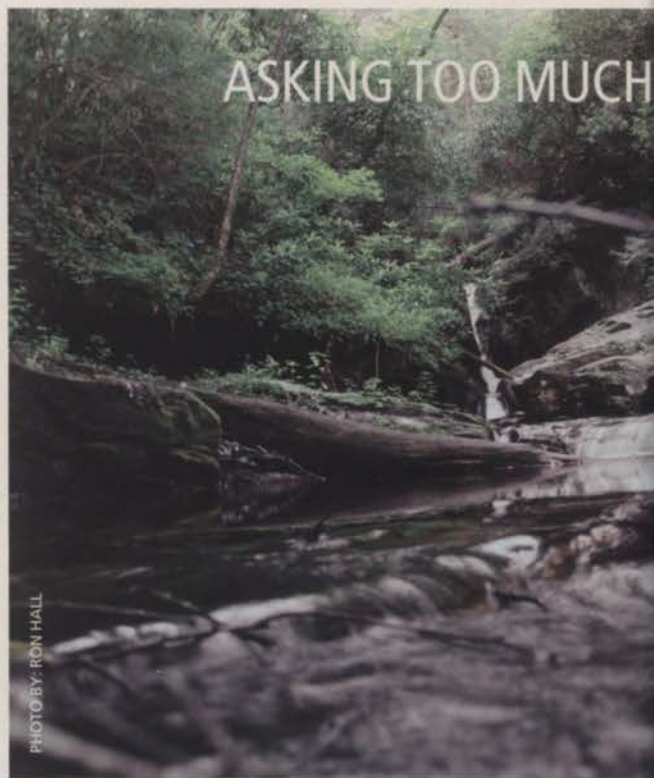


PHOTO BY: RON HALL

IRRIGATION IN RESIDENTIAL WATER USE

Nationwide, landscape irrigation is estimated to account for almost one-third of all residential water use, totaling more than 7 billion gallons per day.

Some experts estimate that more than 50% of commercial and residential water use goes to waste because of evaporation, wind, improper system design and overwatering.

Weather-based irrigation controllers can reduce water use by 20%, compared to conventional equipment, potentially saving nearly 24 billion gallons per year across the U.S. That's approximately equal to more than 7,000 hoses running non-stop for a year.

Soil-moisture sensors determine the amount of water in the ground available to plants. These sensors, when professionally installed and properly maintained, can potentially save a household more than 11,000 gallons of water used for irrigation annually.

Source: U.S. EPA WaterSense

2007 watering ban and the pronouncement by Gov. Perdue a month later seeking a further 10% reduction in water use for northern Georgia communities was its blanket approach.

"We had counties and cities within the drought declaration that have more water than they knew what do with, but they were unable to sell it," says England. The ban caused their revenues to fall, creating havoc on water department budgets and delaying vital municipal capital-improvement projects.

England turned out to be just the person the Green Industry could count on to get some legislative relief.

Supported by the Georgia UAC, the Georgia Agribusiness Council and the Georgia Farm Bureau, England this past spring successfully championed HB-1281.

The new law creates one statewide standard for water restrictions during times of a drought, and prevents local governments from adopting water-use restrictions stricter than those of the state unless approved by the EPD.

England says the law expires in 2010, giving the state time to develop a new, comprehensive drought plan.

"The continued



Terry England

OF THE 'HOOTCH'?

So this is where it starts, as a tiny stream bubbling from this forest-shaded spring. Locals call it the "Hootch." To outsiders, it's the Chattahoochee.

It's one of many rivulets gurgling from the side of this ancient, humped-back mountain and cutting its way through miles of rock and duff on its journey down from northeast Georgia.

Only this small stream is different. One at a time, it gathers the other small streams into itself and grows. But in recent years it hasn't swollen to a sufficient size to do what it's ultimately called upon to do.

As it snakes its way 540 miles southwest to eventually empty

into the Gulf of Mexico on Florida's Panhandle, it will be expected to satisfy many masters — sports anglers; water sport adventurers with their canoes and inflatable tubes; growers in Georgia and Alabama who depend upon its water for their crops. And let's not forget the majority of the 5.2 million people in the metro Atlanta region.

But even then, the river's work is not done.

Far from being exhausted, by the time that it eventually empties into the Apalachicola Bay in the Gulf of Mexico, it will be expected to provide an adequate flow of fresh water to keep the ecosystems, species and economy of that Florida Panhandle region alive. The Bay area produces 90% of Florida's oysters. The

river must also deliver enough fresh water to the Gulf to maintain suitable habitats for several species of freshwater mussels.

Are there too many demands on the "Hootch," much of it caused by the pace of urban development in northern Georgia?

It is, after all, the smallest river to serve a major metropolitan district in the country. Metro Atlanta, now encompassing all or parts of 28 counties, is among the Top 5 fastest-growing regions in the U.S. In the past seven years, it added more than 1 million people. Last year, another 151,063 people moved there.

And the population growth and urbanization is expected to continue. Regional leaders are anticipating another 2 million residents by 2030.



availability of fresh water is the single largest challenge to Atlanta's continued economic growth," he says.

Making the best of it

Dave Price and his business partner, David Bennett, offer "Southern Gardens, European Detail" through Bennett Design & Landscape.

Price says his company is concentrating on selling and building hardscapes. When the drought eases, it will concentrate on plant installations again.

"We tell clients, 'Let's get the construction out this year. We'll do the hard work, the messy work, and then we'll do the rest of the project when restrictions ease up,'" he says.

Price says that calls for plantings dropped dramatically in the fall of 2007, but rebounded somewhat this past spring. He says he believes the relentless media publicity surrounding the drought, especially in 2007, had a lot to do with demand for new landscapes and installations falling so steeply last year.

In response, he says his company alerted customers to low water-use plants and, in many cases, used polymers in the bed planting mix to help the soil retain moisture.

"Everyone is used to seeing lots of seasonal color in this market," adds Price. "That's not going to change, and until this drought is over I think everyone in this business is just going to have to tighten their belts and get smarter about water use and about their costs." **LM**

THIRSTY GRASS

Summer water use rates/drought resistance rankings and irrigation frequency of turfgrasses used in Georgia

Name	Water use/ drought resistance	Days between irrigations
Bermudagrass	1	14-21
St. Augustinegrass	2	12-18
Centipedegrass	3	8-12
Tall fescue	4	6-8
Zoysiagrass	5	5-7

Source: Gil Landry, Jr., professor of turfgrass management, extension crop and soil sciences, University of Georgia

Finding

The summer of 2008 will go down as one of the hottest and driest ever recorded in Colorado. Even so, property owners serviced by Denver Water

are being allowed enough water to keep their landscapes green and healthy. The region's reservoirs remain full or nearly full, thanks to adequate mountain snow-melt, the source of water for the 1.1 million residents served by the utility.

This is a far cry from 2002 and 2003, when severe drought caused a welter of watering restrictions as Denver and surrounding communities on the Front

Range sought to conserve fresh water. These restrictions created daunting challenges for anybody involved with growing, selling, installing and maintaining turfgrass and other landscape plants there.

It also created great opportunities, one progressive company discovered.

The management of Swingle Lawn, Tree & Landscape Care, recognizing in 2002 that water availability would always be a challenge in its semi-arid market (average annual precipitation of 15.8 in.), began brainstorming to see what services it could provide customers to protect their landscapes.

"We went through a complete proc-

Landscape irrigation accounts for 65% of the water consumed by urban supply systems — and the federal government estimates half of this is wasted.

opportunities in a drought

Refusing to let business dry up in the face of a historic drought, this Denver company rolled out valuable new services to save customers' trees and turf.

...ess of identifying potential services," explains John Gibson, director of operations. He calls the result "an opportunities checklist."

"I put together this simple spreadsheet, and we rated the ideas we came up with," he explains. The process involved assigning a value to each of a range of factors to consider for each potential new service — customer needs, equipment required, manpower, technical expertise and profit potential.

After Gibson and his team tallied the scores, they identified a dozen drought-inspired services they believed they could offer profitably. Near the top of the list was a supplemental tree/shrub watering service.

Swingle management realized that many customers feared losing trees and other valuable landscape plants to drought, so they sent out a direct mail marketing piece to announce ReCharge, the company's new deep-root watering service. During that winter and spring, Swingle converted its tree and lawn spray vehicles to carry water.

The level of positive customer response surprised even Gibson. Swingle soon purchased more trucks to meet demand. By the winter of 2003-2004, the service was going full blast.

Win-win for everyone

The deep-root watering service has been successful on several fronts, including keeping company revenues at an

acceptable level during the off-season.

From a customer standpoint, it has proved its worth in keeping trees and shrubs healthier. This became abundantly clear during March 2003, when a late-winter storm buried the region. Many trees and shrubs that had not received supplemental watering during the dry winter were badly damaged or destroyed by the unusually heavy wet snow.

"The weight of the snow just snapped off their limbs," recalls Gibson. "They were crisp from the drought."

Demand for the watering service fluctuates considerably from winter to winter, depending upon precipitation.

Realizing that droughts stress trees, turfgrass and other landscape plants, and make them more susceptible to insect pests, in particular, gave the company another opportunity to offer customers special services.

Swingle stepped up its pest control services to combat destructive insects such as the mountain pine beetle and turfgrass-damaging Banks grass mites.

Because mites can become a nuisance inside homes, as well, the

"It taught us to be better water managers. We discovered that we were overwatering — and overwatering a lot."

— John Gibson





company also began offering perimeter pest control.

A lesson learned

Of the 12 services the company identified as new (and potentially profitable) during the 2002 drought, nine remain.

That particular drought also served up a sizable helping of irrigation education for the company and its many customers, says Gibson.

"It taught us to be better water managers," he says. "We discovered we were overwatering — and overwatering a lot."

That realization prompted the company to more strongly promote watering efficiency to customers, and to strengthen its irrigation services, including installing products such as smart controllers and rain sensors.

Gibson says he believes the region has a much better understanding of its unique fresh water challenges as a result of its drought experiences. But as long as Front Range communities continue to grow, the availability of fresh water will also grow as an issue there. And it will require even more creativity and cooperation to maintain the region's special lifestyle. **LM**

AT A GLANCE

DENVER WATER

Almost all of its water supply comes from mountain snowmelt. ▶ The utility uses one-third of Colorado's treated water supply. ▶ **Average annual use for a typical family home is 125,000 gal. per year.** ▶ Average consumption is about 168 gal. per day. ▶ **Total use by category: 48% single-family homes, 21% business & industry, 17% multi-family homes, 9% public agencies, 6% unaccounted.** ▶ Residential water use by category: landscaping 54%, toilets 13%, laundry 11%, showers/baths 10%, faucets 5%, leaks 5%, dishwashers 1%.

Water done right

Smart water use starts with proper landscape design, soil preparation and installation and solid cultural practices.

Research has shown that a properly planned landscape that has been carefully installed and properly managed will be healthier, less prone to insects and diseases and will require less irrigation.

Consider the following strategies in providing clients with water-conserving landscapes.

Test the soil. A soil test tells you how to improve the soil to enhance plant nutrient uptake. Testing is available through county extension offices and some retail garden centers.

Where's the water? Identify your primary source of water (municipal, well, surface) and explore alternative ways of obtaining water for irrigating plants, such as rainwater harvesting and storage; collection of air-conditioner condensate; and rain gardens.

Put the right plant in the right place. When selecting plants for your landscape, make lists of the plants based on their water needs (low, medium or high) and sunlight requirements. By doing so, you are grouping plants with similar water and light needs in the landscape.

Use the land wisely. Place plants with lower water needs at higher elevations and plants with higher water needs in flat areas or at lower elevations. Irrigating sloped land will result in less efficient irrigation (higher runoff and erosion). Also, catalog sunlight patterns: Place sun-loving plants where they get six to eight hours of full sun, and shade-loving plants where they will be shaded from the hot afternoon sun.

show art appears as
can't love that point

Proper planting matters

Soil amendments are key. Organic amendments improve the physical and chemical properties of the soil. They not only help the soil hold water and nutrients, they also improve water movement throughout the soil. Incorporate 2.5 in. to 4 in. of organic amendment (compost) to a maximum depth of 8 in. to 12 in.

Mulch, mulch, mulch. For trees or ornamentals, apply 3 in. to 5 in. of mulch or compost on the soil surface after planting. Mulch not only conserves water, it also maintains a uniform soil temperature and reduces weeds that compete for light, water and nutrients. Fine-textured mulches and/or compost prevent evaporative water loss better than coarse-textured mulches.

Water it in. Watering is a key part of the planting process. First, water the plants in their containers just before planting. Set the container on the turfgrass or planting bed so that any excess water draining from it benefits the landscape. Add additional water to settle the soil and eliminate air pockets as you fill the planting hole with soil. Finally, water again after planting. These three steps reduce planting shock.

Be careful around established plants. Avoid digging under established trees or shrubs and injuring their roots. It's estimated 80% of the roots of established trees and shrubs are within 12 in. of the soil surface. Fill dirt or topsoil added over the roots of established plants can smother the roots and cause stress.

Prune those roots. If you remove the plant from the pot and see a mass of tangled roots, use a knife to make four to six vertical cuts around the root ball, then pull apart the roots. This encourages new roots to form, allows water to move into the root ball and results in more rapid plant establishment.

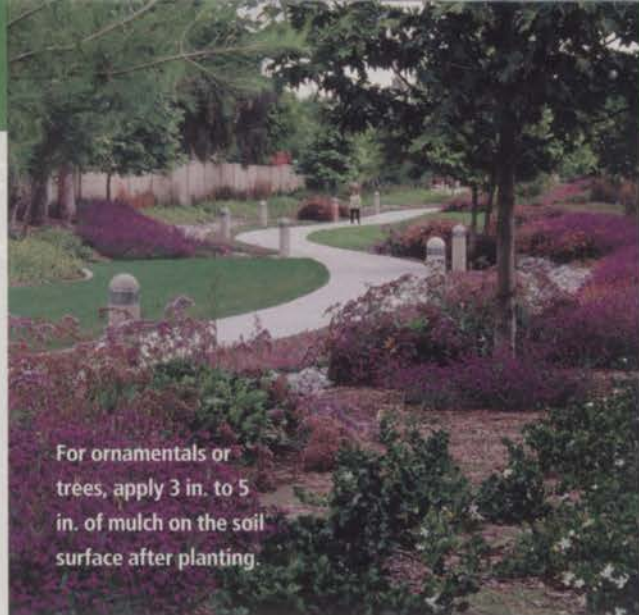
Water-saving management

Use your eyes. Watch for moisture stress symptoms before irrigating. An abnormal gray-green color and/or obvious wilting are good indicators that a plant needs moisture. Watering plants only when they require results in a deep, strong root system that conditions the plant to tolerate dry periods.

Timing is everything. The best time to irrigate is at night or early morning to conserve moisture and to reduce evaporative losses of water.

Test the soil (again). A soil test provides the best gauge for fertilization requirements in the landscape. Healthy plants are more water-efficient during dry periods. Never fertilize according to the calendar; instead, base it on the needs of the plants and nutrient levels in your soil.

Know your fertilizer. Slow-release-type fertilizers and compost



For ornamentals or trees, apply 3 in. to 5 in. of mulch on the soil surface after planting.

release nutrients slowly over time, resulting in more uniform growth rates and more water-efficient plants. Excess nitrogen causes rapid growth and increases water demands.

Keep the mulch coming. Maintain an average depth of 3 in. to 5 in. This may require you to add 1 in. to 3 in. of additional mulch each year. Maintaining a uniform layer of mulch over plant roots is one of the best water-conservation practices for your landscape.

Toughen your turfgrass. When properly planted and managed, turfgrass is more resilient to periodic drought conditions than many people assume. Regardless of drought conditions, allow the grass to dry and become stressed before applying irrigation. This causes the grass plants to explore deeper soil depths for moisture and nutrients. Periodically aerify to improve water and air entry into the soil. To encourage deep rooting during periods of heat or drought stress, raise the mowing height to the upper limits of recommended mowing heights.

Where is the water going? To avoid wasting water, use a handheld hose, soaker hose or drip irrigation to water trees, shrubs and flowers, especially those on slopes. Water only the soil, not the leaves and flowers. To avoid runoff, apply water gently and slowly at a rate the soil can absorb. When using sprinklers, make sure that the water reaches only your lawn and plants — not the house, sidewalk, driveway or street. Retrofit your irrigation system with low-volume emitters and a rain sensor that will prevent it from running during rainfall. **LM**

Acknowledgement: The University of Georgia College of Agricultural and Environmental Sciences

In our September and October issues we'll focus on other regions of the United States and how contractors there are meeting water challenges while providing valuable landscape services. We'll also look at the national Irrigation Association and its role in educating and leading the industry, the U.S. EPA's WaterSense program, the Green Building Council's LEED. We'll also examine Australia Water Smart and its ambitious and innovative approach to water conservation.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." —Margaret Mead



Standing up, stepping forward together is why we partner with organizations like the U.S. Green Building Council and its Leadership in Energy and Environmental Design (LEED®) initiative to advance The Intelligent Use of Water.™ Everything we do revolves around water, so we feel it is our responsibility to develop irrigation products and technologies that manage this resource wisely, and educate others about the critical need to conserve. We want to do even more, and with your help we can. To partner with us, visit www.rainbird.com/IUOW.

The Intelligent Use of Water.™ — [LEADERSHIP • EDUCATION • PARTNERSHIPS • PRODUCTS]

RAIN BIRD®

An Old Way to Search...



A New Way to Search!



Zero in on the industry's suppliers and products you need and fast!

LMsearch

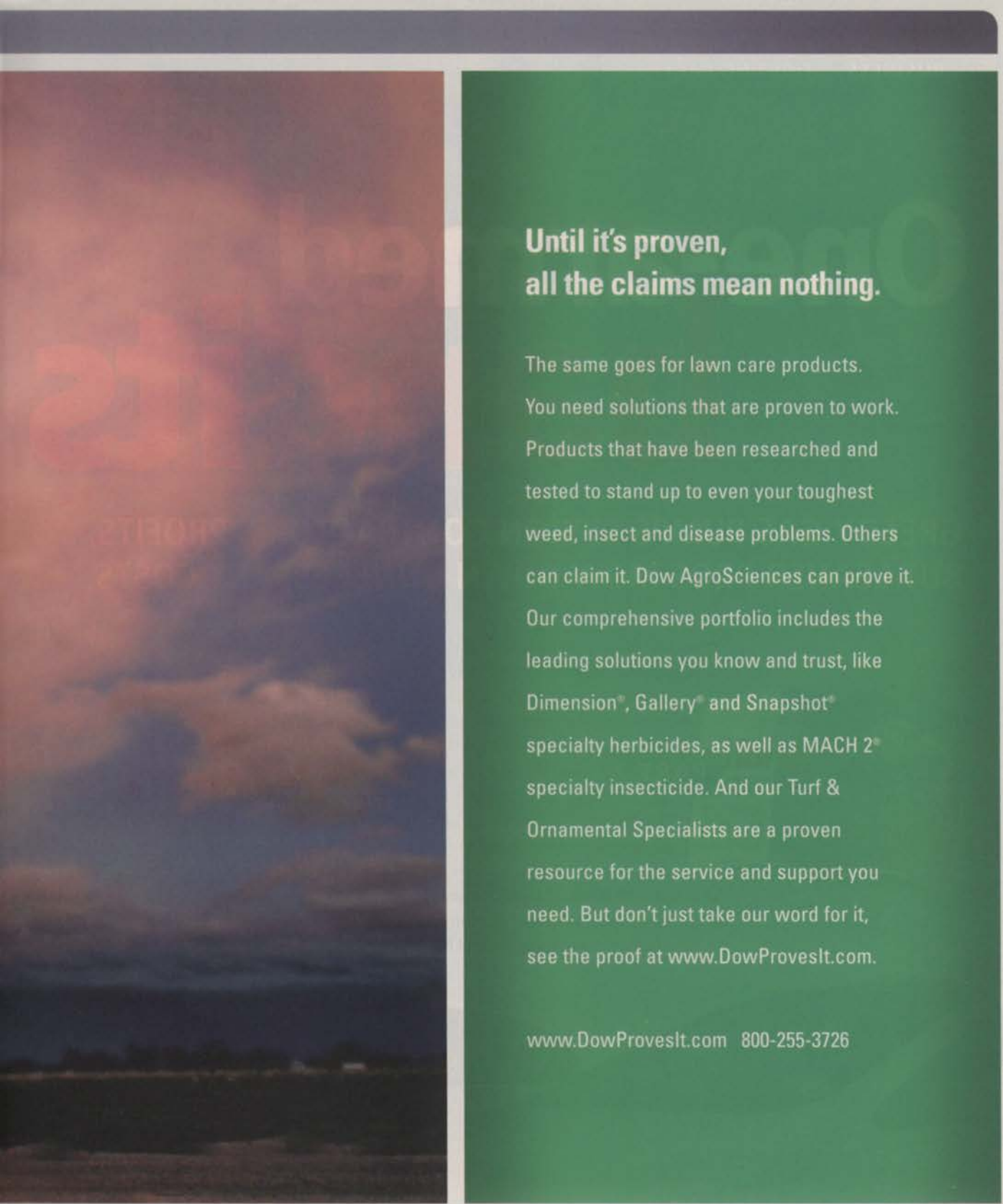
www.LandscapeManagement.net/Search

Landscape
MANAGEMENT



 **Dow AgroSciences**

PROVEN SOLUTIONS



**Until it's proven,
all the claims mean nothing.**

The same goes for lawn care products. You need solutions that are proven to work. Products that have been researched and tested to stand up to even your toughest weed, insect and disease problems. Others can claim it. Dow AgroSciences can prove it. Our comprehensive portfolio includes the leading solutions you know and trust, like Dimension[®], Gallery[®] and Snapshot[®] specialty herbicides, as well as MACH 2[®] specialty insecticide. And our Turf & Ornamental Specialists are a proven resource for the service and support you need. But don't just take our word for it, see the proof at www.DowProvesIt.com.

www.DowProvesIt.com 800-255-3726

*Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products, Snapshot and MACH 2 apply. Consult the label before purchase or use for full details. Always read and follow label directions. ©2009 Dow AgroSciences LLC. T39-000-012 (1/08) BH (010-02537-510-M2-447-07)



GOLF



LAWN



NURSERY



ORNAMENTAL

One-armed bandits

BY MARTY WHITFORD
EDITOR-IN-CHIEF

GREEDY GAS PUMPS SIPHON CONTRACTORS' PROFITS,
BUT LEANER PROS MOW DOWN UNNECESSARY COSTS.

When Bob Sylvester bought four 2008 Honda Civic hybrids for Sierra Landscape Co. in May, the savings proposition was so compelling he ponied up cash for one of his own.

"We'll save \$90,000 over the next three years because these hybrids get 15 miles per gallon more than the light trucks we would have bought our sales department and safety manager, and the hybrids cost \$5,000 less," says Sylvester, CFO of the Palm Desert, CA-based company.

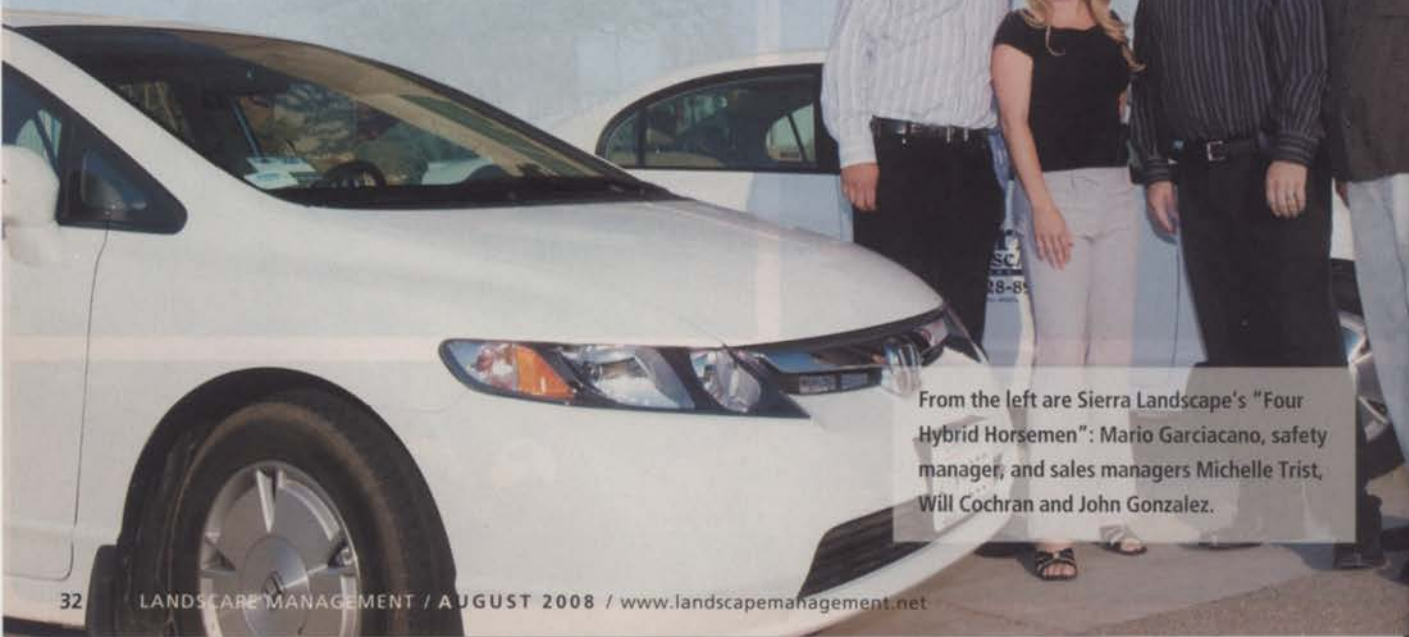
"The fuel savings is so significant, I had

to buy one myself," Sylvester adds. "I've parked my Mercedes in the garage because it gets half the miles per gallon — 21 versus 42. Even with a new \$300-per-month car payment, I'm saving \$100 per month with my hybrid."

continued on page 34



PART 2



From the left are Sierra Landscape's "Four Hybrid Horsemen": Mario Garciacano, safety manager, and sales managers Michelle Trist, Will Cochran and John Gonzalez.

Self Serve Gasoline

Regular
lead free

ARM $\frac{9}{10}$

Premium
lead free

LEG $\frac{9}{10}$


Insignia
FUNGICIDE


Trinity
FUNGICIDE

You have enough things to worry about. But with BASF, diseases aren't one of them. Our full line of fungicides includes some of the newest, most effective and most trusted chemistries available. So you know they work. No worries. At least that's one cost under control.

betterturf.com | 800-545-9525

 **BASF**

The Chemical Company

continued from page 32

Tom Fochtman, co-owner of Denver-based CoCal Landscape, concurs that alternative fuels hold promise.

"I've always been a huge horsepower guy," Fochtman says. "My last four vehicles were full-size trucks, starting at 454 horsepower. But in June, I broke with tradition and traded in my big truck for a Toyota Highlander hybrid."

Nearly three-quarters of lawn care, maintenance, irrigation and landscape design/build/installation professionals have added fuel surcharges to their bills. Another 11% have increased their overall prices to combat today's one-armed bandits: gas pumps. Yet most admit they're lucky if such protective measures offset even half of the cost increases of fueling their vehicles and equipment and paying suppliers' fuel surcharges.

To stay alive and thrive, pros are mowing down their costs and going lean. Some, like Sierra and CoCal, are outfitting sales teams and managers with hybrids, but that's just the

start. Many are adopting global positioning system (GPS) technologies fleet-wide. Most are tightening their routes, and some are considering breaking up branches into satellite offices.

Other cost-saving strategies include bulk fuel purchases (5- to 60-cent-per-gallon average discounts) and tightening controls and tracking of who can buy how much gas, and when, using a company credit card. Constant training on reducing

vehicle and equipment fuel consumption also has become the norm.

"Fuel prices and the overall economic landscape have shifted drastically," Fochtman says. "We have to change the way we think and act. Our industry's 'Tim the Tool Man Taylor' macho persona — that bigger is better — absolutely must give way to leaner practices."



Even Co-Cal's Tom Fochtman, a self-confessed "huge horsepower guy," has traded in his big company truck for a hybrid.

GPS = Gas Price Survival

Over the past two years, Littleton, CO-based American Civil Constructors added GPS units to all of its vehicles.

"Adding GPS to all of our vehicles saved us significant money by improving routing and monitoring vehicle use, idling and speeding," says American Civil Constructors President Todd Williams.

Kevin Newman, fleet yard manager for the Phoenix branch of Valencia, CA-based Gothic Landscaping, says the company is testing GPS technologies at its Phoenix and Los Angeles branches — and soon will select a supplier and deploy GPS across its fleet.

"GPS documented one of our supervisor's trucks was idling 40% of the time — and that did not include stop signs and traffic lights. Another was idling 20% of the time," Newman says. "Three gallons of gas go up in smoke per idle hour. At \$4 per gallon, that's \$5,000 to \$10,000 we're losing per supervisor truck in unnecessary idle time alone."

The power of propane

Art Herschberger, who's been in the propane gas business 55 years, says propane-powered commercial lawnmowers are finally on the cutting edge.

"I did my first conversion of a tractor — an International Harvester H Series — making it propane powered, in 1954," says the owner of Herschberger's LP Gas Service in Ripon, WI. "The next wave of propane conversions

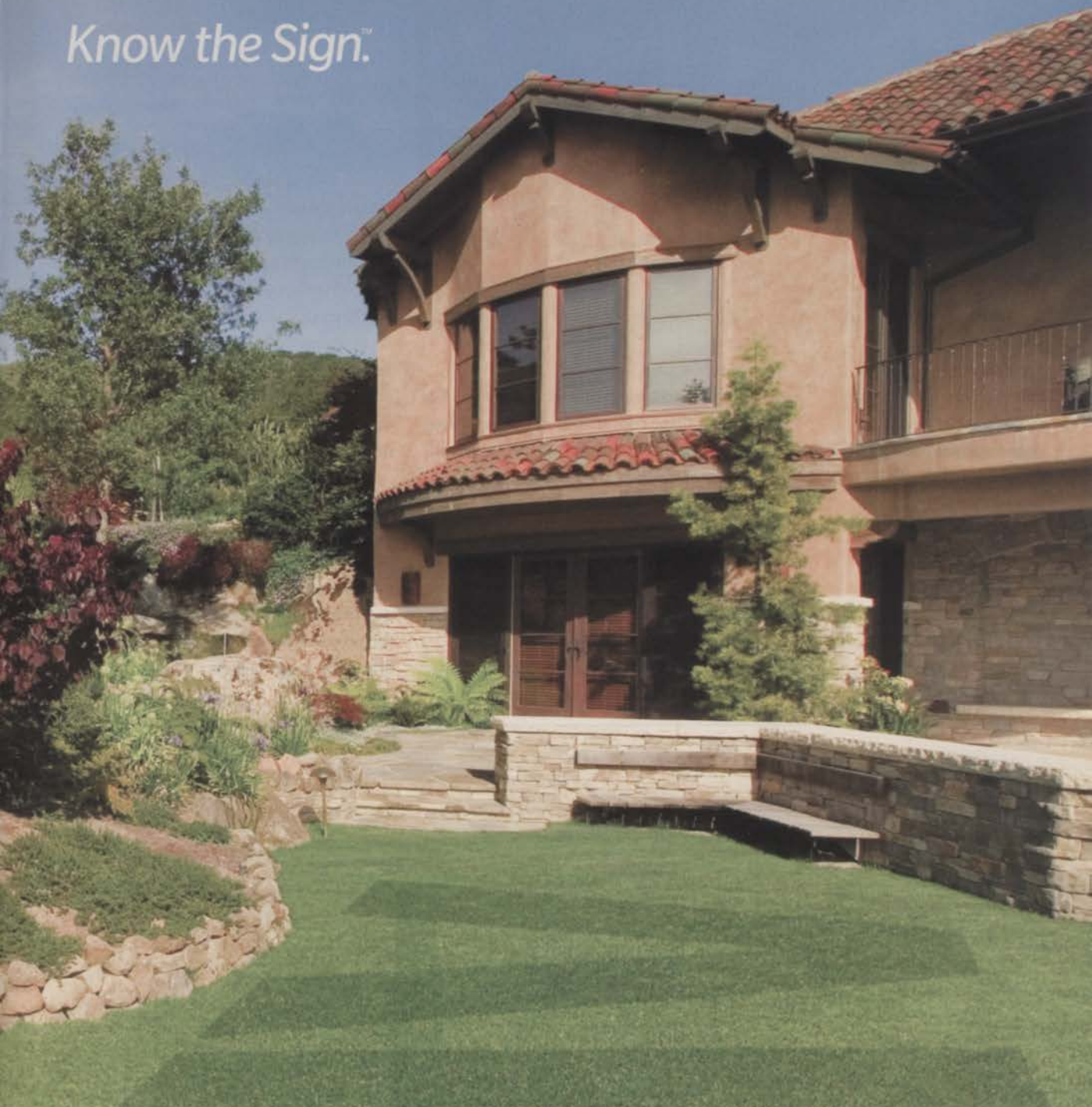
"Adding GPS to all of our vehicles saved us significant money by improving routing and monitoring vehicle use, idling and speeding."

— Todd Williams, president, American Civil Constructors



continued on page 36

Know the Sign.™



Greater Than Or Equal To.

Quali-Pro products feature formulation quality second to none for performance results equal to the competitive brands they replace.

Quali-Pro T-NEX 1AQ — the proven PGR you can rely on. MAXX has met its match.

Learn more at quali-pro.com

QUALI-PRO

Professional Turf & Ornamental Products

©2008 FarmSaver.com, LLC. T-NEX and Quali-Pro are registered trademarks of FarmSaver.com. MAXX is a registered trademark of Syngenta Group Company. Always read and follow label directions.



In a field test comparing two otherwise identical mowers, the propane-rigged machine (on right) demonstrated significant fuel cost savings, says Art Herschberger, owner of Herschberger's LP Gas Service in Ripon, WI.

continued from page 34
will be for zero-turn commercial mowers. I've done 30 of these conversions in the past three years, and demand is steadily growing as landscape companies become educated on how safe, easy and cost-efficient propane is."

For starters, because propane is designated for off-highway/off-road use, it sidesteps more than 50 cents per gallon in taxes tethered to regular retail gasoline purchases.

"Propane gas is about \$1.50 per gallon cheaper than regular unleaded gasoline, and \$2 to \$2.50 per gallon cheaper than diesel,"

Herschberger reports. "But for some reason, people are just waking up to this fact."

Herschberger says he needs little time and investment to rig each zero-turn mower with two 7.5-gallon propane tanks.

"We put a tank over each rear-tire fender," he explains. "While the tanks add weight to the mower, propane weighs just 4.25 lb./gal., compared to about 8 lb./gal. for regular gas. So weight-wise it's a wash, and cost-wise it's a no-brainer."

Conversion isn't the only route. Propane-powered mowers are rolling off the assembly line of Dixie Chopper and other mower manufacturers are exploring propane. The models can cost 10% more than their gas-powered counterparts, but proponents say the propane-powered grass eaters more than offset this in gas savings.

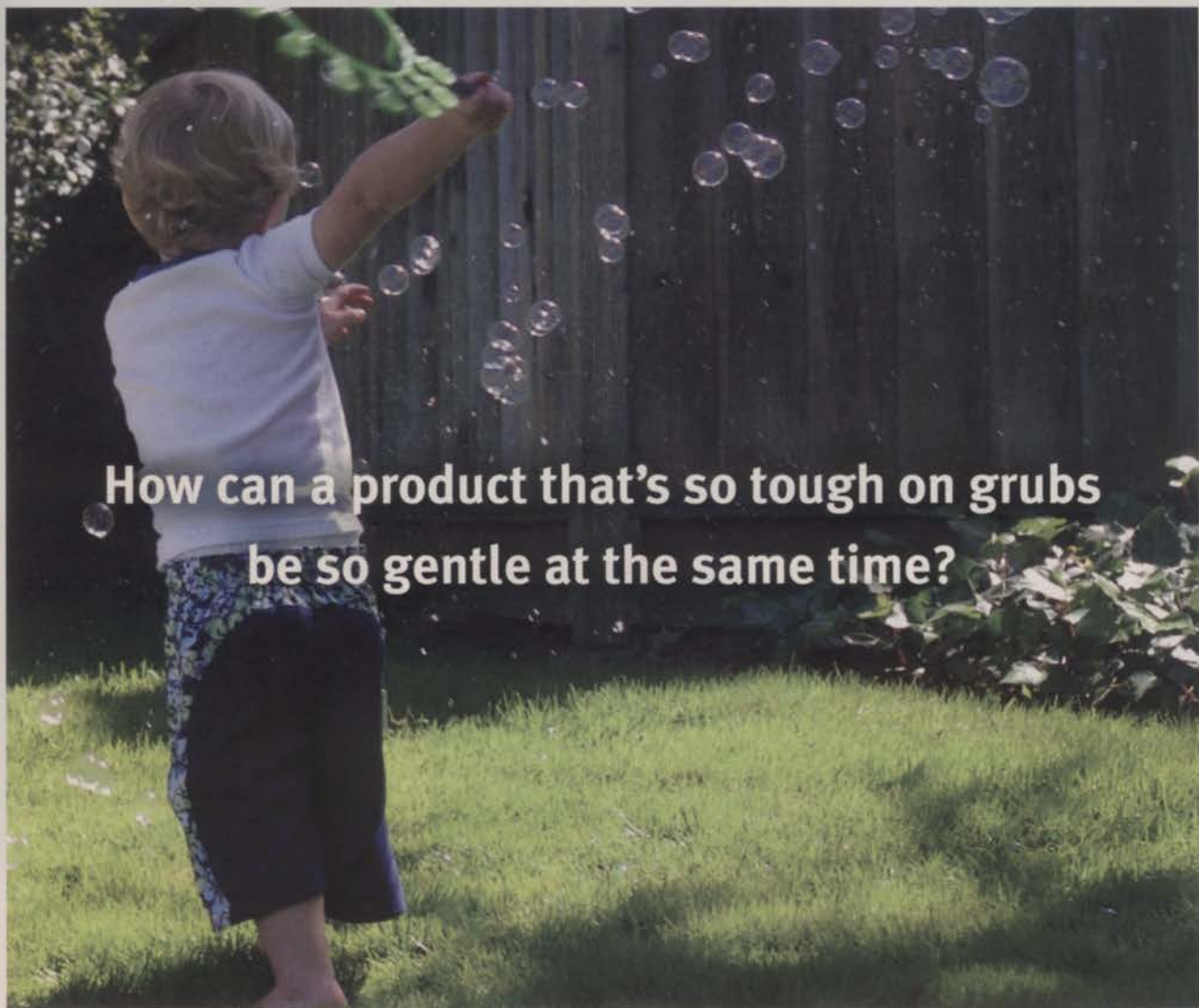
continued on page 38

They might look like me.
They might act like me.
But they are not me.

I am PGP.



Hunter®
www.hunterindustries.com



How can a product that's so tough on grubs
be so gentle at the same time?

It's a little miracle we call Acelepryn™

Nearly 500 independent university trials prove it: New DuPont™ Acelepryn™ insecticide delivers excellent control of the 10 toughest grubs, plus other key pests, in as little as one application—and at the lowest application rate ever utilized for white grub control. No other grub product can match the outstanding environmental and toxicological profile of Acelepryn™. Or its reduced-risk classification from the EPA. Tough on grubs, yet gentle at the same time. DuPont™ Acelepryn™. Learn more by visiting us at proproducts.dupont.com.

Kill them. With kindness.



DuPont Professional Products



The miracles of science™

DuPont™ Acelepryn™ may not be available in all states. See your local DuPont representative for details and availability in your state. The DuPont Oval Logo, DuPont™, The miracles of science™ and Acelepryn™ are trademarks of DuPont or its affiliates. Copyright © 2008 E.I. du Pont de Nemours and Company. All rights reserved.

continued from page 36

Size matters

"Just like I don't need the biggest, baddest truck, we as an industry don't always need to go all-out when operating our handheld equipment," Focht-

man says. "Usually, operating our string trimmers and blowers at full capacity is overkill. One-half to one-third capacity typically is good enough, and will save significant money and pollution.

"Overall, we just need to tone it down

The \$5 million light bulb

Dennis Sutton, president and COO of TruGreen Lawn Care, says switching to electrical pumps for trucks' chemical delivery systems will save the division 1.2 million gallons of fuel annually.

"At more than \$4 per gallon, our move from power take-off (PTO) pumps to electrical pumps alone is a \$5 million cost-saving idea," Sutton says. "When completed, this conversion could offset more than half of the

\$9 million more we'll pay this year for fuel."

— MFW



Dennis Sutton

and turn it down to dial up our cost savings on handhelds," Fochtman adds.

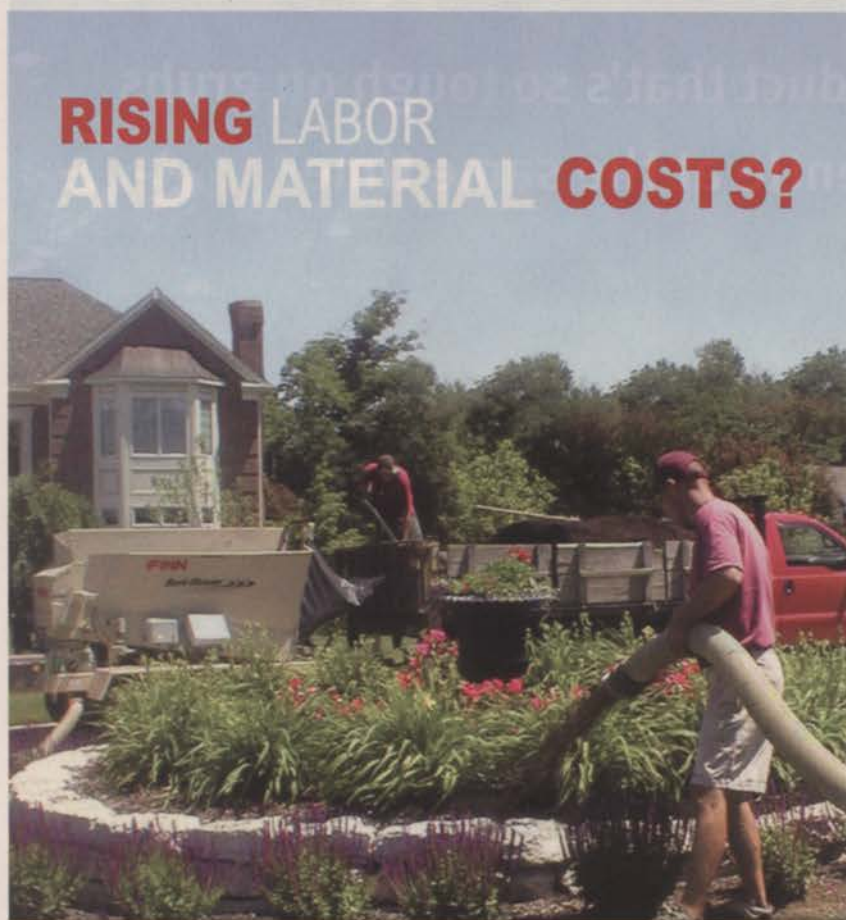
Sometimes, though, bigger is better. For instance, Fochtman urges lawn maintenance professionals to consider using the largest blade possible.

"The goal is to use the largest, most-efficient piece of lawn-cutting equipment you have to reduce fuel consumption, labor time and air pollution," he says. "If a 48-inch blade can be used, why go with a 36-inch and make one-third more work for yourself?"

Bruce Wilson, a partner with the Wilson-Oyler Group consultancy, says far too many companies in the industry don't test and track the fuel efficiency of their equipment prior to purchase and regularly thereafter.

"Do you know how many acres you're cutting per gallon with each piece of machinery?" he asks. "Most don't know what their mower fleet averages, never mind each model's performance."

continued on page 40



RISE LABOR AND MATERIAL COSTS?

BLOW THEM AWAY.

▶ When FINN first introduced the exclusive BARK BLOWER, it revolutionized the process of bulk material application. With FINN's ability to accurately distribute materials and perform versatile applications, you'll put old-fashioned, labor-intensive practices to rest, all while reducing job costs.

Add a BARK BLOWER to your fleet and experience the FINN difference.



www.finncorp.com
800.543.7166

BARK BLOWERS



Where would you be without green?

For starters, you'd be looking for a new job. Luckily, Project EverGreen is dedicated to showing the rest of the world why what you do is so important. We understand that green makes spaces more beautiful, reduces energy costs and lowers noise and pollution. And with your support, Project EverGreen can help your industry grow.

To learn more and to contribute, visit www.projectevergreen.com or call 877-758-4835.



PROJECT
EverGreen
Because Green Matters™

THE POWER OF LANDSCAPE CURBING

Has Your Growth Stalled?

TO
HERE!

Take your
business from
here!

Sales
\$

Why Consider Landscape Curbing?

Go from Ordinary... To EXTRAORDINARY!

High Growth,
Great Profits, & Little Competition

BEFORE

AFTER



**HOW? Contact TYGAR™
for a FREE DVD!**

Complete Training & Support
Low Start-up Costs
Financing Available
Turnkey Equipment Packages



TYGAR
WILD ON CURBING

www.eztygar.com
Toll Free
1-800-EZ-TYGAR

Assault with battery?

"When my daughter bought a Toyota Prius, the car dealer didn't tell her she'd have to spend \$5,000 to replace the hybrid's battery in five years," warns Dennis Sutton, president and COO of TruGreen Lawn Care. "Replacement batteries for larger hybrids that we might consider purchasing can cost \$7,000 — robbing the return on investment realized from fuel savings. I don't think we'd reach break-even until eight to 10 years out — and then we'd need to buy a second replacement battery shortly thereafter."

Sierra Landscape Co.'s CFO, Bob Sylvester, has a different take. He says hybrid battery replacement likely will drop to \$500 to \$1,000 by the time his company will have to worry about it.

"Toyota has announced plans to have its entire fleet operated by hybrid gas-electric motors by 2010, and the other carmakers will be rolling out more hybrids, too," Sylvester says. "Battery replacement costs will drop sharply as supply and demand of hybrids soar."

— MFW

continued from page 38

Take-home tips

Based in Thousand Oaks, CA, Wilson urges companies to increase accountability of gas consumption by tracking mileage and fuel purchases by vehicle, employee, route, division and branch. He also says firms should ask employees to chip in on gas if they continue to allow them to drive trucks home. Tightened routes and reduced travel for supervisors is a given these days, Wilson adds.

Management also should peruse each account and replace smaller, low-margin, distant jobs with closer, high-margin, bigger business.

"It's common sense, but many aren't doing this because they believe 'all business is good business,'" says industry consultant Kevin Kehoe. "In addition to fine-tuning accounts

continued on page 42



DRIVE
XLR8

Basagran
T/O

segment
HERBICIDE

You've got enough to worry about. Don't let complaint calls due to poor product performance be one of them. At BASF, our full line of herbicides includes some of the newest, most effective and most trusted chemistries available — all with peace of mind and proven performance built right in. Call us.

betterturf.com | 800-545-9525

BASF

The Chemical Company

Always read and follow label directions.

Basagran and Drive are registered trademarks and Segment is a trademark of BASF.

© 2008 BASF Corporation. All rights reserved.

www.basf.com

continued from page 40
and routes, companies should look at branch sizes and locations and consider creating satellite offices, and maybe even shift to four-day work weeks."

Companies need to look in every

nook and cranny for cost savings before adding fuel surcharges, cautions Harvey Goldglantz, president of Elkins Park, PA-based Pest Control Marketing Co., half of whose clients are in the lawn care business.



THE GOOD OL' DAYS

National average retail fuel prices per gallon by year

	Regular Unleaded	Diesel
2002	\$1.35	\$1.32
2003	\$1.56	\$1.51
2004	\$1.85	\$1.81
2005	\$2.27	\$2.40
2006	\$2.57	\$2.71
2007	\$2.80	\$2.89
2008 (first half)	\$3.44	\$3.94

— U.S. ENERGY INFORMATION ADMINISTRATION



"We're in the throes of a deep recessionary period," Goldglantz warns. "You better be darn sure you've exhausted every cost-saving strategy and communicate that with your customers before you add a fuel surcharge. Otherwise, you could lose a significant portion of your customer base — which is 180 degrees from what you really need."

Speaking of wrong directions, some are *cutting* their prices — instead of their costs, which is dangerous for the entire industry, says Joe Gonzalez, president/owner of Venice, FL-based ArtisTree Nurseries.

continued on page 44

Breaking the Mold

We've broken the mold in water treatment packaging. Our new packaging is designed to stand out, adding color and life to your shelves. This breakthrough in water treatment packaging adds excitement and sales to your water treatment assortment. Same great product in new innovative packaging.



Safe, Simple Solutions

Call 800-331-9099 or visit www.winstlconcompany.com



"This economy will weed out the weaker firms. Competing on price alone is not a sound survival strategy."

— Joe Gonzalez, president & owner, ArtisTree Nurseries



New lower price will make your head spin.

Introducing Rain Bird® Rotary Nozzles – high performance at a low price.



\$5.25
List

Rain Bird's
Rotary Nozzle

\$9.50
List

vs.

Hunter's
MP Rotator
(MP 2000)



"Just like Rain Bird's dependable MPR Nozzle, their new Rotary Nozzle has the consistent performance of a fixed arc. And it only costs about half as much as you'd expect."

—Jason Nichols
Jason Nichols Sprinklers

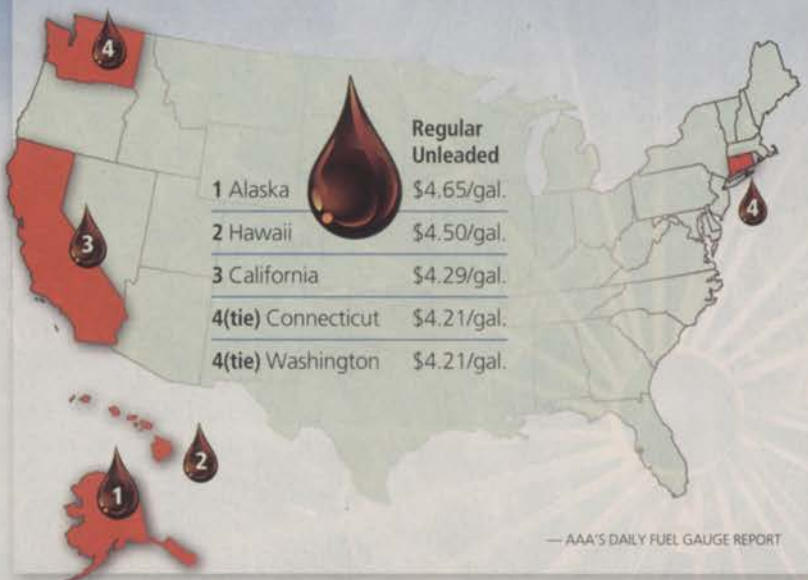
- Low precipitation rate reduces run-off and erosion.
- Larger radius than conventional spray nozzles means fewer heads to install.
- 3-year warranty— best in the industry.
- Water-efficient technology delivers superior close-in watering and incredibly even coverage.

Head to your local distributor today or visit www.rainbird.com to find out more about this impressive and affordable alternative to conventional spray nozzles.

RAIN  BIRD®

TOP 5 FUMING STATES

States with highest retail fuel price averages on July 30, 2008



continued from page 42

"Some have dropped their pricing 30% and gone to almost zero on their margins," Gonzalez says. "This economy will weed out the weaker firms. Competing on price alone is not a sound survival strategy."

The silver lining

American Civil Constructors' Williams says the industry will come out of this stronger.

"We're much more efficient these days — because we have to be," Williams says. "The gas pumps have forced us to manage our people, assets and money better."

Nathan Dirksen, Construction Manager for Portland, OR-based Dennis 7 Dees, agrees.

"We're vigilantly standing sentinel on every dollar we spend — and that's a good thing for everyone," Dirksen says. "The gas tank's half-full, not half-empty." **LM**

The Easy-Lift Harness
Makes the Highest Reach Safe and Easy!



The Easy-Lift Harness is designed to make trimming and pruning easy by reducing stress and fatigue on the operator. It can lift up to 100% of the implements weight. This is the most advanced lifting harness on the market! The Easy-Lift can be used with a power hedger, power pole-pruner, line trimmer, or stick edger.

**Check it out at www.easyliftharness.com
 or call 866-231-0778 for more info**



**Dealer inquiries welcome*

Tas Industries
 P.O. Box 1686
 Venice, FL 34284
 Phone: 1-866-231-0778
 1-941-485-0262
 Email: info@easyliftharness.com



Husqvarna

More power for you. Less impact on the environment.

Husqvarna X-TORQ®, our patented engine technology, is the result of years of extensive research. X-TORQ® engines are designed to produce maximum power, even at lower rpm's. All X-TORQ® products fulfill the most stringent environmental regulations, with up to 20% less fuel consumption and up to 60% less emissions. "Master The Great Outdoors" with Husqvarna and our unique engine technology!

Model 180BT



EXCLUSIVE **X-TORQ®** TECHNOLOGY
More Power. More Efficiency. Less Fuel. Less Emissions.

1 MACHINE.
4 HOURS.
3 ACRES.



Maximize your time and minimize hours of manual labor with one of the dozens of Bobcat® attachments. Finish an enormous job in record time, and then switch attachments for the next one. Nobody but Bobcat offers so many ways to do more with one machine.

**50 YEARS
UNLEASHED**



Bobcat

www.bobcat.com/loaderattachments 1.866.823.7898 ext 925

One Tough Animal

Bobcat® and the Bobcat logo are registered trademarks of Bobcat Company in the United States and various other countries. ©2000 Bobcat Company. All Rights Reserved.

SNOW & ICE GUIDE

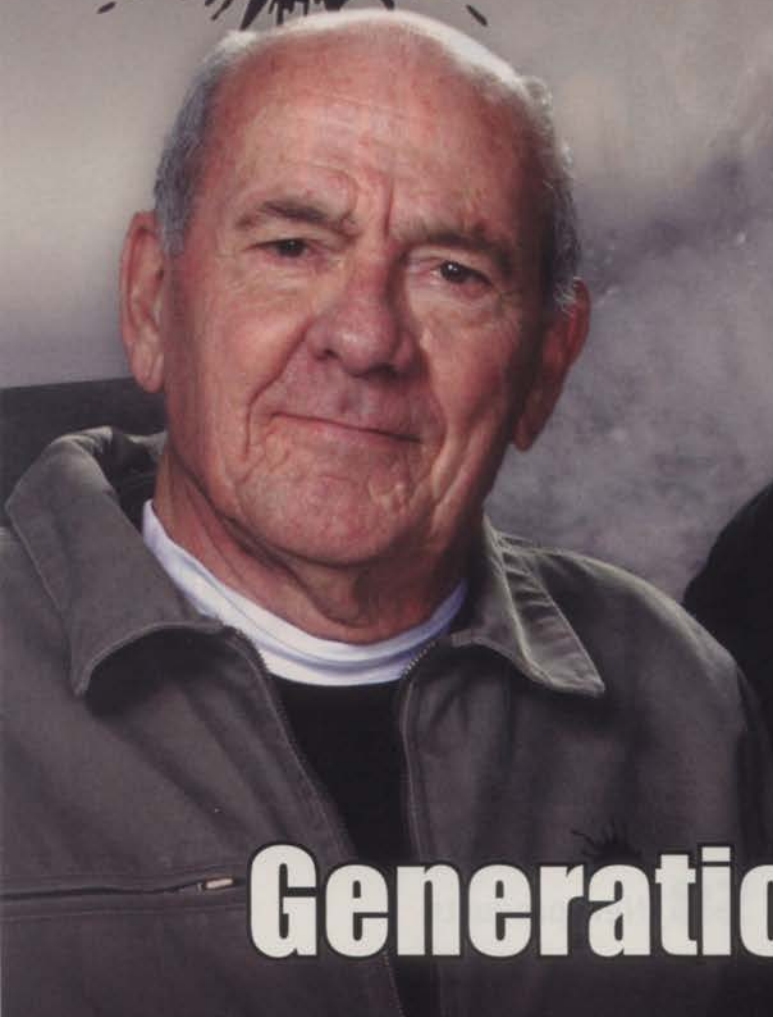
INSIDE

49 Are you ready to take the plow?

54 5 smart pre-season plow tips

58 New products





Generation NeXt



1948



2008

Xblade, XtremeV and XLS. Still leading after three generations.

fisherplows.com

Are you ready to take the plow?

Like many landscape professionals in the Snow Belt, Steve Rak decided to get into the snow business for one main reason: cash flow during the winter to keep key employees on payroll. For Rak, vice president of Southwest Landscape Management in Columbia Station, OH, the decision to jump into snow about six years ago just made good business sense: "We already had a built-in customer base that needed the service to begin with."

But the follow-up decisions to put the plan into motion successfully are not always as simple. Rak recognized the risk and brought in snow removal industry consultant

Starting and expanding a snow division is easy, once you overcome the challenges involved. **BY HEATHER GOOCH**

Rich Arlington about a year ago. Arlington is enjoying a successful run with both his landscaping and snow companies in Erie, PA, and has recently begun using his business experience to help others.

"I have learned over the years that hiring the right consultant pays off if you actually follow their advice," notes Rak, whose company has been around

since 1990. "I brought in Rich because I don't know the snow business as well as the landscape business, and I wanted to improve my estimating process. In addition, I wanted to see how a larger company like Arlington handles things like using sub-contractors and managing the actual snow event."

Top 5 challenges

Arlington says he's been impressed by how many of his clients bring him in

PHOTO BY: ISTOCK PHOTO INTERNATIONAL INC



before a problem arises. "Of course, you don't have to bring in a third-party consultant necessarily, but it is important to get help from the start. It could be from an association, or from a non-competing colleague who's been through it."

Based on his own experience and what's he's seen in the industry, Arlington identifies the following as the biggest challenges facing landscaping professionals when trying to either get a snow division off the ground or take their existing snow business to the next level:

1 They don't know the numbers and don't know how to bid. Arlington says the root cause is because no one is taught how to do it. "One client did research on the Web and has more 'profit' formulas than he knows what to do with," he says. "But within 30 minutes, I can find your break-even point, then add in the profit margin." Arlington notes his formula literally took years to develop "because no one showed me, either. I understand the frustration behind it."

2 They don't have the structure in place to adjust to emergency services. Arlington points out that when you take on a new lawn customer, it may be an entire week before your crew gets to the account. "But with snow, you often have only a few hours to get there," he says. "You've got to be structured for response time, and most LCOs are not used to a third-shift arrangement."

3 They don't have the right equipment to use. One common "rookie mistake" is bidding shopping centers when you just have pickups as your fleet. In other words, it's easy to get in over your head. "I teach my clients to scale up equipment slowly. If you have a pickup, I show you how to use a skid steer with a pickup box, and from there, a backhoe," Arlington explains. "By the time you get to the larger accounts, you understand

the philosophy." If he's brought in when the large accounts are already under contract, Arlington says he catches his client up more quickly.

4 They don't know what they've just signed in the contract. Arlington often serves as an expert witness in lawsuits, and he often finds the problem lies in an interpretation of liability: "That's a big thing for newbies out there — and keep in mind a 20-year-old company can be a 'newbie,' too, if a large-scale contract is unfamiliar to them."

5 They are afraid to pull the trigger. While landscape professionals need to go into snow removal with eyes wide open, Arlington notes, "it's important to not analyze it to death. You have to get your feet in the pond and go swimming." It's understandable to hesitate about the possibility of one bad situation sullying your reputation, but on the other hand, the business can be a tremendous growth opportunity for your company, as well as a stabilizing one. And at the end of the day, Arlington assures, "it's not as complicated as it seems."

A popular choice?

Arlington says many landscaping companies are "dabbling" in snow, and Jason Schmidt, president of Schmidt Lawn Care in Southington, CT, can easily attest to that fact based on the number of competitors that have recently appeared in his market. Schmidt has done lawn care since 1991, and began plowing in 1994 "because customers were asking for it." Schmidt strives to be a one-stop shop for his customer base. "We don't do irrigation, for example, but we'll find someone who will do it for them," he says.

With about \$500,000 in revenue, Schmidt's firm has been nearly 100% commercial since 2000. Schmidt says he

"It's been a great ride, but in the last two years we're seeing more commercial competition."

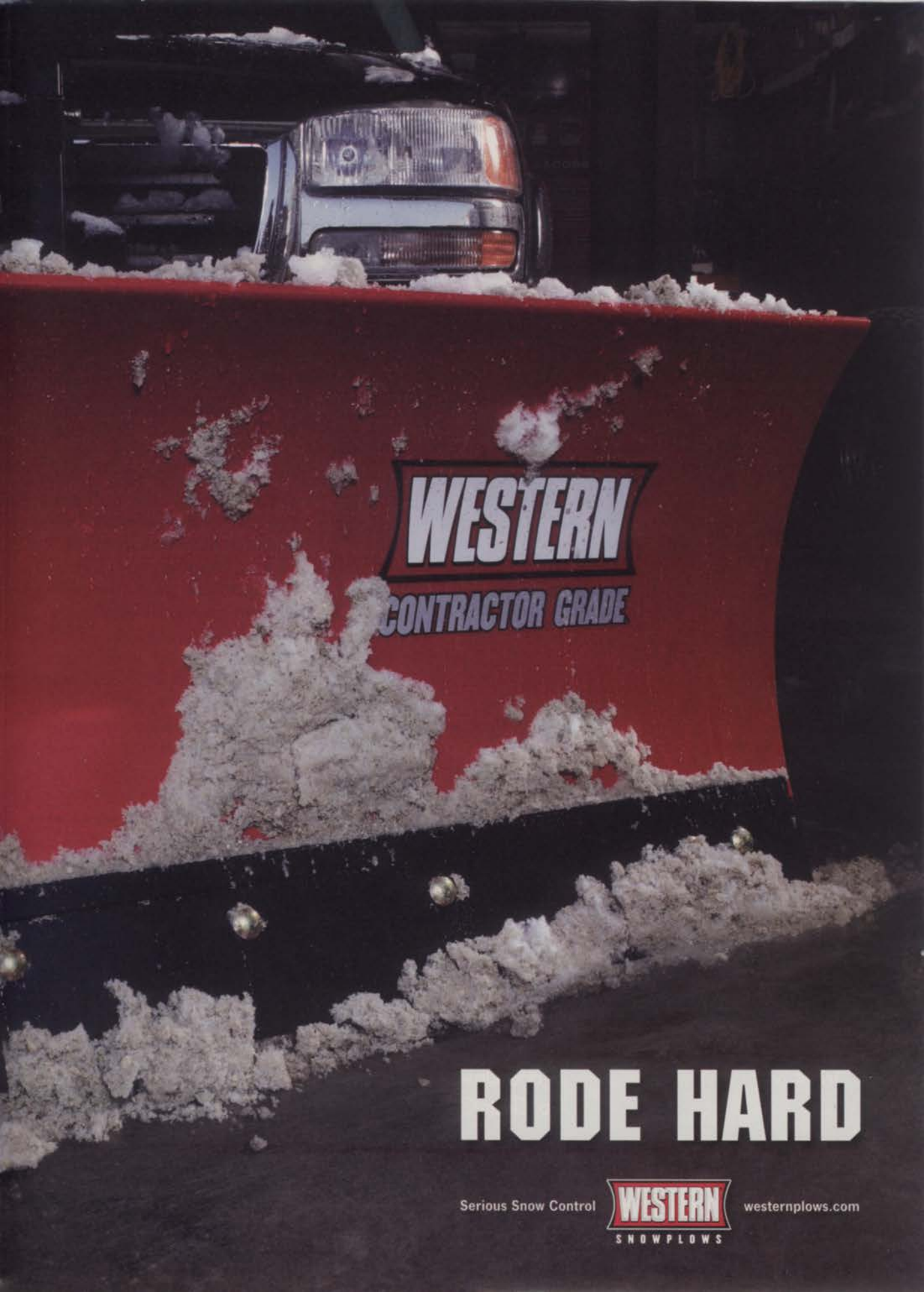
— Steve Rak, VP
Southwest Landscape
Management



believes the current economic climate has forced many others to follow his lead. "It's been a great ride, but in the last two years we're seeing more commercial competition," he explains. "Years ago, when we went to bid meetings for state and municipal accounts, there might be four or five other bidders. Now, there are 20+ guys there. We still get the work, but it's not a good place to be."

To combat the proliferation of "dabblers," Schmidt says, the relationships his team has built with the bidding accounts has definitely worked in his favor. But when the market began to tighten, he, too, brought Arlington in to

continued on page 52



WESTERN
CONTRACTOR GRADE

RODE HARD

Serious Snow Control



westernplows.com

continued from page 50

ensure his company was headed down the right path.

Schmidt Lawn Care is unusual in that it runs leaner in the summer than in the

winter, expanding from eight to about 18 employees. "We use roofers and construction workers as part-timers, who are otherwise on the sidelines because of the weather," Schmidt explains.

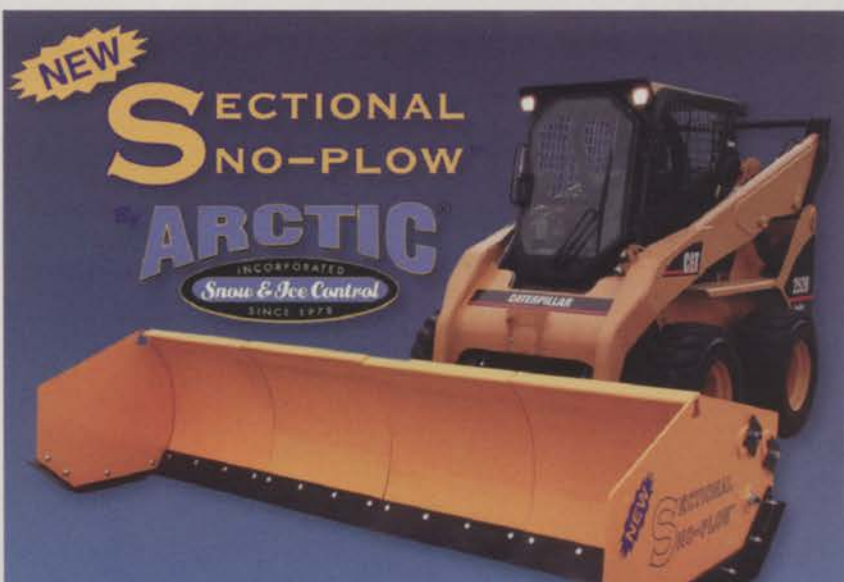
What the future holds

Schmidt laments that while quality is important, an increasing amount of customers are price-driven. He plans to keep growing at a sensible pace, adding more loyal customers and less headache-inducing accounts. To that end, he's also signed up for the Snow & Ice Management Association's new "Build-a-Bid" seminar series (visit www.sima.org for more information on the program).

Rak, immediate past president of the Ohio Landscape Association, also plans to stay involved with industry organizations. But among his immediate goals are to grow the snow division more aggressively and be less of a "top-heavy" business. With a current mix of 95% landscape maintenance and 5% snow, Rak wants the snow division to become 10 or even 15% of his business next year. His company, which shrinks from a summer staff of 17 to a winter staff of about eight (plus subcontractors), is projecting about \$950,000 in revenue for 2008.


"The most rewarding thing in this process has been that my foremen and managers pretty much run the snow division," he says. "When we started plowing, I decided that from the start I did not want to be involved in the actual field operations of that part of the business. Having worked in the field for over 12 years in the landscaping end of the business, I learned that I cannot grow the company from the seat of a lawn mower. The same is true for snow plowing, so rather than begin in the field and 12 years later trying to get out, I thought it was best to trust my crew to run it."

It's a strategy that works, he adds. "It has been six years and I am really proud of the job my guys are doing. I also think they like the fact that they are in charge and empowered to do the job." **L.M.**




NEW
SECTIONAL
SNOW-PLOW
ARCTIC
INCORPORATED
Snow & Ice Control
SINCE 1978

**"The Only Plow
You'll Ever Need."™**



Steel Cutting Edges
Trip Over Obstacles



Side Panel Moves Upward
and Downward
to Clear Obstacles

Watch a video to see this plow in action at:
www.sectionalplow.com



In scoop mode the
810 POWER PLOW
is 2½ feet (or 37%) wider
than their "smart" 8'2" V-plow.

Think Outside the Vee

If Their Plow Is Smart, Ours Must Be Genius

BLIZZARD® POWER PLOW™ is the intelligent choice to move more snow in less time.

Our 8-foot blade expands to 9'3" in the BUCKET BLADE™ scoop mode while their 8'2" V-plow shrinks to 6'9". And only POWER PLOW fully-angles in this scoop position for even more snow carrying capacity when pushing around corners or other obstacles.

POWER PLOW is also much better at windrowing. Angled forward, the leading wing directs more snow into the moldboard—eliminating spill-off while effectively using the entire blade width.

www.blizzardplows.com

Simply Genius



5 smart pre-season plow tips

Another productive winter is just over the horizon, but there's still plenty of work to be done for your landscape and lawn service clients. In fact, fall is your second-busiest season; it's (hopefully) when the landscape revenue starts falling to your bottom line.

Brian Simmons, technical service representative for Fisher Engineering, and Patrick Dietz, product manager for Western Snowplows, offer the following five post-season preventative maintenance steps for your plows and other snow-fighting equipment.

With these preventative measures, you not only prepare yourself for a smooth transition into winter, but you could save thousands in costly repairs.

1 Clean and paint all scratches and nicks in the powder coat to protect against rust. Any nicks or scratches that show exposed metal have the potential to rust. These areas should be inspected, cleaned, prepped and painted to ensure that rust does not have the chance to start. Fisher and Western each have a specially developed lacquer product to treat these areas.

"Because powder coat is thicker than paint, rust can continue to work under the surface," Simmons explains. "This unseen rust will continue corroding the metal, while everything may seem OK on the surface."



Preparing for a smooth transition
into next winter BY JESSE LEE

2 Fully collapse the lift cylinders and lubricate the chrome rods to protect the hydraulic system. "Lubricating the chrome helps prevent rust, and helps keep contaminants out of the hydraulic system," Dietz says.

Rust on the chrome lift rods could potentially flake off and enter the hydraulic system, leading to costly repairs. Fully collapsing the lift cylinders and lubricating the chrome rods protects the hydraulics, nearly eliminating the risk of contamination.

3 Perform a thorough inspection of the iron. Do an in-depth check of the plow, looking for wear, metal fatigue, cracks or any other issues that may affect performance. Check all of the welds; re-torque the nuts and bolts and make sure everything is solid.

4 Grease all electrical connections to protect against corrosion. "This is by far the most important pre-season maintenance step to take," Simmons says. Use a non-conductive, dielectric

continued on page 56



Tight Fit? Not With The Meyer Drive Pro.

Plowing driveways in a full size pick-up with an 8-foot plow can be a challenge. That's why we engineered the Meyer® Drive Pro™ to be a lightweight, commercial grade plow designed to provide optimal maneuverability in tight residential settings. The 6'8" steel moldboard, professional grade hydraulics and angling rams, when combined with today's most popular 1/2 ton and light pickups and full size SUV's, is the perfect size for snow professionals that concentrate on plowing driveways or small condo complexes without sacrificing performance or ruggedness.

So the next time things get tight, look to the Meyer Drive Pro – The Small Plow with the Big Attitude.

Meyer
DRIVE PRO™



The industry's best warranty protection

3 YEARS standard*
5 YEARS on all structural steel*

* Must register new plow systems online at www.meyerproducts.com to activate years 3 through 5.



www.meyerproducts.com

SNOW & ICE GUIDE

continued from page 54

grease to seal out moisture from electrical connections, preventing corrosion that can destroy the electrical system.

"This small step can save both in

time and money," agrees Dietz. "You don't want the surprise of electrical components being corroded when getting ready for the first snowfall of the year."



✓ THE SPREADING CHOICE!

MANAGE SNOW AND ICE WITH ULTIMATE EFFICIENCY



SAVE FUEL!
✓ 12-volt ELECTRIC
✓ LIGHTWEIGHT

V-Maxx 7550

The revolutionary breakthrough in V-box spreaders! A 1.4-cubic-yard-capacity polyethylene hopper that'll spread 50/50 salt/sand. All with finger-tip control from the comfort of your cab.

**NO ENGINES, NO PULLEYS,
NO SPROCKETS, NO BELTS,
NO CHAINS!**



1-800-SALTERS
586-756-6555
Patents Pending

SNOWEX
LEADERS IN ICE CONTROL

5 Drain the hydraulic fluid to eliminate moisture build-up. Draining all of the hydraulic fluid prior to storage helps to ensure that there is no moisture build-up that can lead to either performance issues or rust.

"Condensation that forms in the hydraulic fluid can build up," says Fisher Engineering's Simmons. "With enough build-up, it's possible for the reservoir to literally rust from the inside out."

In addition to these five tips, Simmons and Dietz both agree that a little common sense can go a long way. By simply checking your plow on a regular basis and keeping up on simple maintenance, you can add years to the life of the plow and avoid headaches in the process.

"The last thing you want going into a new season are surprises," says Western Snowplow's Dietz. "Practicing preventative maintenance helps minimize and even eliminate these surprises, saving money in the long run and starting the next season off right." **LM**

— The author is a public relations specialist with Epic Creative. Contact him at jlee@epicwi.com.

HIGH-PERFORMANCE COMMERCIAL PLOWS

HOMEOWNER

HINIKER

HINIKER

TRIP-EDGE
C-PLOWS



TRIP-EDGE
SCOOP PLOWS



TRIP-EDGE
CONVENTIONAL PLOWS



FULL-TRIP
CONVENTIONAL PLOWS



FULL-TRIP
HOMEOWNER PLOWS



HINIKER

TRIP-EDGE V-PLOWS



STRENGTH & PERFORMANCE

Hiniker offers a *comprehensive line* of *professional grade* snowplows to meet the demands of the toughest conditions and snowplow operations.

V-PLOWS: Trip-edge design gives smooth operation and effective protection with a nine-inch high pivot point. Double acting cylinders provide positive moldboard position control.

C-PLOWS: Get the heavy-duty performance of the Hiniker trip-edge conventional plow plus the added versatility of a high performance backdrag plow. An amazing time-saver in driveways, parking lots and loading docks.

SCOOP PLOWS: High capacity concave shape captures snow to efficiently clear lots and parking areas. Angles left or right for conventional plowing.

CONVENTIONAL PLOWS: 30 inch tall high-curvature blades roll deep snow off quickly and efficiently. Commercial plowers will appreciate the extra strength and efficient design.

HOMEOWNER PLOWS: Low-maintenance poly moldboard surface reduces friction, never needs painting. 6 vertical and 2 diagonal ribs provide strength and support.

The *Quick Hitch* mounting system is interchangeable with all Hiniker snowplow models, adding versatility to your snowplow fleet.



HINIKER

HINIKER COMPANY

Mankato, MN • 1-800-433-5620 • www.hiniker.com



Brandish a Switchblade

Pro-Tech Manufacturing and Distribution re-introduces the Switchblade, a reversible Sno Pusher for loaders, backhoes and skid steers that has both a rubber cutting edge and a steel cutting edge. The rubber edge is designed for wet, heavy snow conditions where it can squeegee the surface clean. The steel side is ideal for breaking up hard packed snow conditions and now comes standard with Pro-Tech's patented IST (Ice Scraping Technology) steel trip system. There are few moving parts and no surprises with this ice scraping tool — taking the risk of equipment malfunction out of the equation during your snow-removal operations. **Contact Pro-Tech at 888/787-4766 or www.snopusher.com**

Dragon force

Snow Dragon is a Cleveland-based manufacturing firm that specializes in building energy-efficient snowmelters for users with space limitations, congestion issues and/or high-security requirements. These snowmelters range from stationary to mobile units, and will melt



anywhere from 12 to more than 70 tandem loads of snow per hour.

New products

anywhere from 12 to more than 70 tandem loads of snow per hour.

Contact Snow Dragon at 888/441-2493 or www.snowdragonmelters.com

Salt wash

Chemical Containers' new Salt Wash-Away removes dirt like a normal wash or detergent — and neutralizes salt and salt-based deposits. With a dilution rate of up to 400:1, it's easy to use with an applicator or pressure washer. The product is considered to be non-toxic, biodegradable and non-hazardous.

Contact Chemical Containers at 800/346-7867 or www.chemicalcontainers.com



Out of deep freeze

Cryotech Deicing Technology's lineup of acetate-based deicers include CF7 liquid commercial deicer (potassium acetate), NAAC solid commercial deicer (sodium acetate) and CMA solid commercial deicer (calcium magnesium acetate). Cryotech now offers a bio-based alternative, BX36 liquid commercial deicer, as a more sustainable and green alternative.

Contact Cryotech Deicing at 800/346-7237 or www.cryotech.com

Keep it light

The Meyer Drive Pro snowplow is a lightweight, yet rugged 6 ft., 8 in. commercial plow. At 22.5 in. tall and 350 lb., the



14-gauge steel moldboard is designed for compact pick-ups and sports utility vehicles (SUVs) to easily plow driveways and other limited spaces. The Drive Pro also features heavy-duty 1.5-in. rams, and is backed by Meyer's 3+5 Year ROC Solid warranty.

Contact Meyer at 216/486-1313 or www.meyerproducts.com

Snow markers

Fiberglass Innovations' Snow Pole Reflective Markers are available in distinctive, highly visible yellow or orange. Each marker features a metal driving cap and 5-in. reflective tape at the neck of the pole. They are 5/16-in. in diameter and come in 4-, 5- or 6-ft. lengths. They are coned on the end for easy installation. Snow Poles are used to mark driveways, roadways, curbs, culverts, hydrants, hazards and other areas.



Contact Fiberglass Innovations at 815/962-9338 or www.fiberglassinnovations.com

continued on page 60



TWO MORE REASONS THERE'S ONLY ONE BOSS.

AT THE BOSS, WE NEVER STOP PUSHING THE EDGE. That's why it's no surprise we're bringing you two more industry-leading innovations—the revolutionary Power-V **XT** Snowplow and the **all-new SmartLight™ 2**. Throwing snow wider and farther than any other snowplow, the Power-V **XT** makes easy work of any job. And with an advanced light technology that projects light wider, farther and more consistently than any other plow light on the market today, SmartLight 2 is the clear leader in light. Just two more technologies the competition can't touch. And just two more reasons you'll know you have the best when you have THE BOSS.

To find an authorized dealer near you, call 800-286-4155 or visit bossplow.com



SNOW & ICE GUIDE



continued from page 58

Scraping by

Arctic's fully patented Sectional Sno-Plow for wheel loaders and skid steers offer state-of-the-art snow and ice scraping technology. The original fully functional steel trip edge scrapes down to the pavement and trips over obstacles 9-in. high. Its mechanical side panels move upward and downward on impact, clearing hidden objects beneath the snow.

Contact Arctic at 888-2-ICE-SNO or www.sectionalplow.com

Crew tracker

Designed by Dan Gilliland, CSP, CrewTracker Software is a unique solution for real-time, event-driven systems management for the snow and ice removal industry. The program assists in snow and ice removal event planning, storm response execution, crew pay and customer invoicing procedures.

Contact CrewTracker at 888/249-9514 or www.crewtrackersoftware.com

Wide load

The new Western Wide-Out adjustable-wing snowplow hydraulically extends its width and adjusts its configuration to effectively carry or windrow more snow. With the innovative moveable-wing design, users hydraulically control each wing to



transform the blade into an optimal plowing configuration — from an 8-ft. straight-blade width to a 10-ft. straight-blade width, to a scoop position width of nearly 9 ft. A responsive, handheld control unit features backlit push buttons for all blade and wing functions. The plow also features a trip-blade design with four trip springs for protection from hidden obstacles.

Contact Western at www.westernplows.com



Spread out

Turbo Technologies' 2-cu.-yd. capacity salt spreader is designed to be corrosion-resistant and features a long-life poly hopper. It is available with either an 11-hp Briggs & Stratton engine or a hydraulic drive with two independent hydraulic motors. Standard features include a top screen, heavy-duty tie-downs, a center lifting hook, rust-inhibited coating on the chute, triple-sealed bearings on the spinner shaft, 12-volt DC in-cab electric start, electric throttle control and a salt spreader start and stop.

Contact Turbo Technologies at 800/822-3437 or www.turboturfs.com

"Our NEW CrewTracker system has allowed us to capture every billable event with accuracy and efficiency. My only wish is that we could have had CrewTracker long ago."

Larry Dail CSP
AAA Outdoor Services, Inc



CREW TRACKER SOFTWARE

www.crewtrackersoftware.com



Multi-terrain Cat

Caterpillar introduces the Cat C-Series Skid Steer Loaders (246C, 256C, 262C, 272C) and Multi-Terrain Loaders (277C, 287C, 297C), featuring adjustable seat-mounted controls, an optional air ride seat, and the industry's only sealed and pressurized cab to keep the operator warm and comfortable. The Multi-Terrain Loaders also feature a redesigned undercarriage for easier maintenance and increased operating capacity for pushing through heavy snow and ice.

Contact Caterpillar at 888-OWN-A-CAT or www.cat.com/legacy

Going forward in reverse

Team Storm's R2ReverseMaxx is truly a "blade of the future": It's an extendable and reversible snow plow for skid steers and tractors. It features floating skid shoes in both directions, a hydraulic tripping system, and an up/down and lateral floating of the blade. In addition, PlowMaxxjr offers a full tripping system, lateral floating, hydraulic shock for angular system protection and universal skid steer attachments.

Contact Team Storm at 866-362-1688 or www.go-storm.com

Find more tools of the trade at:



landscapemanagement.net/search

Break the ice

Superior Windmill's aeration system oxygenates ponds and dugouts while inducing circulation to avoid thermal stratification of the water and prevent stagnation. The solution

comes in various designs that compress air and pump it through one or more diffusers placed at the bottom of dugouts or ponds.

Contact Superior Windmill at 888/821-5533 or www.superiorwindmill.com

DANIELS
Pull * Wing * Straight * Box
PLOWS

A Winning Formula

A Daniels Wing Plow
+ Patented Pusher Kit
= Money in Your Bank!

Incredibly efficient!

800-386-2932
www.danielsplows.com

What is the Pro-Tech Difference?



Quality: "I bought my first Sno Pusher 12 years ago... it's still in use."

Grant Fleming, Grand Targhee Resort, Alta, WY

Innovation: "With the IST, I made a swipe and it was clear. There was no going back to clean up. My salt costs also dropped." *Brian Lasher,*

M. J. Nelson Group, Fishkill, NY

Efficiency: "Sno Pushers make us more competitive; we were able to grow our business and take on more work." *Ken Pagurek, HPK Properties*

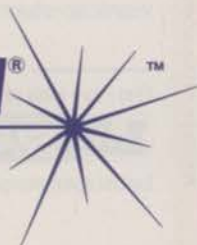
Maintenance, Blue Bell, PA

Value: Pre-Season pricing through September 30th.

**Find out more about the
Pro-Tech difference firsthand at
casestudies.snopusher.com**

888-PUSH-SNO

PRO-TECH[®]
MANUFACTURING & DISTRIBUTION



Are you ready to sell?

Owners of landscape, lawn care and in-house grounds businesses can position their companies as attractive investments — if they do their homework first. This requires pragmatism, strategic planning and business valuation.

Keep in mind, private companies usually sell at lower prices than larger, publicly traded companies (on a price-per-share basis) for two reasons:

1 Sellers are competing with other investments. A buyer wants the maximum return on investment, or ROI. Why purchase a privately held company with zero to minimal bottom-line profits, when the buyer can put his or her money into a mutual fund with a return of 10% or more?

2 There is lack of liquidity. Privately held stock takes longer to liquidate than publicly traded stock. Shares traded on a public exchange can be sold within three to five business days, whereas the sale of a closely held company can take months — or even years.

In addition, owners often set unrealistically high expectations for their business' value. They may be too emo-

tionally tied to the business and have difficulty scrutinizing their company from the buyer's point of view. Essentially, there are two worlds of value for small, closely held businesses:

► **Theoretical value** is determined using recognized business valuation methodology. It often assumes the standard of fair market value, as well as an open and unrestricted market. Negotiations are not a factor.

Theoretical value is based on some level of earnings and the hypothetical buyer's long-term ROI. The lower the selling company's earnings, the greater the risk assessed on the investment — and thus, the lower the value.

Make sure you do your homework before putting your business on the blocks.

BY ERIN HOLLIS

► **Emotional value** is usually negotiated between two parties, where one party possesses a greater emotional and financial stake in the sale terms and outcome of the transaction. Typically, price is set somewhere between the seller's desire to receive the highest return on his or her "blood, sweat and tears" and the buyer's desire to receive the highest ROI for the lowest reasonable price.

Unfortunately, the more personal and financial sacrifices an owner has had to make for the business, the less attractive it is as an investment. On average, buyers seek to purchase a company that will net approximately 30% a year in earnings after deducting officers' compensa-

tion and repayment of debt obligations. Small, closely held companies that do not indicate this level of return are less likely to sell for a price in excess of their fair market value.

Planning begins before Day One

Although selling a landscape business is somewhat similar to selling a house, a business sale is far more complicated with greater life-impacting consequences for the closely held business owner. Sell-

The plan for selling a company should start the day an owner considers going into business.

ing a company does not begin with a "For Sale" sign, an advertisement or a broker's listing. Rather, it should begin the day an entrepreneur contemplates going into business.

The company needs to demonstrate profits consistently over the three most recent years of operation. Additionally, the financials should be free of non-operating accounts.

Most landscape business owners are likely to run into a brick wall when attempting to sell their companies, primarily because the businesses are not structured to run without the constant oversight of the owners. When a company's profits are dependent on one person (likely the owner), the lower the company's value will be. Documented systems and procedures, such as an executed business plan, should be in place to illustrate how the company has achieved its profitability, and how it will continue to realize profits long term.


Start before you are ready to sell


One of the first actions a potential buyer takes is to analyze to the target company's financials. The condition of the financials sets the tone about the overall condition of the company. In other words, poorly kept financials equate to a poorly run company.

Financial reporting may be structured to minimize income for tax purposes. When preparing the business for sale, record keeping should be changed to illustrate the maximum income to maximize the sale price. A business valuation achieves this goal by normalizing the fi-

continued on page 66

Request a web-based demonstration!


TM





QXpress v8.0 (NEW!)

As a QuickBooks user, you should use QXpress. Getting started couldn't be easier, since QXpress instantly integrates with your existing customer list. Simply schedule new services for your QuickBooks customers, and print route lists and work orders. When services are complete enter job cost information and post them to QuickBooks as invoices! No double entry. No wasted time.

QX Mobile v2.0

QX Mobile is the most advanced PDA software available for Windows Mobile Pocket PCs. Take QXpress with you in the field to track start times, stop times, materials used, look up customer information, and sync *wirelessly* with the office. New in v2.0 is the ability to customize your own data entry screen, and print templates designed in QXpress.







QX Mapping

Every extra hour your crews spend behind the wheel, is an extra hour they are not generating revenue. Using Microsoft MapPoint, QX Mapping greatly reduces wasted drive time by optimizing routes and printing driving directions.

call 1.877.529.6659 or visit www.qxpress.com for a web based demonstration





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



AN ABUNDANCE OF WORK BENEATH THE SURFACE IS THE FOUNDATION FOR TRUE GROWTH

Just as plants won't thrive without a strong root system below them, your business needs support behind it to sustain long-term success and growth. Hortica has spent the last 120 years as a green industry advocate, providing business insurance and employee benefits for many horticultural industries. Now, businesses that generate up to 100% of their revenue from landscape operations qualify for industry-specific insurance programs from Hortica. We will work with you to identify your needs and risks before designing a comprehensive, yet affordable insurance and employee benefits plan.

To learn more, visit www.hortica-insurance.com
or call us directly at 800.851.7740.


hortica
INSURANCE & EMPLOYEE BENEFITS
To guide and provide

continued from page 64
nancials, removing discretionary and non-operating accounts and reclassifying accounts so that profit margins and financial ratio performance are as accurate as possible.

An owner can easily calculate the company's operating assets less operating liabilities. However, this calculation represents only the net tangible value, and will likely result in a value that is too low. Net tangible

value does not factor a company's most valuable assets: the intangibles, such as human capital, clientele lists, contracts, leases, patents, proprietary processes and designs. However, a professional business valuation prepared by an experienced, accredited appraiser captures it all.

Knowledge is power

According to market analysts, a large number of owners are expected to successfully sell their companies in 2008.

This forecast is intended primarily for owners of bigger corporations that have transformed their companies from a fledgling investment into an industry powerhouse with substantial profits. However, the 2008 M&A Club does not have to be for the "big boys" only, whose companies generate hundreds of millions in annual revenue.

Developing a company as an attractive investment takes time. Sellers need to be realistic and set a price that attracts interest, and buyers need to know whether that price is fair. If the asking price is too high, the buyer sees less of a return. If the business doesn't have the systems and procedures in place to make the business valuable going forward, potential buyers will likely pass on the deal.

Even if an owner is not selling today, knowing the value of the business is a good idea. If the value is not what the owner thinks it should be, he or she can make changes to maximize the company's value potential.

It's been said before, but knowledge truly is power. Therefore, when an owner is ready to sell, he or she will have the power to get the best possible price for the business. **LM**

— The author is the director of tax and valuation services for International Tax Advisors Inc., a related company of International Profit Associates Inc. Contact her at 847/495-6786 or www.ipa-iba.com.



We've had some work done!

Our new CrystalClear® packaging has been getting a lot of attention. We've given our full line of water gardening treatments a make-over, revealing more attractive packaging that stands out on the shelf. Add excitement to your water gardening category with packaging that will be turning heads.

CrystalClear®
Safe, Simple Solutions
800-331-9099 or visit www.winstoncompany.com

Biological Clarifier +
Sludge Remover & Clarifier

Crystal Clear

A large, green lawn sculpture of a bull is the central focus of the advertisement. The sculpture is made of grass and is being watered by a green hose that enters from the bottom left. The water is spraying out of the sculpture's head and neck area, creating a misty effect. The background shows a well-maintained lawn and a dark fence.

Until the lawn can water itself.

Imagine not having to rely on homeowners. Not having to worry that they'll forget to water-in an application. With the weeklong watering window of Meridian[®] insecticide, it's possible. You can provide the broad-spectrum grub and foliar insect control that noticeably beautiful lawns require—for even the most forgetful customers.

1-866-SYNGENTA • MeridianForLawns.com

©2008 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. **Important: Always read and follow label instructions before buying or using this product. Meridian is not currently registered for use in all states. Please check with your state and local extension service prior to buying or using this product.** Meridian[®] and the Syngenta logo are trademarks of a Syngenta Group Company.



The fuel problem is so severe that it will take a combination of internal and external actions to deal with the impact on your bottom line.



Easing the fuel cost burden

BY BRUCE WILSON

This year has thrown a lot at contractors — mainly because of the high cost of fuel. This has been an issue for the last three years, but 2008 has stretched many companies to their limits. Depending on the market segments you serve, there are different potential solutions.

Let's look at what all companies can consider to mitigate the impact of these costs on their operations. Some of these options create difficult choices:

- ▶ **Incorporate more fuel-efficient vehicles into your fleet.** Management and sales vehicles are among the most obvious candidates to switch to hybrids or smaller, more fuel-efficient models. Sales and account managers put a lot of miles on their vehicles.
- ▶ **Consider revising policies that allow employees to commute to work in company vehicles.** It is becoming an expensive perk; it is not uncommon for employees to live 30 to 50 miles from work. Policy changes could range from eliminating the perk altogether or having employees share the cost.
- ▶ **Institute strict policies governing refueling times.** Also, limit the number of gas cans that crews have on their trucks to the bare minimum, to reduce the temptation to steal fuel. Fueling cards can be shut off after hours or on weekends.
- ▶ **Carefully map out routes to minimize the total miles driven.** Consolidate routes and get vehicles off the road. Install GPS to track miles and routes.
- ▶ **Look into changing up the work week.** Some com-

panies save miles driven by moving to four 10-hour days, reducing vehicle use by one day per week.

To surcharge, or not surcharge

How about passing on some of the cost? In the residential sector, many service businesses either increased prices or added fuel surcharges. Homeowners are less resistant because they get this from other service providers.

In other sectors it is not so easy to just pass the cost along. Some property owners and managers do not have the ability to pass along the cost. Here are suggestions for passing along costs where possible:

- ▶ **The most obvious time to increase the price is at renewal.** Notify your customer in advance that you will be requesting a price increase so they can budget for it. It is best to discuss this with your customers in person and carefully judge their reactions.
- ▶ **Consider trigger points in the contract language.** A trigger allows surcharges if fuel goes above a certain price. This is becoming more common each year.
- ▶ **Look at adding delivery or freight surcharges to materials when you do enhancements.** While you may not be able to increase the contract monthly price, there is most likely nothing to prevent you from adding charges to other non-contract work.

The fuel problem is so severe it will take a combination of internal and external actions to deal with the impact on your bottom line. It is not going to self-correct.

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



YOUR WINDOW OF OPPORTUNITY IS OPEN WIDER THIS FALL

There is still time to fertilize your trees.

Fall is the best time for fertilizing trees to build strong roots and overall strength. The vascular system will disperse and hold the nutrients until the tree comes out of dormancy in the spring, allowing the tree to use nutrients at its perfect time. As the pioneer of micro-infusion, Mauget has been the trusted resource for micronutrients since 1958.

- Micro-Infusion allows the largest window to fertilize in the fall
- Tree's vascular system available for nutrient uptake later in season than other methods
- Provides frost damage control, no need to fertilize in spring
- Fertilizer is in a completely enclosed container; user friendly



Stemix Plus



Vigor 3

Mauget

The Right Way To Treat A Tree



Inject-A-Min
Iron-Zinc



Inject-A-Min
Manganese

5435 Peck Rd., Arcadia, CA 91006 • 800-TREES Rx 800-873-3779 • © Copyright J.J. Mauget Co.
To find your local Mauget distributor go to www.Mauget.com.

If you want to drive profits up, you have to captain the ship with some hands-on systems in the shop.



The final frontier

BY KEVIN KEHOE

Every Star Trek episode began with Captain Kirk intoning "Space: the final frontier." For the landscape company owner it would be, "The Shop: the final frontier."

Most companies implement systems to manage labor, but very few have addressed the shop — their vehicle- and equipment-related expenses (See table). These expenses have risen faster than the rate of inflation for two years and are one reason for reduced profits.

Let's start with the goals: increase revenue per truck and reduce cost per truck. The table shows two companies that are mainly maintenance, with

some construction and snow service. Their location and mix of equipment are similar, except for the bottom line. The reason: Company A has higher revenue-per-truck and lower cost-per-truck ratios.

1. The owner of Company A manages the shop. In general, do not let mechanics run the shop. With all due respect, they are wrench turners, not managers. When the owner or controller is in charge of this area there is greater productivity because of better repair scheduling and priority setting, and less "bone-headed" purchasing and amassing of parts inventory. This system reduces overall repair costs.

2. Company A has higher-density routing. As a result, the trucks drive fewer miles, which reduces fuel costs. The drivers also inflict less wear and tear, increasing life and reducing depreciation expense.

3. Company A tracks training. Companies A and B each have pretty good training programs that measurably reduce equipment damage. But Company A has a better tracking program. Management uses an Excel spreadsheet to record equipment repair hours by foreman. Mechanics fill out a daily time card identifying equipment they repair or service. Each piece of equipment has a unique identification number that is assigned to a foreman. Rewards and consequences are communicated to the good and bad users weekly. Company A spends less in repairs, even as it spends a little more on extra equipment. The result is less crew downtime, and increased revenue per truck.

To drive profits up, you have to captain the ship with some hands-on systems in the shop.

— The author is the owner-manager of Kehoe & Co.

Contact him at kkehoe@earthlink.net.

VEHICLE & EQUIPMENT EXPENSES

	COMPANY A	COMPANY B
Revenue	\$4,100,326	\$4,437,762
Trucks	15	18
Mechanic/Shop labor	\$71,224	\$77,294
Fuel/Oil	\$177,654	\$314,199
Equipment repair	\$132,544	\$160,529
Depreciation	\$91,221	\$101,431
License/Permits/Insurance	\$24,566	\$31,357
Field supplies/Tools	\$34,555	\$27,249
Total	\$531,764	\$712,058
Percent of revenue	13%	16%
Cost/Truck	\$35,451	\$39,559
Revenue/Truck	\$273,355	\$246,542
Net Profit Margin	15.7%	11.4%



TRUCK

TIPSSM

From **PROGRESSIVE**

#8

Want a luxurious and even tan while on the road? Apply sunblock to just the left side of your body.

Whether you're traveling to a job site or picking up supplies, you need an insurance company who understands your business. At Progressive Commercial Auto Insurance, we offer customized policies that save you money, because you only pay for what you need. And our policies are all offered at competitive rates with low down payment options. Now that's Progressive.

PROGRESSIVE[®]
COMMERCIAL

1-888-274-2190 / PROGRESSIVECOMMERCIAL.COM / LOCAL INDEPENDENT AGENT

United Financial Casualty Company and its affiliates, Mayfield Village, Ohio. Not available in all states. 08A00201.T (03/08)

Lawn Care Pro

BUSINESS

LM'S OPERATOR OF THE MONTH



Mark I. Schlossberg »

President, Pro-Lawn-Plus

BY JAMES E. GUYETTE

U.S. House Bill 466 would have applied a 10% tax on commercial fertilizer applications. Mark I. Schlossberg decided it was time to take action.

"This bill would have been devastating on the industry because it would have added 10% to the cost of our service without us receiving anything in return," he says. An opposition strategy was mounted in Annapolis, MD.

"We knew the bill was going to be introduced again in 2008 because the sponsor told us," Schlossberg explains. "This gave us time to talk to the legislature during the summer and fall in addition to during the regular session."

A report was prepared listing the unacceptable consequences if passage was achieved. "The legislators understood this was not the year to initiate a new tax with the state's economy faltering," he points out. It was withdrawn in March.

"When we go down to Annapolis, most legislators know who we are and, for the most part, understand our business and what we contribute to the state's economy."

Why should Green Industry participants should become involved with the various organizations? We in the industry know our credentials, education and training, but legislators do not. If they knew that

we are as concerned — or even more concerned — about the environment than the so-called environmentalists, we would have a better chance to avoid negative legislation. Personally and professionally, the fact that the perception of our industry has improved here in Maryland gives me the greatest satisfaction.

How receptive have consumers been to your pesticide-free treatment program?

Not very: They realized that, for the most part, we were fertilizing their weeds and it wasn't worth the money. Most switched to our regular program in which we spot-treat.

How are you dealing with the high price of gasoline and other overhead expenses?

Not well. We had a 4% price increase over the winter, which anticipated an increase in fertilizer prices but not this 50% increase in gas prices. Our gasoline expense (January-May) increased from \$26,000 in 2007 to \$42,000 for the same period in 2008. We've had discussions about adding a fuel surcharge; but over 40% of our customers prepay, so we would have to invoice them a small amount of money. We are still considering it if prices continue to increase. One interesting thing that has happened: Natural organic fertilizer is now less expensive than urea-based fertilizer. So we're switching over for the summer.

If you know of a top-notch lawn care professional who gives of him or herself to the community and the industry and is worthy of recognition, e-mail us at djacobs@questex.com, and tell us why.

AT A GLANCE

- **Founded:** 1978
- **Number of outlets:** One main office/warehouse; one satellite branch
- **Employees:** 18
- **Education/certifications:** Bachelor's degree in agronomy from University of Maryland, 1977; CTP.
- **Industry involvement:** President of Maryland Association of Green Industries (MAGI); Past-President of Maryland Turfgrass Council; Treasurer of Maryland Green Industry Council (MaGIC).
- **Business outlook:** 7% growth.
- **Personal highlights/hobbies:** Skiing, gardening, golf
- **Family:** Wife Kari; son Andrew (18) and daughter Allison (14)
- **Web site:** www.prolawnplus.com

We'll try to promote the benefits of this to our customers.

What are some of the biggest challenges facing the industry going forward?

My immediate concern is the cost of fertilizer and gas. It (could) take much of the profit out of the business. We can't raise our prices 10% to 15% in one year without substantial cancellations. But that is what is needed. We would price ourselves out of many homeowners' budgets. The threat of legislation similar to Canada and New York has dropped to my second-biggest concern at this point.

— *The author is a Cleveland-based freelance writer. Contact him at jimguyette2004@yahoo.com.*



PENDulum^{Herbicide}
AquaCap™

You've got enough things to worry about. But the proven performance of **Pendulum® AquaCap™ herbicide** means weeds aren't one of them. Its water-based formulation gives you long-lasting, broad-spectrum preemergent grass and broadleaf weed control, with reduced staining and odor, plus easier clean-up. So don't worry about weeds popping up. Use **Pendulum AquaCap**.

betterturf.com | 800-545-9525

BASF

The Chemical Company

A working smarter mind set must be one that can look at reasons why to improve, not reasons why not.



What does 'lean' mean?

BY JIM PALUCH

Why do some seem to find success, while others struggle for years only to finish a TOL (Tired Ol' Landscaper)? The difference is in learning to work smarter, and the vehicle that many are using today to accomplish this is lean.

Let's try to understand lean by first clarifying what lean is not. It is not doing more with less; it is not reducing your workforce, cutting corners on jobs or not paying your bills. That is in no way working smarter — in fact, it could be called something completely opposite.

Lean is increasing your capacity to serve by driving out waste and adding value for customers. Consider the outcome if this year you did \$1 million with 15 people, and next year you do \$1.3 million with... 15 people. Would you be more successful? Would you and your team enjoy a better quality of life?

By the way, if the self-talk happening in your head at this moment is something like, "Yeah, but the quality would suffer. Yeah, but turnover would be high because people are overworked. Yeah, but..." then stop reading this column right now. A working smarter mind set must be one that can look at reasons why to improve, not reasons why not.

A lean culture helps bring about these improvements in small continuous increments that enhance quality, grow people and improve processes

enabling the work to happen — an in a way that is actually easier rather than harder.

Did I mention I was going to challenge you?

What this column will provide you

► **Tools:** The concepts of lean and working smarter feature a number of essential tools that, when applied, will help to increase your capacity to serve. In the months ahead, we will be learning about tools such as kaizen events, process maps, Five S (5S), spaghetti diagrams, observation techniques, getting visual and growing people.

► **Insights:** We will be learning from others and sharing information from other companies on things that have worked (and not worked) in their lean journey. Being willing to share information, learn from mistakes, or simply try something new are key characteristics of companies involved in working smarter.

► **Challenges:** A monthly challenge of how you can apply the information you read and begin to benefit from working smarter will be presented each month. It will not be very time-consuming or strenuous — that would not be a lean approach. But it will be something that may simply allow you and your team to think and become aware of behaviors, habits and actions that may be hindering you from working smarter.

I am looking forward to the journey with you.

— *The author is president of JP Horizons Inc., and has partnered with hundreds of companies to develop the Working Smarter Training Challenge. Contact him at www.jphorizons.com.*

MONTHLY CHALLENGE

Discuss with your team and document on a flip chart 20 areas in the company where you can begin to work smarter.

**WHOEVER SAID WATCHING GRASS GROW
ISNT FUN...**



NEVER OWNED A GRAVELY!

GRAVELY

Visit us at GIE+EXPO 2008

Indoor Booth: #7120

Outdoor Booths: #6120-D and 6022-D



X-TRA DURABILITY

XDZ

ZERO-TURN MOWERS



Registered Trademark of Ariens Company. © 2008 Ariens Company. Printed U.S.A.

WWW.GRAVELY.COM

A business owner's guide

BY DANIEL G. JACOBS / Managing Editor

Don't panic. Those are the reassuring words printed on the Hitchhiker's Guide to the Galaxy, the fictional tome available to intergalactic travelers in Douglas Adams' cult science fiction classic series, the first of which shares the same name.

It's advice all of us should heed, given the current economic climate. Costs are up and competition is increasing. What we don't know is how deep this downturn will be or how long it will last.

And while those may be two important factors to contemplate as you maneuver your way through these troubled times, you have no control over them.

That doesn't mean, of course, that there is nothing you can do ease their impact. I recently attended a seminar on "Managing Your Business in a Down Economy," hosted by Husqvarna and conducted by Bruce Wilson and Tom Oyler of the Wilson-Oyler Group. At the top of the first PowerPoint slide was a question on everyone's mind: How will the economy affect me?

That's a question you should ask yourself in good times as well as bad, Wilson says. And the answer depends on a great many factors, some of which I'll write about here and others you'll read about over the next couple of months in *LM*.

Besides asking yourself that question on a regular basis, Wilson suggests you be proactive. That translates into you having a plan and knowing your options. Sitting hunkered down in your bunker running standard operating procedure

is not an option — at least not one you should implement if you plan on coming through the other side healthier and in a better position than your competitors.

Difficult economic times have a way of magnifying and multiplying company traits. Weak competitors will falter, and some will fail. Strong companies become stronger. Your actions over the next few months may decide which category you fall into.

Here are some suggestions from Wilson-Oyler:

- 1. Take stock of where you are today.** What is the state of your financial health? What is your cash flow, working capital turnover, balance sheet, receivables and backlog, to name a few?
- 2. Consider your company's business position.** Look at your market segment balance, sales outlook, staffing, customer stability, market competition, operational efficiency and what your competition is doing. It's from these assessments you build your plan.
- 3. Don't wing it.** This applies to just about every situation. Do your homework, make a plan and execute it decisively.
- 4. Don't cut your sales effort short.** In fact, pour it on. Stay externally focused and concentrate on your core strengths and key market opportunities during these tough times.
- 5. Don't panic.** (That one's from me.)

Contact Dan at
216/706-3754 or e-mail at
djacobs@questex.com



How will the economy affect me?
That's a question you should ask yourself
in good times as well as bad.



Turn *while* you aerate with TurnAer™ technology.

Turfco makes aeration easy. Our TurnAer™ 4 and TurnAer™ 6 Aerators eliminate the need to stop, lift and turn at each pass, allowing you to turn while you aerate. The patented DiffDrive™ system enables you to turn while the tines are in the ground. A new front-traction drive makes loading and transporting easier and faster than ever. And the TurnAer™ Chariot allows you to ride while you aerate. It all adds up to less strain and fatigue and an unsurpassed level of profit-building productivity.



The TurnAer™ Chariot allows you to ride while you aerate.



Ask about our
**LIMITED-TIME
SPECIALS!**

TURFCO
direct

For Details, Call Toll Free 800-679-8201
or Visit www.turfcodirect.com

If you're involved in
the green industry,
get involved in...



The Association for the Green Industry

Visit PLANET Central at the
GIE+EXPO, Booth #4116
and find out more.

We'll give you our *Safety Program for Green Industry Companies* CD (a \$100 value) just for visiting.



To get a copy of our Membership Kit or find out more about the member benefits of PLANET, call 800-395-2522, or email info@landcarenetwork.org.



Visit PLANET Central at Booth #4116 and bring along this coupon good for one FREE safety CD. Valid only during the 2008 GIE+EXPO, October 23-25, 2008.

NAME _____

COMPANY _____

PHONE _____

LM08 EMAIL _____

See us on the web at LandcareNetwork.org.

Design/Build

www.landscapedesign-build.com

Meadow lands 80

A custom look,
not avant-garde 86

Digital paradise 88

A WELCOME WALK

Formal hedging helps
accent paver work

Larry Weaner hopes that visitors to his clients' properties don't talk about how great the landscaping is. If he's done his job right, the land should look so natural, so fitting, that his role goes almost unnoticed.

"I want people to think 'This is a great place,' not 'This is a great landscape job,'" says Weaner, president of Larry Weaner Landscape Design in Glenside, PA.

Since 1982, Larry Weaner Design has specialized in natural landscapes, combining environmental science with the artistic traditions of garden design. The company's specialty lately has become native meadows, offering clients a low-maintenance, ecologically beneficial alternative to traditional open fields of grass.

This approach recently caught the eyes of the Association of Professional Landscape Designers, earning the company a Gold Award in the residential category at the APLD's Annual Landscape Design Awards. The Beans Property, as the project is known, was also unanimously chosen as the overall "Best of Show" winner.

A life of its own

The Beans Property is 165-acre single-family residential property in Saucon Valley, PA. The designed area consists of nearly 2 acres of landscaped garden and 35 acres of planted natural areas, including meadows and reforestation. The project was completed over a three-year period, with the meadow planted prior to completion of the house.

"The owners were open to the idea of the gardens and planting being native, community-based vegetation,"

says Weaner. "They were interested in creating a wildlife habitat, particularly to bring in as many birds as possible.

"Surrounding the property are spectacular views of mature trees, open fields, mature hedgerows, and a large stream; we decided that a native composition that complemented this native character was preferable to one that competed with it."

One of the challenges of this property was to give it a natural look without looking unkempt. Weaner accomplished this with a gradual transition from highly arranged natural gardens around the

home to the "wild areas" further out. The idea is that "the designer's hand becomes increasingly less evident as one moves out to the farther reaches of the property."

Now that the property is established, it is relatively easy to maintain. One person visits twice a week for upkeep, and a designer visits several times during the growing season to advise on any areas that may need attention.

But to get to this point was a long process, years in the making. When the meadows were first planted, Pennsylvania went through a prolonged summer drought, which kept nearly anything

Meadow lands

This property tucked away in eastern Pennsylvania has a look so natural, only its landscaper knows for sure.

BY MIKE SEUFFERT / Associate Editor



Above: A meadow inspired garden transitions more refined landscaping to seeded meadows further out. (Left) The pool, designed as a pathway, has a secluded opening with views of the meadows. (Below) A zigzag interaction of stone and plants creates undefined space in the landscape.

from growing. Non-native plants were crowding out the native plants Weaner installed. Eventually the rains came and the project came together the way the designers and owners intended.

"Now we have things coming up all over the place that weren't planted," Weaner says. "There are so many seeds flying everywhere that most of the 'weeds' that come up are desirable. It feels like the property has a life of its own. Speaking artistically, it's a perpetually regenerating composition."

Feeling of belonging

Aside from the native plants, attention was paid to keep the property looking like it belonged in eastern Pennsylvania.

"Landscapes should reflect the place they are in, as opposed to an undefined conglomeration of plant life," Weaner says of his natural approach. "The natives being present give it the regional back-



bone, so that it looks like Allentown."

Weaner also mentions that the property has a touch of history in it. The property was originally owned by the founders of Bethlehem Steel, so Weaner's team found and restored steel umbrellas to plant throughout the landscape to reflect that history.

Another challenge was to blend that natural feeling with functionality. The owner's requested a lap pool, but a large, rectangular pattern would not flow into the design. What Weaner's team created to counter this was a pool designed as a path, where a narrow corridor provides an area to swim laps and connects the shallow and deep ends, which are both offset to create their own separate spaces.

continued on page 84



Native shrubs and upright grasses soften the terraced walls that provide the grade variation between the house and pool areas. Steel umbrellas reflect the property's history.

Landscape Design Software

that makes an impact!

visual impact imaging
EARTHSCAPES
 Landscape Design Software

Earthscapes is so popular for one simple reason: **it sells jobs!** By enabling you to provide your customers with professional proposals that include dazzling images, Earthscapes guarantees that you will make more sales. With this type of sales firepower working for you, your competition doesn't stand a chance.

- High resolution photo-imaging
- Design to-scale site plans in B&W or color
- Extensive Plant and Hardscapes Library
- Compatible with over 30 different file types
- Runs on Windows XP and Vista
- ...and many more outstanding features

www.visualimpactimaging.com

Visit our website for a free demo or call 330.259.7661

BEFORE



AFTER



#1 Landscape Design Software

Professional. Easy to Use.
 Affordable.

Powered by:
COREL



ENJOY SPENDING MORE TIME IN THE FIELD.



Mesa® Wall Systems make it hard to resist! →

Mesa Walls look so great you'll want to leave those office walls behind!

After all, Mesa Systems are the only single-source, fully integrated segmental retaining wall systems. Mesa components are designed for easy installation, with no need for specialized equipment or labor. And with the system's block-to-geogrid positive mechanical connector, wall alignment is easy and core fill is rarely needed. Installations are completed faster, cost less and yield higher productivity – all without sacrificing structural integrity.



For Distributor Opportunities Call 888-827-9962

And once you see the Mesa Systems' variety of styles, colors and textures, you'll want to stay on site longer! For more information, call **888-827-9962** or visit **www.tensarcorp.com/m2** today.



A **tensar** Company



MESA®
RETAINING WALL SYSTEMS

THE CONNECTION YOU CAN COUNT ON™

continued from page 82

"The pool becomes something you traverse, isolating you from the house, with a destination at the end that opens to a view of the expansive meadow," Weaner explains.

Also, in keeping with the desire for nature to visually dominate the property, the pool was set at a low enough grade that it was not visible from the rear of the house. The pool only becomes visible as one approaches the stairs leading down to it.

In addition, it was important for the plantings to soften construction. Weaner achieved this with tall plants that segmented views into more intimate spaces and by the use of ground covers that obscured and softened the lines between stone and plants.

"This property supports natural plant life, wildlife, reflects history and nature and still supports our clients' needs," Weaner says. "Landscapes are often viewed as purely ornamental. As a native design firm, we're expanding the role of the landscape garden into something more ecologically functional — as opposed to just being something pretty to look at. With its scale, diversity, and the overflowing life this property holds, this isn't just a great landscaping job, it is truly a great place." **LJM**

Native wildflowers comprise 35 acres of planting and completely encompass the house and entry drive.



LYOLA EDGING, INC.

Are you looking for a great divider or the ultimate restraint?

STONE-EDG™

THE FIRST 1" PAVER RESTRAINT

Its 1" depth makes Stone-Edg ideal for architectural stones:
 Travertine
 Flagstone
 Bluestone
 Tumbled Marble
 Slate...

1-800-EDGINGS
 www.lyola.com

WE HAVE THE WIDEST SELECTION OF LED SOLUTIONS FOR WHATEVER DESIGN YOU HAVE IN MIND.

Leading the industry with the most advanced LED technology, Vista offers a longer lasting solid-state design available in copper, brass, aluminum, stainless steel and composite enclosures to meet all your project needs.

Call **800-766-8478** for a **FREE** 12 Volt Series brochure that details everything.

VISTA PROFESSIONAL OUTDOOR LIGHTING

www.vistapro.com

LED



THE LANDSCAPE SHOW



THE LANDSCAPE SHOW IS

The Place To Meet

10,000 Industry Professionals In Attendance

The Place To Learn

Industry's Best Selection of Educational Programs

The Place To Discover

Industry Trends and Business Solutions

SEPTEMBER 25-27

ORLANDO, FL

ORANGE COUNTY CONVENTION CENTER

407.295.7994 • 800.375.3642 • info@TheLandscapeShow.org

www.TheLandscapeShow.org

SPONSORED BY: 

**THE
LANDSCAPE SHOW**

Project Portfolio

DESIGN/BUILD

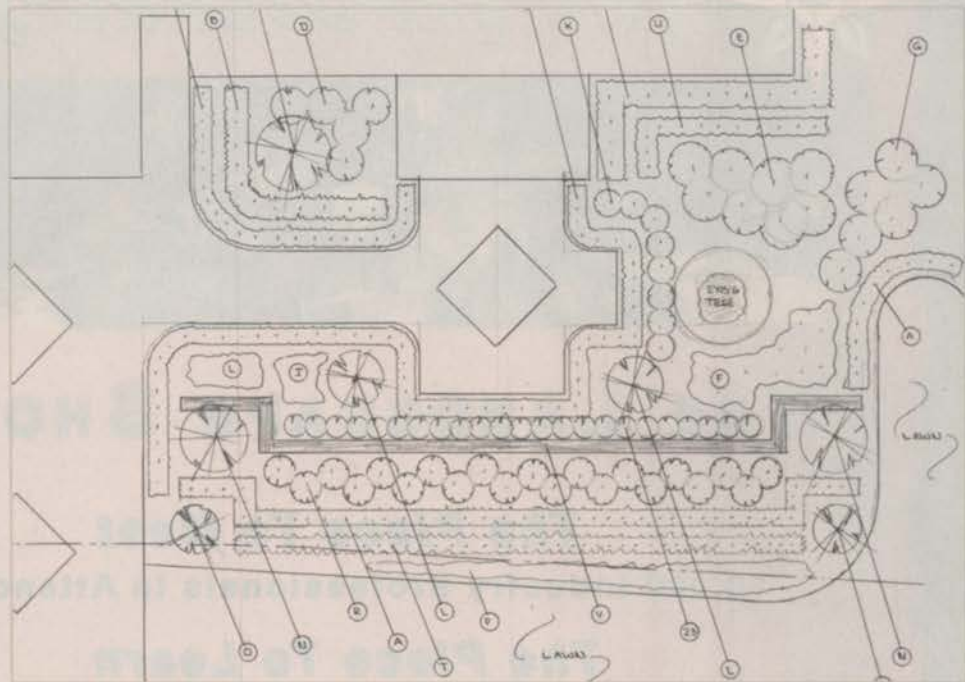
SUBURBIA / CURB APPEAL / KNEE WALL

The design

The client wanted to create a unique look for his home in Grosse Pointe, MI, a high-end suburb of Detroit. The object was to individualize the home without looking like an over-done model home.

Project Specifics

- Custom look without going avant-garde
- Add in colorful flora
- Build in privacy wall



Project Requirements

- Budget range: \$150,000 to \$300,000
- Create a courtyard look
- Make the address numerals easy to find

ABOVE The main home entrance was reimagined as a courtyard, with an emphasis on being inviting to visitors.

RIGHT A common complaint among numerous clients is the inability to clearly read the address from the street. This problem was solved by inserting the address into the columns.





BEFORE

ABOVE By adding a paver-style knee wall and columns, a sense of privacy is achieved. Notice the formal hedging that helps accent the wall.

INSET Before the project began, the residence had average curb appeal.



ABOVE The landscape is unique, but still harmonizes with neighboring homes.

Project Principals

- Designed by Ron Jazowski, senior landscape designer, Backer Landscaping, Roseville, MI (www.backerlandscaping.com)
- Backer has been serving Roseville and its surrounding cities for more than 16 years with more than 120 employees. The landscape design/build company has almost all services performed in-house, including all plant installation, brick pavers, wallstone, irrigation, masonry, outdoor lighting and exterior maintenance. Backer's commercial division serves major suburban malls, automotive companies, banks, hospitals and various other properties.

Digital paradise

Today's landscape design software is transforming the Green Industry.

"We're really seeing a changing of the guard," says Michael O'Connell, a

designer with O'Connell Landscape, a family-owned landscape design/build company that's been serving Marin and Sonoma counties in California since 1987. "Everyone is going to design software like CAD, VectorWorks and DynaSCAPE. It's definitely for all construction, unless the company is very small."

With today's leading-edge software solutions, the future of landscape design is a mere mouse click away. BY JANET AIRD

Design software has a number of advantages over hand-drawing, O'Connell says, including increased precision and ease of reproduction and revisions. It's easier to handle and manipulate and takes care of tedious work like replicating bricks or flagstones in a path.

O'Connell Landscape has been using

VectorWorks Landmark for seven years. Users can incorporate geographic information system (GIS) data and create contour maps and 3D terrain models from survey information or field notes. They can rotate the pages so it's easy to work on all parts of a design, and generate schedules, reports and materials lists.

Landscapers can work at any scale and on any size project in multiple views, and import, export and edit photos, objects and graphics in a large number of formats. They also can edit 2D drawings and 3D models, and generate one from the other. The designs can be printed in 3D. The software also lets landscapers place plants at specific intervals and in groups and then edit them.

With PlantMaster software, landscapers can print reports with photos, characteristics and details on each plant's needs by month for pruning, water, fertilizer and pest management.

Another software program, DynaSCAPE, also can be integrated with VectorWorks. O'Connell says DynaSCAPE helps landscapers manage all aspects of their business, from sales to employees, budgeting and invoicing.

"Everything is becoming digital," O'Connell says. "It makes life a lot easier." **LM**

— The author is a freelance writer based in living in Altadena, CA. Contact her at info@landscapemanagement.net.

Pine Hall Brick
earth friendly...naturally green

P.O. Box 11044, Winston-Salem, NC 27116-1044 800.334.8689 www.americaspremierpaver.com

- Wide range of paver colors and styles.
- Exceeds all ASTM C902 requirements.
- Clay pavers can contribute to design strategies for LEED certification.
- Size consistent and versatile - often reversible.
- Extremely durable - strong and colorfast.
- Low environmental impact for manufacturing and building operation and maintenance.

What Happens Here Actually Goes Home With You.

WWW.GIE-EXPO.COM
(800) 558-8767
(812) 949-9200



3 days of demonstrations, 80 business-building seminars, New Products Live!, STIHL Lumberjack Challenge, many chances to win products, show specials!



Register early

With more than 20,000 participants from across the U.S. and around the world, the time to book your hotel and register is NOW!

- Green Industry Conference. See www.greenindustryconference.org.
- PGMS School of Grounds Management. See www.PGMS.org.
- Green Industry Expo™ Workshops. See www.gie-expo.com.
- Networking opportunities with your peers
- New Products Live! showcase
- STIHL Lumberjack Challenge
- Two evenings of free concerts at 4th Street Live!
- Complete array of industry suppliers. See floorplan at www.gie-expo.com/attendee.html.
- \$20,000 Trucks of the Industry Giveaway
- Three-day pass for only \$10
- Kohler's free brat fry in the demo area


Make connections, order products and learn profit-boosting strategies that will become the best souvenirs ever!



THURSDAY,
OCTOBER 23 | 8:00PM

38 SPECIAL

With Special Guests,
The Briggs Bluesbusters,
6:30PM

Presented By: 



FRIDAY,
OCTOBER 24 | 8:30PM

LONESTAR

With Special Guest,
Candy Coburn, 7PM

Presented By:   

GIE+EXPO

The GREEN INDUSTRY and EQUIPMENT EXPO

THURSDAY, FRIDAY, SATURDAY OCTOBER 23 - 25, 2008
KENTUCKY EXPOSITION CENTER LOUISVILLE, KENTUCKY

By registering now you could win Flight Certificates* to anywhere in the Caribbean that American Airlines flies. Sponsored by: Ariens & American Airlines/American Eagle

*Blackout dates and restrictions apply

SPONSORED BY:



Outdoor
Power
Equipment
Institute, Inc.





Go beyond the annual 'Spring Start-up' with proper pond maintenance.

A prettier pond

BY RON KNUTSON

There is an emerging trend facing our industry, as more contractors begin the migration toward offering a full line of client services. Companies are branching out to encompass a "whole-property" approach, moving beyond the traditional menu offerings of landscape and irrigation design and installation. Ancillary services including hardscaping, lighting, water features and more recently, maintenance contracts for pools and water features, are emerging as the largest revenue-generating growth areas for green industry professionals.

Whether your philosophy centers on maintaining control over a specific niche or emphasizes the whole-property service approach, you should be aware of the basic issues involved in regard to long-term maintenance for some of the systems you are installing. Take, for instance, pond maintenance. There are three main

components to a solid program:

1. Water quality testing, along with the regular addition of water conditioners and beneficial bacteria, should form the foundation of any monthly pond maintenance program.

2. Water conditioners instantly neutralize chlorine and chloramines, as well as heavy metals such as zinc or copper. For ponds that harbor fish or aquatic plants, water conditioning is essential.

3. Beneficial bacteria, available in both liquid and freeze-dried powder forms, are another key ingredient in successful pond maintenance. While each variety essentially operates in the same manner, the liquid form has the advantage of instantaneous response, because the culture is active and requires little to no time to dissolve.

The addition of a water conditioner and some form of beneficial bacteria — in that order — should always precede the reinstatement of aquatic plants or fish to

Aquatic plants absorb nitrogen making them a natural guard against algae. (Inset) Moving water helps keep ponds mosquito free.

any pond ecosystem to safeguard against system shock. It is important to note that adding beneficial bacteria to a system without using a water conditioner first will devastate your beneficial bacteria.

The life aquatic

One of the foremost maintenance considerations in any pond ecosystem is the inclusion of fish and/or aquatic plants. Fish create waste; when left alone and untreated, fish waste will transform into nitrogen and fuel algae growth.

Some fish, like koi, are aggressive plant-eaters. They shred aquatic plants to create debris as well as ammonia, which can turn into nitrate, another algae-booster.

continued on page 92



**FINALLY, A STAND-ON
MOWER
THAT TAKES A STAND ON
COMFORT.**

Operating a stand-on mower shouldn't make you feel like a paint can in one of those vibrating mixers. That's why enhanced operator comfort — and the improved productivity that comes with it — is the driving force behind Toro's new stand-on mower. Not only is it built for contractors, they also helped name it. Learn more about this innovation, including its name, when it's revealed this August at toro.com/nameit. **You'll see why getting one is a decision you'll always be comfortable with.**

TORO Count on it.

continued from page 90

Because aquatic plants absorb nitrogen, they serve as a natural guard against unwanted algae. That said, there are alternative methods of maintaining a favorable fish-plant balance.

Specialized nets, for example, will prevent plant-nibbling fish from reaching this tempting treat, and bog gardens can be used to maintain a natural and balanced ecosystem. Although aquatic plants do require fertilization, the task

can be quickly and easily accomplished by adding an aquatic plant tab once per month throughout the growing season.

Additional considerations include plant class — floating bog/marginal, or deep-water species — as well as plant type, such as tropical or hardy.

Tropical varieties, for example, require a minimum water temperature of 72 degrees Fahrenheit — and therefore require special treatment in the winter months. Some hardy varieties, including Azolla and duckweed, go dormant in the winter months. They turn yellow and fall to the base of the pond, only to engage in a brilliant recovery in the spring. An untrained contractor (or homeowner) may mistake dormant plants for dead, and consequently remove them during a routine maintenance visit.

Recognize red flags

In addition to certain maintenance challenges posed by fish and aquatic plants, there are a host of common issues that contribute to pond system malfunction:

- ▶ **Lack of filter maintenance.** Every filter should have both mechanical and biological filtration. A thorough rinse of your filter pads, as well as the replenishment of bio media (beneficial bacteria), should be integrated into any monthly maintenance program. Filter pads should also be replaced as part of an annual spring start-up program.
- ▶ **Growth of unwanted algae.** Planktonic algae present a clarity issue, also known as “suspended particles.” This is commonly encountered in new pond installations, but can also be found in older, more established ponds. You may treat this type of algae by adding more beneficial bacteria; a liquid form will elicit a quicker response.
- ▶ **Bottom sludge.** Simply put, bottom sludge is the layer of accumulated muck

continued on page 94

Rhino Linings®
Protect Your Investment

**NATIONWIDE
LIMITED
LIFETIME
WARRANTY**

Make It Last!

Your trucks and equipment take a beating every day on the job. Make them last with Rhino Linings® superior protection. Whether you are investing in a new fleet of work trucks or looking to add life to your existing trucks and equipment, Rhino™ is a proven solution. Rhino Linings advanced protection is impervious to most chemicals, shrugs off abrasion and impact, and protects against rust and corrosion. Count on Rhino to **PROTECT YOUR INVESTMENT.**

For more information, visit rhinolining.com or call 1-800-373-2156.

*Warranty subject to restrictions and limitations. All dealerships independently owned and operated. ©2008 Rhino Linings Corporation. All rights reserved. LM 0828 5080



GREAT MINDS THINK GREEN

SUSTAINABLE
ECO-CHIC
RECYCLABLE
EARTH-FRIENDLY
RENEWABLE
ORGANIC

WHERE WILL YOUR
BUSINESS BE IN 2015?



COME LISTEN AND LEARN!

Garden Market Expo's educational program is sure to please
SCHEDULE AND DETAILS AVAILABLE ONLINE

- **J. Schwanke** be a trend thriller, color spiller, cash register filler
- **Anne Obarski** use "theater" techniques to set you apart from the competition
- **Dan Heims** maximize the power of worldly perennials from 21 nations
- **John Stanley** go green / attract the 35-year-old customer
- **Annie Joseph** attract and cater to the eco-friendly customer
- **Gisele Schoniger** support customers interested in organic gardening
- **Carol Miller** make sustainability a success for your business

GARDEN MARKET EXPO

TRADE SHOW OF THE GARDEN AND LANDSCAPE INDUSTRY



SEPTEMBER 10 - 11, 2008

Mandalay Bay Convention Center, Las Vegas, Nevada

new hours **WED. SEPT. 10** 10:00 AM - 5:00 PM
 THU. SEPT. 11 10:00 AM - 3:00 PM

Garden Market
EXPO

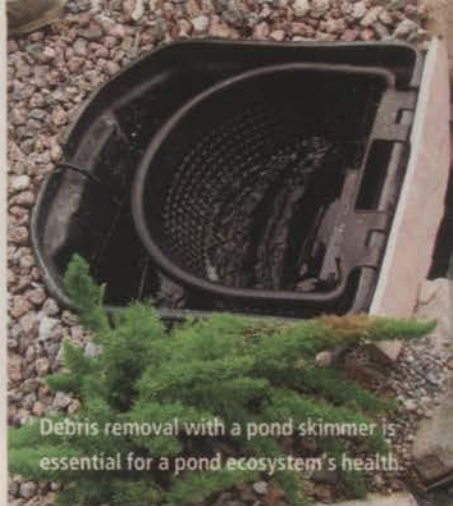
free registration NOW OPEN ONLINE



www.gardenmarketexpo.com/800.748.6214 x16

continued from page 92
and debris lining the base of your pond. Treatment products such as Ecological Laboratories' Sludge-Away Booster contain beneficial sludge-eating bacteria. Vacuums are highly effective in combat-

ing bottom sludge, and are absolutely essential in pond systems that lack bottom drains. Keep in mind that persistent foaming can indicate a heavy concentration of undissolved organics; the use of a defoamer gets rid of unsightly foam.



Debris removal with a pond skimmer is essential for a pond ecosystem's health.

- ▶ **Poor pump maintenance/pump malfunction.** Regular cleaning of the intake screen located on the bottom of pumps will prevent build-up that can cause a motor to burn out.
- ▶ **Skimmer maintenance.** Regular debris removal from the leaf basket, as well as rinsing of the filter pads located in the skimmer, will help keep the pond's ecosystem intact.
- ▶ **Mosquitoes and larvae.** Your best defense against mosquitoes — and the problems they represent — is to make sure your pond has movement. The continuous movement of water acts as a natural deterrent against mosquitoes and mosquito larvae. There are many fish-safe products that can be used to protect your pond from these pests to halt the development of mosquitoes before they become breeding, biting insects, or Mosquito Dunks, which are circular doughnut-shaped cones that float.

The next best thing to real.

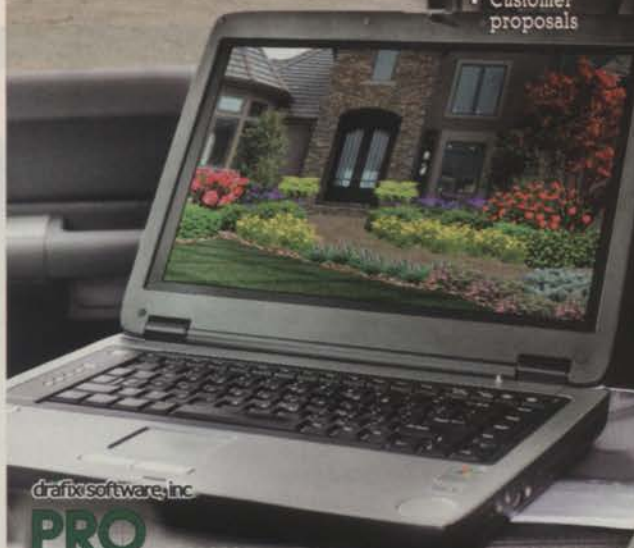
DESIGN IT. SELL IT.

Landscape design is all about vision, and knowing how to share that vision with potential customers. With PRO Landscape design software, you can translate your creative ideas into photorealistic images and proposals in minutes, giving your vision the polish and impact you need to sell. With more than 15 years on the market, PRO Landscape is the most popular, professional landscape design software available today — and the next best thing to real.

- Realistic photo imaging
- Easy-to-use CAD
- Customer proposals
- 3D photo rendering
- 3D CAD rendering
- Night & holiday lighting



With 3D



60-Day Money-Back Guarantee

drafixsoftware, inc

PRO Landscape

SELL BETTER | PLAN BETTER | BID BETTER

800-231-8574 or prolandscape@drafix.com

www.prolandscape.com

Look for leaks

Accurate leak detection can prove to be one of the most difficult maintenance issues encountered in a pond ecosystem. The first step in targeting a water-loss problem is to turn off your pump. Creating stillness will provide maximum, unobstructed clarity.

Next, measure your water loss overnight (or during a period of 12 hours). If your water loss is minimal, evaporation is the probable cause. If water loss is significant, you may have a leak.

To detect a leak, first look around the

continued on page 96



TALPIRID KILLS MOLES

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

TALPIRID[®]
KILLS MOLES



continued from page 94

pond for potential culprits, such as rocks that may have been jarred loose and have fallen into the pond. If you don't encounter anything immediately suspicious, walk along the edge of the waterfall or stream, using a ground rod to test for resistance. Areas that have leaks will cause the ground rod to sink easily, allowing you to narrow in on the problem area.

One uncommon — yet effective — leak detection trick incorporates an unlikely subject: whole milk. Gradually drip one to two tablespoons of whole milk along the edge of the pond, leaving about 1 ft. of spacing in between doses. If you have a leak, the milk will immediately gravitate straight toward the hole.

No matter your business model preference — niche specialization or

Calculate pond volume for proper dosage

When adding pond treatments, knowing the pond's volume of water will ensure proper dosage. Overdosing can cause severe trauma to all aquatic life and disrupt your pond's ecosystem.

One common formula used to determine the volume in square or rectangle shaped ponds is:

$$\text{length} \times \text{width} \times \text{depth} \times 7.48 = \text{gallons}$$

For alternative shapes, consult your local distributor for assistance in calculating your pond volume.

— R.K.



all-inclusive service — an informed contractor can diagnose and remedy most common pond maintenance problems. Take advantage of educational opportunities presented by your local distributor, manufacturer, or association. Your satisfied customers will prove to be your

most effective marketing tool in growing your pond maintenance business. **LM**

— *The author is a 26-year industry veteran, specializing in water features; and a Highlands Ranch, CO-based sales representative for Ewing Irrigation. Contact him at rknutson@ewing1.com.*

You'll always remember your first **2WIRE**

especially when it's

FREE!

2WIRE is hot, smart and easy! And we'll introduce you for **FREE!** On your first 2WIRE job, we'll give you the \$315 ICC 48-Station Decoder Module **FREE!**

Guaranteed AFFORDABLE and easy. Supply and time is limited...**Call today!** (Specify promo code **LM08**)

Underhill™ 866-863-3744
www.underhill.us

Why contractors love 2WIRE:

- Use standard irrigation wire
- Convert 32-station Hunter® ICC to 48 stations
- No grounding along 2WIRE path
- Warranty includes lightning damage
- Expand existing multi-wire systems without trenching back to the controller
- Program decoders in seconds.
- Very affordable - even on smaller jobs!



Improving the Way Professionals Care for Turf

LebanonTurf

*Look for us at **GIE+EXPO** in Louisville*

Professional Fertilizer Products

Proprietary Seed Varieties

Practical Solutions

*Visit our booth for a chance to win one of ten LebanonTurf
Spyker-Spreaders or the grand prize of a 36" HDTV!*

Outsourcing your technology needs to the right providers enables you to focus on growing your core business.



Check into hosted services

BY TYLER WHITAKER

The server is down." "The hard drive crashed." "Our upgrade didn't work like we thought it would." These are the phrases that every business owner dreads, and in the world of premise-based software and hardware, they are often a reality. But when you use hosted or online services, you can put many of these headaches behind you.

Online solutions remove the need for expensive on-site hardware and technical staff. Your core business is not directly related to maintaining servers, running backups or upgrading software. Why not outsource these functions and pay a small monthly fee for the benefit of using someone else's information technology (IT) infrastructure and staff?

Google Gmail vs. Microsoft Exchange

When it comes to technology, one of the biggest time and resource drains on a small business can be managing email. Using Microsoft Exchange has long been the enterprise solution for managing corporate email and calendaring. But typically Exchange requires IT staff, servers, backups and a host of other costly processes and procedures.

In the past year, Google has made some significant progress in positioning its Gmail and Calendar products as an alternative for businesses wanting more out of their email. Google's offerings definitely take the pain out of corporate email by hosting everything online at a price point between free and

roughly \$4 per user per month. The downside is for users of Microsoft Outlook: Google's Gmail feature set is a little more limiting.

Microsoft recently countered with a hosted version of Exchange called the "Deskless Worker Suite." At \$3 per user per month, you get a "light" version of Exchange.

Intuit's QuickBooks Online

Intuit's QuickBooks is easy to use and inexpensive compared to bigger enterprise accounting packages. One downside is backing up and managing the size of data files. I was always nervous that the loss of my laptop meant my business instantly plunged into financial darkness. With Intuit's online version of QuickBooks, those worries go away. Now I have the ability to manage company finances *securely* from wherever I can find an Internet connection. And with the advent of online banking and Intuit's long history of securing financial information, hacker risks are mitigated.

With pricing starting at \$9.95 a month, is maintaining your financial record systems in-house really worth the time and effort?

Online solutions offer a number of cost savings. The most-overlooked benefits are the savings in time and attention. Outsourcing technology needs to the right providers enables you to focus on growing your core business. In the long run, both your business and your bottom line will benefit.

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

Irrigation

SHOW 2008

Oct. 30 - Nov. 4
Anaheim, California



www.irrigationshow.org



The **2008 Irrigation Show** is your **one-stop shop** for:

- 200,000+ square feet of irrigation solutions
- Over 350 exhibitors from the United States and abroad
- Five days of targeted education and technical training

Find **smart solutions** for agriculture, turf/landscape and golf applications:

- Irrigation equipment, systems, services and accessories
- Hands-on exploration at the interactive Solutions Center
- Innovations at the New Product Contest

Learn **strategies and skills** to improve your bottom line:

- Irrigation case studies and best practices
- Water management issues and trends
- Get certified and earn CEUs

Connect with manufacturers, dealers, distributors, wholesalers, contractors, designers, consultants and growers.

**"With all of
the industry
represented
under one
roof ... it's
an easy way
for us to find
out about
new products."**

2007 Irrigation Show Attendee



Tel: 703.536.7080
irrigationshow@irrigation.org

©2008, Irrigation Association. All rights reserved.

Request a brochure at www.irrigationshow.org

Handheld equipment

Are you looking to replace a worn-out trimmer? Edger? Pole Saw? All of these? Maybe a combination system is worth checking out.

Most trimmer manufacturers offer commercial handheld trimmers and accessories with interchangeable shaft systems. Some of the attachment options

include trimmer heads, saws, hedge trimmers, cultivators, blowers and more.

There are several advantages to this. With a combination system, you buy one power head and then the attachments you need to go with it, eliminating the need for several expensive complete units. There's also storage space to consider, as well as maintenance.



Some handheld units are only used occasionally and then sit around for the rest of the year. And if an employee left it with a tank full of gasoline, that gasoline now has turned to varnish in the fuel system. So when it is needed, you have to perform maintenance on the engine to get it running.

One potential disadvantage is that the extra use will wear out the power head faster, so you might want to consider purchasing two power heads.

— Allen Spence, turf management instructor at Hinds Community College

AERA-vator

Using the **Aera-vator** from First Products creates the ideal seed bed for overseeding. Vibrating tines loosen the soil without disrupting the existing turf.

Using the seed box with **Aera-vator** makes it a one pass operation for the landscape professional.



Mantis ▲

The Mantis E-System is comprised of four popular landscaping tools including a pruner, edger, line trimmer and hedge trimmer. All offer ample reach with precision balance. These traditional landscaping tools are invigorated by the E-System Power Head, featuring a 850W double-insulated motor that offers a max speed of 8,000 RPM and a shaft length of 36-in.

Contact Schiller-Pfeiffer, Inc. at 877/596-6337 or www.littlewonder.com

Robin Outdoor Power Products

The new Robin 4-stroke FLH7500 Backpack blower combines high power with clean exhaust emissions and low fuel consumption. Powered by Robin's 4-stroke engine,



First Products
164 Oak Ridge Road
Tifton, Georgia 31794
800-363-8780 Ph • 229-382-0506 Fax
www.1stproducts.com

the FLH7500 features air speed of 720 cfm. This 75.6-cc blower with its easy starting, and comfortable straps and throttle control create maximum user comfort.

Contact Robin Outdoor at 800/929-1948 or www.robinoutdoorpower.com

Corona Clipper

Corona Clipper was recently awarded a patent for a design element of its 19-in. fixed tine leaf rakes, model numbers RK 62001 and RK 62061. Leaf rakes used to share a common problem of weakness where the rake head joins the handle. Corona found a way to reinforce the rivet on the RK 62001 and the RK 62061, greatly strengthening this area and increasing the life of the tool.

Contact Corona Clipper at 800/847-7863 or www.coronaclipper.com

Nikko Tanaka

Nikko Tanaka Engineering's new TBC-280PF grass trimmer / brush cutter weighs just 12.8 lbs. and delivers 1.4 hp. Powered by Tanaka's 27-cc PureFire engine, features include a 23-fl.-oz. see-through fuel tank, padded "D" handle, 5-in. semi-automatic cutting head, and a solid steel drive shaft.

Contact Nikko Tanaka at 253/333-1200 or www.tanaka-usa.com

Forestry Suppliers

Forestry Suppliers offers the Silky Hayate 20-ft. Telescoping Pole Saw. This efficient pole saw features an oval-shaped aluminum telescoping pole that extends to 20 ft., with a 16.54-in. curved blade with 5.5 teeth per inch, a comfort-grip rubber covered handle, and a cushion tip to help reduce pole damage.

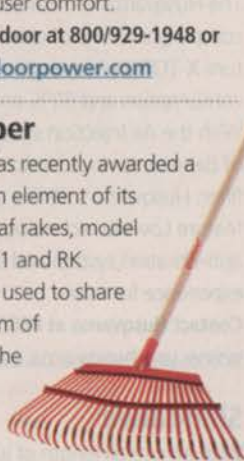
Contact Forestry Suppliers at 800/360-7788 or www.forestry-suppliers.com

Solo

The Solo Model 440 Power Air Blower's anti-vibration system reduces vibrations at the handle by 80%. At 9 lbs., the blower operates with low levels of noise, emissions, and fuel consumption. It is powered by a 29-cc two-cycle

engine, features electronic ignition, and is fitted with fingertip controls and comfortable handles for easy directional control.

Contact Solo at 757/245-4228 or www.solousa.com



SPECRAIL

Your One Stop Source
Quality Aluminum Products

Maintenance-Free
Limited Lifetime Warranty

- Ornamental Fencing/Gates
- Garden Arbors
- Porch/Deck Railings
- Privacy Panels/Security Panels

800-243-6256

Visit www.specrail.com for further details

THERE IS NO SUBSTITUTE!

From the **Z-MAX** at 50 gallons of liquid and 300 lbs of fertilizer, to the **Junior-36** with 18 gallons and 200 lbs, no other company offers you more choices.



- Hydraulic drive hopper
- Suspension foot plate
- All laser cut stainless steel
- Enclosed boom system
- GPS wireless speedometer
- Zero-turn maneuverability
- 4 GPM pump



L.T. RICH PRODUCTS, INC.

Check out all the new features at www.z-spray.com or call 877-482-2040

LM Reports

Honda

The HHT355 trimmer uses Honda's 360-degree inclinable GX35 mini four-stroke engine. This model bridges the weight gap with the two-stroke competition while delivering all the advantages of a four-stroke engine. The new engine's oil-immersed timing belt and overhead-cam architecture makes it possible to incorporate the valve train into the oil reservoir. In addition, Honda trimmers do not require the mixing of gas and oil.

Contact Honda at 800/426-7701 or www.hondapowerequipment.com

Kawasaki

Kawasaki's KRH300A handheld blower generates 450 cfm to quickly move leaves, grass clippings and other debris. The KRH300A delivers up to a 25% decrease in fuel consumption compared to previous models.



This design also uses a catalyst exhaust system to further reduce exhaust emissions.

Contact Kawasaki at 800/433-5640 or www.kawpowr.com

Efco

Efco's 8245 SE commercial grade stick edger is equipped with a 300-hour, 25.4-cc engine. A nickel coated cylinder, piston with two rings, and forged crankshaft offers extended engine life. It has an aluminum gear box with grease fittings and a metal protector to ensure durability over time. A rubber ergonomically designed loop handle makes this edger comfortable to operate and its easy-to-use height adjustment with a reference scale ensures precise control.

Contact Efco at 800/800-4420 or www.efcopower.com



Husqvarna

The Husqvarna 455 Rancher is part of the company's XP line of chain saws that feature X-TORQ technology — 20% less fuel consumption and 60% emissions reduction. With the Air Injection system, up to 97% of debris is removed before it enters the filter. Husqvarna's XP line of chain saws also feature LowVib technology that provides an anti-vibration system and a more ergonomic experience for users.

Contact Husqvarna at 800/HUSKY-62 or www.usa.husqvarna.com

Shindaiwa

With an overall length of just 66 in., the light-weight Shindaiwa AHS242 is ideal for trimming low hedges, brush and ground cover. The AHS242 employs an articulating gear case that rotates 135 degrees and has 10 cutting positions. Its 23.9-cc displacement, high torque engine delivers 1.1 hp.

Contact Shindaiwa at 800/521-7733 or www.shindaiwa.com



Berkshire Earthwings™
patented tree staking systems --
the professional's choice



traditional wooden stakes - **OR** - Earthwings

Drive, then Pull to lock in place

Which would your customers prefer?

Call (413) 229-7919 or visit www.BerkshireEarthwings.com

TAKE THE CHALLENGE

JOBSITE DEMO • TRY IT BEFORE YOU BUY IT!

Demo a NEW 2008 Mulch Mule and get ...

\$1000.00 OFF*

PLUS No Interest - No Payments until 2009



CALL 330-867-9650 TODAY!

www.MulchMule.com

mulch mule

Financing through National City Commercial Finance with approved financing, rates may vary, restrictions may apply. Call 330-867-9650 for more details. * Available at time of demo on new '08 Mules. Offer ends July 31.

STIHL

The STIHL MS 192 T C-E chain saw's Easy2Start system eliminates the need for a strong fast pull of the starting cord. Using dual spring technology, it also eliminates the resistance and jerks felt as compression is created in the engine's cylinder. Designed for in-tree professional use, the lightweight and well-balanced saw offers excellent performance when cutting in tight quarters.

Contact STIHL at 800/GO STIHL or www.stihlusa.com

Research more industry products at:

LM Search

landscapemanagement.net/search

Products

RESOURCES TOOLS OF THE TRADE



Extreme terrain track option

ASV's new Extreme Terrain Tracks are wider and feature more aggressive treads to give users added traction. The new Extreme Terrain Tracks are available for ASV PT-50 and PT-60 Rubber Track Loaders, and also the ST-50 Tracked Utility Vehicle. ASV's Extreme Terrain Tracks measure 16.5-in. wide, spreading the machine weight even more than standard tracks that measure 15-in. wide, which lowers ground pressure by 10%. These tracks also have a deeper tread pattern for more traction in soft, wet conditions and wider spacing between tread lugs makes them self-cleaning.

Contact ASV at 800/346-5954 or

www.asvi.com

Pressure-compensating drip emitter

Antelco Corp. offers its new, Agri Drip 2 GPH pressure-compensating emitter. Its



small, low profile and new flow rate makes it ideal for landscape, agricultural and horticultural applications. The dripper features a silicone rubber diaphragm and a turbulent flow path sealed to maintain preset discharge rates and uniformity. The emitter is resistant to common agricultural chemicals and fertilizers and is made from UV stabilized materials. The inlet barb has a built-in filter and the outlet is sized to attach a .16-in. micro tube. This new, 2 GPH dripper compliments the 1/2 and 1 GPH Agri Drip emitters currently available.

Contact Antelco at 800/869-7597 or

www.antelco.com

Rain Bird pump station

The Rain Bird D-Series VFD pump station sets new standards of durability, reliability and ease-of-use in entry-level VFD pumps. The D-Series pump station includes a backlit, tricolor, monochrome touch screen for ease-of-use, making operator training a snap. Equipped with a variable frequency drive for maximum energy efficiency, the D-Series is the best solution for pump applications requiring reliable delivery of irrigation water at a specified pressure and flow rate.

Contact Rain Bird at 520/741-6100 or

www.rainbird.com

PRODUCT
SPOTLIGHT
UTILITY
VEHICLES

Convertible utility vehicles

Curtis Industries has introduced a new modular cab system for the Yamaha Rhino utility vehicle that allows rapid transformation from a fully enclosed cab to an open-air ride in 60 seconds. A simple ROPS base frame with cab receiver mounts provides safety and easy installation of the modular components. The roof, windshield and rear panel feature an easy-on, no-tools, pin to slot connection and a heavy-duty quick-release latch. The Rapid-Convertible System uses thermo plastic olefin (TPO) material for all body panels. TPO offers superior low-temperature impact resistance, higher heat-deflection and greater dimensional stability than acrylonitrile butadiene styrene (ABS) or fiberglass. Side doors quickly convert to half doors — no tools required.

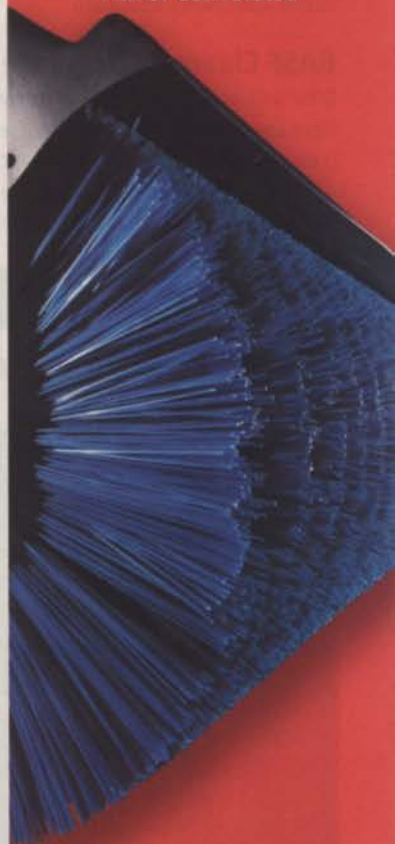
Contact Curtis Industries at 800/343-7676 or www.curtiscab.com



THE BIG BRUSHOFF!

Long-lasting Bobcat wafers help get your sweeping jobs done right the first time — and give you more hours between wafer changes. They're great for sweeping asphalt, snow, gravel, mill grind, clay, mud and other debris.

- Various sizes and styles
- Available in polypropylene or wire
- Flat or convoluted



For peak performance use
Genuine Bobcat Parts



Bobcat

www.bobcat.com/wafer

Husqvarna wheeled edger

Husqvarna's LE475 wheeled edger features two 7-in.

front and two 8-in. rear retreadable tires to provide superior precision and handling. The wheels also are adjustable to better maneuver curbs and other uneven terrain. The cutter head adjusts to multiple positions inside of a 90-degree rotation for edging, beveling flower beds and moderate trimming and brushcutting projects. The standard 9-in. steel blade's 4-in. working depth delivers precise cuts along driveways and sidewalks.

Contact Husqvarna at 800/HUSKY-62 or www.usa.husqvarna.com

BASF Clearcast herbicide

BASF's Clearcast herbicide has received full label approval from the U.S. EPA. Clearcast is designed for professionals who require selective aquatic and shoreline weed control



with minimal irrigation limitations. Clearcast controls target weeds, leaving desirables unaffected, making it ideal for aquatic areas that support wildlife habitat, fishing and other recreational activities. Clearcast can be applied in a variety of ways, including directly to water for the control of submerged aquatic plant species; as a foliar application for emergent and floating species; and via ground or aerial equipment.

Contact BASF at 800/545-9525 or www.vmanswers.com

KIOTI CK27 series compact tractors

KIOTI Tractor's K27 Series comes with many standard features: A telescopic 3-point hitch, a joystick loader control, foldable ROPS, tilt steering, wet disc brakes, hydraulic steering and rear PTO. The CK27 Series con-



sists of two different tractor models. The CK27 with a manual-synchro shuttle transmission and eight forward and eight reverse speeds. The CK27 HST has a hydrostatic transmission. The CK27 Series has a powerful yet fuel-efficient 3-cylinder, in-line vertical, water-cooled, 4-cycle, Tier III Daedong diesel engine, which offers 28 hp at 2600 rpm.

Contact KIOTI at 877/GO-KIOTI or www.KIOTI.com

John Deere mid-sized excavator

John Deere's 75D mid-sized hydraulic excavator weighs in at 17,637 lbs., has a 15-ft., 1-in. dig depth and is designed for light residential, site development, underground and landscaping duties. The excavator's reduced tail swing and 360-degree rotation enable it to get into tight spaces. The 75D has a 54-net hp diesel certified to EPA Interim Tier 4 emission standards and Deere's exclusive Powerwise engine/hydraulic management system that maximizes power output, saves fuel and delivers smooth, multifunction operation.

Contact John Deere at 800/503-3373 or www.johndeere.com



Exmark hydraulic oil

Exmark introduced a high-performance hydraulic oil specifically designed to operate under tough commercial mowing conditions. Exmark Premium Hydraulic Oil has been formulated with twice the shear stability of competing oils. The new oil is designed and manufactured with superior shear resistance under heavy loads and excellent thermal stability.

Contact Exmark at 402/223-6300 or www.exmark.com

Find more tools of the trade at:



landscapemanagement.net/search

U.S. LAWN

NO ONE KNOWS THE LANDSCAPE MAINTENANCE INDUSTRY LIKE WE DO.

NATIONAL STRENGTH, LOCAL COMMITMENT

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

NATIONAL STRENGTH, LOCAL COMMITMENT

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



ADVERTISING INFORMATION:

Call Kelli Velasquez at
800-669-1668 x3767
or 216-706-3767,
Fax: 253-484-3080,
E-mail:
kvelasquez@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 OPPORTUNITIES

Get Rich Every Christmas!

Christmas Decor Franchises Experience:

Average 27% NET PROFITS with:

- 🔗 Exclusive Products
- 🔗 Improved Cash Flow
- 🔗 Proven Marketing
- 🔗 Reduced Risks

Call Today!!

800-687-9551



www.christmasdecor.net

SYNTHETIC GOLF GREENS



Reasons To Call Us:

- * Two NEW Profit Centers - 60%+
- * Two NEW Revenue Streams
- * Two NEW Customer Bases
- * A Simple, Easy Add-On Service
- * Up Sell Current Products/Services
- * Buy Factory Direct - Wholesale

FREE DVD & TRAINING

1-800-334-9005

www.allprogreens.com/training

SELL MORE LANDSCAPES AND JOBS

SYNTHETIC LAWN



Reasons To Call Us:

- * Two NEW Profit Centers - 60%+
- * Two NEW Revenue Streams
- * Two NEW Customer Bases
- * A Simple, Easy Add-On Service
- * Up Sell Current Products/Services
- * Buy Factory Direct - Wholesale

FREE DVD & TRAINING

1-800-334-9005

www.allprogreens.com/training

SELL MORE LANDSCAPES AND JOBS

FOR SALE

TURBO TURF
HYDRO SEEDING SYSTEMS
TURBO TURF
Call for a FREE video & info pack!

Turbo Technologies, Inc.
1-800-822-3437
www.TurboTurf.com

PADLOCKS

- Any Padlocks • Any Key
 - Any Quantity • Low Prices
- Unconditionally Guaranteed Quick-Shipped!*

Plus equipment keys for landscaping equipment

ORDER ONLINE!

LockMasters USA • 1-800-461-0620

www.lockmastersusa.com

Sales@lockmastersusa.com • Fax 850-914-9754



Professional Business Consultants
PBC
Merger & Acquisition Specialists

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, we 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

THE
COMPANY CORPORATION

INCORPORATING WHAT'S RIGHT FOR YOU

If you're in the lawn care business, treat it like one. **Protect your personal assets now.** Incorporate or form an LLC today with The Company Corporation in 10 minutes or less.

Visit www.incorporate.com
or call 800-616-0216

All Landscape Management classifieds are posted online.

?? Did you know ??

www.landscapemanagement.net

FOR SALE CONT'D

GREEN ROOFS/NATIVES & CONSERVATION

Large selection of Plugs, Perennials, Grasses, Natives & Conservation.

CHIEF MOUNTAIN FARMS

ph 443-350-3894 fax 410-658-7331
www.chiefmountainfarms.com

C.R. ENTERPRIZE
Rubber Tracks - any model
Under Carriage - any model
Hydraulic/Wearpins - any model
Engine Parts - any model

CHRIS REAVIS
214-663-5458

TELL THEM YOU SAW IT IN

Landscape

MANAGEMENT

HELP WANTED



Sposato Landscape Co., Inc., established in 1992, offers full service landscaping with clients throughout the Eastern Shore areas of Delaware and Maryland.

Our rapidly growing company is offering career opportunities in the following positions:

- Landscape Mgt. and Construction
 - Branch Managers
 - Account Managers
 - Crew Leaders
- Designers
- Irrigation Technicians

We offer a competitive salary with benefits package including 401(k) with company match.

For more information:

Web: www.sposatolandscaping.com

Email: careers@sposatolandscaping.com

Phone: 302-645-4773

Fax: 302-645-5109

landscapemanagement.net



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

FLORASEARCH, 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: search@florasearch.com

www.florasearch.com

HELP WANTED CONT'D

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.



MARKETING

GROW YOUR COMPANY

WITH
PROMOTIONAL PRINTING

View Hundreds of
Promotional Ideas, Layouts
& Exclusive Images Online

www.RNDsigns.com

800-328-4009

Posting Signs • Door Hangers
Brochures • Mailers • More



SOFTWARE

Wintac™

The #1 all-in-one software for lawn care and landscaping contractors



Scheduling, Routing
CRM, Service History
Job Costing, Estimating
Inventory, Purchasing
Automatic Billing, Invoicing
AR/AP, Payroll, Accounting
Marketing, Vehicle Management

Check out the amazing software that landscaping contractors everywhere are talking about!

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

Landscape

MANAGEMENT

Upcoming Ad Closing Dates:

October.....9/5/2008

November.....10/10/2008

December.....11/5/2008

Contact Kelli Velasquez today:
800-669-1668 x3767 or kvelasquez@questex.com



Alocet	p64
Arctic Snow	p52
Ariens	p75
BASF Corp	p33, 41, 73
Bell Laboratories	bb, 9, 95
Berkshire Products	p102
Blizzard Corp	p53
Bobcat Co.	p46
Bobcat Parts	p103
Boss Products	p59
CA Association of Nurserymen	p93
Chemical Containers	p8
Crew Tracker	p60
Daniels Plows	p61
Dow Agro	p30-31
Drafix	p94
Dupont	p37
Exakttime	p9, 15
Farmsaver	p35
Finn Corp	p38

First Products	p100
Fisher	p48
FNGLA	p85
Ford Motors	cv2-1
GIE Expo	p89
Green Industry Innovators	p102
Hiniker	p57
Hortica	p65
Hunter Industries	p36
Husqvarna	p45
Irrigation Association	p99
John Deere Commercial	cv4
John Deere Construction	p7
Kawasaki	p11
L T Rich	p16, 101
Lebanon Turf	p97
Mauget	p69
Meyer Products	p55
Oly Ola Edging	p84
Oregon Tall Fescue	p2

Pine Hall Brick	p88
Planet	p78
Pro Tech	p62
Progressive Insurance	p71
Project Evergreen	p39B
Quick Attach	p5
Rainbird	p17-28, 43, cv3
Rhino Linings	p92
Specrail	p101
Syngenta	p67
Target Specialty Products	p39A
Tas Industries	p44
Tensor	p83
Toro	p91
Trynex	p56
Turfeo	p77
Tygar Mfg	p40
U S Lawns	p104
Underhill	p96
Vista Professional	p84
Visual Impact Imaging	p82
Walker Mfg	p8
Western Products	p51
Winston	p42, 66

Access our valued advertisers at:



landscapemanagement.net/search

EDITORIAL INDEX

Alliance for Water Efficiency	10, 19
American Civil Constructors	34
American Society of Landscape Architects	15
Aquascape	14
Arlington	49
ArtisTree Nurseries	42
Association of Professional Landscape Designers	80
Backer Landscaping	87
Blue Creek Landscape	14
Brickman Group	13
CoCal Landscape	34
Dennis 7 Dees	44
Dixie Chopper	36
Douglas Dynamics	54
Environmental Protection Agency	10
Ewing Irrigation	19, 96
Fisher Engineering	54
Frontier Ponds	14
Georgia Agribusiness Council	23
Georgia Environmental Protection Division	21
Georgia Irrigation Association	21
Georgia Urban Agricultural Council	22
Gothic Landscaping	34
Herschberger's LP Gas Service	34

Husqvarna	76
International Profit Associates Inc	66
International Tax Advisors Inc	66
Irrigation Association	12
Ivey Gardens Greenhouses	16
John Deere	15
JP Horizons Inc	74
Kehoe & Co.	40, 70
Larry Weaner Design	80
Nature Scapes	21
O'Connell Landscape	88
Ohio Landscape Association	52
Pest Control marketing Co.	42
PLANET	12, 13
Pro-Lawn-Plus	72
Rain Bird	19
Schmidt Lawn Care	50

ServiceMaster	12
Sierra Landscape Co.	32
Snow & Ice Management Association	52
Southern Sprinklers Inc.	21
Southwest Landscape Management	49
STIHL	15
Swingle Lawn, Tree & Landscape Care	24
Texas Tech	16
The Homport Farm Mart	22
TruGreen Lawn Care	38
University of Georgia College of Agricultural and Environmental Sciences	27
VectorWorks	88
Western Snowplows	54
Wilson-Oyler Group	38, 68, 74

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, \$49, two years \$69 in the United States & Possessions; \$79 for one year, \$115 for two years in Canada and Mexico; all other countries \$150 for one year, \$225 for two years. For airmail delivery, include an additional \$75 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 1268, Skokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



Copyright 2008 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 questexpmissions@reprintbuyer.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 847-763-9594 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.



WANTED: Cost-saving ideas

BY MARTY WHITFORD / Editor-in-Chief

Gas prices got ya down, pardner? Need your posse to come out shooting with an arsenal of cost-saving solutions? Go Wild West: Pay your people a big bounty for each cost-saving idea successfully executed.

This month's One-Armed Bandits Part 2 (page 32) details just a few of the treks some landscape companies are trudging to help offset record gas price hikes — the average retail price for diesel is up 64% and unleaded regular is up 37% from last summer.

As mentioned in the prequel (my July One-Armed Bandits Part I cover story), fuel surcharges and general price increases are warranted in many cases and can help fend off this economy's barrage of profit-piercing arrows. But many landscape professionals say these moves cover less than half of the total fuel-tab increase for their vehicles, equipment and almost everything else transported to and from their storage yards (from fertilizer and PVC tubing for irrigation, to aggregate, plants, flowers and trees, to waste removal services).

How do we quickly find and unearth these buried treasures called corporate cost savings? Easy: Offer your posse 20 cents of every dollar saved the first year of idea implementation and when

the dust settles you'll have more viable cost-saving strategies to consider than you can crack a whip at.

What's that you say? Twenty percent is too high? Too bad. You want a wagon-full of sound, novel cost-saving ideas and you want them executed yesterday, correct? Besides, the frosted mug in the saloon is 80% full — that is full of money you don't have today. Equally important, these cost savings drop right to your bottom line — and you only have to share these treasures for one year, and only with those who help find and recover them.

And remember: When you're digging for gold, it doesn't always pan out.

When I was a kid, I borrowed a \$20 bill from my mom (without her knowledge) and planted it in our backyard. I planned on paying back the initial investment and then some. I had seen a "money tree" commercial on TV promoting a local savings and loan, and got to thinking ... By the time Mom found out, it was too late. She handed me a shovel and made me turn over soil all day searching in vane for the treasure I buried. The moral to this Whit's World story: Our corporate parents need the opportunity to sift through our cost-saving ideas before we pursue them.

Contact Marty at
216/706-3766 or e-mail at
mwhitford@questex.com

Offer your posse 20 cents of every dollar saved. You'll soon have more viable cost-saving strategies than you can crack a whip at.



SHIFT GEARS...
Quit wasting water.



The Rain Bird® 5000 PRS is the only rotor independently tested and certified to reduce water use 15-45%.



"Rain Bird has a rotor solution for any design challenge."

—Michael Galli,
Metamorphosis Landscaping
Millbrae, California

To learn more about Smart Approved Watermark Certification—and for additional 5000 PRS Rotor advantages, including Rain Curtain™ Nozzle Technology—visit www.rainbird.com/5000PRS.

RAIN  **BIRD**®



Go ahead, build it. And when you do, John Deere will be there, supporting you every step of the way. From the earth moving equipment you need to start the job, utility vehicles for transporting supplies, and professional mowing equipment to put the finishing touches on the project. You can also count on us for the very best in parts, service, and financing. For everything you need on the worksite, call your local John Deere dealer today.



Nothing Runs Like a Deere.™



JOHN DEERE

DESIGNING IN ADROUGHT



SUMMER FIRESCAPING TIPS

SUPPLEMENT TO LANDSCAPE MANAGEMENT

Livescapes

Producing profits through bedding plants, ornamentals & trees

July/August 2008



BLAZING A
Trend
TRAIL

What's **HOT NOW** and
what to watch for in **2009**

'BIG'TM Begonias

NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW



Bigger is Better...

Who said bigger isn't better? The new Begonia 'BIG'TM series offers big flowers, big habit, and big garden performance.

'BIG'TM begonias flower and spread early, providing a vigorous habit throughout the summer. 'BIG'TM is extremely versatile and can be planted from full sun to full shade locations.



www.Benary.com



Benary[®]

Passion for Breeding



4 How do your clients' gardens grow?

The Web offers new ways to network and interact with your colleagues.

BY JAMIE J. GOOCH

6 Get your business to measure up

ANLA is partnering with two programs to measure value.

BY JONATHAN BARDZIK

8 Green industry partnering = great industry success

An integrated approach to the different disciplines benefits everyone.

BY JOHN R. HOLMES, CAE

10 Take 8 steps toward building better brand loyalty

Identify, attract and retain loyal customers.

BY MJ GILHOOLEY

13 How do I identify winter disease damage?

Expert answers to reader inquiries.

BY BAL RAO, PH.D.



16

features

16 Southern Innovation Balances Client Needs and Regulations

Designer Julie Liles works with drought conditions and a laundry list of client wishes to create a beautiful environment.

BY BRIDGET WHITE

20 A Look Ahead

Learn what some of the top horticulturists see as the hottest plant trends for 2009.

BY CATHERINE EVANS



20





24 Fight Fire with Landscaping

How to help protect your clients' properties from wildfires.

BY JANET AIRD

28 Drip is Hip

The popularity of drip irrigation grows in color and ornamentals uses.

BY KEN KRIZNER

30 Greener than Grass

Moss is becoming a low-maintenance, eco-friendly trend in landscape design.

BY HEATHER PITTINGER



departments

14 Midwest Regional Report

Michigan completes HWA survey, Project EverGreen announces Art of Green Spaces winners and MSU holds a turfgrass program graduation ceremony in Beijing.



32 What's New

New cultivars

35 New Products

Innovation at work



« On the cover:

Perennials and annuals border a grass-covered pathway. Photo by: iStock International Inc.

EDITORIAL STAFF

Managing Editor Jamie Gooch
216-849-6402 | jgooch@questex.com
Executive Editor Larry Aylward
216-706-3737 | laylward@questex.com
Art Director Carrie Parkhill
216-706-3780 | cparkhill@questex.com
Staff Writers
Brian Albright, Ken Krizner,
Heather Pittinger, Bridget White

BUSINESS STAFF

Group Publisher Kevin Stoltman
216-706-3740 | kstoltman@questex.com
Administrative Coordinator Petra Turko
216-706-3768 | pturko@questex.com
Production Manager Amber Terch
218-279-8835 | aterch@questex.com
Production Director Rhonda Sande
218-279-8821 | rsande@questex.com
Audience Development Manager
Antoinette Sanchez-Perkins
216-706-3750 | asanchez-perkins@questex.com
Assistant Audience Development Manager
Carol Hatcher
216-706-3785 | chatcher@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 Gerry Bogdon
407-302-2445 | Fax: 407-322-1431
gbogdon@questex.com
Regional Sales Manager Dave Huisman
732-493-4951 | Fax: 732-493-4951
dhuisman@questex.com
Account Manager Kendra Kovalytsik
216-706-3763 | Fax: 216-706-3712
kkovalytsik@questex.com

CORPORATE

President & Chief Executive Officer Kerry C. Gumas
Executive Vice President & Chief Financial Officer
Tom Caridi
Executive Vice President Robert S. Ingraham
Executive Vice President Antony D'Avino
Executive Vice President Jon Leibowitz
Executive Vice President, Corporate Development
Claudia Flowers
Vice President, Digital Media Seth Nichols
Vice President, Human Resources Diane Evans

A QUESTEX PUBLICATION

Palms Make Every Landscape . . .



COME ALIVE!



Whether just for this season – or every season – palm trees transform any landscape into a tropical paradise.

With over 30 varieties of palms, and worldwide shipping, Soaring Eagle can make your next project your best project.

1-800-293-7256 • www.SoaringEagleNursery.com

How do your clients' gardens grow?

Are you curious as to what your green thumb clients and potential clients are growing? What gardeners in your USDA growing zone are planting? What pest, weed and disease problems are they having? What do they think about the latest cultivars on the market? You could interview them, send surveys and make calls ... or you could check out myfolia.com.



The Web offers new ways to network and interact with your colleagues.

Reach Out

MyFolia is a social network — like Facebook or MySpace — designed for gardeners. It won't replace good market research, but it's certainly an interesting piece of the puzzle. MyFolia users can create a profile on the site, add gardens and keep a journal of their gardening progress. It can be used to track plantings and tasks, and keep a wish list of plants users would like to grow but haven't yet.

All of this could be done offline, so what's the big deal? MyFolia allows users to share all or part of their information with one another. They can post questions to the community, create their own interest groups and upload photos of their plants. The culmination of this information forms a centralized gardening database that continues to grow. The site can group users by the USDA Growing Zone they're in, the type of garden they grow or the plants they are growing. This makes it easy to see what is popular among gardeners in various growing zones.

Anyone can join, so you could have instant access to MyFolia members. Ask them questions that will help you market and install plants, start a group of your own or become a recognized expert on the site by answering other members' questions. Though still in public beta testing mode, the site presents a number of opportunities for landscapers.

While you're online, check out Blotanical (www.blotanical.com) and You Grow Girl (www.yougrowgirl.com), which, along with MyFolia, are award-winning interactive garden sites. Blotanical is a directory of gardening blogs and You Grow Girl is an online community targeted toward "a new style of gardener" with a contemporary approach.

The Internet has proven to be a great resource of information for years, of course. But as community-based "Web 2.0" technologies filter into the green industry, the Web becomes another avenue to interact with clients, potential clients and partners.

Regards,

Jamie Gooch
Managing Editor
jgooch@questex.com

READER ADVISORY PANEL

- Debby Cole, *Greater Texas Landscapes*
- Wayne Volz, *Wayne's Lawn Service, Inc.*
- John Gachina, *Gachina Landscape Management*
- Bill Hoopes, *Grass Roots Training*
- Rob Santo, *Garrick-Santo Landscape*
- Fred Haskett, *US Lawns*
- Larry Iorli, *Down to Earth Landscaping*
- Todd Graus, *Green Turf Lawns*
- Jack Robertson, *Jack Robertson Lawn Care*
- Dr. Barry Troutman, *ValleyCrest Companies*

MARKETING/MAGAZINE SERVICES

- Reprints** livescapes@reprintbuyer.com
800-290-5460 x100
- Circulation List Rental** Ilene Schwartz
216-371-1667
- International Licensing** Paul Semple
714-513-8614 | Fax: 714-513-8845
psemple@questex.com

INDUSTRY PARTNERS


an Association of Floriculture Professionals
2130 Stella Court, Columbus, OH 43215
614-487-1117 | www.ofa.org


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


Florida Nursery, Growers & Landscape Association
1533 Park Center Drive, Orlando, FL 32835-5702
407-295-7994 | www.fn gla.org

Livescapes 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.

Livescapes 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 847-763-9594 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.



GREAT MINDS THINK GREEN

SUSTAINABLE

ECO-CHIC

RECYCLABLE

EARTH-FRIENDLY

RENEWABLE

ORGANIC



COME LISTEN AND LEARN!

Garden Market Expo's educational program is sure to please
SCHEDULE AND DETAILS AVAILABLE ONLINE.

- **J. Schwanke** be a trend thriller, color spiller, cash register filler
- **Anne Obarski** use "theater" techniques to set you apart from the competition
- **Dan Heims** maximize the power of worldly perennials from 21 nations
- **John Stanley** go green / attract the 35-year-old customer
- **Annie Joseph** attract and cater to the eco-friendly customer
- **Gisele Schoniger** support customers interested in organic gardening
- **Carol Miller** make sustainability a success for your business

GARDEN MARKET EXPO

TRADE SHOW OF THE GARDEN AND LANDSCAPE INDUSTRY



Garden Market
EXPO™

SEPTEMBER 10 – 11, 2008

Mandalay Bay Convention Center, Las Vegas, Nevada

new hours WED. SEPT. 10 10:00 AM – 5:00 PM
 THU. SEPT. 11 10:00 AM – 3:00 PM

free registration NOW OPEN ONLINE



www.gardenmarketexpo.com/800.748.6214 x16



Get your business to measure up

► COMMENTARY FROM ANLA

How do you get your staff to take better care of your tools and equipment? You either talk to them about the replacement value (“You forget one more shovel on the job site and it’s coming out of your paycheck!”), or you offer an incentive for achieving a measurable goal (“If we go 30 days without scheduling any repairs on the mower, you get a \$50 bonus.”).

Look at it another way: What we measure, we value. Our industry seems to suffer from a lack of measurement. How often do your customers tell you that plants are too expensive, or that they really don’t want to pay for good soil prep? After all, if the tree dies, it’s your problem. And, how often does a general contractor come back to you and say that the budget has been cut because they ran out of money putting up the building?

Measuring Value

Our industry has long bemoaned the difficulty of increasing the perceived value of our products and services. One solution is to skip perception and go straight to measurement. ANLA is partnering with two current efforts to do just that.

The first effort is the Sustainable Sites Initiative (SSI) being spearheaded by the Lady Bird Johnson Wildflower Center. The goal of this project is to define stringent standards that allow site developers to pursue a voluntary certification for their landscape, just as builders can obtain the LEED sustainable certification for buildings. In fact, the end goal is to roll the SSI standards into the LEED certification. When that happens, developers, municipalities and builders supporting the “green building” concept will receive credit for including full-scale landscaping in their plans and projects — from the very beginning of the project. In those instances where green buildings are mandated or receive special tax treatment, our industry’s products and services will benefit exponentially.

The Worth of Planted Live Goods

The second project ANLA is partnering with will directly monetize the value of the landscape. That’s right,

you will be able to place a third party-verified value on plants.

Over the past five years, ANLA and our members have worked with Horticultural Asset Management (HMI) to develop a national database of plant value, creating the ability to give a dollar value to plants and project the increase in value over time. We have now accomplished this goal.

Here’s why it matters. Several insurance companies have begun offering custom-written insurance coverage. This coverage will reimburse a landowner for the full dollar loss of plant material due to acute weather, fire and other named perils.

These policies are already being actively sold to “high-end” estate owners and is becoming available to other landowners such as golf courses and arboreta. The Golf Course Owners Association is developing an insurance program for its members based on this coverage.

ANLA has also endorsed this program, Live Asset Insurance, for insuring nursery and greenhouse crop production against acute weather events and other perils. It is currently offered in 18 Southern states, with the remaining states coming online by December 2009.

With this program, the value of plants, over time, can be measured. And, regardless of whether your customers buy insurance for their landscape (which they can — Live Asset Insurance is available to homeowners and commercial properties), its value can now be measured and begin to gain the status of other home upgrades like their kitchen and bathroom, or a work of art.

Soon, the landscape will be on equal footing with the building or home. And that is a very good thing for your business and our industry.

Bardzik is ANLA’s director of marketing and industry relations. For more information, visit www.anla.com.





THE LANDSCAPE SHOW



THE LANDSCAPE SHOW IS

The Place To Meet

10,000 Industry Professionals In Attendance

The Place To Learn

Industry's Best Selection of Educational Programs

The Place To Discover

Industry Trends and Business Solutions

SEPTEMBER 25-27

ORLANDO, FL

ORANGE COUNTY CONVENTION CENTER

407.295.7994 • 800.375.3642 • info@TheLandscapeShow.org

www.TheLandscapeShow.org

SPONSORED BY: 

**THE
LANDSCAPE SHOW**



Green industry partnering = great industry success

> COMMENTARY FROM OFA

You have heard me (and others) use the term “green industry.” Why do we choose such a broad term instead of the standards like floriculture, horticulture or landscaping?

Perhaps when you learn that the American Nursery and Landscape Association (ANLA) is holding its annual meeting in conjunction with the OFA Short Course this month, the concept will make a little more sense. Both organizations share a commitment to retail and landscape consumer plant sales. The co-located meetings are a conscious effort to inspire greater success for the entire industry — a combined green industry attitude instead of separate nursery, greenhouse, garden center and landscaping communities.

A Holistic View

For many years now, the lines between the “disciplines” of our industry have been blurring. Remember when nursery growers only produced trees, garden centers only sold plants and landscapers only offered planting services? Who can say that anymore?

A holistic view focuses less on our differences and more on how we can work together to increase the proverbial pie for everyone.

Thanks to specialized techniques and inputs, as well as increased motivation from shrinking margins, industry professionals have added products and services their parents never considered. Greenhouse growers are now producing woody plants indoors; garden centers are starting landscaping divisions; and nursery growers have branched out into cut flowers, perennials and anything else that will make a profit.

The key that solidified the green-industry concept for me was seeing “cross-pollination” among traditionally separate lines. When greenhouse and nursery businesses started to realize they actually share a common goal — increasing

consumer plant sales — my concept of the industry started to blur. Maybe the best example from my own back yard is when greenhouse growers started investing in better plant tags to increase garden center sales. Convincing customers to buy plants may seem like a retailer’s job, but growers realized the more plants sold at the garden center, the more plants they could grow and ship. It’s a classic win-win.

With this kind of convergence becoming more commonplace, many of us have started to view all our segments as a factor in a united green industry — a holistic view that focuses less on our differences and more on how we can work together to increase the proverbial pie for everyone.

Joining Forces

Both OFA and ANLA have members whose business activities include landscape design/build, garden retailing, and growing under glass, in containers and in the field. In addition to supporting a more cohesive industry, holding the conferences together just made sense. “Both of our memberships are selling products through the same supply chain to the same consumers,” said Bobby Barnitz, OFA’s president, “which makes this a natural partnership.”

Because the two conferences overlap, event opportunities are expanded for both memberships. All attendees will be able to participate in co-sponsored educational sessions, shop at the all-industry trade show, and network with key business leaders from across multiple disciplines.

“OFA has long supported ANLA’s government advocacy efforts, which address issues like labor and immigration reform that affect both our memberships,” added Dwight Hughes, ANLA’s president. “We welcome this opportunity to work together and expose our leadership to the impressive education and trade show OFA puts on each year.”

The 2008 OFA Short Course, held July 12-15 in Columbus, OH, will attract approximately 10,000 visitors from around the world. Green industry leaders will take advantage of more than 130 educational sessions, experience the 1,500-booth trade show, and experiment with a new way to define their industry.

Holmes is executive director of OFA. For more information, visit www.ofa.org.



PW 'LIMELIGHT'
 PROVEN WINNERS® Hydrangea paniculata
 'Limelight' pp#12,874,
 cbr#2319

Hardiness: Zone 3

Size: 6-8' Tall by 6' Wide

Site: Full Sun to Part Shade

Maintenance: Minimal.

Attributes: Large, full soft green flowers are held upright on strong stems. A hardy, reliable bloomer, 'Limelight' is ideal for low maintenance hedges and cutting gardens. Thrives in full sun without wilting.



Contact these Proven Winners® ColorChoice® Gold Key Growers today:

Fisher Farms	503-985-7561	OR	Imperial Nurseries Inc.	(860) 653-4541	CT	Sheridan Nurseries Ltd.	(905) 873-0522	ON
Bailey Nurseries, Inc.	(651) 768-3375	MN	Leo Gentry Wholesale Nursery, Inc	(503) 658-5181	OR	Spring Meadow Nsy, Inc (liners only)	(800) 633-8859	MI
Byland Nurseries Ltd.	(250) 769-4466	BC	Means Nursery, Inc.	(800) 962-3374	OR	Studebaker Nurseries	(937) 845-3816	OH
Canadale Nurseries Ltd.	(519) 631-1008	ON	Medford Nursery	(800) 443-3314	NJ	The Conard - Pyle Company	(610) 869-2426	PA
Carolina Nurseries, Inc.	(800) 845-2065	SC	Mori Nurseries Ltd.	(905) 468-3217	ON	Van Belle Nursery	(604) 853-3415	BC
Clinton Nurseries Inc.	(800) 435-4769	CT	Overdevest Nursery	(856) 451-3179	NJ	Van Essen Nursery	(541) 258-3626	OR
Clinton Nurseries of Florida	(800) 654-5220	FL	Pepiniere Abbotsford	(450) 379-5777	QC	Willoway Nurseries, Inc.	(866) 934-4435	OH
Euro American Propagators (liners only)	(888) 323-0730	CA	Pleasant View Gardens	(800) 343-4784	NH	Wolke Nursery	(217) 844-3661	IL
Four Star Greenhouse Inc.	(734) 654-6420	MI	Prides Corner Farms, Inc.	(860) 642-7535	CT	Zelenka Nursery, LLC	(800) 253-3743	MI
Greenleaf Nursery Co.	(800) 777-5172	OK	Quebec Multiplants	(418) 881-2477	QC	Zelenka West	(503) 357-4666	OR
			Robert Baker Nursery	(860) 668-7371	CT			

Find more information at ColorChoicePlants.com



Take 8 steps toward building better brand loyalty

Nearly six out of 10 new businesses fail before the fifth year. The odds of achieving long-term success are already stacked against you before you can even say, "Open for business." Why do some succeed and others fail? How do the survivors identify, attract and keep good customers?

The key to success is marketing strategies that get new customers in your door and keep them coming back. The following marketing mandates will help your business not only survive, but thrive.

1 Identify your customers. Who are your most valuable customers? Understanding your products and services is important, but understanding what your customers value and why are equally important. Don't assume you already know. Ask them.

2 Don't wait for your customers to tell you what they're looking for — ask them. Imagine that you're sitting with your five most significant customers. What questions would you ask them? Compile a list of key questions to help you define your customers and their needs. Ask them individually or through surveys or focus groups.

3 Who's your competition? Identify several companies that also prove similar products or services. Discover their benefits to current and potential customers

and compare your message, value proposition and target audience. Now ask yourself, "What sets me apart?"

4 Build professional partnerships. Seek out businesses that target similar companies, but not ones that directly compete against you. Look to build partnerships with companies whose strengths and weaknesses complement and balance yours. A strong marketing alliance reduces risk, shares costs and improves time to market.

5 Is your perception realistic? Discover how your customers and prospects really perceive you. Branding is the impression you present to every customer — and it involves more than a nice logo and catchy tagline. Be sure to include your message in everything you do. Ask your customers, "What's the first thought that comes to your mind when you think of our company?"

6 Prepare a strong elevator pitch. Next time you find yourself in a room with key prospects, help whet their appetites with a succinct, well-thought-out description of your business and goals.

7 Align marketing programs to meet sales goals. Sales and marketing have to work together to support growth. Develop a marketing program based on how many sales leads you need to generate and how long that process will take. Be proactive in planning your marketing strategy to generate critical, bottom-line sales results.

8 Harness your passion as a strategy. Even the most successful companies have their share of ups and downs. How will you use your passion to get through the rough patches? List 10 reasons why you feel passionately about your business. Post the list where you'll see it every day to remind yourself why you're going to work. These 10 reasons will keep you motivated on the good days as well as the bad ones!

Gilhooley, MA, is president of Gilhooley Consulting Inc., Loveland, OH. For more information, visit www.gilhooleyconsulting.com or e-mail her at mjg@gilhooleyconsulting.com.



**“ Bismarcks up to 18’.
Prices so cheap,
I’m ashamed to publish them.**

***Call me now!*”**



Check out our Web site
for our availability list
PinelandGrowers.com



11660 Stringfellow Rd., Bokeelia, FL 33922
877-282-7701 / 239-282-0394 Phone
239-282-0639 Fax / info@PinelandGrowers.com

LIKE A LEAN,
GREEN MACHINE

Greetings From

**KANSAS
CITY**

ANLA
**LANDSCAPE
OPERATIONS
TOUR**

August 20 - 23, 2008

AN **EXCLUSIVE** LOOK AT THE SYSTEMS AND OPERATIONS
THAT MAKE THE HEARTLAND'S BEST LANDSCAPE FIRMS
EFFICIENT, PROFITABLE AND TOP CLASS.

Contact Info: 202-789-2900 or meetings@anla.org Register Online: anlatours.org

SEE IT HERE • TAKE IT HOME • MAKE IT HAPPEN

How do I identify winter disease damage?

Q Some of the lawns I manage get a disease in the winter, which I suspect is snow mold. How do I identify and control the disease? — PA

While there are many winter diseases, gray snow mold (typhula blight) and pink snow mold (fusarium patch) are particularly common throughout the U.S. They can occur side-by-side in the same lawn. Management may be similar; however, there may be different fungicidal options. Therefore, it is useful to distinguish the two snow molds.

Gray snow mold caused by the *Typhula ishikariensis* (contains tiny black sclerotia) and *T. incarnata* (small red sclerotia) pathogens typically damage turfgrass blades only. It survives in thatch as sclerotia during the summer months. In late fall sclerotia produces mycelium, which in turn produces spores, thus spreading the mold. Mycelium and/or sclerotia infect turfgrass when snow accumulates on unfrozen grounds and grass, and serves as a good food for the fungal agents.

Pink snow mold caused by *Microdochium nivale* may initially look white, and at maturity produces a pinkish-colored mycelium. Unlike gray snow mold, it does not produce sclerotia for survival. Rather, the mycelium becomes dormant during unfavorable periods. Cool, wet weather promotes rapid spread, typically occurring from fall to spring. Dry, warm weather causes the fungus to revert to its dormant stage. Pink snow mold can infect turfgrass blades, tillers, and crowns — resulting in distinctive patches that may require overseeding.

Affected lawns generally recover in the spring. Cultural management options include mowing at 1.5 inch or less into late fall until the turf stops growing. Avoid snow compaction, as this helps the mold fungi to establish and remain active. Another important cultural management procedure is soon after the snow melts in the spring, rake matted grass. This encourages new growth development. Because thatch can increase the potential for many diseases including snow molds, consider de-thatching, particularly if diseases persist.

Generally speaking, fungicide applications are not needed unless there is a history of extensive snow mold. Otherwise, the cultural practices discussed above should be sufficient.

Rao is manager of research and technical development for The Davey Tree Expert Company, Kent, OH, and supervises research conducted by The Davey Institute.



>> ASK DR. RAO If you've got a question about tree, ornamental, or turf care that you'd like answered by Dr. Rao in an upcoming issue of *Livescapes*, send them to brao@davey.com.

A GREAT LANDSCAPE SOLUTION!



Next Generation

PINK SUPREME

AN EASY-CARE PLANT

Landscapers across the U.S. have found tremendous success in using **Flower Carpet®** in landscape installations including airports, golf courses, public gardens, estates, and more!

- Easy-Care
- Masses of blooms
- Extensive bloom time
- Now available in 8 colors
- Disease resistant
- Glossy Green Foliage
- Hardiness Zones 5-10
- Full to part sun

www.flowercarpet.com

Anthony Tesselaar USA, Inc.
Lawndale, CA 90260 • 310-349-0714

> RESEARCH

Michigan Completes Survey for Hemlock Woolly Adelgid

The Michigan Department of Agriculture (MDA) concluded its intensive survey to detect Hemlock Woolly Adelgid (HWA), an exotic and invasive forest pest in the northern Lower Peninsula. MDA inspected more than 20,000 hemlock trees growing on 4,300 acres in the Petoskey area looking for signs of HWA.

"Despite regulatory and inspection efforts, the sheer volume of plants and plant products commercially shipped into our state inevitably results in the movement of plant pests," says Don Koivisto, MDA director. "Strong early detection programs and aggressive responses are required to ensure the viability of Michigan's forest and agricultural ecosystems."

The survey was part of a joint effort by MDA, the Michigan Department of Natural Resources, and Michigan State University, after HWA was confirmed at five locations in Harbor Springs in 2006 and 2007. Removal and destruction of infested hemlock, multiple insecticide treatments of adjacent trees, and additional detection efforts preceded the surveys completed this month.

DON'T MISS!

> SAVE THE DATE

The **OFA Short Course and 2008 ANLA Annual Meeting** kicks off July 11 in Columbus, OH.

The **2008 ONLA Landscape Awards Program** project entry forms and rules and regulations are complete. The entry deadline is Sept. 5, 2008 at 5 p.m.

The **Indiana Nursery and Landscape Association** is celebrating its 75th anniversary July 31 to Aug. 1, 2008.

> YOUTH OUTREACH

Art of Green Spaces Winners Announced

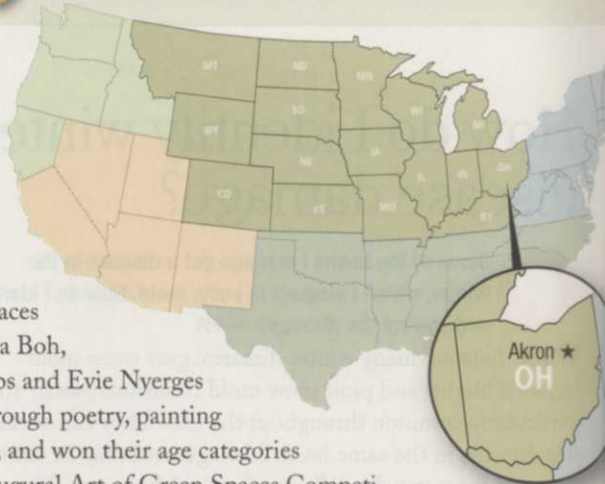
Why do green spaces matter? Patricia Boh, Nicholas Hobbs and Evie Nyerges answered that question through poetry, painting and mixed-media artwork, and won their age categories in Project EverGreen's inaugural Art of Green Spaces Competition. Project EverGreen partnered with the Boys & Girls Clubs of the Western Reserve and the Western Reserve Academy to bring attention to how important green spaces — specifically, lawns, landscapes, gardens, parks and sports fields — are to Akron, Ohio's environment, economy and quality of life.

Project EverGreen, a national non-profit public service organization, presented each winner with \$100 and an award commemorating his or her achievement.

Project EverGreen designated Akron as its first Evergreen Zone city in 2008 and has

developed a number of projects to inform consumers about the benefits of managed green spaces.

From left, Nicholas Hobbs and Evie Nyerges with Project EverGreen's Jacquie Mazziotta.



> EDUCATION

MSU Graduation Ceremony Held in China for Turfgrass Students

EAST LANSING, MI — For 24 Michigan State University students who participated in a U.S.-China collaborative turfgrass management program, commencement was all about location: Beijing. The Chinese students were the first graduates in an MSU college-level commencement ceremony at an international location.

The ceremony at the Beijing Forestry University Library Auditorium included the conferral of degrees by Jeffrey Armstrong, dean of the College of Agriculture and

Natural Resources. The students are part of the American-Sino Turfgrass Education Program in the College of Agriculture and Natural Resources.



Exceptional Performance



Supertunia® Vista Silverberry offers the same great landscape performance of the other Proven Winners® Vista varieties, offering height never seen before in a Petunia. The blooms of this plant are silvery white in the heat and blush pink in cooler temperatures. Supertunia Vistas are heat and humidity tolerant and will reach a height of 16-20" and will spread to 18-24". Does best in full sun to part shade.



ColorBlaze™ Royal Glissade™ is one of six Coleus varieties chosen for Proven Winners® new ColorBlaze™ Collection based on vibrant color and exceptional performance in all regions. This plant has light green leaves with dusty rose flecks, and will reach a height of 24-30" and will spread to 12-16". It is a late flowering variety that will hold its form throughout the season. Great in containers or in the landscape. Full sun to part shade.



Fiber Optic Grass is one of five distinctive plants chosen for the Proven Winners® Graceful™ Grasses Collection based on color, texture and performance. This plant offers a mounded habit, with a height of 8-12" and a 10-12" spread. It is a bright green grass with small flowers at the end of each stem. It does great in water as a marginal plant or in moist conditions. Full sun to part shade.



Lo & Behold™ Blue Chip is the first miniature butterfly bush! Blue Chip is just 24-30" tall, and blooms all summer and into fall—without deadheading! Fragrant Blue Chip is an adaptable, deer resistant plant with plenty of retail appeal. It's great in landscapes, too. Available exclusively from Proven Winners® ColorChoice® Gold Key growers.

For more information on these and other award-winning, innovative landscaping plants from Proven Winners, call **877-895-8138** or visit **www.provenwinners.com**.

PW
PROVEN
WINNERS®

Southern Innovation Balances Client Needs and Regulations



PROJECT REQUIREMENTS

- Extensive outdoor amenities: pool, kitchen, lounge area, etc.
- A rose garden
- Cool color palette

CHALLENGES AND LIMITATIONS

- Blending very different styles together
- Extensive septic and drainage lines
- Local regulations limiting the amount of impervious materials

BY BRIDGET WHITE

Fueled by a nearly year-round growing season and a long tradition of gardening, the South is becoming one of the hottest areas to find landscaping trends, with young designers like Julie Liles leading the way.

Despite being plagued by a severe multi-year drought, the Southeast has seen the spread of multimillion-dollar homes continue to increase — along with correspondingly large landscapes. Through innovative products, a balanced use of color and a distinct design aesthetic, Liles has found a way to tap into this high-end market and continue to grow her business in a down economy.

A Balancing Act

The Witek residence was a challenge from the very beginning of the project, as the husband favored formal elements and the wife leaned toward an English country look. Aside from the logistics of accommodating a full request list (a pool long enough to swim laps, an entertainment area including an outdoor kitchen, a child- and dog-friendly design, and a specified color palette), Liles had to find a way to balance very different customer requests.

“We started out with the front being a little bit more formal and the back being more informal, with perennial beds and roses and things like that,” explains Liles. “What I ended up doing was marrying those two together more by using common

elements such as low hedges or the cool color palette that you find in both styles.

"I actually use a lot of the formal mixed with the informal," Liles adds. "For example, using an evergreen with a defined shape as a backdrop and mixes of seasonal color in the forefront."

By using a balanced plant palette that blends formal with informal, green with color, Liles avoids what she calls the "Disney World effect" — so much activity that the eye is overwhelmed. Liles consistently uses evergreens in at least half of her designs, adding punches of color to draw the eye to a focal point and where it will have the most impact to justify the added maintenance.

The Dirty Details

Clients don't like to have to worry about the details of their landscape: how things work, the complexity of fitting disparate requests into a cohesive design, or even the ever-increasing local ordinances governing landscaping. But these dirty details of everyday life are a major consideration for those on the other side of the shovel, so to speak.

In the Southeast, where water has been a precious commodity for the past few years, new ordinances concerning water usage and environmentally friendly practices are being passed with increasing regularity. In Liles' own area of Raleigh, NC, a focus has been placed on controlling the

1 Despite a drought, high-end construction continues throughout the Southeast for those who can navigate water restrictions.

2 With strict local restrictions on the impervious surfaces allowed, Liles created stepping-stone paths whenever possible.

3 The pool shape was dictated by the clients' request for a large pool balanced by sewer and irrigation line layouts.

4 Liles added secluded seating areas and minor focal points at strategic places throughout the design.



amount of impervious materials included in new construction and landscapes. The effort is meant to control runoff. Liles says that in most cases, she can fairly easily comply with the laws using careful planning and alternative materials.

"Either you have to go to the homeowner and say 'This is the magic number we have to stay at or under,' or we have to use a material that will allow the water to seep through," she explains. "Most often we use what is called 'pervious pavers' that have holes in them, or maybe a design that incorporates a little notch in each paver so that when they are all laid together, there are actually holes throughout the entire system."

Another alternative that is rapidly becoming popular with high-end landscapes is a free-rain system. Using a series of pipes and catch basins, runoff is collected from all impervious surfaces, including the roof, and funneled to an underground storage tank. This "gray water" can then be used for applications such as irrigation — not only beating the requirements limiting impervious materials, but also allowing practically unlimited irrigation during drought-induced water restrictions.

While Liles' role in the free-rain system is only that of an intermediary, she believes her knowledge of innovative products cement client relationships and lead to the referrals that have become the lifeblood of her business.

Bridget White is a freelance writer based in New Orleans. Her specialties include horticultural writing, marketing and communications. She can be reached at white_bridget@bellsouth.net.

5 By joining the outdoor kitchen and pool area, Liles was able to create a dynamic entertainment area with double impact in a smaller space.

6 Color is nurtured throughout the growing season with the help of a "free rain" system that collects and stores runoff for irrigation.





8



9

SELECTED PLANT LIST

Calibrachoa Superbells
 Daylilies
 Dragonwing Begonia
 Dwarf Butterfly Bush
 Geraniums Maverick
 Lavender
Leucantherum Becky Daisy
 Roses: Climbing and Knock-Out
 Russian Sage
 Verbena
 Wave Petunias
 Wisteria
 Yarrow

PROJECT PRINCIPALS

> **Landscape Company:**
 Carlson Design Inc.
 > **Designer:** Julie Liles
 > **Staff Required:**
 Approximately eight
 laborers for several
 months
 > **Project Budget:**
 \$175,000

7 White lounge chairs around the pool added a blank background for the landscape instead of fighting against it.

8 Liles' biggest challenge on this project was combining the disparate tastes of the homeowners. Her final design incorporated elements of both formal and English Country to satisfy both clients.

9 By using color at focal points such as doors and garden rooms, Liles controls what she calls the "Disney World Effect" of overwhelming the eye.

A LOOK Ahead

LEARN WHAT SOME OF THE TOP HORTICULTURISTS SEE AS THE HOTTEST PLANT TRENDS FOR 2009. BY CATHERINE EVANS

With the wild-weathered spring behind us, it's time to look to the future. While this year's spring rush is still fresh in your mind, ask yourself what you can do next year to make your customers happy and increase profits. One of the best ways to do that is to keep up with plant trends and identify ways to incorporate them into your customers' landscapes.

Yes, it's only July and selecting your plant palette for 2009 is a little far off, but with the weather changing so quickly these days and the demand for beautiful landscapes coming in earlier and earlier; being prepared is a must.

This summer you can go out and get a good idea of what types of landscapes

people developed for their homes this year. You can learn what can be improved and what you can do to spice it up for next year. This is the time to be planning out all of the amazing designs your clients are going to be looking for so that you can give them that gardening magazine look they always wanted.

Livescapes talked to industry experts to get their thoughts were on the subject. Covering the spectrum from trees to ornamentals to annuals, our experts tapped into their knowledge of trends at home, abroad and from outside the industry to put you ahead of the game ... and you might be surprised by how much overlap you'll see across different categories.

Catherine Evans is a Chicago-based freelance horticultural writer. She can be reached at cateevans@yahoo.com.





ANNUALVIEW



> BIG, BOLD FLOWERS: The dainty little flowers that make gardens look like a Monet painting have been replaced with larger flower sizes for color and greater visual impact. Think: Gazania, osteospermum, arctotis, geraniums, New Guinea impatiens and hibiscus.

> BRIGHT, VIBRANT COLORS: The days of muted pastels have also moved on, following a trend in the fashion industry toward hot colors. Think: Geraniums, New Guinea impatiens, hibiscus, gazania, vinca (upright, not vine), lantana, verbena, osteospermum (the new colors are really making an impact), petunia, nemesia, etc.

> ARCHITECTURAL PLANTS, POTS AND ACCESSORIES:

A strong emphasis will be placed on the use of high-end containers and combination planters. Think: cacti, succulents, anigozanthos, orchids, bromeliads (not only in outside settings, but also in the home), banana, cana and other tropical, large-leaf type plants (alocasia, calocacia, etc.).

> FOLIAGE: Some of the most popular foliage plants are mentioned above, but also think: coleus, ipomea and alternanthera.

> VERTICAL GARDENING: Use of space is critical in the small gardens typical of many homes these days. Use window boxes and high-end, tall pots to move plants up to more visible levels and bring additional impact in the garden. Lots of trailing things to help here like ivy geraniums and more.

> OUTDOOR ROOMS: The garden is becoming even more of an extension of the house to be used, decorated and incorporated into everyday life.

— Trends compiled by Jack Williams, International Product Manager, Ecke Ranch.



PERENNIALVIEW

LIKE MANY segments of the floriculture industry, the rate of growth of perennial sales has declined somewhat over the past couple of years. However, this decline is significantly less than other market categories. With the longevity and added value of perennials, there is certainly continued interest to supply flowering perennials.

Succulents and cacti continue to peak the interest of consumers. Another area of opportunity is the production of perennials for green roofs, which offer aesthetic, environmental and financial benefits. Perennials with low water requirements and drought tolerance will also continue to be in high demand.

High quality, blooming plants combined with mass displays of color and accents of garden furniture and hard goods will focus customers on backyard lifestyles and are keys to successful perennial marketing programs.



Be creative with presentation, displays and mixed containers [for your clients]. Perennials are forever!

— Trends compiled by Paul Pilon, horticultural consultant and owner, Perennial Solutions Consulting.





TREES & SHRUBS VIEW

ONE THING we have worked with for quite a while — and it's continuing to grow — is gardening for wildlife. Not just birds, bees and butterflies but bats and frogs — developing a habitat for all those guys.

One of the other important things is drought tolerance: plants that will handle arid as well as seaside conditions. And certainly many locations throughout the United States require fire-tolerant plantings (see related article on page 24).

Fragrance is still a huge deal in woody ornamentals where we want the impact of [a pleasant smell] to come through [in the garden].

Edibles that people can incorporate into their regular garden are important because so many of these plants have a multi-season uses, which is part of what consumers want in a garden. Blueberries have great fall color and make a great back drop for other plants in the summer, and of course you get berries in the spring. Citrus can not only work in warmer areas but in containers where they can be moved in and

out. So edibles of any kind for woody ornamentals are nice to include; they really round out a garden because they offer so much more.

Sculptured/structural-type plants inside or outside of containers help to define the landscape as an outdoor room. And we are seeing more of this sort of thing where plants are considered art and compliment the outdoor room phenomenon. A structural component can be used in a smaller garden or a very large garden whether it's a patio or a condo entry way.

Dwarf plants work well because of their ease of maintenance and plant habit. Put a dwarf plant where it is going to make an impact at the



door or define an area or a walkway. Dwarf conifers often get overlooked because they do not flower, but when they turn a new color in the spring they have that soft texture. Plus the coloring is very electric with the blues, greens, yellows and oranges of the different conifers, and that can add to the spring color while it forms a really great plant background.

— Trends compiled by Ruth Estrada, New Plants Coach, Monrovia Growers. 🌿



Fight FIRE with Landscaping

BY JANET AIRD

HOW TO HELP PROTECT YOUR CLIENTS' PROPERTIES FROM WILDFIRES.

Landscapers can play a vital role in protecting their clients' homes from wildfires. When you design and maintain a fire-safe landscape — or firescape — you interrupt the paths that wildfires would take and limit the amount of fuel available to them. You also give firefighters space to fight the fires.

Most homeowners don't want a completely fireproof landscape, though, says Owen Dell, a Santa Barbara, CA-based landscape architect who has been firescaping for 20 years.

"The ideal fire-safe landscape is concrete," Dell says. "Once you leave that ideal, you start adding fuel." The key to a beautiful and fire-resistant landscape is balance, he says. "Put in plants that are as reluctant to burn as possible and keep the property clean."

Kinds of Fire

Wildfires spread in predictable ways. Crown fires leap from treetop to treetop and can move through an area in about 30 seconds, says Michele Steinberg, Firewise Communities support manager for the National Fire Protection Associa-

tion. Their flames can ignite any flammable material in their path — including homes. If the flames are close enough, structures can ignite from the heat alone.

Burning embers called firebrands break away from crown fires and are also very dangerous, says Douglas

Kent, a landscape architect who has been firescaping since 1995.

"Firebrands are the things to defend against," Kent says. "They can blow a mile ahead of the fire." When they land on a flammable roof, they can grow until they erupt into flames.

Ground fires burn through grasses and groundcovers. Although they travel more slowly than crown fires and firebrands, they spread easily and can climb up trees.



This diagram shows thinned trees in the four firescaping zones.

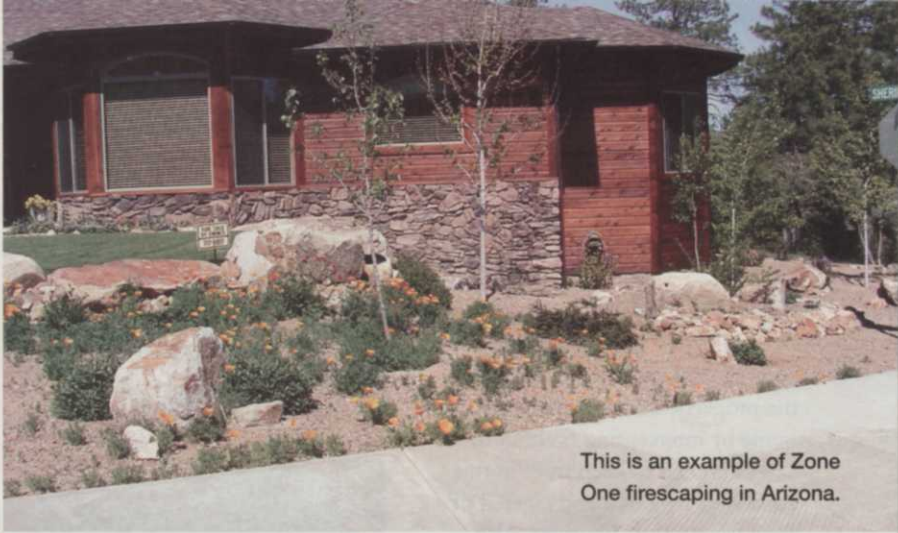
Design

Firescaping consists of up to four zones of defensible space around a home. They're progressively less fire-resistant as they radiate out.

Placing the right plants in the right places is critical to firescape design. If they aren't in the right place, they won't do well and you'll end up with dead, flammable material, Dell says. Choose plants that suit your climate and the location in which you plant them. Put them in groups with the same requirements for light, soil type and water.

Although the plantings in each zone are different, the principles are the same. To stop ground fires from spreading, group plants in small beds or "islands." Separate them with wide paths of noncombustible materials such as stepping stones, compacted soil, gravel or decomposed granite.

Group plants of similar heights together to avoid "laddering," which



This is an example of Zone One firescaping in Arizona.



Firescaping design features include low-growing, well irrigated plants, a wide path and a low wall to reduce slope near the house.



allows fires to leap from groundcovers to shrubs up to the crowns of trees. Because larger vegetation produces larger flames, space taller plants farther apart than shorter ones.

Plant trees so their canopies will be 10 ft. apart at maturity, and away from power lines. Some experts recommend pruning trees to 10 to 20 ft. above the ground to avoid laddering, but this harms the trees, Kent says: "The lower branches cause the trunk to gain in girth. When you 'limb up,' all the plant's energy goes up, and it's easy for the tree to topple in the wind." Instead, keep all flammable material, including vegetation, away from the tree.

In the Zones

Firescaping is designed in zones to provide fires with less fuel as they approach homes.

> **Zone One** is within 30 ft. of the home. "If a home has a 30-ft. clearance, it has a 70% chance of survival," Kent says.

Vegetation in this zone should be able to withstand firebrands and heat as high as 1,100°F. Most of the vegetation, says Steinberg, "should be small plants that will wilt with fire, not burn." Use plants that have big, glossy, fleshy, waxy leaves, such as succulents, calla lilies, privets and camellias, or a high salt content, like saltbush.

Don't plant any vegetation under eaves, where flames and heat can collect, Steinberg adds, or near vents, where heat can radiate into the house. Experts usually recommend planting only small trees in Zone One and keeping the crowns at least 10 to 15 ft. from rooflines, but both Dell and Kent disagree.

"Trees have inherent qualities we

maintenance

wouldn't want to be without," Dell says, noting that they create beneficial microclimates, reduce the need for summer cooling and add beauty to the property. They also may protect a home by intercepting firebrands.

It's crucial to keep trees in this zone well-irrigated and cleared of dead vegetation, however. Also, don't plant grasses or plants with fine leaves and hairs, low moisture and the tendency to accumulate dead leaves and stems. Other plants, such as pines, conifers and chaparral contain volatile oils. "They literally add fuel to the fire," Dell says.

Irrigate to keep plants moist, but don't overwater, which ultimately adds to the fuel load. Drip irrigation is best where plants are widely spaced. Kent recommends using soaker hoses on trees and shrubs, and overhead irrigation on groundcovers. Keep flammable materials such as propane tanks and firewood out of this zone.

> **Zone Two** is between 30 and at least 50 ft. from the home. On



A typical Zone One firescape consists of mostly low-growing shrubs and wide paths.

slopes, add 10 ft. to this zone for every 10-degree change in slope.

This "greenbelt" should be relatively open, to stop a ground fire and allow accessibility in case of fire. Plant mostly drought-tolerant groundcovers and succulents, and some shrubs and trees in widely spaced groups. Use wide paths and drip irrigation.

> **Zone Three** lies between 50 and at least 100 ft. from the home.

This zone slows fires and stops grasses and seeds from spreading into Zone Two. Use larger native trees and shrubs here. Keep them widely spaced, thinned out and interspersed with lower plantings. Don't irrigate plants once they're established.

> **Zone Four**, which is more than 100 ft. from the home, meets wildlands. Use native vegetation that has been thinned to reduce the severity of fires. Do not irrigate.

Slopes

Slopes significantly affect the size of wildfires' flames, Kent says. "For every 10% increase in the slope, the flame length doubles. Groundcovers produce a 4-ft. flame on flat ground, an 8-ft. flame on a 10% slope and up to a 20-ft. flame on a 30% slope. This can get into any tree. Flame lengths can be 50 ft. on a hill."

If the property is on a slope, build retaining walls to reduce its steepness, he says. Plant groundcovers to stop erosion. When the slope is far enough from structures, native plants are especially useful, both for slope

stability and wildlife habitat. Drip irrigation is usually best because it causes less runoff and erosion.

Structures and Hardscape

If you're building structures such as sheds, fences, walls, patios, trellises and gazebos, use construction methods and materials that resist combustion, including concrete, stone, brick, steel and tile. Design driveways wide enough to provide easy access for fire engines.

Maintenance

Maintenance is critical in firescaping. Keep the property clear of all flammable material, including debris, invasive plants and weak, dead and diseased plants and branches. Thin overgrown vegetation. Mow grasses to about 3 inches high. Cover wood piles.

Keep plants healthy. "The health of the plant is paramount," Kent says. "Plants that are water-stressed, pest-infested or too old are more likely to catch fire."

Prune dry material from woody perennials and shrubs. Prune trees to reduce twiggy growth, maintain the separation between tree canopies and keep branches from overhanging the roof. Do not top trees, which causes excessive, weak growth and adds to the fuel load.

"Nothing will make a property fireproof," Dell says. "Everything will burn. But there's a lot of evidence that firescaping really works." 🌿

FIRESCAPING RESOURCES

> Owen Dell, County Landscape and Design

www.owendell.com

> Douglas Kent and Associates

www.anfractus.com

> *Firescaping: Creating Fire-resistant Landscapes, Gardens and Properties in California's Diverse Environments*, Douglas Kent, Wilderness Press

www.wildernesspress.com

> Firewise Plant Lists (by state)

www.firewise.org/usa/fw_plantlists.htm

> Firesafe Council

www.firesafecouncil.org/education/firesafegardens.cfm

> East Bay Municipal Utility District

www.ebmud.com/conserving_&_recycling/conservation_publications/firescape_booklet.pdf

THE KNOCK OUT® ROSE FAMILY

The ultimate in high performance landscape plants

These easy to grow, no maintenance plants bloom from spring until hard frost. They have exceptional disease resistance — especially against black spot. They are versatile in any landscape. Plant them individually, in mixed borders, bedded in large groups, along walks and drives, as a hedge or as foundation plants.

INTRODUCED BY

STAR® ROSES



STAR® PLANTS

THE CONARD-PYLE CO.

Available throughout North America.

1 . 8 0 0 . 4 5 8 . 6 5 5 9

*Visit our website to find
a licensed grower near you.*

www.theknockoutrose.com

THE KNOCK OUT® ROSE
"Radrazz" PPF#11836



THE BLUSHING KNOCK OUT® ROSE
"Ready" PPF#14700



THE PINK KNOCK OUT® ROSE
"Radfon" PPF#15070



THE RAINBOW KNOCK OUT® ROSE
"Radcor" PPAF



THE DOUBLE KNOCK OUT® ROSE
"Radlko" PPF#16202



DRIP is Hip

BY KEN KRIZNER

The state of Colorado annually receives an average of 14 to 15 inches of natural precipitation, and most of that is in the form of snow in the spring. Such a small amount of precipitation forces landscape contractors to be as efficient as possible when it comes to irrigation.

The need for efficiency is why the overwhelming majority of irrigation projects in Colorado are drip irrigation.

"Colorado has some unique challenges," says Matt Edmundson, vice president of marketing and finance, and co-owner of Arbor Valley Nursery in Brighton, CO. "There is some form of drip irrigation in 95% of the irrigation jobs where there is any tree or shrub planting included."

While drip irrigation's market acceptance began in areas where water conservation has been a major issue, such as Southern California and the Southwest U.S., more recently the market has grown, says James Podein, marketing manager of the Landscape Drip Division for Azusa, CA-based Rain Bird Corp. The Southeast, Northeast and Northwest regions of the country are currently showing the strongest growth in drip irrigation.

"In these regions, the knowledge and expertise with drip irrigation is behind but it is growing," Podein says. "Some contractors understand that drip irrigation is a growing trend and are becoming more knowledgeable."

He adds that drip is becoming an accepted form of

THE POPULARITY OF DRIP IRRIGATION GROWS IN COLOR AND ORNAMENTALS USES.

irrigation in such applications as plant and flower beds, bushes and ground cover.

Installation and Maintenance

Drip irrigation is a system where the water runs through pipes or tubes to a small device, called an emitter, which dispenses water onto the soil surface at a low rate. The water is almost immediately absorbed into the soil.

Because water sits 1 to 2 inches below the soil surface there isn't as much evaporation while it soaks in, compared with an overhead sprinkler system. In overhead systems, a percentage of that water vaporizes while it is airborne and additional droplets are blown away by the wind.

Once the water is in the soil, capillary action will move it sideways so it will wet an area usually about 24 to 36 inches in diameter around the emitter.

Drip irrigation is a more targeted system, applying water in proximity to the plant's root zone.

While a good sprinkler system is about 75% to 85% efficient, a correctly installed drip system typically exceeds a 90% efficiency rate, meaning there is a 5% to 15% sav-

ings in water usage, says Jess Stryker of Ventura, CA, who has written a tutorial on drip irrigation (irrigationtutorial.com).

Like any irrigation system, landscape contractors can take a drip system, install it incorrectly and it will perform poorly.

"Some people think you can just throw it together and have a great system operating efficiently," says Ed Martin, associate director of programs and irrigation specialist at the University of Arizona. "If the emitter isn't just right, it could put out too much or too little water. The margin for error is much less."

In a drip irrigation system, tubing distributes water from the source to various parts of the landscape. The drippers are small emitters installed on the tubing, and they deliver water to each plant.

Tubing is laid out across the yard to connect a landscape. One length of tubing, known as a circuit, can serve many plants.

One common mistake in installing a drip irrigation system is placing emitters too close together, Stryker says.



They should be kept at least 12 inches apart in sandy soil and between 18 and 24 inches apart in clay soil.

On larger plants, multiple emitters are recommended. A large tree, for example, might need up to six emitters spaced 24 inches apart around the drip line.

Components of a drip irrigation system are small — the tubing, for example, can be one-quarter inch in diameter — meaning they could break easily.

It is also easy to install a drip irrigation system and forget about it, which could be a problem. As plants grow, the amount of water applied needs to be adjusted to ensure they are getting the proper amount. And as the seasons change, the amount of water applied must also

be altered so plants aren't getting as much in the winter as they do in the summer.

It's also important to know the type of water going through the system. Since drip irrigation is a low-pressure system, silt can settle in the tubes and impede its efficiency. Water high in calcium or bicarbonates can also clog the tubes.

"Small tubes are by far the biggest maintenance headache of a drip system," Stryker says. "It is a good idea to flush out the tubes once a year."

Benefits to the Environment

High-value plants that are prone to breed fungus if they receive too much water would benefit from a drip irrigation system, Arbor Valley's Edmundson says.

There is also the advantage of being able to inject fertilizer into a drip irrigation system and deliver it directly to the plant's roots zone.

"You're putting the fertilizer right where you need it instead of spreading it over an entire area," Martin says. "You can reduce the amount of fertilizer in the environment."


Each plant, tree or shrub has unique requirements, and the ability to create a high-value landscape that is a mix of different items, each having different water requirements, is an important part of the business.

Drip irrigation can meet varying watering requirements because multiple tubes can be hooked to different valves.

"You can give each plant the exact amount of water each needs," Stryker says.

With a growing focus on water conservation, drip is becoming a popular method of irrigation. With the correct design and installation, a drip system can provide significant water savings when it is used in the right applications. There are also savings in energy costs, as well, since a drip irrigation system is low pressure. Drip systems use 12 to 15 lbs. per square inch of pressure, compared with 30 to 40 lbs. per square inch for a sprinkler system.

Edmundson says water conservation will continue to grow as an issue nationwide. At the same time, contractors will still have high-value landscape projects to produce and maintain.

"People are going to have to look at the most efficient way possible to maintain their landscape investment," he points out. "Drip irrigation is definitely a solid investment." 



THE SMALL tubes and emitters of a drip irrigation system can clog and break, but the extra maintenance of a drip system is offset by up to a 15% savings in water usage.

Greener than

MOSS IS BECOMING A LOW-MAINTENANCE, ECO-FRIENDLY TREND IN LANDSCAPE DESIGN.

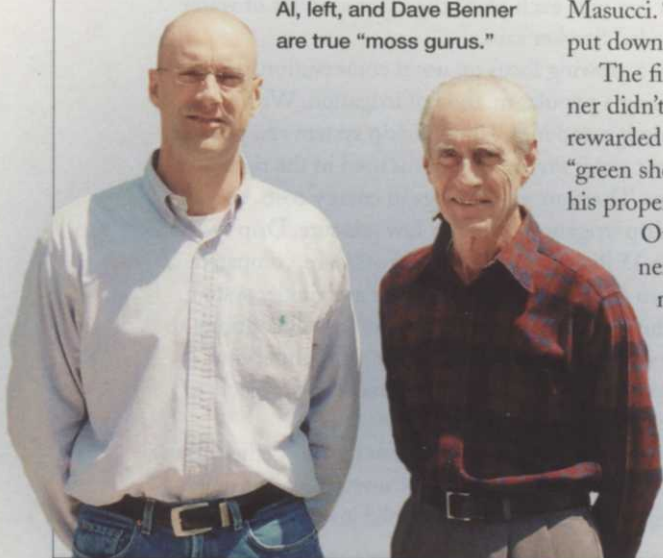
BY HEATHER PITTINGER,
CONTRIBUTOR

Have you ever taken a blender to an installation? Perhaps the appliance is put to good use (with some margarita mix) after the job is finished, but chances are you don't have it on your standard equipment checklist.

More's the pity, because an application slurry literally mixed in a blender can yield a gorgeous swath of moss on rocks, outdoor furniture, sculptures or just about anywhere else you slather it.

"The slurry gives decent results, but the transplant method for moss yields even better retention rates," says Heidi Masucci, operations

Al, left, and Dave Benner are true "moss gurus."



manager for Moss Acres. "Using our water-retention gel, Hortasorb, also helps the transplant take hold and keeps it in place."

Moss Acres is a direct result of actions taken by now-retired horticultural professor Dave Benner. As a child, Benner was given hedge-trimming duty, a task he detested and swore he would never do as an adult. Benner made good on his no-yard-work vow years later when he purchased 2.5 wooded acres in New Hope, PA, part of the Pocono Mountain region, in the early 1960s. He decided to replace his grass with moss to simplify things.

"He read up on the research available at the time, and decided the best approach was to lower the pH level in the firm, compacted soil," explains Masucci. "He cleared the grass and put down a layer of sulfur."

The first year bombed. But Benner didn't give up. His patience was rewarded in year two, with an even, "green sheen" of moss present across his property.

Over the next 30 years, Benner perfected the no-maintenance process: In the fall, he puts netting down to catch leaves that settled onto the moss. He rolls up the leave-filled netting into compost, which fertilizes the moss the following season.

His family grew up and left home, but son Al saw the business potential beyond the decreased yard work. About 10 years ago, Al convinced his father to start Moss Acres as a moss supplier and product distributor. Dave is currently chairman and Al is president of the privately owned company, which is headquartered in northeastern Pennsylvania.

In addition, the elder Benner

GET TO KNOW MOSS

Four popular moss species include:

1. Fern Moss (*Thuidium*): Because of its low-profile growth habit, fern moss makes an excellent alternative ground-cover for shaded areas or pathways where it is difficult to grow grass. Its neatly tailored, medium-green look can accentuate other, smaller woodland shade gardening plants and ferns that grass would obscure. It also offers a high transplant rate.

2. Rock Cap Moss (*Dicranum*): Like fern moss, rock cap moss can be used to add color and interest to the tops of rocks, boulders or walls, or as a complement to water garden ponds. It often is used to cover large areas of exposed soil in shady areas, offering easy transplant and a dense, medium- to dark-green texture.





Moss is particularly popular in Japanese garden design.

3. Hair Cap Moss (*Polytrichum*): Sporting a brilliant pine green, hair cap moss has soil-anchoring structures that closely resemble and function like roots, prefers medium shade to partial sun, and likes sandy soil.



4. Cushion Moss (*Leucobryum*): Both hair cap and cushion moss provide exceptional contrast in color, texture and growth habit. They are popular for use in rock, water and Zen garden design, or in conjunction with flatter-growing fern moss. Cushion moss prefers sandy soil. It likes shade, but can tolerate partial sun. Like its name implies, cushion moss grows into a rounded shape — and offers a light green color with a silvery-white sheen.

Source: Moss Acres

offers personal tours of his large “woodland garden” at the New Hope location. Limited to 16 people per tour, and only available during the month of May (peak wildflower season for his area), it’s become a local attraction. A visitor center is in the works, along with Japanese and water gardens to showcase Moss Acres’ products.

“It really hits a nerve with everybody, especially because it’s an environmentally responsible approach,” says Masucci, who notes the absence of mowers, fertilizers and herbicides makes it a very appealing option for green-minded consumers. “It’s so much easier to do, and a lot of people are getting into it. We’re taking orders every day.”

While moss thrives best in deep shade and humid areas, it takes virtually extra no watering or mulching — yet another eco-friendly benefit. It’s also making an appearance on structures, as part of “living walls” or



Placing netting over the moss catches leaves for composting.

“living roofs,” Masucci says. “There are different techniques, but the concept is the same,” she adds. “In Japan, moss is really catching on and designers here in the States are starting to incorporate it in their Japanese Zen gardens.”

Moss Acres has supplied moss for installations ranging from standard homes and businesses to even cemeteries and large-scale projects. The company recently supplied the moss for an installation at the *New York Times*’ Manhattan headquarters, as a backdrop to its auditorium.

“Moss offers that tranquil, back-to-nature feeling,” Masucci concludes. “I think it will continue to gain in popularity.” 🌿

Posh spice

Proven Winners' new *Oso Easy Paprika* is a low-mounded rose with loads of spicy, reddish-orange single blooms accentuated with a bright yellow eye. The glossy green foliage emerges with attractive hints of red in the new growth. Starting out as a beautiful paprika and fading to coral with a golden sun in the center, it shines from summer to frost. Only reaching about 12 to 24 inches and hardy to Zone 5, it thrives in both mixed borders and containers and does not need sprayed like other roses. **For more information, visit www.provenwinners.com.**



Demure gold

Novalis' new box honeysuckle, *Lonicera edmee gold Briloni*, adds a touch of gold to any shade garden. Edmee Gold's multiple layers of golden branches host tiny, delicate leaves. The adaptable shrub can be used as tall ground cover under large trees, and can even add to a winter garden with its architectural silhouette. It thrives in well-drained, organically rich soil with protection from afternoon sun. **For more information, visit www.plantsthatwork.com.**



Tropical punch

Goldsmith's new series, *Pentas lanceolata* Starla Pentas, is available in deep rose, blush, pink, white and red — with new lavender and Appleblossom available in 2009. While it loves warm, humid climates, Starla's strong vigor makes it versatile all across the regions. It handles the stress of cool Northern nights and hot Southern days with ease. The large, long-lasting tropical flowers are held above the foliage, and can attract butterflies and hummingbirds. The pentas reaches 14 to 18 inches tall and 16 to 20 inches wide. **For more information, visit www.goldsmithseeds.com.**



BIGger is better

It isn't begonias as usual when it comes to **Benary's** new BIG Begonias. From traditional shade to full sun, BIG Begonias provide a show of color. Contrasting with the glossy leaves are the BIG's large 2- to 3-inch flowers. In addition, rather than setting seed, the low-maintenance plants discard their old flowers — giving them a fresh, clean look. Planted after the spring's last frost, they will flower continuously until frosts arrive in the fall. **For more information, visit www.benary.com.**

New! Cora VINCA

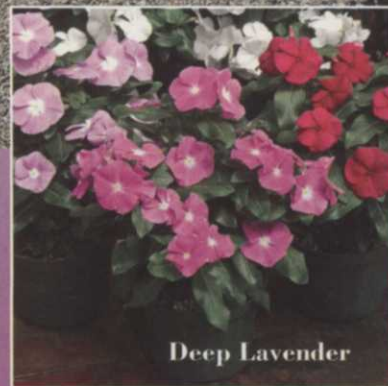
for long-lasting performance!



Big
blooms!



Burgundy



Deep Lavender

'Cora Violet' with
'Antigua Yellow'
Marigolds

Cora™ Vinca offers Patented Disease Resistance!

Years of intensive breeding have brought unprecedented disease resistance to aerial Phytophthora into this amazing F1 hybrid. 'Cora' thrives under challenges that would wipe-out most other Vinca and continues to bloom and resist stretching even when temperatures sizzle. Best of all, 'Cora' performs all season long with minimal maintenance.

Goldsmith
SEEDS

800-549-0158 • www.goldsmithseeds.com

To order Goldsmith varieties, call your favorite grower or supplier.

*Utility Patent; Europe: #0740504
United States: #5,491,285 and #6,166,306;
Mexico and Japan: Patent Pending.
May not be used for breeding purposes.



Pretty and practical

Stepables' *Origanum vulgare* Aureum is a drought-tolerant, golden marjoram species that boasts pink/purple blooms in summer months. Its leaves can be used as a cooking ingredient, a medicinal herb, a butterfly attractant or a deer repellent. It's often used for pathway plantings to create an oregano scent when walked on or to show off golden foliage near other perennials. **For more information, visit www.stepables.com.**



Smooth and spirited

Terra Nova's new alum root, *Heuchera* Southern Comfort, offers creamy-white flowers that erupt in late summer. Its huge leaves change from cinnamon-peach to burnished copper to amber as the season progresses, offering year-round color. The lush, mounding plant thrives in moist, well-drained soil in Zones 4-9. It's been bred to perform well in Southern humidity, as well as in the Midwest, Northeast and Northwest. Its finish time to 4 inches is four to six weeks. **For more information, visit www.terravanurseries.com.**



Expanded series

For the 2008/09 season, **Selecta First Glass** is redefining its *Dianthus caryophyllus* pot carnations by improving several of its SuperTrouper varieties and adding new bi-colors to the program. It's reintroducing its Purple, Velvet Red, Sun Yellow and Lilac on Purple SuperTrouper varieties, and is adding to the line the bi-colors Red on Pink, Black on Cherry, Silver Pink, and Velvet on White. These fragrant, evergreen perennials are frost-hardy, thriving in full sun or partial shade and in well-drained soil. **For more information, visit www.firstclassplants.com.**



Cool-season color

The cool color season is right around the corner, and **Ball** offers an array of sizes and varieties — from big Matrix and XXL pansies, to the medium-sized Panola series, all the way to the petite petal power of Sorbet violas. Matrix, a large-flowered fall pansy, features strong plants with big blooms in clear colors, plus novelties like Matrix Morpheus (pictured). **For more information, visit www.ballhort.com.**



Prevent overwatering

With a patented Precision nozzle and valve, **Underhill's** new CoolPro professional nozzle kit creates a water pattern that applies 4 to 6 gallons per minute within a 25-ft. radius. This cooling mist helps prevent wilting, yet does not interfere with the speed of play. The ergonomically designed handle valve provides an easy grip and adjustable on/off control. Zinc and aircraft aluminum are incorporated into the solid metal design for greater durability.

For more information, visit www.underhill.us.

Eco-friendly

Monrovia Organics is a new line of premium soil mixes and organic fertilizers. Each contains a proprietary formula of 12 different strains of mycorrhizae, which create filaments or threads that are actually extensions of the root systems — enlarging the surface-absorbing area of the roots by as much as 100 times. In addition, the packaging for the soil mixes are made from 10 percent post-consumer recycled plastic, and the fertilizer packaging is fully compostable.

For more information, visit www.monrovia.com.



Low-flow irrigation

Jardinier Corp.'s patented Surface Flow technology is suited for turf irrigation where runoff or overspray is an issue. The system takes advantage of the wicking action inherent in straw, thatch, stolons, sponges and other porous materials, and is based on the idea that a single point of watering at the surface of the soil spreads out across the connected porous material and distributes water evenly. The end result is a reduction in water usage of up to 50 percent, with no water runoff. The system can be installed new or retrofitted into existing systems and designs.

For more information, visit www.jardiniercorp.com.

Fertiboost gains distributor

Horizon has partnered with **Landscape Injection Systems (LIS)** to be the exclusive distributor of LIS Fertiboost fertilizer injectors in the 10 states Horizon serves.

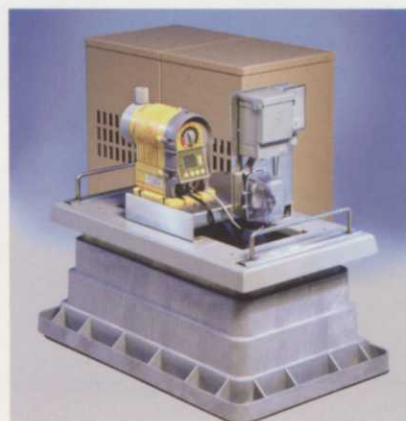
Fertiboost systems are engineered individually to meet customers' specific requirements and needs, ensuring complete compatibility and consistent performance. Horizon acts as the single point of contact for the contractor in the installation and servicing of the system, including the quote, start-up and continued service.

For more information, visit www.horizononline.com.



VFD pumps

Rain Bird Corp.'s newest variable frequency drive (VFD) commercial pump stations, the D-Series, feature a backlit, tricolor, monochrome touch screen for ease of use. Rain Bird's central control software results in a completely integrated system that communicates in real time for efficiency and flexibility. And like all Rain Bird pump stations, the D-Series features powdercoating on all pipes and manifolds — ensuring corrosion protection for a longer service life. For more information, visit www.rainbird.com.



newproducts

Multi-tasking pruner

Leatherman Tool Group

introduces the Genus pruner multi-tool, featuring stainless steel bypass pruners on an anodized aluminum body. It also boasts an industry first: an ergonomic, rotating and locking handle that stores a full set of professional tools. Just push the button, flip the handle around and you'll find a knife, Phillips screwdriver, sprinkler-head adjustment tool/flat screwdriver, bottle opener and saw. The tool includes a diamond-coated file that doubles as an open-end wrench to adjust the pruner nut when necessary. Genus also features replaceable cutting blades and spring, a heavy-duty nylon sheath and a 25-year warranty.

For more information, visit www.leatherman.com.



Ergonomic tools

A new series is being added to the existing Groundbreakers line by **V & B Manufacturing Co.:** The green, vinyl Soft-Grip on each tool's hickory handle is designed to increase comfort and provide firmer control while further reducing handle vibration. The Soft-Grip series is available on V & B's 16-inch mini-tiller, mini-pick and mini-axe, as well as its 26-inch Handy Mattocks tiller, pick and axe models. For more information, visit www.vbmf.com.



Old World style

A new line of decorative, wide-body Tuscany Vases from **Backyard Pool Products.com** is comprised of four large sizes, each available in a choice of five earthy colors: terra cotta, granite, millstone, sandstone and blackstone. Ranging in height from 14 to 42 inches, the vases have the look of heavy ceramic but are made from lightweight-yet-durable polyethylene. The vases can accommodate small trees, bushes, floral and a wide variety of other plantings; when filled, they can also serve as security bollards in parking lots and on sidewalks.

For more information, visit www.backyardpoolproducts.com.

moreinfo

AD INDEX

COMPANY	PAGE
ANLA	12
Anthony Tesselaar	13
Conyard Pyle Co.	27
Ernst Benary	CV2
FNGLA	7
Garden Market Expo	5
Goldsmith Seeds	33, CV4
Pine Island Growers	11
Proven Winners	15, CV3
Soaring Eagle	3
Spring Meadow	9

These indices are provided as an additional service. The publisher does not assume any liability for errors or omissions.

EDITORIAL INDEX

COMPANY	PAGE
American Nursery & Landscape Assn.	6, 8, 14
Arbor Valley Nursery	28
Backyard Pool Products.com	36
Ball	34
Benary	32
Botanical	4
Carlson Design Inc.	16
County Landscape & Design	24
Douglas Kent and Associates	24
East Bay Municipal Utility District	24
Ecke Ranch	21
Firesafe Council	24
Firewise Communities	24
Gilhooley Consulting Inc.	10
Goldsmith	32
Golf Course Owners Association	6
Horizon	35
Horticultural Asset Management	6
Indiana Nursery and Landscape Association	14

Irrigationtutorial.com	28
Jardinier Corp.	35
Lady Bird Johnson Wildflower Center	6
Landscape Injection Systems	35
Leatherman Tool Group	36
Monrovia	23, 35
Moss Acres	30
MyFolia	4
National Fire Protection Association	24
Novalis	32
OFA	8, 14
Perennial Solutions Consulting	22
Project EverGreen	14
Proven Winners	32
Rain Bird Corp.	28, 35
Selecta First Class	34
Stepables	34
Terra Nova	34
The Davey Tree Expert Company	13
Underhill	35
V & B Manufacturing Co.	36
You Grow Girl	4

LUSH LANDSCAPES



KING TUT® *Cyperus papyrus* – a Proven Selections® variety



SUPERTUNIA® Vista BubblegumTM USPP17730 Can2671 *Petunia hybrid*



Tuscan SunTM USPP18 *Heliopsis*



DOLCE® Crème BrûléeTM US161774 Can2563, DOLCE® Peach MelbaTM USPP17131 Can2685, and DOLCE® MOCHA MINT® *Heuchera hybrids*

Proven Winners plants are spectacular in the landscape where their vibrant blooms, distinctive foliage, and superior performance mean spreading mounds of color all season long.

The vigor and versatility of Supertunia, Dolce, Tuscan Sun, and other Proven Winners landscape beauties have earned these varieties the praise of garden writers and plant professionals across the country. For instance, in just one year Supertunia Vista won dozens of awards, including: Best New Variety, Ohio State; Outstanding Rating, Boerner Botanical Garden; Leader of the Pack, North Carolina State; and Outstanding Rating, Disney.

For more information on these and other award-winning, innovative landscaping plants from Proven Winners, call **877-895-8138** or visit **www.provenwinners.com**.

PW
PROVEN
WINNERS®

Low Maintenance

*Blooms with constant
color from crown to tip!*

Voted #1 for heat
performance

*Versatile! Use in large
landscapes, hanging
baskets and containers*



Rambling

TRAILING PETUNIA

No-hassle, lasting color!

by Goldsmith

Goldsmith
SEEDS

800-549-0158 • www.goldsmithseeds.com

To order Goldsmith varieties, call your favorite grower or supplier.