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# TEAMS

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**B** - Business, **D/B** - Design/Build, **I** - Irrigation, **LC** - Lawn Care, **M** - Maintenance



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# Landscape Management

**OUR MISSION:** *Landscape Management* — the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.

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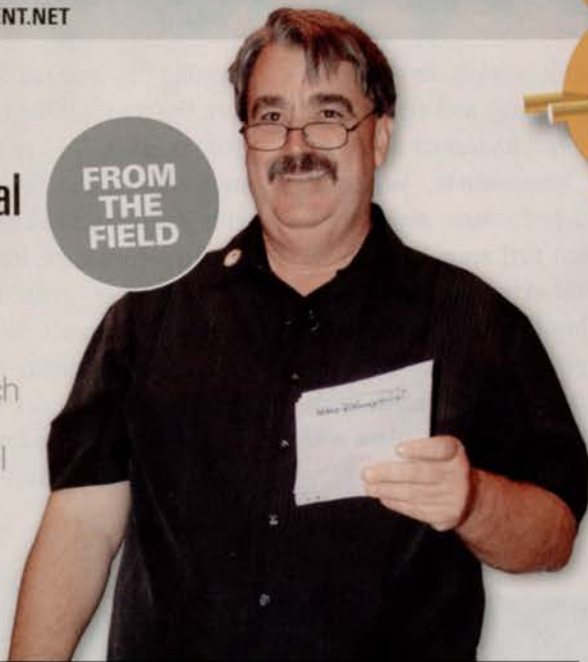
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## Harvest your potential

Bill Arman, cofounder of The Harvest Group consultancy, teaches Green Industry executives strategies to reach their full potentials during the Professional Landcare Network's Executive Forum last month in Orlando.

FROM THE FIELD



## DIGITAL VAULT

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### LMdirect!

Landscape professionals might want to consider adding fruit and vegetable gardening to their service offerings in light of the public's reaction to the continuing stream of frightening economic news.

### Athletic Turf News

Banning phosphorus applications to turfgrass has become the "in thing" for government officials across the country.

### LD/B Solutions

Add on services can help boost profits, but could spread your business too thin.

### Get Growing

The Chinese pistache is a broad crowned tree that can grow up to 50 ft., with an umbrella-shaped spread that's 2/3rds of its height.

## READERS RESPOND

When do you foresee the U.S. economy emerging from this recession?

36% Maybe in 2010 if we're lucky

43%

It's going to be a while.

-21% The second half of 2009

0% We're already flying high.

» **Next month's question:** What is the single-biggest factor that would improve your workers' productivity?

Want to weigh in? Visit [www.landscapemanagement.net/survey](http://www.landscapemanagement.net/survey) to voice your opinion.

## WEB EXCLUSIVE

### Garden Shows: A chance for landscape companies to shine

Winter-weary consumers in almost every major city in the United States eagerly anticipate garden and flower shows, which blossom weeks before the official start of spring. Most generally also include juried contests and educational exhibits.



## ONLINE OPPORTUNITY

Explore recession-busting ideas with *Landscape Management's* seven inaugural **LM Consulting Clubs** — a brain trust of business coaches proven to help Green Industry contractors, and industry suppliers and associations, bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

Visit the **LM Bookstore** and peruse our experts' offerings. Jeffrey Scott will teach you to increase your business with "The Referral Advantage," Harvey Goldglantz explains why "Marketing Matters" and Jim Paluch's trio of tales including "Five Important Things," "Leaving a Legacy," and "Growing Dreams" also are available.



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## EDITORIAL STAFF

**Editor-in-Chief** Marty Whitford 216/706-3766 | [mwhitford@questex.com](mailto:mwhitford@questex.com)  
**Editor-at-Large** Ron Hall 216/706-3739 | [rhall@questex.com](mailto:rhall@questex.com)  
**Managing Editor** Daniel G. Jacobs 216/706-3754 | [djacobs@questex.com](mailto:djacobs@questex.com)  
**Executive Editor** Larry Aylward 216/706-3737 | [lailward@questex.com](mailto:lailward@questex.com)  
**Art Director** Carrie Parkhill 216/706-3780 | [cparkhill@questex.com](mailto:cparkhill@questex.com)

## COLUMNISTS

**Kevin Kehoe** 949/715-3804 | [kkehoe@earthlink.net](mailto:kkehoe@earthlink.net)  
**Jim Paluch** 877/574-5267 | [jim@jphorizons.com](mailto:jim@jphorizons.com)  
**Tyler Whitaker** 801/592-2810 | [tyler@tylerwhitaker.com](mailto:tyler@tylerwhitaker.com)  
**Bruce Wilson** 866/517-2272 | [bwilson@wilson-oyley.com](mailto:bwilson@wilson-oyley.com)

## READER ADVISORY PANEL

**Fred Haskett** U.S. Lawns/West St. Louis | [haskettus@peoplepc.com](mailto:haskettus@peoplepc.com)  
**Lorne Haveruk** DH Water Management | [www.dhwatertmgmt.com](http://www.dhwatertmgmt.com)  
**Gary LaScalea** GroGreen | [www.grogreen.com](http://www.grogreen.com)  
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**Richard Wilbert** Robert Howard Associates | [www.rhaincinfo.com](http://www.rhaincinfo.com)

## BUSINESS STAFF

**Group Publisher** Kevin Stoltman 216/706-3740 | [kstoltman@questex.com](mailto:kstoltman@questex.com)  
**Administrative Coordinator** Petra Turko 216/706-3768 | [pturko@questex.com](mailto:pturko@questex.com)  
**Production Manager** Amber Terch 218/279-8835 | [aterch@questex.com](mailto:aterch@questex.com)  
**Production Director** Rhonda Sande 218/279-8821 | [rsande@questex.com](mailto:rsande@questex.com)  
**Audience Development Manager** Antoinette Sanchez-Perkins  
216/706-3750 | [asanchez-perkins@questex.com](mailto:asanchez-perkins@questex.com)  
**Assistant Audience Development Manager** Carol Hatcher  
216/706-3785 | [chatcher@questex.com](mailto:chatcher@questex.com)

## ADVERTISING STAFF

**Associate Publisher** Patrick Roberts  
216/706-3736 Fax: 216/706-3712 | [proberts@questex.com](mailto:proberts@questex.com)  
**National Sales Manager** Dave Huisman  
732/493-4951 Fax: 732/493-4951 | [dhuisman@questex.com](mailto:dhuisman@questex.com)  
**Sales Representative** Cate Olszewski  
216/706-3746 Fax: 216/706-3712 | [colszewski@questex.com](mailto:colszewski@questex.com)  
**Account Executive Classifieds** Kelli Velasquez  
216/706-3767 Fax: 216/706-3712 | [kvelasquez@questex.com](mailto:kvelasquez@questex.com)

## MARKETING/MAGAZINE SERVICES

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## QUESTEX MEDIA CORPORATE OFFICERS

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## THE HALLMARK

RON HALL EDITOR-AT-LARGE

Contact Ron via e-mail at [rhall@questex.com](mailto:rhall@questex.com).

# Stay positive, vigilant and connected

**T**here will be a light at the end of this recessionary tunnel. It won't be bright, and because of differences among regional economies, it will flicker brighter in some markets than in others. It will be easy to miss, so be on the lookout. Since my crystal ball is no clearer than yours I won't hazard a guess as to when the economy will begin to creep upward again. At this point, there isn't much suggesting a quick turnaround.

Monitor key economic indicators in your markets and their subtle changes. Make it a point to know what's going on around you so you can prepare for the recovery. Many business will still be hunkered in defensive postures and waiting for the media to announce better times. You want to be first out of the gate with the right products and services for the right customers in the right neighborhoods when conditions improve.

There will be clues. Positive indicators may start appearing several months after President Obama's massive stimulus package begins working its way through the economy.

Don't wait for the media to tell you when the recession is over. By the time its message turns from depressingly negative to reporting on job creation and other positive factors signaling a

recovery, the rebound will be well under way. If you haven't prepared for it, you will not be at the front of the pack.

### Housing markets tell the tale

There's pent-up demand (and it's growing) among consumers for homes after more than two years of contraction in the housing market. Are you tracking foreclosures where you do business? Seeing them level off or, hopefully, decrease is a good sign. Are sales of existing homes rising? Movement there, especially from month to month, would be great news. New home construction won't begin again until the inventory of existing homes is absorbed. Even so, do you have sources to keep you informed of the traffic in model homes?

What about land purchases in and around your market? Who are the big local real estate players and speculators in your market, and what are they up to? Are you starting to see bare earth? Find out what's going to be built there.

None of this information is difficult to track, but it's only part of what you'll need to get off to a fast start when conditions improve.

Network with other knowledgeable business owners and professionals. Join and participate in local service organizations and trade associations. Contacts and friendships made within builder and property management groups will prove especially beneficial from a business, as well as social standpoint. They will add to your knowledge of what they and other customers will want in terms of services post-recovery. It's likely to be different than what they wanted when this mess started.

Don't let the drumbeat of negative news and this season's uncertain prospects discourage you. While a fast recovery, like we had after the 2001 - 2002 slump, is unlikely, things will improve.

Track key indicators, circulate and trade ideas with other sharp people in your markets, and you'll be prepared to act positively when others are still waiting for things to change.

---

You want to be **first out of the gate with the right products and services** for the right customers in the right neighborhoods **when this economy turns.**

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FROM THE FIELD

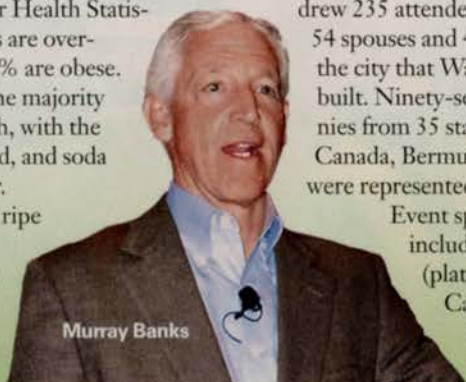
## Time to shape up

Landscapers are 'all ears' at PLANET's Executive Forum as the magical balance of life, work and wellness is unveiled.

BY **MARTY WHITFORD** EDITOR-IN-CHIEF

**T**oo many Americans are in shape — near-circular shape, that is. According to new data from the National Center for Health Statistics, 33% of Americans are overweight and another 34% are obese. That's two-thirds, so the majority rules — from the couch, with the TV remote in one hand, and soda and snacks in the other.

Today is a new day ripe with opportunity for renewed commitment to a magical balance of life, work and



Murray Banks

wellness. That's the take-home message from the Professional Landcare Network's (PLANET's) Executive Forum held Feb. 19-22 at Disney's Beach Club Resort in Orlando, FL.

PLANET's 2009 Executive Forum drew 235 attendees, including 54 spouses and 48 children, to the city that Walt and Mickey built. Ninety-seven companies from 35 states, as well as Canada, Bermuda and India, were represented.

Event sponsors included John Deere (platinum level), Caterpillar (gold level) and Ver-

meer Manufacturing (silver level). CNA sponsored the golf tournament, Cub Cadet the Feb. 20 networking reception, Syngenta the Feb. 21 breakfast, Husqvarna the portfolios, and LandOpt, Agrium and Christmas Décor each sponsored the hospitality suite one night.

### Food for thought

Murray Banks of Peak Presentations and Scott Smith of Motivation to Move are 60 and 49, respectively, but don't let their ages fool you. The wellness/fitness gurus

*continued on page 12*

## WORD ON THE STREET

How important is family-work balance and what helps you maintain it — especially in this challenging business climate?



our family picture. Other days it's putting the project on the side and getting to the sports game or home to work on homework. Knowing when to leave the office and understanding our work will always be there is key. When things are balanced, work is more productive, pleasant and fun. Work provides the basic needs for our family and our co-workers' families, so it's important — but it's not everything. It's one piece of the God-Family-Work pyramid."

— **Lisa Kuperus**, vice president of Wantage, NJ-based Farmside Landscape & Design



is needed at the time it is needed, and supplementing that with support from family and friends. Shared responsibility, flexibility, love, faith and humor are core components of our balancing act. My wife Andrea and I have developed a pretty steady rhythm to maintain our two successful careers and the many activities of our children, while also encouraging family time at home. We recognize we set the tone for the family and are sure to make time for each other so our love and affection spreads to our children. Our philosophy is that well-nourished soil enriches the growth process."

— **Steven Jomides**, president of Westwood, NJ-based Lawns By Yorkshire

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*continued from page 10*

look and act like recent college graduates.

Full of energy, passion and life, the dynamic duo shared with PLANET members their secrets to staying fit, reducing stress, and striking and maintaining the ever-delicate family-work balance — all keys to better harvesting the fun and fruits offered daily by our increasingly intertwined work and home lives.

Wellness — being physically fit and mentally and emotionally well — is America's largely untapped productivity booster, Banks said.

"How's your physical stamina?" Banks asked attendees. "We don't just want to be able to finish each day. We need to start strong, stay strong and finish strong."

"Make no mistake: Wellness and balance are directly tied to the bottom line, but because they're among the many business intangibles, they all too often get ignored," Banks added.

Attendees were "Amen"ing their way through Banks' keynote, but shortly afterward many of us rolled over on our renewed commitment to wellness. The ice cream bar at the welcome reception called our names. Strike that. Its sirens — M&M's, Snickers and other candy mix-ins — sang to our hearts.

"Quite a few of you had wheelbarrows full of ice cream and candy toppings last night. I think you got workouts just carrying your bowls," Banks joked on the second day of the Executive Forum.

"I'm right with you. I denied I would get ice cream three times, but I just couldn't pass it up, either," Banks admitted. "I believe in being good

Scott Smith



Break-out discussions on wellness/fitness, stress management and family-work balance revealed as many solutions as they did issues. » PLANET President Jason Cupp eagerly plays the part of our Stone Age counterparts — cave men who thousands of years ago had many more "acceptable" ways to let off steam.

90% of the time. I exercise a little more to offset the 10% of times I stray a little in my food choices. I walked off that wonderful ice cream after the reception."

### Stress less, move more

Banks urged attendees to create their own Richter Magnitude Scales to weigh seemingly stressful situations.

"When something upsets you, give it a number from 1 to 10, with 10 being the highest stress level. Then give it the energy it deserves.

"A 10 is you receive a call from the hospital concerning a loved one and they say, 'We need you to come in right now.' Everything else is a 9 or below."

Smith added that uncontrolled stress can cost you up to 46% more in health-care costs — for you and each of your stressed-out employees.

"Who weighs 250 lbs. or more?" Smith asked attendees. One attendee with more courage than me (and a few of my portly industry brothers) stood up.

"I was your weight just a few years ago," Smith told the attendee. "I've since lost 85 lbs. and a world of stress. It's as simple as 'Stand up. Take a step. Repeat.'"

### Life balance

When Chris Joyce, president of Marstons Mills, MA-based Joyce Landscaping started his business, and for several years following, he pursued very few non-work related activities.

"For many years, I did nothing but work," said Joyce, noting he really appreciated the PLANET Executive Forum's focus on wellness and balance this year.



"But I got older, got married and became the father of four children," Joyce added. "Work no longer is the most important thing in my life. Family is."

Joyce said most in this industry are very passionate about what they do, so working most of the time comes easy to

many — too easy, perhaps.

"The need for me to spend more time with my family has made me a better business person," Joyce noted.

"When I realized



Chris Joyce

I could not be there to manage the business 24/7, it made me realize I work with a great team of people empowered by great systems."

Believe it or not, the company still runs when Joyce isn't there. In fact, he admitted sometimes, in some areas, it runs better when he's away or hands-off.

"When I realized this, and learned how to balance a great career with an enriching, full family life, it made for much healthier and enjoyable living," Joyce said. "It also gave my co-workers the opportunity to take on more responsibilities and more fully develop, both professionally and personally."

### WEB EXTRA

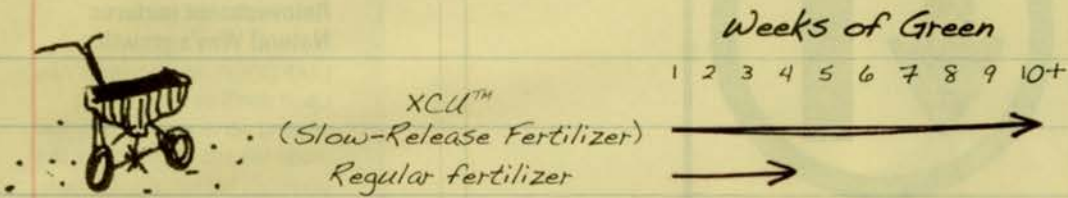
Visit [www.landscapemanagement.net](http://www.landscapemanagement.net) for consultant Bill Arman's advice to Executive Forum attendees on how to harvest their organizations' potentials.

# FERTILIZER 101

What more can I do to cut costs—without cutting corners?

Switch to the New SCU!

- + XCU™ Fertilizer is the most advanced and efficient sulfur coated urea (SCU) on the market
- + New coating technology maximizes plant uptake and minimizes environmental loss
- + Work Smarter: Longer lasting fertilizer = more time for other services



Add up the benefits:

- + Great looking turf with less fertilizer
- + The more XCU in blend = Less total Nitrogen needed
- + Higher Profits ( \$\$ )

→ Bottom line: XCU does more  
→ with less fertilizer!



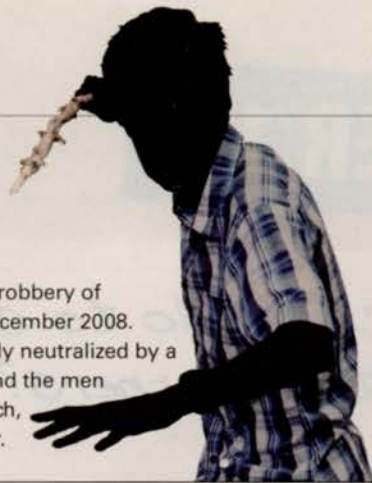
NO BRAINER--  
Call my distributor and ask for  
a fertilizer blend with  
Performance Enhanced XCU!



**BELIEVE IT**   
OR NOT ...

**Armed robbery ... with tree debris?**

Michael Reed, 50, was charged with attempted robbery of Eddie's Fried Chicken in Fort Worth, Texas, in December 2008. Armed only with a tree branch, Reed was quickly neutralized by a 56-year-old employee who grabbed a broom and the men proceeded to duel until Reed dropped his branch, fled, and was arrested nearby shortly thereafter.



**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.



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**LIMITED-TIME  
SPECIALS!**



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**CLIPPINGS** 

**Investigating the effects of graywater**

FORT COLLINS, CO — Sybil Sharvelle and Larry Roesner, professors with the Urban Water Center in Colorado State's College of Engineering, are in the first year of a three-year \$370,000 graywater study awarded by the Water Environment Research Foundation to investigate the effects of using household graywater for residential landscape irrigation. They are sampling soil, plants and water at homes with graywater systems in California, Arizona, Texas and Colorado.

**Reinvestment nurtures Natural Way's growth**

LAKE ORION, MI — Natural Way Lawn and Tree Care, a landscaping services company, has made the Inc. 5000 List for the country's fastest growing businesses. This 46-employee company was founded in 1991, and has been growing ever since, realizing nearly 85% growth within the past three years. The business sprays trees and fertilizes lawns of single-family homes in and around Detroit.

**OPEI pushes for E15 delay**

ALEXANDRIA, VA — The Outdoor Power Equipment Institute (OPEI) has serious concerns with a premature rush to 15% ethanol (E15) and other mid-level fuel blends as being suggested by pro-ethanol producers. Without a formal waiver process through the Environmental Protection Agency (EPA) and with a continued misinterpretation of test results from a Department of Energy (DOE) report, introducing E15 and higher fuels to the marketplace for existing equipment pose risks to consumers and businesses. OPEI will be submitting a letter to the EPA and DOE urging both agencies to use the existing formal waiver process.

PHOTO BY: ISTOCK INTERNATIONAL, INC.



# Cut Costs!



## Cut Operating Costs - And Increase Profits!

Looking for a place to cut operating costs? Atrimmec® can reduce labor and disposal costs by 50% or more. Use the on-line Atrimmec Trimming Cost Calculator at [pbigordon.com/trimmingcalculator](http://pbigordon.com/trimmingcalculator) to input your current costs and compare. See for yourself how Atrimmec can enhance your profit potential.

Easy Spray Application • Irrigation Not Required • No Affect On Turf

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[pbigordon.com/trimmingcalculator](http://pbigordon.com/trimmingcalculator)

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CORPORATION  
*An Employee-Owned Company*

# MYBIGGESTMISTAKE

LESSONS LEARNED THE HARD WAY » BY DANIEL G. JACOBS



**NAME/COMPANY:**

Matt Kisseberth, owner,  
Kisseberth Grounds Care

**EMPLOYEES:** 1 full-time,  
2 part-time

**FOUNDED:** 2002

**HEADQUARTERS:**  
Findlay, OH

» The wrong tools and shortcuts put this contractor in the hospital — and could have cost him his life.

SOME MISTAKES CAN cost you a customer; others might cost a life.

Matt Kisseberth was doing a friend a favor. It was 2002, his first year in business.

"We had a drought that year and times were rough," says Kisseberth, whose company offers year-round grounds care, and snow and ice removal. "I was doing everything I could find that paid a little money."

Kisseberth agreed to pull out a pair of 4x4 posts deeply embedded in the ground at a property he

managed. He tied one end of a rope to his truck and the other to the first of the posts. It came out cleanly, with little resistance.

The second post was more stubborn.

"It was in the ground closer to the concrete, and didn't want to come out when I tugged on it," Kisseberth says. "I backed up and (stepped) on the gas."

The approach worked — a little too well. The second post came flying over the truck's tailgate, through the rear window and struck Kisseberth's

forearm and the headrest.

"Lucky for me, the headrest was enough to stop it," he says. "I broke both bones in my right forearm and had to have surgery. I have a steel plate and eight screws in my arm."

Needless to say, Kisseberth makes sure he brings the right tools for the job, and no longer cuts corners. As he says, "It doesn't pay well, being in a hospital bed from your own stupidity."

To share your biggest mistake, contact Dan Jacobs at [djacobs@questex.com](mailto:djacobs@questex.com).

## LM's Marketing Matters Consulting Club



Harvey Goldglantz, author of "Marketing Matters: The Ultimate Reference Guide to Making the Most of Your Marketing Money," has spent the past three decades helping hundreds of small businesses just like yours — lawn care, landscape and pest management companies — maximize their marketing investments and turn shoestring budgets into turbocharged generators of new, profitable, recurring business.

For a limited time, receive up to three priceless telephone consulting sessions, each up to one hour long, with Harvey Goldglantz, plus his red-hot "Marketing Matters" book, at a significant discount. Get a jump start on your 2009 sales and position your company to thrive — not just survive — these increasingly challenging times.

### Receive 1-on-1 time with marketing guru Harvey Goldglantz on:

- "Big picture" vision
- SWOT — Strengths, Weaknesses, Opportunities & Threats
- The marketing plan
- Budgeting
- Advertising
- Public Relations
- Caring for your customers and employees
- Focus groups
- Networking
- Branding and differentiating
- Marketing to women
- "Green" marketing
- Add-On Business — Branching out from lawn care to add high-margin structural pest management services for existing clients

**Landscape  
Management**

For a limited time, receive up to three priceless telephone consulting sessions, each up to one hour long, with Harvey Goldglantz.

Sign up now at

[www.regonline.com/LMmarketingmatters](http://www.regonline.com/LMmarketingmatters)

**SELL MORE  
LANDSCAPES AND JOBS**

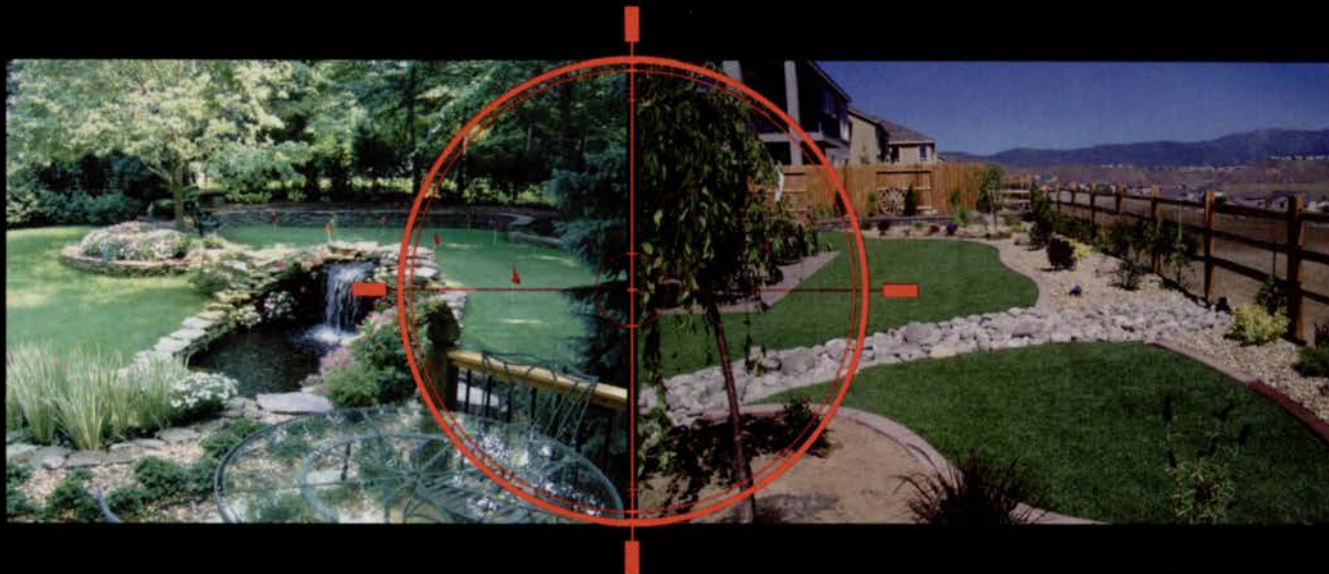
**90 DAYS NO PAYMENTS  
NO CASH FLOW PROBLEMS  
GROWTH, PROFITS & CUSTOMERS**



**GOLFscapes LAWNscapes**



# ZERO IN ON HIGH GROWTH, HIGH PROFITS, & NEW CUSTOMERS



What separates highly profitable companies from their less profitable competitors?  
The answer is simple, it's All Pro Industries.

Many contractors have found that the addition of synthetic golf greens and synthetic lawns to their product mix is the key to market differentiation, thus generating higher revenues and profits all year round. By offering a desirable product that your competition doesn't, you set yourself apart and maximize profits.

Also, installing and selling synthetic golf greens and lawns often generates additional landscape work. More often than not, customers want a distinctive landscape design tailored around their new synthetic turf installation. Water features, retaining walls, patios, lighting and landscaping are added to enhance the client's yard.

This magazine discusses several ways to EXPLODE your synthetic turf business. By using a combination of strategies and tactics we have developed like the "90 Days No Payments", "Build A Green Day", "19th Hole Mixer", and others, we help you to eliminate cash flow problems and be successful at this business. Best of all, it's a simple, easy add-on service that can generate HIGH GROWTH, HIGH PROFITS, and NEW CUSTOMERS on a consistent year round basis.

Sincerely,

*Chris Heptinstall*  
President, All Pro Industries



**OUR PHILOSOPHY IS SIMPLE:  
WE ARE NOT SUCCESSFUL  
UNTIL YOU'RE SUCCESSFUL  
FIRST**

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**GOLFscapes LAWNscapes**

## THE COVER:

A putting green with stacked stone retaining wall and a impressive water feature was installed by Campbell Ferrarar in Alexander, Virginia.

A synthetic lawn with an innovative waterwise landscape installed by Tee Time Greens in Sparks, Nevada

# CASH FLOW PROBLEMS ELIMINATED



## Reading this Magazine can Generate.....

- Two NEW Profit Centers – 50%+
- Two NEW Revenue Streams
- Two NEW Customer Bases
- 90 DAYS – NO Payments & Interest
- Utilizing Existing Equipment & Employees
- A Simple & Easy Add-On Service
- Year Round Installations

# 90 DAYS

## No Payments No Interest

### We FUND Your Installs

Eliminate Cash Flow Problems  
and own a very profitable business

We will help fund the "Cost"  
of your installations

Drive your profit margin through  
the roof with more clients

Catch the attention of  
browsers and turn them into buyers

All Pro Industries has developed a new way to make owning a synthetic lawn and golf green business very simple, easy, and profitable. Contractors will enjoy our 90 days No Payments & Interest Program

Contractors are approved quickly and get the funding to get the job done. There is no need to pay up front for the synthetic turf and you get the money you need to cover the cost of the installation

Give clients the freedom to design the Lawnscape or Golfscape of their dreams without the pressure of having to cover the cost of the installation upfront. All Contractors want choices when it comes to Cash Flow.

The 90 days No Payments and Interest program is a smart option where you can purchase today and take up to 90 days to pay for it. This concept is simple to understand because people are using this type of program with appliances, electronics, and furniture. The difference is you are the contractor with the financial backing to get the job done.

**Call NOW so we can explain this Program**

Listen and learn how to sell more jobs and increase profits with this purchasing option

1-800-334-9005

**CALL NOW TO PRE-QUALIFY**



## 90 DAYS NO PAYMENTS

**NO Payments**

**NO Interest**

**NO Cash Flow Problems**

# HOW CAN THIS 90 DAYS NO PAYMENTS, NO INTEREST PROGRAM GROW YOUR BUSINESS?

- ELIMINATE ANY CASH FLOW PROBLEMS** and fund your ongoing synthetic turf installations
- CREATE NEW REVENUE STREAMS** by selling the synthetic turf products then up selling your other products and services.
- CREATE NEW PROFIT CENTERS** from our synthetic turf that allows you a 50%+ profit margin on the turf then make additional money on landscaping.
- ATTRACT NEW CUSTOMERS** because in today's competitive marketplace, making your products and services available and convenient to your customers is key to success.
- WE FUND YOUR INSTALLS** which allows you to cover the cost of the turf projects.
- IMMEDIATE POWER TO PURCHASE** synthetic turf products shipped to the jobsite today then wait up to 90 days to pay for it.

## DON'T USE YOUR MONEY—USE OUR MONEY

TWO NEW CUSTOMER BASES

SELL MORE LANDSCAPES & JOBS

TWO NEW PROFIT CENTERS



CO-OP ADVERTISING



90 DAYS NO PAYMENTS

UP SELL PRODUCTS & SERVICES

TWO NEW REVENUE STREAMS

## GREEN FROM ALL ANGLES

# HANDS ON INSTALLER TRAINING CLASS



**NEW** install techniques to save time and money

**NEW** marketing strategies to grow your business 10X

**NEW** tactics to cut your advertising budget in HALF

2008: Sat. Dec. 13,

2009: Sat. Jan. 10, Jan. 24, Feb. 7, Feb 21

**Cost \$99.00 each**

**8:30 til 3:00 pm (lunch provided)**

**What you will learn  
in the one-day  
TRAINING:**

**On-Line  
Training  
Classes  
Now Available**

- Hands-On Advanced Installation Training
- Estimating - Small & Large Jobs
- 90 Days No Payment No Interest
- Successful Marketing & Selling Strategies
- Hosting a "Build A Green Day"
- Hosting a "19th Hole Mixer"
- Co-op Advertising
- Design Consultation
- Much More

**Bring yourself and your entire crew  
for this information packed  
training day!**

**FREE  
DVD**



Space is limited to 10 companies per class.

**Call today for details and to reserve your space!**

[www.allprogreens.com/training](http://www.allprogreens.com/training)

**1-800-334-9005**



# FREE ONLINE TRAINING

This online advanced training seminar will teach you how to generate a **TWO NEW PROFIT CENTERS, TWO REVENUE STREAMS, & TWO CUSTOMER BASES**

for your landscaping business by utilizing **EXISTING EQUIPMENT AND EMPLOYEES.**

Go online now to **CAPITALIZE** on the \$50 Billion a year Golf Industry that is directly tied to the Lawn & Landscape Industry.

Learn how to take this simple & straightforward **ADD-ON SERVICE** and **UP-SELL** your other products and services.

**Contractors agree that the time spent with the online training is very worthwhile when compared with a single "call back" from a bad installation.**

## What You Learn From This FREE Online Advanced Training Presentation:

- Step-By-Step Advanced Installation
- Job Estimation
- Six (6) New Marketing Programs
  - 1) 90 Days No Payments
  - 2) Build A Green Day
  - 3) 19" Hole Mixer
  - 4) Co-op Advertising
  - 5) Replicated Website
  - 6) Weekly Email Updates

- The Synthetic Turf Industry
- Your Display Green
- The Design Consultation
- RDS Custom Power Broom
- Killer Closings
- Why All Pro Greens

## Benefits of This FREE Seminar:

- ✓ ELIMINATION of Cash Flow Problems
- ✓ A New Profit Center - Up To 60%
- ✓ A New Revenue Stream
- ✓ A New Customer Base
- ✓ Utilize Existing Equipment & Employees
- ✓ A Simple & Easy Add-On Service
- ✓ Up Sell Current Products & Services
- ✓ Year Round Installations
- ✓ 80% Labor Reduction
- ✓ Buy Manufacturer Direct
- ✓ Carry NO Inventory





## BENEFITS

- For every Build A Green Day, you will sell 2 more greens. Each golf buddy providing the free labor is a potential sale for a turn-key install, Build A Green Day or other landscape/hardscape work. From just one Build A Green Day, you have the ability to generate at least 12 leads.
- It only takes one person to supervise the job. This means the rest of your crew can be busy on other projects.
- You have the ability to eliminate local competition. There is no way that another company can compete with you at \$6.50 per sq ft – that is their cost.
- You can directly communicate the benefits of a green.

# BUILD A GREEN DAY

Our program allows your customers that do not want a turn key installation for \$10.00 - \$15.00 per sq. ft. an opportunity to get a professionally installed green for half the price.

## STEPS TO A SUCCESSFUL BUILD A GREEN DAY

Your customer pays \$5.00 per square foot for the putting green kit.

Your customer pays an additional \$1.50 per square foot to have you as a Independent Contractor supervising the installation. You will NOT do the installation, but will oversee the job so the installation is done correctly.

Set a date and a time with your customer for the Build A Green Day. Have them invite their golf

buddies to provide the free labor for the installation 1 week prior – this will make for a fast and easy install.

Give your customer a materials list and have them purchase and/or rent everything needed for the installation. All materials need to be on site two days prior to the project.

Remind your customer to provide lunch for their friend's efforts.

You will start the install in the morning and they will be practicing their short game by the afternoon.

## EXAMPLE

You will be able to save your clients thousands by purchasing a self-install kit. Thus allowing you to reach another huge untapped market that could never afford a turn-key installation. You make over \$1,300 for supervising the job.

EX: HOW A BUILD A GREEN DAY EARNS INCOME:

Retail Sales — based on \$2.15 per sq. ft — (\$5.00 retail - \$2.85 wholesale = \$2.15 per sq ft commission)

EXAMPLE:

12'x30' = 368 sq. ft. x \$2.15 = \$791.20  
Overseeing an installation — You get paid \$1.50 a sq. ft. to oversee an install.

EXAMPLE:

12'x30' = 368sq. ft. x 1.50 = \$552.00  
Combine the retail sales commission of a 12' x 30' green and overseeing an installation for a Build a Green Day and you have earned \$1,343.20 for 1 day of supervision.

## 90 DAYS NO PAYMENTS & INTEREST WORKS GREAT WITH THIS PROGRAM

Before



During



After



**YOUR SALES**

\$500,000

\$400,000

\$300,000

\$200,000


\$100,000

**YEAR**

2007 2008

# 19TH HOLE MIXER

## 2009



The 19th Hole Mixers are preplanned network parties that are an effective way to gain additional exposure for your company and increase sales. Why would a customer get involved in a 19th Hole Mixer? The answer is simple. They get excited about showing off and bragging about their new green to their golf buddies.

**JEFF CREECH**  
OF **IMAGINEERS**  
75+ attendees  
Expects to sell  
20 to 25 jobs this year

**ROBERT PINEAU**  
OF **COUNTY LANDSCAPE PRODUCTS**  
40+ attendees  
Sold 7  
installs from this event

### STEPS TO A SUCCESSFUL 19TH HOLE MIXER:

Once the green is installed ask your customer if they would like to show off their new golf training aid to their buddies. This will give them an idea of a guest list.

Golfers love to show off their new accessories! Let your customer know that this is not only a way to entertain their friends and family, but also lets others tryout their green.

Set a time and a date for the mixer and send out invitations at least 1 week prior to the event.

Attend the mixer and demonstrate the benefits of the green.

Just like the Build a Green Day – You have the opportunity to get to know the guest and begin qualifying potential sales leads. This will generate more Build a Green Days, more turn key installations and more landscaping/hardscaping sales.



# YOUR MODEL DISPLAY



BEFORE



**With a profit margin of 60% that's \$54,000.00 in profit made by using existing equipment and employees!**

Customers crave simplicity but are flooded with sales people and companies with the "best" product. You must convince your customers that your company provides a hassle-free and truly unique product that is of the best quality. A Display Green or lawn built with precision and detail makes a great first impression and strengthens your reputation as the trustworthy leader in your market.

To sell All Pro products the only requirement is to install a single display. Do it now and reap the benefits! Either build your own or approach a customer with a discount deal in exchange for use of their green or lawn as your Display Green.

DURING



**INSTALLING A DISPLAY HELPS YOU IN MANY WAYS.**

- A lawn or green display is a great sales tool
- The install process helps you to believe in the product
- A simple and easy add-on service to increase revenues
- Use existing equipment & employees year round

The investment pays for itself – sell one green or lawn to breakeven or .... Install one for an existing customer at cost and have no out of pocket expense.

AFTER



If building your own display isn't an option- approach a customer with this proposition: an installation at cost on his/her property with permission to use it as a display. With one job you have a display and a customer referral!

**EXAMPLE: Dave Matz of Atlanta Landscape Group invested \$645 in a 12x18 green. In just 4 months he sold \$90,000 of putting greens. With a profit margin of 60% that's \$54,000 in profit made by using equipment and employees he already had.**

Contractors "go the extra mile" to create spectacular displays – See our new Golfscapes or Lawnsapes Pictorial magazines. Fringe, sand traps, lighting, patios, retaining walls, water gardens, and traditional landscape plants demonstrate the variety of options offered for customers if shown on the display. They also let the customer know these "extras" are available to them while creating additional revenue & profit margins for you.

# LAWNscapes

**All Pro Industries will offer a solid addition to your commercial and residential projects. We manufacture professional synthetic grass turf.**

**SYNTHETIC GRASS** is one of the most efficient and effective solutions to the drought affecting much of the United States. Completely eliminating the need for watering – synthetic grass offers a green, lifelike landscape all year round with no dead spots, weeds, mowing, irrigation, or chemicals – it's virtually maintenance-free.

All Pro offers synthetic grass as a leading environmental solution to the increasingly serious drought conditions. Environmentally conscious architects, developers, builders, and contractors are already responding by offering synthetic grass – be on the cutting edge of these changes and **"GO GREEN – GO SYNTHETIC GRASS IN YOUR NEXT PROJECT."**

## **NEW SYNTHETIC LAWN INSTALL ONLINE TRAINING VIDEO**

This NEW Step-By-Step Training video shows the installation of 1000 sq. ft. of lawn turf that was installed at an O'Charley's Restaurant.

The 15 minute video includes:

- Step-By-Step Installation
- Estimating The Job
- Natural Sod VS. Synthetic Turf Cost Comparison
- How To Market & Sell The Product

[www.allprogreens.com/lawns](http://www.allprogreens.com/lawns)

**Increase Sales, Maximize Profits,  
and Give your customers a beautiful  
and maintenance free lawn!**



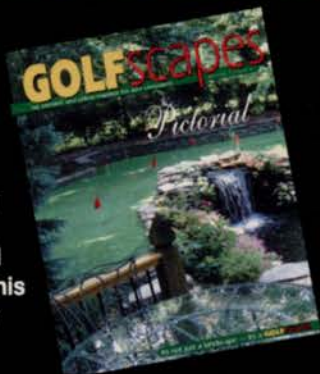
# A MARKETING ARSENAL TO EXPLODE YOUR BUSINESS

Take advantage of the many marketing tools we have available to you. We've done all the research and hard work developing attractive and educational materials so you don't have to. Tried and true, these tools are extremely effective in helping you sell our products. Our goal is to help you work smarter...not harder. Use these tools to your advantage.

## Pictorial Magazine

A 32-page full-color magazine gives you the power of 150 pictures. The best way to sell a husband on a golf green is by showing his wife the many beautiful landscape options she can have around the green. Contractors tell us that this is the most effective sales tool they have.

**\$2.50 each**



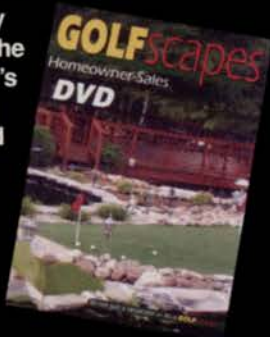
## Installation, Homeowner and Homeowner Sales DVD's

Getting the customer emotionally involved is important in closing the sale; so we developed three DVD's for you. These DVD's are great at generating customer interest and excitement in owning a green in their own backyard.

Customers interested in a turn-key installation by you will want to watch the **Sales DVD**.

Train your crew and yourself with the **Contractor Installation DVD**.

Do-it-yourselfers or Build A Green Day clients need a **Homeowner Installation DVD**. **\$2.50 each**



## Sales Brochure

Our newly updated quad-fold brochure ignites the imagination. It displays over 20 possible green shapes and designs. This tool helps you sell customers on larger greens by reinforcing the value of a well landscaped yard.

**\$30.00 per 100**



## Postcards

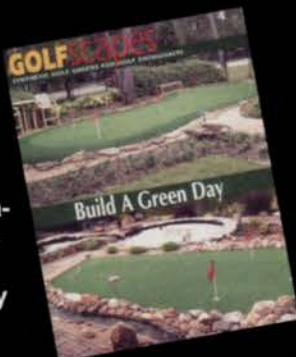
Postcards are a great follow up tool for prospective customers. Sending one postcard every week for five weeks after you give an estimate is an excellent way to get called back. The postcards reinforce the advantages of a synthetic green and keep it fresh on your customers' minds. **\$20.00 per 100**



## Build A Green Day Brochures

This valuable brochure will appeal to the customers that can't afford a turn-key installation. Educate your customers about the Build A Green program and explain how they can have a green for a very reasonable price using this beautiful full-color brochure. You may save a day's work, but you won't lose a day's pay.

**\$30.00 per 100**



## Artificial Lawn Turf Brochure

This full-color tri-fold brochure, complete with alluring pictures, shows customers the beauty of our low maintenance, water wise artificial lawn turf. It also explains the many benefits of All Pro baby friendly, pet approved and environmentally friendly turf.

**\$30.00 per 50**



## Replicated Websites

A great sales tool designed to educate and inform your customers.

These websites are carbon copies of our corporate website. Your site will be personalized with all your contact information. **\$36.00 per month**



Enter All Pro Industries

# PHOTO CONTEST

**\$10,000.00** in cash prizes

Enter photos of your prize-winning golf green or lawn installations. Simply choose a category below that best demonstrates the type of green(s) or lawns you have installed.

## CATEGORIES:

1. **BEST STAND-ALONE GREEN** – an installation of a green only
2. **BEST GREEN WITH A BORDER** – an installation including a retaining wall, concrete wall, fringe, patio, walkway, etc.
3. **BEST LANDSCAPED GREEN** – an installation with added landscape: plants, bushes, trees, flower garden, mounds, rock garden, etc.
4. **BEST GREEN WITH A WATER FEATURE** – an installation with an added water feature: waterfall, water garden, pond, water hazard, creek, etc.
5. **BEST LAWN** – an installation residential or commercial use.
6. **BEST LAWN OR GREEN TRANSFORMATION INSTALLATION** – an installation where the most dramatic change occurred from before, during, to after.

Prizes for each category will be awarded as follows:

- 1st Prize \$800.00
- 2nd Prize \$400.00
- 3rd Prize \$200.00
- 5 Runner-ups \$50.00 each

## RULES / GUIDELINES:

- Pick a category(s) to enter
- ALL photos must be mailed or emailed to us
- Size of photo must be a minimum of 4 x 6
- Emailed photos must have a resolution of at least 2048 pixels by 1536 pixels or 300 dpi. Email photos to [allpro2265@yahoo.com](mailto:allpro2265@yahoo.com).
- All photos MUST have name, address, phone #, and size of green on the back or in the email.
- Take photos at the time of day when no shadows appear, best time is usually when sky is overcast. Also take photos from many angles.
- One green or lawn can only be entered once but submit as many as many categories as you'd like (can't enter the same one twice)
- **DEADLINE** for entries is **DECEMBER 1, 2009**

### Disclaimer:

All photos become the exclusive property of All Pro Industries Inc. We reserve the right to use the photos and testimonials prior to the announcement of the winners and anytime after for sales, marketing, and publishing purposes. Purchase not necessary, void in some states.

Winners will be announced and contacted by **December 20th, 2009**. Winning photos will be featured on our web site. Get snapping and get those photos into All Pro Putting Industries Photo Contest today!



# CUT YOUR LABOR CUT YOUR COST

## INCREASE YOUR PROFITS



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# BEFORE AND AFTER



## Golf Green Kit

1 – 12.25' x 30' golf green =	368 sq. ft. @ \$2.85 per sq. ft.	\$1,047.38
1 – 12.25' x 15' golf green =	184 sq. ft. @ \$2.85 per sq. ft.	523.69
1 – 12.25' x 5' Fringe =	61 sq. ft. @ \$3.30 per sq. ft.	202.13
5 Flags/Poles @ 24.00 ea.		120.00
5 Cups @ 8.75 ea.		43.75
5 Cup Sleeves @ \$10.00 ea.		50.00
1 Quart Adhesive/Seam Tape @ \$15.00 ea.		15.00
Freight – Estimated		233.00
<b>Golf Green Kit Total</b>		<b>\$2,234.95</b>



Stone Base ( 10 tons) @ \$20.00 per ton	200.00
Coal Slag or Copper Slag Infill (34 – 100 lb bags @ \$12.00 ea.)	408.00
Geo Textile Under layment (12 x 60)	30.00
Plate Compactor Rental (1 day)	60.00
Labor (3 men for 1 ½ days) @ \$25.00 per man hour	900.00
Misc	200.00
<b>Additional Materials Costs</b>	<b>\$1,798.00</b>

Selling Price	
Golf Green (613-sq.ft. @ \$13.50 per sq. ft.)	\$8,275.50
Actual Cost (\$6.58 per sq.ft.)	4,032.95
<b>JOB PROFIT – (\$6.63 per sq.ft.) or 50%</b>	<b>\$4,062.55</b>



## Lawn Turf Kit

One 12.25 x 35 =	429 sq. ft. @ 3.30 per sq. ft.	\$1,415.70
One 12.25 x 45 =	564 sq. ft. @ 3.30 per sq. ft.	1,861.20
Freight Estimated		256.84
<b>Lawn Turf Kit Total</b>		<b>\$3,533.74</b>

Stone Base ( 16 tons) @ \$15.00 per ton	240.00
Infill – Sand (55 100lb bags) @ 5.00 each	275.00
Plate Compactor & Sod Cutter Rental (1 day)	120.00
Labor 3 men @ 20.00 per man hour (1 day) – 8 hrs each	720.00
Misc: Weed Barrier, Nails, Blades, Edging, Etc.	250.00
<b>Additional Materials Costs</b>	<b>\$1,290.00</b>

Selling Price (993 sq. ft. @ \$8.50 per sq. ft.)	\$8,440.50
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# TEAMS

FOR *TOUGH* TIMES

Owners are looking harder than ever at their employees and what they can contribute entering this uncertain season.

BY **RON HALL** EDITOR-AT-LARGE

**K**EN CARR, owner of Greenspace Design & Landscape, is at home tending his 8-month-old daughter, Anna. He's busy this morning working up a direct mail marketing piece. His wife, Lori, who does "the books" for his business in evenings, teaches at a nearby school.

Carr, 38, is optimistic by nature, and his contagious and honest enthusiasm makes him instantly likable, which serves him well when meeting prospects. But Carr knew he had to get off the equipment, out of the field and start designing, selling and networking

different company. They offered him a company vehicle, and it would be hard for me to do that," says Carr.

Undaunted, Carr continued his search, and just before this magazine went to press, he made an offer to someone from a local competitor. The offer was accepted.

Greenspace consists of Carr and now three employees, and the four of them will be tackling the growing number of landscape renovations that Carr, who doesn't do snowplowing, managed to sell this winter. While Carr is pleased with their work habits and appreciates their loyalty, he's convinced the new addition could make all the difference in the world.

"I'm not looking to be one of the big guys here," says Carr. "If we can keep growing and be profitable, I'm happy with that."

### Faith in the future

Mark Halla, driving to meet his wife for lunch, relates that he carried over very little landscape construction business from the previous season. He admits to being "a bit concerned at times," but says that he's running more leads than ever. Halla is confident once spring erupts, his Twin Cities' area landscape company will be busy again.

"We know for sure that God will be faithful. For me this is my mission field, and God has blessed me abundantly," says Halla.

Mark and Kay Halla have faith their full-service landscape company/garden center located near Chaska, MN, will continue to prosper, in spite of today's discouraging economy. Their faith is reflected in their company's name — The Mustard Seed Inc. ("*...if you have faith as small as a grain of mustard seed, you shall tell this mountain to leave and it will leave and nothing will be impossible to you.*" Matthew 17:20)

Halla says that in spite of a dearth of projects going into the spring, he anticipates another busy season for his company — in large part because of his experienced management team, three of whom also have ownership in the



company. Employee-owned landscape companies aren't that unusual, but few are structured like The Mustard Seed.

The Hallas founded the company in November 2003, after Mark had worked 14 years in a nursery founded by his grandparents in 1942. Initially, the couple worked out of the basement of their home. Borrowing \$300,000 for trucks and equipment and putting in long hours, they soon found themselves overwhelmed. But that started to change within a few months.

"By the next spring, all the key people that I had worked with at the other business for so many years joined us. That was a blessing," says Halla. "We ended up having a team of professionals almost from the start. They've all stayed with us. None of them have left. In fact, we've even given them some ownership in the company, and we anticipate and hope they will always stay with us." Each of the three employees received a 10% stake in the company.

The next milestone for the couple's business plan fell into place when they found and purchased a farmhouse on 30 acres. Again, Halla credits God for the good fortune, but he also acknowledges that the success of The Mustard Seed will continue only as long as he can motivate its employees.

"We're fortunate here because the people have a strong work ethic. Many of them have been raised on farms, and work doesn't bother them," Halla says. "I don't have to put ads in newspapers

to take his company to its next annual revenue goal of \$500,000. To reach that figure, Carr says he needed one more good "team member" — a dependable field foreman.

Even in these days of high unemployment, that's not as easy as it might seem, Carr is discovering.

"I had a good candidate. I thought he might join me, but he went with a



ILLUSTRATION BY: ISTOCK INTERNATIONAL, INC.

for employees. We put out a sign, and in about two days we have more applications than we'll need for the year."

**Staying positive**

Chris Senske, president of Senske Lawn and Tree Care, based in Kennewick, WA, admits his "crystal ball is fuzzy." But he says that until somebody or something "puts the brakes on," he's planning on normal growth for his company in '09. The company offers lawn care, tree care and holiday lighting services from seven branches located in Washington, Idaho and Utah. All indications point to a relatively normal season, he says.

"Our prepaids for lawn service have been at the same levels as they've been in the past, and our accounts receivables are good. We're doing an outbound call campaign right now, and it's selling better than it has in the past

*continued on page 41*

**WEIGH EMPLOYEES' VALUES VS. COSTS**

Employees are a company's greatest asset — and also its greatest expense, with direct labor accounting for approximately 30% of a typical landscape company's costs.

During a severe economic recession, and during a period of falling revenues, owners ask their employees to do more. Sometimes even this, and whatever cuts a company can make, isn't enough to keep the balance sheet on the plus side. Owners and managers are then faced with the prospect of weighing each employee's value and contributions against his or her costs.

In light of the unsettling turn the economy has taken this past year, we felt it would be valuable to offer an industry-wide snapshot of how you, the readers, are viewing the 2009 season, including the impact it might have on your staffing.

Apparently, you felt the same way. More than 400 of you responded to our employment survey within days. We feel it is a representative sample of the industry, with 96% of the responders indicating they have been in business three years or more (44% for more than 15 years), and 41% budgeting for '09 revenues of \$500,000 to \$5 million.

The picture arising from the survey reflects the uncertainty that most of us are feeling about the economy.

When we asked how many of you are budgeting for more revenue in '09, 78% of respondents predicted growth >>>



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for '09. The largest number of responses (100 of 439, or 23%) is in the 1% to 4% forecasted growth category. However, when we asked how many were budgeting for decreased revenues, in the very next survey question, 44% of respondents said they expect revenues to decrease 5% or more this season, with 5% expecting at least 20% less revenue.

Not surprisingly, this uncertainty is reflected in the readers' employment plans, our survey shows. Forty percent of respondents said their employment picture remains the same as it was last year; 31% say they will have fewer employees, and 29% report they will need more employees.

If there's a silver lining in this economic cloud, it's that companies will be able to be selective in bringing new employees and managers into their companies. A lot of experienced people will be looking for positions this year. — RH

### Landscape worker wages (average) for '09

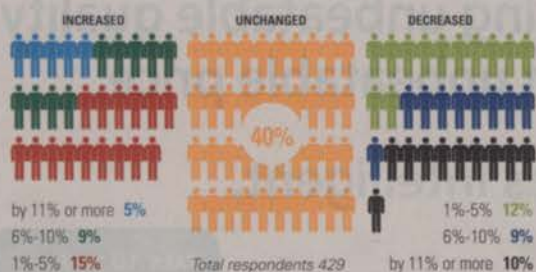


### Hours of employee training annually



Total respondents: 429

### Change in the number of employees for '09



### What % are you budgeting to grow revenues in '09



continued from page 38

two or three years," says Senske.

"We're also working on being better managers and making sure we're running lean and mean," he adds. "We've made a commitment throughout our company to train all of our people, and everybody is involved in evaluating, and improving, our processes."

Beyond that, Senske says the economy offers a great opportunity to

add new talent to his company.

"We're getting more high-quality applicants now," he says. "We're only interested in the A players. We're excited about adding anybody like that to our team."

### Services make the difference

Landscape or lawn service companies' prospects for the coming season (and

continued on page 43

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David Kafka

*continued from page 41*

owners' expectations) seem to be predicted, in large part, on the types of services that generate most of their sales. Lawn and tree care services generally are doing better than lawn maintenance, which is holding up better than installation. Landscape construction — for almost all layers of the market, and especially for new construction — is way off.

David Kafka's company, Supergreen, maintains the properties of seasonal homes on the resort islands in and around Charleston, SC. Even though the owners have primary residences elsewhere, the properties must be tended 12 months of the year.

"A lot of our customers are saying they've lost 40% or more of their retirement savings, and they're telling me they must cut back on their expenses," says Kafka. "We tell them, 'You've told us that you like what we do, so let's stay in business together. Let's reduce the services, maybe eliminate the shrub treatments or cut back the visits from 52 to 41 this year. We can help you.'"

While that approach has yielded some positive results, and Kafka has reaped others by personally contacting customers, the depressed real estate climate and dormant local construction have dramatically slowed his business this past winter.

Kafka says he tries to keep his employees working year-round because they're trained and experienced, and he would hate to lose them. This winter, however, he was forced to cut back their hours. Most weeks, at least through February, they were done by Wednes-

day afternoons or, on some occasions, Thursdays. As a last resort, he laid off two people in his office and five production employees.

"We're going from three-man crews to two-man crews. We'll just have to work longer hours," says Kafka, a former fireman who started the company in 1997.

### The contractor factor

Mountain View Landscape and Lawn Care, Chicopee, MA, is going into this season with about \$3.5 million in business on the books, says President Steve Corrigan. It's enough to get it started, but well below what it's been carrying into the past spring seasons. Even so, Corrigan remains "cautiously optimistic."

"Our maintenance renewals have been good, but that's only 20% to 30% of our business," he adds, admitting that he's probably more concerned about next season because of the lack of construction starts this past year, especially in the commercial sector: "Because we're always the last contractor on a site, we're a little concerned about what's going to happen in 2010."

Corrigan says the lack of new construction has added another wild card to this season's prospects: the entry of more contractors into the competitive mix.

"There's more competition than ever for the work. Last week, we bid on a \$350,000 park job. We came in second," says Corrigan. "The low bidder was a subdivision contractor. He said he didn't have any subdivisions to do, so he had to start looking at other stuff."

Mountain View employs 25 to 30 people on its construction crews, but Corrigan says he might need to reduce that number by two to six employees this season, depending upon sales. It's something he hopes he can avoid.

"These are skilled employees because we do a lot of diverse and difficult projects," Corrigan says. "The more difficult the job is, the more competitive we are. We have a great work force."

*continued on page 45*

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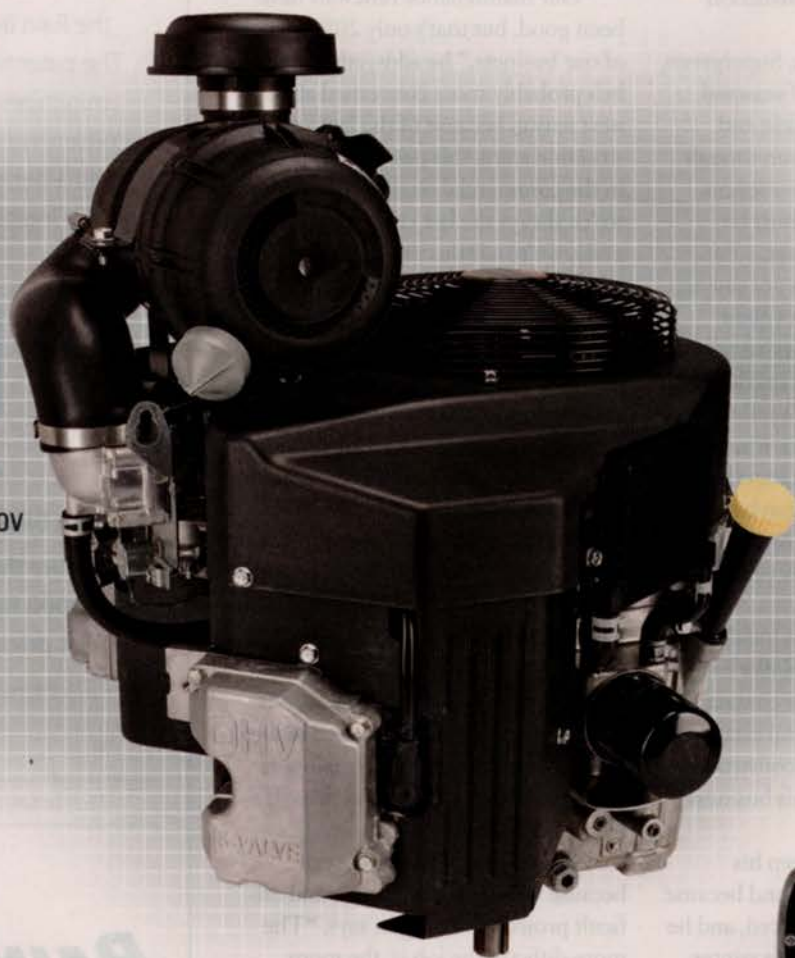
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## PROTECT YOUR BEST PLAYERS BY BILL HOOPES

Be very careful about the employees you cut from your roster or let get away.

Reflecting back to the 1987 recession, I recall the need to trim our staff. I also remember a senior manager saying, "Let's just do it through attrition. We just won't replace quitters." There's a problem with this tactic: In tough, demanding times, the best people get the best opportunities. Also, as typically happens, the people you need least are usually the ones who don't quit.

If you have one of those "really good people," another company, maybe a competitor, is trying to recruit him or her. One thing is certain; in tough times you need your veteran problem solvers more than ever. You need their experience, their knowledge and their ability to work efficiently.

Before you cut staff, consider these three factors:

**1 Evaluate the relative benefits of keeping people versus the cost of hiring and training new workers** once the recession comes to an end. When it will end is anybody's guess, but it will end, and you will need to add or replace staff. It can take years to truly, fully replace talent.

**2 If you decide you must cut employees, force-rank your entire team** — not just production workers. Look closely at supervisors who might not be pulling their weight, but who are more highly paid. I recently helped a client lay off a non-functioning manager and replace him with a higher-paid, more talented person. Once on the job, the new manager reorganized and reduced the staff, made the operation more efficient — and did it all for a net added cost of zero.

**3 As you evaluate the team, think about your best utility players**, those people who understand and can play several different positions well. You want people who can capably handle responsibilities formerly handled by others.

— The author is the owner of Grass Roots Training, and provides consulting services, specializing in training and employee building for Green Industry companies. Contact him at [hoopes@columbus.rr.com](mailto:hoopes@columbus.rr.com).

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### Seasonal labor

Steve Booth started Booth's Landscaping in 1984. It's the most-established landscape company in Alaska's Kenai Peninsula, a scenic region on the southern edge of the state that touts itself as Alaska's Playground.

"The last couple of years we've been very busy. Typically, Alaska is a little bit slower to catch up with the outside economy," says Booth. "I'm sure this year the economy will hit us."

Booth's Landscaping derives most of its revenue from commercial projects, and employs about a half-dozen employees each season. The work is highly seasonal, generally starting May 1 and lasting until October or November.

"We have several projects that we couldn't finish last fall because the cus-



tomers weren't ready for us, so we have work right out of the chute," says Booth.

Getting employees is sometimes a challenge, admits Booth, who has been in the industry 32 years.

"We don't have a big labor pool here, but the phone will start ringing in April. I try to hire somebody who has good references," he says. "Driver's licenses are often a problem, and it's hard to find guys with commercial licenses. Sometimes we have to weed through a lot of people to get a good employee." LM

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## WORKINGSMARTER

JIM PALUCH

The author is president of JP Horizons Inc. Visit [www.jp horizons.com](http://www.jp horizons.com).

# Take 5 steps toward lasting change

**O**ne common Lean tool to making changes and taking action is a simple, but effective process called 5S. It is effective because it provides a plan to accomplishing something that is visual to everyone. In most cases, it also creates immediate efficiencies and improvements.

5S can take place in the maintenance bay, the design office, or through the computer files — and will help in shaping the culture of your company to move from just talking about changes to making them. The following is a brief description of 5S methodology:

**1. Sort:** Select an area, then begin to systematically evaluate what should be in that area and what should not be. It might mean you need to go through the “painful” experience of throwing away that old transmission you bought at an auction 12 years ago that your maintenance crew has to step over every time they need to get the backpack blower hanging behind it on the wall. After all, when in doubt, throw it out!

**2. Shine:** Get out the mops, buckets, cleaning utensils and go to work. Clean everything in the area in which you are focusing. Don’t just dust; how about some new paint on the walls and the floor? Spray off the tools and equipment that will be stored in this area. Be careful not to try and clean the entire world, just stay focused on the area you have selected.

**3. Set in order:** When you are ready to put back only the things that belong in that area, first add some shelves, hooks or designated space on the floor to park equipment. Give thought to what should be placed where, based on making it effi-

cient to locate and easy to access.

Let me offer a quick note here for all of us who have instinctively used the first three steps described above only to find that in time, the area in which we put all that effort eventually returned back to the way it used to be. This process has more to it than just cleaning; it must become a mindset that shapes the culture of your company. That is why the next two steps are essential.

**4. Standardize:** The easiest way to accomplish this is through labeling and creating some structure to the area of your focus. When a designated label clearly reads “rake,” it becomes more difficult to place the shovel there. Show faith in your team or yourself as a leader. Try it, and your team will amaze you.

**5. Sustain:** This step is what separates your efforts from “just cleaning something” to an evolving culture of efficiency and Working Smarter. Keep in mind that the project is not completed until you have put up some visual reminders and tracking that will maintain and continue to improve what you have accomplished in this area. Post a simple map that shows where everything is to be stored, and use an auditing system that consistently measures and evaluates how well everyone is adhering to the new standard that has been established.

Making changes, even simple ones, often can be uncomfortable, seemingly time-consuming and can challenge the current state of your company. Yet on the other side of the change, success is waiting patiently. What if a mind shift and a great 5S project could help your company add 10% more billable hours in 2009, or add 3% improvement to client retention? When the correlation between making changes and noticeable and measurable improvements is realized, a culture shift to continuous improvement takes place.

### MONTHLY CHALLENGE

Choose an area in your company to “5S.” Make sure it is manageable and try and work through each of the steps.

More than 250 Green Industry companies have participated in JP Horizons’ Working Smarter Training Challenge (WSTC), typically saving tens of thousands of dollars annually. To see if your organization qualifies to participate in the WSTC, visit [www.jp horizons.com](http://www.jp horizons.com) today.



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# LM REPORTS

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## HERBICIDES & FUNGICIDES



### BEFORE YOU BUY

When applying any chemical product, here are some factors to keep in mind, courtesy of the Florida Cooperative Extension Service:

- ▶ They can only help manage some plant diseases, not all.
- ▶ Identify the disease/weed first, so you choose the correct product.
- ▶ The correct timing of applications is critical to success.
- ▶ Measuring, diluting and applying products effectively and safely requires attention to detail.

### Petro-Canada

Civitas primes the turf's genes, stimulates its natural defenses and kills or inhibits fungal diseases. It offers short reentry intervals, spray and application flexibility, and improved turf health. Available in a tote, 55-gal. and 30-gal. drums and 5-gal. pail, Civitas helps to control dollar spot, brown patch, anthracnose, spring leaf spot and several others. [www.civasturf.com](http://www.civasturf.com) or 866/335-3369

### Dow AgroSciences

Dimension specialty herbicide provides pre- and early post-emergence control of crabgrass, and season-long control of crabgrass, goosegrass, foxtail, spurge and *Poa annua*. With multiple formulations, including the water-based Dimension 2EW, Dimension can be used over the top of field- and container-grown nursery and landscape ornamentals, and in established lawns, golf course fairways and commercial sod farms. [www.dowagro.com/turf/prod/dimension.htm](http://www.dowagro.com/turf/prod/dimension.htm) or 800/255-3726

### Scotts Professional

To help professionals develop flexible weed management plans, Scotts Professional has created a free Pre-Emergent Weed Guide. This informative guide describes how to most effectively use its new granular herbicide, Jewel (pictured), in rotation with its other pre-emergent herbicide products, Rout and OH2. The guide also offers sample rotation schedules for five U.S. growing regions, and identifies common weeds with photos and detailed descriptions. [www.scottspro.com](http://www.scottspro.com) or 800/492-8255



### Syngenta Professional Products

Barricade pre-emergence herbicide is supported by a money-back guarantee that the product will control crabgrass well into 2009.

Customers who purchase \$5,000 or more of any combination of Barricade flowable, Barricade 65WG water-dispersible granule formulation or Barricade on-fertilizer from authorized Syngenta Channel Partners between Sept. 1, 2008 and May 15, 2009 qualify for the program. [www.BarricadeGuarantee.com](http://www.BarricadeGuarantee.com) or 800/395-TURF

### Valent U.S.A. Corp.

SureGuard Herbicide received registration from the Environmental Protection Agency and has been approved by all 50 states for use in landscape settings as a preemergent and quick postemergent control of broadleaf and grass weeds such as crabgrass, spurge, bittercress and groundsel. SureGuard's active ingredient, flumioxazin, brings a unique mode of action to the LCO market that works to control glyphosate-resistant weeds and provide an overall strong resistance management alternative. [www.valentpro.com](http://www.valentpro.com) or 800/89-VALENT

### Arysta LifeScience North America

Disarm G granular formulation strobilurin fungicide is labeled for control of brown patch, dollar spot, gray leaf spot, pythium, red thread, zoysia patch and all major patch, spot and snow mold diseases on lawn, sports turf and sod production. Disarm G is the only strobilurin labeled for control of light-to-moderate dollar spot infestations. Coupled with exceptionally rapid systemic activity, quick rainfastness and long residual, the new formulation provides lawn turf care professionals a cost-effective strobilurin fungicide cornerstone for their disease management programs. [www.arystalifescience.us/disarmg](http://www.arystalifescience.us/disarmg) or 866/761-9397

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continued from page 48

## BASF Professional T & O

Grass selective, post-emergent Segment herbicide offers selective control of weed problems in centipedegrass, annual bluegrass and established fine and tall fescue turfgrasses. Segment is the only post-emergent grass herbicide that can be applied directly to trees or shrubs at any stage. It inhibits the biosynthesis of lipids in more than 25 grass species. [www.betterturf.com](http://www.betterturf.com) or 800/545-9525

## PBI/Gordon

Q4 Turf Herbicide offers a single product control option for yellow nutsedge suppression and grassy and broadleaf weed control in established turfgrass areas, and reduces phytotoxicity on cool-season grass species. It also offers the enhanced speed of a protox inhibitor benefiting the lawn care and landscape markets. Grassy weeds, such as crabgrass and foxtail will turn ghostly pale prior to the reddening that precedes weed death. Clients will see results, usually within 24 to 48 hours. [www.pbigordon.com](http://www.pbigordon.com) or 800/821-7925

## Bayer Environmental Science

The selective post-emergent herbicide controls annual and perennial grasses in turf in a single treatment. With its water-based formulation, Acclaim makes precautionary handling procedures easy compared to solvent-based formulations. Its timing and use is flexible, too. [www.bayerprocentral.com](http://www.bayerprocentral.com) or 800/843-1702

## SePRO

Octane 2% SC contains the active ingredient Pyraflufen ethyl, which when added as a tank-mix with post-emergent broadleaf weed herbicides, increases the speed of kill and broadens the weed spectrum. Because Octane is rainfast in only one hour, the risk of losing activity because of inclement weather is minimized. Octane can be applied in rates less than 4 oz. per acre stand-alone, or 1.5 oz. per acre in tank mixes. [www.sepro.com](http://www.sepro.com) or 800/419-7779

## DuPont Professional Products

DuPont TranXit herbicide aids in spring transition and fall overseeding. Spring use controls ryegrass to give your bermudagrass the opportunity for more rapid



and complete re-establishment after winter dormancy. A fall application helps control annual bluegrass prior to overseeding for the winter. [products.dupont.com](http://products.dupont.com) or 866/6DUPONT

## FMC Professional Solutions

Echelon herbicide provides pre-emergence and early post-emergence control of crabgrass, goosegrass and sedges in sports turf, residential and institutional lawns. Echelon saves applicators time and money on weed control later in the season. The Echelon Assurance Program offers 100 days of sedge control when applied according to label directions. [fmcprosolutions.com](http://fmcprosolutions.com) or 800/321-1FMC

## LebanonTurf

LebanonTurf introduces a 19 0 6 33% MESA fertilizer with Lockup, a new herbicide from Dow AgroSciences that offers superior clover control on a dry granular — even with minimal irrigation. Lockup offers powerful, consistent control with residual activity and provides an alternative to traditional three-way type products. [lebturf.com](http://lebturf.com) or 800/233-0628

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# THE BENCHMARK

KEVIN KEHOE

The author is the owner-manager of Kehoe & Co. Contact him at kkehoe@earthlink.net.

## Stretch your capacity rubber band

*Part one of a multi-part series.*

I promised I would drill down into the high-profit benchmarks from my 2008 survey. So here's the first take-home: High-profit companies operate leaner. Their pricing is not better — market competition sees to that — though they do seem to have fewer larger accounts than the average-profit companies. What they do well is minimize available capacity in labor, equipment and overhead office/management staff. They do the same amount of revenue with fewer people and trucks. They are really tight with their money. How many fewer people and trucks? See the chart on the right.

Using an equivalent \$2 million firm, the average-profit firm achieves about 8% net profit before taxes. By comparison, the highest-profit firms see about 14%. If we assume that 10% of direct cost is for materials, that leaves the difference in direct labor. If we assume an average wage rate of \$12.50 per hour (this includes payroll taxes), the high-profit firms turn the same revenue with 3,200 less labor hours. This is equivalent to about two full-time (FT) people in most markets, given seasonal schedules. Thus, the gross profit margin is higher (54% vs. 52%), with an annual savings of \$40,000.

High-profit firms have an average overhead of 40% of sales, while the average-profit firms are a little higher, at 44%. This dollar difference is equal to \$80,000. The primary expenses in overhead are equipment costs and non-billable staff costs (supervisors, managers, sales, office). By employing one less truck/trailer and one less manager (see chart), the high-profit companies achieve this result.

I calculated the cost of the average annual truck usage — including vehicle depreciation, fuel, repairs, equipment, etc. — and we know the cost of an account manager. These numbers are real, though they may vary +/- 10% for your neck of the woods.

The bottom line is that high-profit companies turn the same revenue with less capacity. Laborers, trucks and managers are capacity you hire to gener-

ate revenue. The highest-profit firms seem to stretch capacity before adding more. It is a tricky thing to do, as you probably have experienced. Almost everyone who works for you will tell you they need more people, trucks and help. The challenge is to add the capacity more slowly than they want it. The capacity rubber band stretches more than most of us think.

My recommendations? If you are not growing revenues this year, reduce labor head count in the field, as well as with supervision and office staff. And if you are adding revenues, do it without adding trucks and supervision/office staff. Try it. It's the lean challenge. You must ask yourself and your key people, "Where can we reduce capacity?" To answer it, you will have to call into question many of your assumptions about running your business. This is a good thing. The payoff in capacity reduction is high.

	Average	High Profit
Revenues	\$2,000,000	\$2,000,000
Gross margin	\$1,040,000 52%	\$1,080,000 54%
Overhead	\$880,000 44%	\$800,000 40%
Net profit	\$160,000 8%	\$280,000 14%
<b>Assume</b>		
Average Hourly Wage	\$12.50	\$12.50
Materials Cost	10%	10%
<b>Result</b>		
Materials	\$200,000	\$200,000
Labor	\$760,000	\$720,000
Labor hours	60,800	57,600
Labor hour difference	3,200	(Approx. two FT people)
Labor cost difference	\$40,000	
Overhead difference	\$80,000	
Total cost difference	\$120,000	
<b>How it's done</b>		
Two less crewmen	\$40,000	
One less truck/trailer setup	\$29,600	
One less manager	\$57,600	
	\$127,200	

(One \$45,000 person with benefits/expenses)

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# SILENCING THE STING

ABOUT 20 MILLION people — 40% of those in infested areas — feel the nasty sting of fire ants every year. Arriving in the United States in the 1930s, fire ants reportedly occupy more than 300 million acres, or a landmass nearly twice the size of Texas, and cause \$6 billion in damage annually nationwide.

It's time to silence the sting of fire ants. That's why we've partnered with major chemical manufacturers this month — to provide a snapshot of leading-edge pesticide tools and offer application tips to help lawn care operators (LCOs) extinguish these pests.

## » A targeted approach

Lee Bloomcamp, a Syngenta Professional Products' territory manager in Florida, says an added "plus" for Award fire ant bait with the active ingredient (AI) fenoxycarb is that it's designed to not kill non-target pests.

"If native ant populations are disrupted, the rapidly reproducing fire ants can quickly gain the upper hand by their

## Chemical manufacturers discuss pesticide tools and offer application tips to extinguish fire ants

BY MARTY WHITFORD EDITOR-IN-CHIEF

sheer numbers and fierceness — and that's the last thing LCOs and their customers want," Bloomcamp adds.

Long-term fire ant control typically takes about two to three months for total mound collapse, says Bloomcamp, noting LCOs can use Syngenta's Scimitar CS contact insecticide directly on mounds for immediate individual treatments.

"We guarantee at least 90% control of fire ants after two Award applications, typically done in the spring and fall. In extreme cases in South Texas and Florida, we recommend three Award applications," she says.

When broadcasting fire ant bait, LCOs should use different spreaders than they use for fertilizers. Otherwise, the fire ant bait's AI carrier might

absorb salts from the fertilizer and decrease acceptance of the bait. For a limited time, LCOs can earn a complimentary new Herd spreader when purchasing 300 lbs. of Award. [www.syngentaprofessionalproducts.com](http://www.syngentaprofessionalproducts.com)

## » Technology advancements

Dr. Kathie Kalmowitz, technical specialist, BASF Turf & Ornamentals, says baits are still the most cost-effective solution to deliver the most-consistent control. Better still, she adds, is when LCOs deliver topical applications of a liquid insecticide with the AI bifenthrin to visible mounds, followed by a broadcast lawn application with a fire ant bait containing an insect growth regulator (IGR).

BASF's Amdro Pro eliminates the

*continued on page 56*





## Echelon® turns follow-up applications into a much smaller job.

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HERBICIDE

## SILENCING THE STING



Fire ant tunnels can extend 100 feet from mounds, but broadcast bait helps provide blanket control for susceptible areas such as sports fields.



*continued from page 54*

fire ant queen and her colony within seven days of a mound treatment, and rids the entire area of fire ants within two weeks of a broadcast application, Kalmowitz says. Its AI, hydramethalon, is an electron transport inhibitor that eliminates the pests' energy sources.

[www.betterturf.com](http://www.betterturf.com)

### » Drench the drama

LCOs can apply diluted (0.1 fluid oz./gal.) of Dow AgroScience's Conserve SC (AI: spinosad) to individual fire ant mounds as a drench application. For mounds 8 in. in diameter or smaller, LCOs should use 1 gal. of dilution; larger mounds should be treated with 2 gals. of the solution.

Mark Urbanowski, Dow AgroScience's senior marketing specialist for turf, ornamental and technical products, warns LCOs to not disturb fire ant mounds prior to applications. Pressurized sprays should not be used, as they might disturb the ants and cause migration, reducing control. For best results, the sprayable suspension concentrate, which works on contact as well as through ingestion by the pests, should be applied in cool weather (65°F to 85°F).

[www.dowagro.com/turf/prod/conserves.htm](http://www.dowagro.com/turf/prod/conserves.htm)

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## Liquid Handling Systems & Equipment



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## SILENCING THE STING

continued from page 56

### » A 1-2 combo

Rick Ekins, product manager for FMC Professional Solutions, says FMC's Talstar products are widely used for fire ant control in either a single or two-step process.

Many LCOs use Talstar Professional to directly treat mounds and Talstar

EZ Granular Insecticide as a broadcast application across turfgrass areas to provide long-term residual fire ant control in commercial and residential settings. Some LCOs use one or the other, depending on the situation, but many use the 1-2 Talstar combo. Both products feature bifenthrin as their AI. [www.fmcprosolutions.com](http://www.fmcprosolutions.com)



### » Fast and longlasting

Advion fire ant bait, featuring the IA indoxacarb, offers LCOs the benefits of both baits and contact insecticides, says Nancy Schwartz, DuPont Professional Products' marketing manager for turf and ornamentals. DuPont's Advion provides total colony control in 24 to 72 hours. It takes just one or two applications to achieve year-long control — at an annual cost per acre that's more affordable than many other products.

"An increasing number of LCOs are looking for environmentally smart products that don't compromise on performance," Schwartz says. "There is a growing interest in products such as Advion that have earned a 'reduced risk' designation from the EPA."

Schwartz's technique tips include applying the bait when the soil surface temperature is above 60°F and air temperatures are between 75°F and 90°F, and not applying if the grass is wet with dew, rainfall or irrigation, or during excessively hot periods of the day.

[www2.dupont.com/Professional\\_Products/en\\_US](http://www2.dupont.com/Professional_Products/en_US)

### » Control choices

Bayer Environmental Science's TopChoice granular insecticide provides control of fire ants for up to a year, as well as control of mole crickets for four months, with a single broadcast application. While an application in the late winter to early spring is recommended, TopChoice can be applied any time throughout the year.

Bayer's Maxforce FC Fire Ant Bait also provides effective control of fire ants with its Simply Irresistible formula and the exclusive Maxforce Domino Effect.

In addition, TopChoice + Fertilizer offers the power of fire ant control with valuable nutrients needed for healthy turf. In the first week after rainfall or watering in, TopChoice + Fertilizer reduces active mounds twice as fast as TopChoice alone, says Jason Kuhlmeier, business manager — insecticides, lawn and landscape market lead, Bayer Environmental Science.

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## Never a dull moment — or pencil

I took *zwei Jahre* (two years) of German in high school. From Day One our teacher, Frau Kutsko, made us learn two phrases in German: “May I go to the bathroom” and “May I sharpen my pencil.” If you couldn’t ask in German, she wouldn’t let you.

She told the possibly apocryphal story of the student who, while taking his final exam, broke his pencil tip but couldn’t remember the right phrase. Despite his pleas, she would not allow him to use the sharpener. With tears of frustration and anger he had to sit there and pick away at it until he could expose enough lead to write.

Years later, I remembered very little of my German — how to count to 100, a few stray words and how to ask for permission to sharpen my pencil. I can’t remember how to ask for permission to use the bathroom. I guess I never had to go during class.

A few years ago, we planned a trip to Switzerland and Germany, and I was teaching my children the one very important phrase I could remember (which would, no doubt, come in very handy should we experience a highly distressing emergency where someone’s writing implement failed).

In the couple of months leading up to our trip, my children finally mastered the phrase: “*Du bist ein bleistiften spitzen*” — the pronunciation of which had all the nuance of a car motor refusing to turn over

in the cold. German, however utilitarian, is not a pretty language.

Anyway, we arrived in Switzerland and related the story to a family friend who speaks wonderful German and helped us during our stay there.

Our German-speaking friend promptly explained that the phrase embedded in the nether reaches of my brain had slowly transformed (either that, or my German teacher had a wicked sense of humor). “*Du bist ein bleistiften spitzen*” actually means “You are a sharpened pencil.”

Fortunately, we learned of the mistranslation early on and avoided an international incident. I shudder to think what would have happened if I’d uttered that phrase to a bitter former East German.

Needless to say, my wife and children have never let me live that down.

I learned a great many things in school, German clearly being an exception. But like so many times in life, it is the unintended lessons that stick with us:

- ▶ If you don’t maintain your skills, you will lose them. I stopped studying German after two years. We already know the results there.

- ▶ Don’t trust your memory. If it’s important, write it down and refer to it often.

- ▶ Whenever you’re in a foreign country, never pretend to be a master of their language. There’s a caveat here, though: While most people around the world speak at least passing English, we found that a sincere attempt to use the native language was a gateway to guidance and good service.

And perhaps most important of all, never, ever make a mistake in front of your children that will allow them to make fun of you. OK, that’s not going to happen — but a guy can dream, can’t he? Actually with two teenagers at home, it’s more a question of what *don’t* I do wrong. But that’s for another column.

And finally, with apologies to Frau Kutsko, I leave you with this thought — thanks to the help of an Internet translator: *Mai bleiben alle Ihre Bleistifte scharf*, or “May all your pencils remain sharp.”

---

**I learned a great many things in school, German clearly being an exception. But like so many times in life, it is the unintended lessons that stick with us.**

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DuoCide G (restricted use)	DG Pro dispersible carrier AGCDUDG4	2.3% carbaryl + 0.058% bifenthrin	150	40 lb.	50

### For general turf use

DuoCide G (general use)	DG Pro dispersible carrier APTDUDG4	2.3% carbaryl + 0.058% bifenthrin	150	40 lb.	50
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Contact your distributor, or call your  
Andersons Territory Manager: 800-253-5296  
[www.AndersonsLawnProducts.com](http://www.AndersonsLawnProducts.com)

**The  
Andersons**



**Michael Kravitsky IV**, along with his brother Shawn, run the company their father helped start 45 years ago. The elder Kravitsky was in the aluminum awning business when his supplier convinced him to get into the lawn business. The Kravitsky family has been providing residents in the northeast corner of Pennsylvania with lawn care services ever since.

**You and your brother Shawn are co-owners, along with your father Michael Kravitsky, III, who founded the company 45 years ago. You two brothers are also co-operators. How do you divide responsibility in the business.**

I'm the older brother. I'm 46 and he's 42. I've been in this business since I graduated from high school in 1980. Shawn joined later. Shawn's on the other end of the building from my office. He's where the guys come in and where he schedules the routes and takes care of operations. I'm more of the HR guy. We go to the trade shows and attend industry events together, and our interests are very much alike.

**What changes have you made to keep your company up with the times?** We computerized our book-keeping. In fact, everything is computerized. Even our technicians use handheld units to record their work in the field. We modernized our fleet of trucks, use GPS for routing, and we also bought a forklift to unload

supplies. We also instituted several HR improvements, such as an employee handbook and a Real-Time clock. We believe in having systems in place so that everything runs smoothly.

**In light of the recession, how are you approaching this season?** We're continuing to advertise and get our name out just like any other year. You can't just give up. There are still clients out there who want our services, although we're just going to have to look harder for them.

**We understand you're really big into snowmobiling.**

We love it. Last winter we spent five weeks in Canada. This year I was up there twice. We drive there, to about 100 miles above Montreal. Then we take the sleds and go straight up to around Chibougamau and

around Lac St. Jean in Quebec. It's the top of the world up there. Quebec is awesome and we've made some good friends there.

Last year we went to a wedding up there. We were the only Americans invited. It was an outdoor wedding — on Jan. 10. All of us were on top of Devil's Mountain, and the only way to get there is by snowmobile or four-wheeler.

The wedding was outside, and the band was playing outside and it was just a blast. But it was over kind of quick, because it was very cold and windy.

**In addition to a traditional weed-and-feed lawn care program, what other services do you offer?** Twelve years ago we added Christmas Décor to level out seasonality of our business and give our employees something to do during the off season.

## AT A GLANCE

**COMPANY:** Grasshopper Lawns Inc., Larksville, PA

**FOUNDED:** 1964

**NUMBER OF OUTLETS:** 1

**PRINCIPALS:** Co-owners Michael Kravitsky III (retired), Michael Kravitsky IV and Shawn Kravitsky

**EMPLOYEES:** 20

### INDUSTRY INVOLVEMENT:

Former president of LCAP and still serves on the board, served on PLCAA board, participants in Day-on-the-Hill and Arlington National Cemetery Renewal and Remembrance since its inception. PLANET Trailblazer, participates in PLANET's Lawn Care Specialty Group and the Public Relations Committee

**BUSINESS OUTLOOK:** "It's going to be a flat year for us because of the economy. But we feel people are still going to see our service as necessary because they're going to cut back on those big vacations and spend more time at home."

**FAMILY:** Michael and his wife, Suzanne, have two children, Kristy and Michael V. Shawn and his wife, Mary Ruth, also have two children, Katie and Sam.

**WEB SITE:** grasshopper-lawns.com

**BUT I DON'T KNOW ANYTHING ABOUT THE LAWN BUSINESS"** — Michael Kravitsky III's initial response to a supplier who ultimately convinced him to start his lawn care company.



TAKING A STAND



**DRIVE**  
XLR8  
HERBICIDE

You've got enough things to worry about. But with **Drive® XLR8 herbicide**, rain isn't one of them. Our new liquid formulation is rainfast in just 30 minutes. And a single application quickly controls a broad spectrum of broadleaf and grassy weeds — from crabgrass and foxtail to clover and dandelion — even at low use rates per 1,000 square feet. Let it rain. You've got **Drive XLR8**.

[betterturf.com](http://betterturf.com) | 800-545-9525



**BASF**

The Chemical Company

With money tight, the most efficient use of

# TAKING A STAND

BY DANIEL G. JACOBS  
MANAGING EDITOR

business-to-business for John Deere, which offers three models of its Quik-Trak mower. "In some cases, a dealer has to convince a customer to try it, but if he already knows a stand-on is a platform that will give him certain advantages, all you've got to do is sell him the brand."

The way manufacturers talk up the stand-on, it should be a pretty easy sale.

"It's the kind of product that is fast enough to handle a lot of the large commercial jobs, but still compact and nimble enough to be used on the residential properties, the smaller yards," says Edric Funk, marketing manager for Toro Landscape Contractor Equipment.

It's those benefits — along with a desire to increase worker productivity — that is getting contractors to take a closer look.

"We believe that's because of the tendency for commercial cutters to seek out more carefully, what is going to be their next machine, to make sure it is the very best purchase," says Bill

Wright, CEO, Wright Manufacturing. "People are scrutinizing their purchases a lot more than they were."

Though no hard and fast numbers are available, every manufacturer (at least those offering a stand-on) talks about stand-ons cannibalizing sales of mid-mount Zs and hydro walk-behinds.

"From last year to this year, the interest in stand-ons has greatly increased," says Trae Humphreys, product support leader at Ariens Co. "People are really starting to realize the benefits of a stand-on machine that we've been preaching for years."

*continued on page 73*



- ↑ EverRide's ScorpionFX
- Great Dane's SuperSurfer
- ↓ Toro's GrandStand



With money tight, the most efficient use of a contractor's mower dollars might be a stand-on model.

A RISING TIDE lifts all boats, and when it comes to stand-on mowers, that rising tide is awareness of the benefits these machines have to offer.

Stand-on mowers have been on the scene for years, but only in the past few has word of their benefits reached a wide audience — so much so, that there is at least anecdotal evidence that stand-on mowers are cutting into sales of both

hydro walk-behind and mid-mount Z mower sales. And that reach has a lot to do with the increasing number of manufacturers in the stand-on space.

"The incoming brands into the marketplace, which raise the awareness for all, will give us lift in the stand-on," says Gilbert Peña, segment strategy manager,

TOOLS OF THE TRADE

FORESTRY



SUPPLIERS

# LANDSCAPE

Spring 2009

## Featured Product

1955

### Dalen Weed-X™ Landscaping Fabric

- Guaranteed to stop weeds
- Maximum water retention
- Allows water, air and nutrients to reach the roots of plants
- 25-Year guarantee



93096-386  
3' x 250'

93097-386  
4.5' x 250'

SALE!  
**\$93.25**

SALE!  
**\$136.75**

2605

### DeWitt Weed Barrier® Pro Landscape Fabric

- Superior light-blocking
- Allows air, water, and nutrients to reach plants roots
- Non-woven spunbound fabric between two layers of spun material



93070-386  
3' x 300',  
Black

93072-386  
3' x 300',  
Brown

93071-386  
4' x 300',  
Black

SALE!  
**\$68.95**

SALE!  
**\$79.95**

SALE!  
**\$89.95**

NEW!

8566

### Round Top Fabric Pins

- 11 gauge steel wire fabric pins

25017-386  
1000/Box

**\$48.95**  
Everyday!



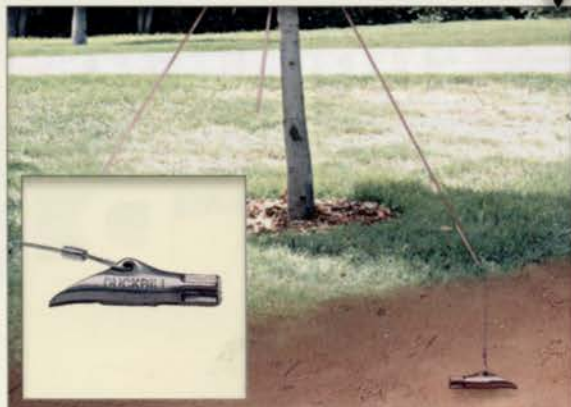

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*solo*  
**Spritzer**  
With Your  
\$100<sup>00</sup>  
Order!  
Details on Back

1-800-647-5368



[www.forestry-suppliers.com](http://www.forestry-suppliers.com)

**PLANTING**



6350

**Duckbill Earth Anchor Kits**

- No rods, stakes, pipes, or stems above ground
- Durable tinzallo alloy aluminum alloy construction
- 3" x 1/2" dia. Model 40 anchor holds 300 lbs.
- 4-3/4" x 1" dia. Model 68 holds 1,100 lbs.
- Individual components also available

79134-386 Model 40 DTS Kit 3 Anchors 3 Collars 3 Clamps 36" Cable	79135-386 Model 68 DTS Kit 3 Anchors 3 Collars 6 Clamps 39" Cable
<b>SALE!</b> <b>\$16.95</b>	<b>SALE!</b> <b>\$34.50</b>



**ECHO**

1976

**Echo® Gas Engine 1/2" Drill**

- 21.2 cc 2-cycle Echo engine
- 0-450 RPM forward/reverse
- Throttle lock-out
- Spark arresting muffler

69170-386

**SALE!**  
**\$389.95**

6853

**Power Planter® Earth Augers**

- Drill holes in all types of soils
- 1/2" shank (3/8" on 69179)

69176-386 2" x 24"	69179-386 3" x 12"	69177-386 3" x 24"	69178-386 5" x 28"	69171-386 7" x 16"
<b>SALE!</b> <b>\$49.95</b>	<b>SALE!</b> <b>\$19.95</b>	<b>SALE!</b> <b>\$32.95</b>	<b>SALE!</b> <b>\$64.95</b>	<b>SALE!</b> <b>\$79.95</b>



6907

**ArborTie®**

- 3/4" W soft polypropylene materials
- Will not cut into tree bark
- Fastens to any stake or anchor
- Expands as the tree grows in caliper
- 900 lbs. break strength

79138-386 100' Roll	79136-386 250' Roll	79137-386 3,000' Roll
<b>SALE!</b> <b>\$16.95</b>	<b>SALE!</b> <b>\$33.95</b>	<b>SALE!</b> <b>\$324.95</b>



33489-386

33488-386

8528

**Hori-Hori Soil Knife**

33489-386

**SALE!**  
**\$17.95**

6563

**Lesche™ Digging Tool**

33488-386

**SALE!**  
**\$38.95**



33821-386

69053-386

**RAZOR-BACK**

6824

**Round Point Shovel**

33821-386  
Model 45-520

**SALE!**  
**\$23.95**

6829

**King of Spades  
Balling Spade**

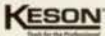
69053-386  
Balling Spade

**SALE!**  
**\$69.95**





**MARKING & TESTING**



3718  
**Keson® MP301  
Measuring Wheel**  
• Measures in feet



35013-386  
**SALE!**  
**\$94.95**

1217  
**Inverted Tip  
Marking Stick**



57556-386  
**SALE!**  
**\$21.95**



7009  
**AMS 1-Piece  
Soil Step Probe**



77636-386  
40"  
**SALE!**  
**\$66.95**

1116  
**Wire Stake Vinyl Flags**

- 2-1/2" x 3-1/2" flag with 15" wire
- Additional colors and sizes available



33506-386 Orange, 100 Flags	33507-386 Pink, 100 Flags	33508-386 Lime, 100 Flags
<b>SALE!</b> <b>\$4.50</b>	<b>SALE!</b> <b>\$4.50</b>	<b>SALE!</b> <b>\$4.50</b>

8242  
**Rust-Oleum® 17 oz.  
Inverted Tip Marking Paint**



- Additional colors available

57149-386 Safety Red	57151-386 Fl. Orange	57150-386 White
<b>SALE!</b> <b>\$3.45</b>	<b>SALE!</b> <b>\$3.45</b>	<b>SALE!</b> <b>\$3.45</b>



3485  
**Elvex® Blue™ PVC Earplugs**

94167-386 w/ Cord, 100 pr./Box	94129-386 w/o Cord, 200 pr./Box
<b>SALE!</b> <b>\$24.50</b>	<b>SALE!</b> <b>\$21.75</b>

8284  
**No-Spill® Fuel Cans**



93328-388 1.25 Gallon	93329-388 2.5 Gallon	93330-388 5 Gallon
<b>SALE!</b> <b>\$16.95</b>	<b>SALE!</b> <b>\$19.95</b>	<b>SALE!</b> <b>\$29.95</b>

6024  
**Oak-n-Ivy® Tecnu® Cleanser**



25329-388 4 oz.	25330-388 12 oz.	25328-388 16 oz.
<b>SALE!</b> <b>\$4.50</b>	<b>SALE!</b> <b>\$8.75</b>	<b>SALE!</b> <b>\$13.60</b>

5254  
**5x-10x-15x Magnifier**

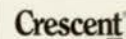


61493-386  
1-1/8" Dia.  
Lens  
**SALE!**  
**\$13.95**

3050  
**Kelway® Soil pH  
and Moisture Meter**



94302-386  
**SALE!**  
**\$99.95**



8049  
**Crescent® Pro Tool Sets**

67203-386 70-piece	67202-386 148-piece	67220-386 170-piece
<b>SALE!</b> <b>\$54<sup>95</sup></b>	<b>SALE!</b> <b>\$94<sup>95</sup></b>	<b>SALE!</b> <b>\$109<sup>95</sup></b>



5465 5466 6566  
**Kestrel® Wind Meters**

89180-386 Kestrel 1000	89182-386 Kestrel 2000	89183-386 Kestrel 3000
<b>SALE!</b> <b>\$79<sup>50</sup></b>	<b>SALE!</b> <b>\$99<sup>95</sup></b>	<b>SALE!</b> <b>\$149<sup>95</sup></b>



**BACKPACK SPRAYERS & SIDESWIPE**



1843

**Solo® Backpack Sprayers**

- 4-gallon capacity
- Piston or diaphragm pump models
- Pressure gauge monitors output while spraying
- Adjustable brass nozzle
- Rugged polyethylene tank with folding handles for easy storage

13195-386 Piston	13174-386 Diaphragm
<b>SALE!</b> \$89 <sup>95</sup>	<b>SALE!</b> \$89 <sup>95</sup>



1839

**SP0® Triple Function Backpack Sprayer**

- 4-gallon capacity
- Triple Function Pump™ safely provides higher pressures to 150 psi
- Large 6" tank opening
- Ergonomic pump handle
- Brass spray wand with 42" hose
- Adjustable nozzle stream to a mist

13699-386
<b>SALE!</b> \$159 <sup>95</sup>



1846

**D.B. Smith Field King™ Sprayers**

- 4- or 5-gallon capacity models
- Dual paddle agitators
- Polyethylene tank and base
- Piston pump operates up to 160 psi
- 24" spray wand with 50" hose
- Adjustable brass & fan spray nozzle
- Molded lumbar support

13398-386 4-Gallon	13399-386 5-Gallon
<b>SALE!</b> \$95 <sup>95</sup>	<b>SALE!</b> \$107 <sup>95</sup>



1854

**Solo® 456 and 457V Hand-held Sprayers**

- Spraying pressure up to 45 psi
- Viton® seals and O-rings
- High-density polyethylene tank
- Multifunction safety valve to relieve excess pressure

13384-386 Model 456, 2.25 Gallon	13397-386 Model 457V, 3 Gallon
<b>SALE!</b> \$37 <sup>25</sup>	<b>SALE!</b> \$42 <sup>75</sup>



1855

**D.B. Smith – MAX™ The Ultimate Sprayer**

- Spraying pressure up to 60 psi
- Includes straight stream/fine mist adjustable nozzle and flat fan nozzle
- 19" Aluminum spray wand with reinforced 48" hose

13298-386 MAX 7 2-Gallon	13299-386 MAX 11 3-Gallon
<b>SALE!</b> \$37 <sup>95</sup>	<b>SALE!</b> \$40 <sup>95</sup>



8273

**Sideswipe® Pro Herbicide Applicator**

- Selective application of herbicides
- Wets evenly without drift or overspray
- Top shield protects desirable plants and shrubs during application
- 32 oz. (1 liter) reservoir handle
- 1,800 sq. ft. coverage area

18025-389
<b>SALE!</b> \$33 <sup>95</sup>





**SPREADERS & TURF COLORANTS**



1930  
**EarthWay®  
EV-N-SPRED™ Spreader**

- Commercial grade 50- or 100-lb. cap.
- Positive flow control linkage
- Polyethylene hopper with screen and 3-port nylon shut off
- 3-position handle with foam grips
- 1" diamond chassis frame with enclosed gears and 13" x 4" pneumatic tires on poly rims

69168-386 50 lb. cap.	69173-386 100 lb. cap	69174-386 Tow Behind
<b>SALE!</b> \$154 <sup>95</sup>	<b>SALE!</b> \$174 <sup>95</sup>	<b>SALE!</b> \$174 <sup>95</sup>



4339  
**Spyker® Model 98  
Stainless Steel Spreader**

- Commercial grade 110 lb. capacity
- Spread pattern equalizer for even distribution
- Stainless steel hopper on a one-piece welded stainless steel frame
- Heavy duty 5/8" stainless steel axle with enclosed metal gears
- Lifetime warranty on gears

68993-386
<b>SALE!</b> \$399 <sup>95</sup>



1936  
**Spyker® Model 76-22  
Poly Spreader**

- Commercial grade 110 lb. capacity
- Pulsing rate gate for positive flow
- Welded tubular steel frame with enamel finish and stainless steel axle and enclosed metal gears
- Lifetime warranty on gears

68997-386
<b>SALE!</b> \$284 <sup>95</sup>



1935  
**EarthWay®  
Shoulder Spreader**

- 40-Pound capacity poly hopper
- Lays 8'-12" swath

69009-386 Model 3100 Spreader
<b>SALE!</b> \$106 <sup>50</sup>



6651  
**Mulch Magic®**

- Brings the color back to faded mulch
- Color lasts for more than a year

77000-386 1/2 gal, Bright Brown	77001-386 1/2 gal, Dark Brown	77002-386 1/2 gal, Red
<b>SALE!</b> \$29 <sup>95</sup>	<b>SALE!</b> \$29 <sup>95</sup>	<b>SALE!</b> \$29 <sup>95</sup>

7013  
**Green Lawngr™  
Turf Colorant**

- Restores healthy, brilliant green color
- Color lasts 10 to 14 weeks

77006-386 1 Gallon	77007-386 2.5 Gallons
<b>SALE!</b> \$49 <sup>95</sup>	<b>SALE!</b> \$123 <sup>95</sup>





**POLE SAWS & PRUNERS**



3787

**Jameson Telescoping Pole Saw Package**

- 6'-12" Telescoping Pole with female ferrule
- JA-14 Pruner with adapter and rope
- 13" Tri-Edge saw blade with casting and adapter

80159-386  
Pole Saw Package

**SALE!**  
**\$135<sup>95</sup>**



**NEW!**

3787

**Jameson Pro Pruner/Saw Package**

- Includes 6' extension pole and 6' base pole
- JA-14 pruner with adapter and rope
- 13" Tri-Cut saw blade with casting and adapter

80169-386  
Pruner/Saw Package

**SALE!**  
**\$139<sup>95</sup>**



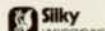
3755

**Corona® 12' Compound Action Tree Pruner**

- Die-cast zinc alloy head
- 15" Fully heat-treated, Teflon™-coated steel saw 1" dia. cutting capacity
- Lightweight fiberglass pole telescopes to 12'

81155-386  
12' Tree Pruner

**SALE!**  
**\$44<sup>95</sup>**



6095

**Hayauchi Pole Saws By Silky**

- 6.5 Teeth per 1.2"
- 15.4" cutting length
- Upper and lower sickle
- Aluminum alloy extension pole is race track-shaped for precise control

81082-386  
16' Pole Saw

**SALE!**  
**\$139<sup>95</sup>**

81083-386  
20.5' Pole Saw

**SALE!**  
**\$169<sup>95</sup>**

8345

**Barnel® Ultra Reach® Telescopic Lopper**

- 1-1/2" Cut telescopic bypass lopper extends from 6' to 8'
- Lightweight extruded aluminum construction
- Cut and hold feature adjusts for various sized cuts

81169-386

**SALE!**  
**\$99<sup>50</sup>**



8697

**LogRite® Pruning Saws**

81260-387  
24" Cut x 37" L

**NEW!**  
**\$109<sup>00</sup>**

81261-387  
24" Cut x 59" L

**NEW!**  
**\$169<sup>00</sup>**

1791

**Barnel® Ultra Reach® Pruners**

- Up to 5/8" cut
- Interchangeable pruner and pruning saw
- Shock absorbing spring mechanism reduces stress
- Tri-edge pruning saw



81170-386  
5' Pruner

**SALE!**  
**\$57<sup>50</sup>**

81171-386  
7' Pruner

**SALE!**  
**\$64<sup>95</sup>**

81160-386  
6'-10' Telescopic

**SALE!**  
**\$99<sup>50</sup>**





**PRUNERS, LOPPERS & HAND SAWS**



1786  
**Felco® Model 2  
Hand Pruner**

81130-386  
Model 2

**SALE!**  
**\$39<sup>25</sup>**



1786  
**Felco® Model 5  
Hand Pruner**

81218-386  
Model 5

**SALE!**  
**\$23<sup>95</sup>**



1795  
**Corona®  
Hand Pruner**

81200-386  
Model  
BP3180

**SALE!**  
**\$22<sup>75</sup>**



**NEW!**  
1795  
**Corona® Ergo-Action  
Hand Pruner**

81125-386  
Model  
BP3640

**SALE!**  
**\$16<sup>50</sup>**



7014  
**Corona®  
StrataShear™  
Bypass Loppers**

79052-386 79077-386  
2-1/2" cut, 26" long 2-1/2" cut, 32" long

**SALE!** **SALE!**  
**\$54<sup>75</sup>** **\$57<sup>50</sup>**



1782  
**Corona® High Torque  
Lopper**

79085-386  
High Torque  
Lopper

**SALE!**  
**\$61<sup>50</sup>**



8022  
**Leatherman® Hybrid  
Gardening MPT**

35639-386  
Hybrid Hand  
Pruner

**SALE!**  
**\$42<sup>95</sup>**



8006  
**Corona®  
Extension Handle  
Hedge Shear**

81180-386  
Hedge Shear

**SALE!**  
**\$32<sup>50</sup>**



1739  
**Corona®  
13" Pruning Saws**

81262-386 81272-386  
Plastic Handle Wooden Handle

**SALE!** **SALE!**  
**\$23<sup>50</sup>** **\$23<sup>75</sup>**



1742  
**Corona®  
7" Folding Saw**

81269-386  
7" Folding  
Saw

**SALE!**  
**\$18<sup>75</sup>**



2626  
**Silky Ibuki 390  
15-1/3" Handsaw**

81235-386  
Ibuki 390

**SALE!**  
**\$59<sup>95</sup>**



2625  
**Silky Zubat 330 13"  
Handsaw**

81230-386  
Zubat 330  
13" Handsaw

**SALE!**  
**\$44<sup>95</sup>**



6935  
**Bouton® UFO  
Galaxis Goggles**

23036-386 23037-386  
Clear Lens Smoke Lens

**SALE!** **SALE!**  
**\$6.25** **\$6.75**



2055  
**Elvex® Trix  
Safety Glasses**

23287-386 23288-386  
Clear Lens Gray Lens

**SALE!** **SALE!**  
**\$2.05** **\$2.40**



2726  
**Leather  
Saw Pouches**

57387-386 57385-386  
Folding Saw Pouch Saw/Pruner Pouch

**SALE!** **SALE!**  
**\$9<sup>95</sup>** **\$14<sup>50</sup>**



6728  
**Leather  
Pruner Holster**

57386-386  
Pruner  
Holster

**SALE!**  
**\$8<sup>95</sup>**





**CHAIN SAWS & CHAPS**

**solo**



4075

**Arborist Chain Saws**

- 14" Chain
- Top handle arborist design
- Excellent reach and superior power
- Large molded lanyard connection
- Anti-vibration system dampens hand held parts from vibration
- 36.3 cc (2 hp) or 40.2 cc (2.6 hp) Solo 2-cycle engine
- Not available in California

80100-386 Solo 633 36.3 cc (2 hp)	80200-386 Solo 637 40.2 cc (2.6 hp)
<b>SALE!</b> <b>\$269<sup>95</sup></b>	<b>SALE!</b> <b>\$319<sup>95</sup></b>

4075

**All-Purpose Chain Saws**

- 18" and 20" Chains
- End handle design
- Automatic chain brake
- Chain oil supply regulation
- Anti-vibration system dampens hand held parts from vibration
- 50.9 cc Solo 2-cycle engine
- 18" bar 650 model; 20" bar 651 model
- Not available in California

80300-386 Solo 650 (18") 50.9 cc (3.3 hp)	80400-386 Solo 651 (20") 50.9 cc (4.0 hp)
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continued from page 64

Ariens offers a series of mowers through its Gravelly, EverRide and Great Dane lines.

For those unfamiliar with the sermon, the message is that stand-ons offer the best of both the walk-behind and mid-mount Z mowers.

"People are looking at replacements for both, for all the same reasons, Humphreys says. "You gain some efficiency; you have better visibility. You're fit into tighter areas than a mid-mount Z."

Stand-ons have the power and speed of the mid-mount Zs, but they are typically lighter, which makes them safer.

"You don't get the tippy-ness on a hill," explains Wright, who in 1997 was the first to build and sell a stand-on mower. Today, the company offers a



↑ Wright's Stander ZK

variety of mowers in the Stander line. "A mid-mount Z, typically, will weigh 150 to 200 lbs. more than this machine. The stand-on design allows us to make (a mower) with less metal. It's lighter, more agile; yet it has the straight out speed and the power to drive these blades.

"You get the double whammy effect — a more significant machine, and you get the benefit of it being a stand-on," Wright continues.

For those not completely ready to give up their walk-behinds, Toro launched the GrandStand mower at the



## EFFICIENT MOWING

Green Industry Conference and Equipment Expo last year.

"Where operators don't feel comfortable operating a stand-on in a ride-on mode, they can turn it into a walk behind," Funk says. "It saves them from having to make the trip back to the trailer to switch to a walk-behind."

Toro has been pleased with the response to its new mower.

"We've been surprised at how quickly things are taking off in those markets that were less well established," Funk says.

As word continues to spread, more contractors are taking a look at stand-ons as a viable replacement for hydro walk-behinds and the mid-mount Zs.

"We're getting the attention today, where people who've never had a Wright before — sort of dismissed us a bit — when they take a ride on the ZK, it's kind of mind blowing," Wright says. "It's a jaw dropper." LHM

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The author is a partner with the Wilson-Dyler Group consultancy. Visit [www.wilson-dyler.com](http://www.wilson-dyler.com).

# Yes — buying *can* save you money

**T**his year presents both challenges and opportunities when it comes to making capital expenditures for new equipment. Among the challenges are the trying economic times — which in and of themselves present some great opportunities to save on equipment costs.

Now more than ever, owners should be deliberate in their equipment-buying decisions. Obviously, if you are in a situation where the actual workload is questionable, these decisions should be planned for, but put off until the work actually materializes. This is a huge challenge when customers (or potential customers) put off renewal decisions or new customer targets wait until the season starts to make decisions. Some suppliers might allow you to place orders and delay deliveries until later dates. If the anticipated work does not materialize, you then can cancel or postpone the orders.

How do you know whether you are on the right track with your equipment management policies? For maintenance companies, if your cost for repairs, maintenance, operation (including fuel) and ownership (lease or annual depreciation cost) is in the 10% to 12% range of sales, you are managing the costs reasonably well — as long as it not at the expense of lost productivity.

### Functional obsolescence

Functional obsolescence results in an impairment of the usefulness of a piece of equipment, either because of a design defect or an inability to be modified or upgraded to a condition that meets today's needs.

Many companies like to use equipment until it no longer works. Their belief seems to be, "If I can fix it and it runs, why lay out the capital to buy new?" However, manufacturers continue to improve equipment — from productivity, safety and environmental standpoints. Plus, there is a point with all equipment where the cost to repair and maintain it exceeds the cost to buy new.

Without good service records detailing repair

costs, this decision becomes very subjective. One of the hardest things to measure is the effect on morale: Having unreliable equipment definitely demotivates operators. Down time or lost productivity due to outdated equipment can be hard to measure.

To avoid functional obsolescence, implement a rotation cycle to replace or retire equipment on a planned basis. For example, in a 12-month mowing market, after three seasons (some might argue two seasons of hard use), mowers are nearing the point where the cost to repair and maintain them exceeds the cost of buying new. Without a scheduled replacement plan, you can get swallowed up in repair costs and lost productivity.

### Standardization

Some companies believe in standardizing their equipment palate. Obvious benefits include the ability to concentrate purchases with one or two key suppliers to improve purchasing power. Maintaining a more-limited parts inventory and developing a close relationship with a supplier so you can borrow replacement equipment if needed are two other incentives.

Less obvious are the benefits of a more simplified training requirement and standardization of equipment across crews, allowing movement of employees without loss of experience on equipment operation. Mechanics also become more proficient at maintaining and troubleshooting equipment.

Another advantage is that if you have multiple pieces of equipment and they all develop the same problem, it is a much easier warranty argument. In addition, most manufacturers know their good customers and often give them new equipment to try out, seeking their opinions on improvements.

As you consider your equipment budgets for this year, look at your overall plan on managing this important cost category. Take advantage of this unique opportunity to partner more with suppliers and purchase state-of-the-art equipment at good prices in today's increasingly competitive market.

# In today's economy, there's only one sure-fire investment.

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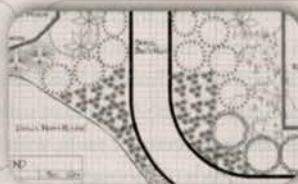
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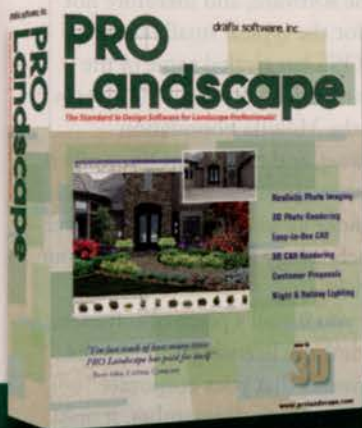
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# Licenses key to avoiding 'PC police'

**Y**ou've seen end-user license agreements (EULAs) before. You click through them every time you install a new piece of software. But have you ever read one? Do you know which of your children you're giving away by agreeing to install? Most of us never give a thought to what those agreements say — or the effect they might have on our businesses if not followed.

EULAs come in all sorts. They generally are written to protect the software developer's rights, and limit liabilities and damages from use of the software. But buried in the depths of these legal agreements are limits and restrictions that can add liabilities to your business — risks you might not be aware of.

On the front lines of software licensing enforcement is the Business Software Alliance ([www.bsa.org](http://www.bsa.org)). The BSA enforces software licensing through law enforcement raids, with fines reaching into the hundreds of thousands of dollars. Such heavy-handed enforcement provides plenty of incentive to understand and follow proper licensing practices.

### Academic or private (non-commercial) use

One of the most prevalent license issues is the use of academic or home-licensed software on business computers. Most software utilities available for download are licensed for free use only in academic and non-commercial settings, and require payment for business use.

The trap most businesses fall into is assuming

that if the program will run without a license key, no payment is required. The software developer is effectively putting you on the honor system to pay for the software if it's used in a business setting.

### Non-transferable licenses

Depending on the software vendor, the EULA might limit your ability to transfer the ownership of the license to a third party. This tactic is designed to increase new license sales by removing the secondary "used" market. Where this becomes a sticking point is when you buy or sell a business where software licenses are carried on the balance sheet.

Carefully reviewing the text of these software licenses can ensure you aren't paying for licenses that will not be recognized by the vendor when you need upgrades or support. And if you're selling a business, a simple review can make sure you aren't opening yourself up to a misrepresentation of your assets.

### Open source software

One of the most small business-friendly licensing models is called open source software, or OSS. Software that falls into this category is generally free for use in both business and home settings. Limitations, if any, are related to modification and re-distribution of the software, and therefore not much of a concern for the typical small business.

In recent years, OSS has rivaled some of the most successful commercial software. The Firefox Web browser from the Mozilla Foundation ([www.mozilla.com/firefox](http://www.mozilla.com/firefox)), and the OpenOffice office productivity suite ([www.openoffice.org](http://www.openoffice.org)) are two such free solutions. Consider looking into OSS to lower your information technology budget and limit your software licensing risks.

So the next time you install a piece of software, take a minute to review the licensing agreements. You might just find issues that your corporate attorney might want to review. Remember, it only takes a few minutes of well-spent time to be safe and worry-free.

---

Most of us **never give a thought** to what (end-user license agreements) say — or the **effect they might have on our businesses** if not followed.

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## A fragrant comeback



Freesia

**GET YOUR CLIENTS TO STOP AND SMELL THE ROSES, AND THE JASMINE, LILACS, MINT, VIBURNUMS AND MORE.** BY JANET AIRD

produce essential oils on their petals to lure pollinators. They're called "free" because they give their scent freely. The ones that attract daytime pollinators, such as butterflies, hummingbirds and bees, tend to be less fragrant than the plants that attract nighttime ones, like moths and bats.

Other plants, such as marigolds and herbs, produce essential oils on their leaves, stems, seeds or bark, often to repel leaf-eating predators. They're called "fast," because they release their fragrances when the oils are rubbed, bruised or crushed.

"Each plant produces a constant amount of essential oil," says Fritz Kollmann, a horticulturalist and crew leader at the fragrance garden, but the intensity of the fragrance can vary according to the time of day, humidity and heat. Flowers that open in the evening tend to have the strongest fra-

**WE'RE USED** to smelling roses, jasmine and mint in gardens, but chocolate? Licorice? Cinnamon? There are a surprising number of fragrances and fragrant plants, and homeowners are beginning to rediscover them.

"These days fragrance is coming back," says Marita Tewes Tyrolt, horticultural director at the University of Utah's Red Butte Garden, which has a fragrance garden of about half an acre. It has about five types of fragrant trees, 30 shrubs and sub-shrubs, including herbs, and close to 40 perennials. They add annuals for seasonal displays, usually about five in spring/early summer and 10 to 12 in summer/fall.

There are two types of fragrant plants, she says. Some, like lilacs, roses and freesias

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grance in the evening. Different essential oils oxidize at different temperatures. And some scents tend to hang in the air when the humidity is higher.

You have to be careful about cultivars, Tewes Tyrolt says. Some are intoxicatingly fragrant and others have no fragrance at all. In many of the newer ones, fragrance has been sacrificed for other attributes, such as size and color of the blooms, hardiness and resistance to pests.

And don't assume that fragrance is always an asset.

"Fragrant means that a plant has an odor," she says. Some, like roses, are pleasant to everyone. Some have one cultivar with a pleasant fragrance, such as the wayfaringtree (*Viburnum lantana*), and another with a distinctly unpleasant one, such as Siebold Viburnum (*Viburnum sieboldii*), which has leaves that smell like burnt rubber when they're crushed, according to the website of Cornell University's Department of Horticulture.

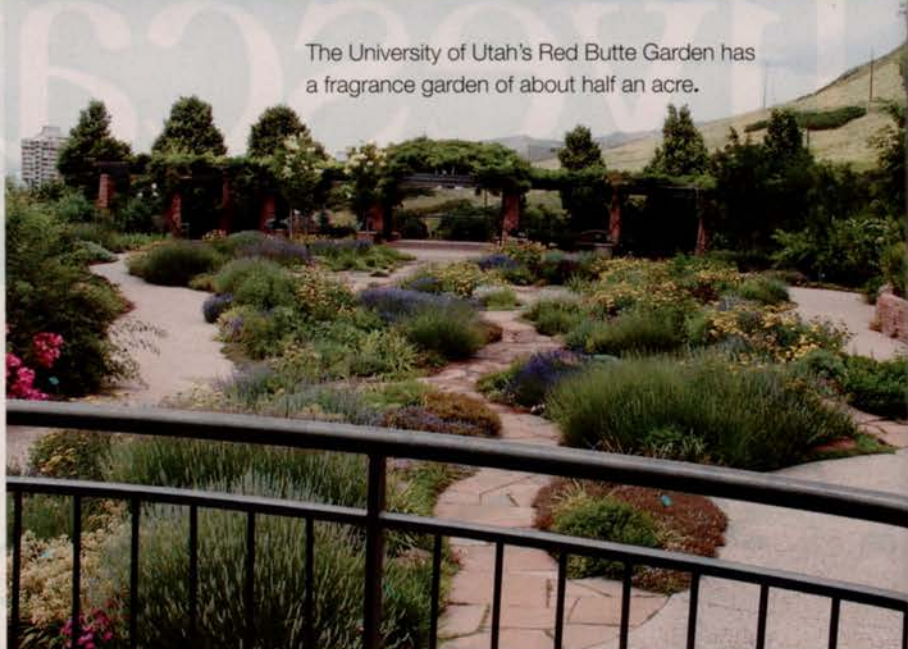
Then there's the stink tree (*Ailanthus altissima*). More commonly called the tree of heaven, its flowers and twigs emit a smell that some have compared to cat urine.

"You have to think what is pollinating the flowers," Tewes Tyrolt says. If it's beetles or flies, they'll be attracted to red trilliums, also known as stinking Benjamin (*Trillium erectum*), or durian, which smell like rotten meat.

### Fragrant flowers

The same plants can be trees in one part of the country and large shrubs in another, shrubs in one part and perennials in another, or perennials in one part and annuals in another. The Latin name is included below when there may be some confusion about the names and when one cultivar is especially fragrant.

"Many trees are fragrant in the spring," Tewes Tyrolt says. "The littleleaf linden (*Tilia cordata*) has flowers that smell like chocolate to some people."



The University of Utah's Red Butte Garden has a fragrance garden of about half an acre.

One of Kollmann's favorites, the mimosa tree (*Albizia julibrissin* 'Rosea') "creates an incredible effect," he says. "They bloom for two and a half months. The flowers tickle your nose."

Other trees with fragrant flowers include the black locust (*Robinia pseudoacacia*), sweet tea olive (*Osmanthus fragrans*) and magnolias. Fragrant shrubs include witchhazel (*Hamamelis*), lilacs (*Syringa*), two different shrubs called mock orange (*Philadelphus* and *Pittosporum*), roses and viburnums.

"We have a heavy focus on perennials," Tewes Tyrolt says. Some of the most fragrant are peonies, lily of the valley, sweet William and carnations (both *Dianthus*), hostas, heliotrope and the vine,



Peony



Lilacs  
*Syringa*  
Inflorescence

clematis. Some fragrant annuals are hyssop (*Agastache*), sweet alyssum (*Lobularia maritima*), pansies and violets (both *Viola*), and stocks (*Matthiola*), and the vines, nasturtium (*Tropaeolum*), sweet pea (*Lathyrus odoratus*) and corkscrew vine (*Vigna caracalla*). Bulbs with fragrant flowers include irises, hyacinths and freesias.

Flowers that open in the evening tend to have the most intense fragrance. "A new evening primrose (*Oenothera fremontii* 'Shimmer') is just incredible," Kollmann says. "It has thin silver leaves, an amazing subtle fragrance and a carpet of yellow flowers that blooms all summer."

continued on page 80



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continued from page 78

Other evening-fragrant perennials include orchids (*Cestrum nocturnum*), Oriental lilies (*Lilium*), fragrant columbine (*Aquilegia fragrans*) and four-o'clocks (*Mirabilis jalapa*). Annuals include flowering tobacco (*Nicotiana*) and night-scented stocks (*Matthiola*), and shrubs, daphne, gardenias, night-blooming jessamine (*Cestrum nocturnum*) and frangipani (*Plumaria*). Tuberose (*Polianthes tuberosa*) is a fragrant bulb.

Wisteria vines are a major element of the fragrance garden, Kollmann says. Other evening-fragrant vines include honeysuckles (*Lonicera*), jasmine, star jasmine (*Trachelospermum jasminoides*) and moonflower vine (*Ipomoea alba*).

### Fragrant foliage, bark, stems and buds

"Fragrance from blooms can be so fleeting," Tewes Tyrolt says. Using plants with scented foliage is a good way to extend the season.

Most people think of herbs when they think of fragrant foliage. They include anise (*Pimpinella anisum*), which smells like licorice, basil, bee balm/bergamot/horse mint (all *Monarda fistulosa*) lavender, lemon verbena, lemon balm, rosemary, sweet woodruff, tarragon, wormwood and yarrow.

Many other plants have fragrant foliage as well, such as French marigolds (*Tagetes patula*) and trees, including pines, junipers, cedars, California bay/Oregon myrtle (both *Umbellularia californica*), eucalyptus, fragrant sumac (*Rhus aromatica*), black walnut (*Juglans nigra*) and bay Laurel (*Laurus nobilis*).

Other parts of plants can be fragrant, too. "You can get a lemony scent by scratching the bark of the sassafras tree," Tewes Tyrolt says. "And a lot of spices, for example, cloves, are from dried flower buds."

The camphor tree (*Cinnamo-*

*mum camphora*) has fragrant bark. A shrub called Carolina allspice, sweet shrub and spicebush (*Calycanthus floridus*) has fragrant flowers, leaves, stems and bark. Northern spice bush (*Lindera benzoin*) has fragrant leaves, stems and fruit. And the myrtle (*Myrtus communis*) has fragrant flowers, foliage and bark.

### Where to plant

Plants are more fragrant when their growing conditions suit them, but many, including the mints, sweet woodruff, honeysuckle, black locust and the most fragrant heliotrope, are weedy. Choose plants that suit the conditions in your area but won't become invasive.

Most fragrant plants prefer sun to partial shade. For areas with denser shade, plant lily of the valley, hostas, some gardenias, orchids, lilies and jasmines. Group plants with similar needs for water together, if possible. In the fragrance garden, the more water-needy ones, especially the annuals, grow inside the beds, bordered by the more water-thrifty ones, such as herbs, Kollmann says.

Ask clients to check the fragrances first. Different people prefer different scents, and some can find the fragrance of one overpowering while others may find it more delicate, Tewes Tyrolt warns.



Aquilegia Fragrans



Wisteria

Grow fragrant plants outside windows, in window boxes, on patios and next to seating areas. Put evening-fragrant plants near places people spend their evenings, or outside bedroom windows, and plants whose foliage has to be crushed or brushed for fragrance near walkways. If they're mat-like, such as creeping thyme, German chamomile (*Matriculata recutita* or *Chamomilla recutita*) and the apple-scented Roman chamomile (*Chamaemelum nobile*), plant them between pavers.

Use containers for plants that need to be brought inside in the winter and for containing invasive plants. Keep fragrances from blowing away by putting plants under arbors or along fences, walls and hedges. Plant fragrant evergreens for windbreaks. Take advantage of reflected heat by planting against walls or on patios.

Planting for fragrance makes garden planning more exciting, Tewes Tyrolt says. "It forces us to come up with more unique solutions." 🌿



Orchid



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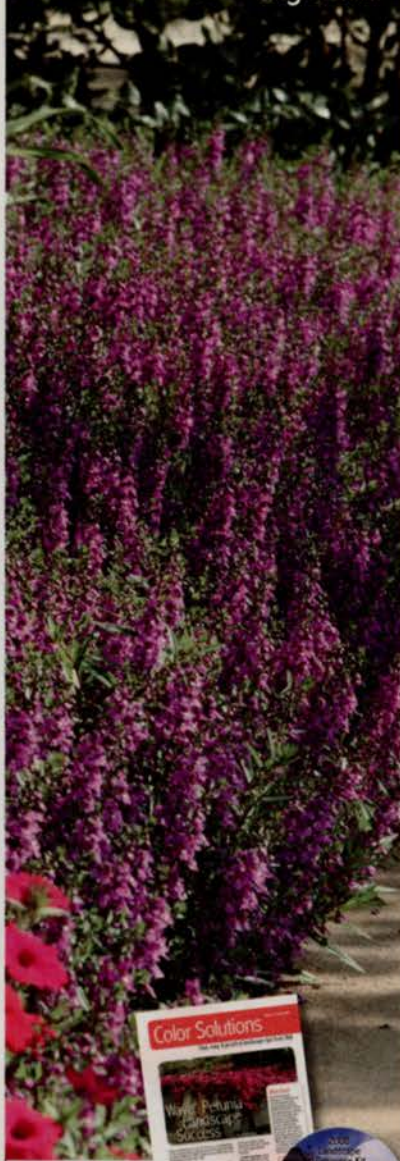
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# PROJECT PORTFOLIO

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

*Urban Eden*

## THE MISSION

Kinsella Landscape creates a homeowner's respite by combining natural stone and lush greenery.

When Kinsella Landscape's John Algozzini and Baltazar Madrigal, the project designer and superintendent, respectively, first took on the neglected back yard in Chicago's Lincoln Park neighborhood, they knew there was nowhere to go but up. The homeowners wanted a patio for entertaining and to function as an open space for children to play simply by moving furniture.

With a budget of less than \$150,000 Algozzini, Madrigal and their design team of Kim Conerty, Renee Mercer, David M. Singler and Erin Canterbury went to work on the 1,200-sq. ft. space.

"The design focuses on a strong sense of geometry, with curvilinear raised beds and some repetition of plant material," notes Algozzini, adding that the plantings included Japanese forest grass, Astilbe, lady's mantle and Hostas. Several trees had to be dropped in by crane, including Parrotia, a weeping nootka false cypress and a weeping Japanese maple.

Working in a tight 40- x 60-ft. space required efficient planning and staging, he says, so a lot of focus was given to the large central space — raised planter beds with trees and subordinate plantings that added texture and warmth.

Another big challenge was drainage. "The patio surface was 11 inches below street level, which required a sophisticated and comprehensive drainage system," Algozzini says. The clients required natural stone be use throughout the space, so the Kinsella team turned to Bright Ideas, New Lenox, IL, for lighting design. Rotund planters and other pottery accents were supplied by Laura Johnson of Chicago.





## THE WORK

**1 | STARTING FROM SCRATCH.** This overhead view from an upper balcony shows the degraded condition of the back yard before the initial demolition.

**2 | BLUESTONE TILING.** The "after" overhead view shows a dramatic improvement. The warmth of the garden provides contrast for the clean lines of the precision-installed bluestone patio.

**3 | NO SIMPLE TASK.** An 80-ton crane drops a 14-ft. weeping nootka false cypress into the back yard.

**4 | PATIO BUFFERS.** This is one of five raised planter beds that break up the space around the patio.

**5 | FEELING CURVY.** Curved walkways lead into the back gardens from both the alley and the street. Note the soft lighting added along the wall for evening enjoyment of the space.



*Based in Blue Island, IL, Kinsella Landscape operates on the principle of "providing exceptional service using the best practices in the Green Industry." The \$12 million firm was*

*founded in 1994 and currently employs 120 people. Services include design, construction, maintenance, seasonal flower rotation, holiday decoration and snow removal. For more information, visit [www.kinsellalandscape.com](http://www.kinsellalandscape.com).*



# PROBLEMSOLVER

LANDSCAPE TROUBLESHOOTING TIPS » BY H. BRUCE HELLERICK

## PROBLEM

Many landscapes have vast daylily plantings, which are spectacular when in bloom. But after the daylilies have finished blooming their dead flower stems and yellowing foliage detract from the landscape's image. What would you do to improve the appearance of these beds?



## SOLUTION

Some contractors prune or pull out the individual spent flower stalks and remove the dead foliage, but this is too time consuming. With this method, you need to return on a weekly basis to continually remove other dead foliage and frankly, I've got more important things to do.

The most effective and efficient way to detail these daylily beds is just as the daylilies have finished their bloom cycle prune the whole plant 3- to 6-in. from the ground. With this process you remove all the dead stems and plant material at one time creating tidy green mounds. The process works particularly well with the early flowering, re-blooming types of daylilies like Stella d'oro, Happy Returns and Pardon Me, which will quickly flush out with new clean foliage and new blossoms for the remainder of the season.

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](mailto:Hellerick@BrickmanGroup.com).

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## Project EverGreen: A Measurable Difference in 2008

By Chris Kujawa, President  
Project EverGreen Board of Directors

Just four years ago, with the support of our contributors, staff and industry partners, Project EverGreen launched an effort to educate consumers about the environmental, economic and lifestyle benefits of responsibly managed green spaces. We are happy to report that as consumers have learned to think of landscapes as "lifespaces," the landscape of our business has also become a "lifespace."

This past year, our mission was refined: "To preserve and enhance green spaces in our communities for today and future generations." We remain committed to winning the hearts and minds of consumers by using local grassroots efforts to carry the resonating message about green spaces throughout America—ultimately sustaining the vibrant green industry that makes it all possible.

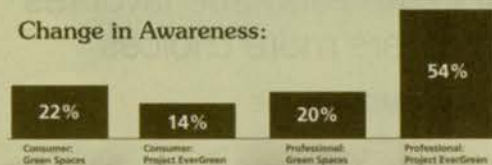
### Highlights from 2008:

- We have been working closely with other green industry associations to help educate consumers about how we are positively impacting green spaces.
- Elements for a green industry curriculum were provided to the National FFA organization and will be developed in 2009 for 8,000 schools across America.
- We enhanced our affinity club web site, Yard Enthusiasts of America (YEA), for consumers.
- We officially launched Project EverGreen in Canada and plan to hire a staff person there later this year.

### EverGreen Zone Grassroots Education Program Launched in Akron, Ohio

- Independent research verified we increased consumer awareness about the benefits of green spaces by 22 percent. By educating consumers through the EverGreen Zone concept, we are changing consumer attitudes.
- Program expanding to a second EverGreen Zone in Milwaukee, Wisconsin, in 2009.

#### Change in Awareness:



### GreenCare for Troops Grows by 25 Percent

- Approximately 7,000 military families and more than 2,000 volunteers are involved.
- A two-minute story on NBC *Nightly News* and the weekend *Today Show* highlighted our national media campaign, and consumer media impressions exceeded 25 million impressions in 2008.



### Help Us Spread the Good News About "Managed Green Spaces"

1. Continue your financial support of Project EverGreen because "a rising tide lifts all boats."
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# SPRINKLER TECHNOLOGY ADVANCES

New nozzle types join tried-and-true favorites to give landscape irrigators more choices

BY RON HALL EDITOR-AT-LARGE

THE GOAL OF any turfgrass irrigation system is to provide the precise amount of water to meet plant needs — no more, no less. While this may be possible in a manufacturer's sprinkler testing chamber, it's a bigger challenge on customers' landscapes.

Factors such as wind, slopes and depressions within an irrigated area,

and the design of the landscape itself, test any system's efficiency. To address these and other variables, manufacturers offer a range of sprinklers to irrigate landscapes, which themselves, of course, vary greatly, from small ornamental beds to acres of turfgrass.

Sprinklers are generally divided into two categories:


**1. Fixed spray heads** disperse a fan-shaped pattern of water. Interchangeable

nozzles determine the pattern and the distance the water is thrown, although generally not beyond 15 to 20 feet. Spray heads need 20 to 30 psi of water pressure to operate properly.

**2. Rotors** are usually spaced farther apart than spray heads and operate by rotating streams of water back and forth across the turfgrass. Of the several different types, the most common are impact and gear-driven rotors. Rotors need more water pressure to operate than spray heads — 45 psi or a little higher — and they irrigate a larger radius of landscape than spray heads.

## Too much pressure?

A landscape's size and design often dictate the installation and use of both spray heads and rotors. Therefore, controlling the pressure within the optimum pressure ranges at the nozzles of the sprinklers is a challenge, yet crucial to efficient irrigation. Too



A properly designed and well-maintained irrigation system dispenses water evenly across a landscape.



Manufacturers offer many different nozzle selections for sprinklers.

much pressure breaks up the spray pattern, causing small droplets (misting) that reduces the radius of the spray pattern. Too little pressure, and the drops of water are too large, and the area immediately surrounding a sprinkler gets too little water.

"The big challenge when installing systems is that the water pressure can vary all over the place," says Jeff Marcinowski, rotor product manager for Rain Bird, "from neighborhood to neighborhood, from property to property, and even on the same property, from the top of a hill to the bottom of a hill, for example."

There are several ways to control

pressure delivered to sprinklers, but that's a subject for a future article. Instead, let's address sprinklers and nozzles, specifically their role in delivering irrigation uniformly across turfgrass.

How well they do this is known as distribution uniformity (DU). Poor DU causes some areas of the landscape to receive too little water, resulting in dry (brown) spots. Customers don't like dry spots, so they run the system to green them and over-water the rest of the landscape.

### DU breakthrough

The design of the sprinklers is not the culprit behind poor DU; rather, it's improperly spaced, poorly maintained or broken sprinklers. In fact, a number of sprinklers on the market have proven their reliability over time, and continue to be offered for sale and pro-

vide high levels of irrigation efficiency, like Hunter Industry's MP Rotator and the sprinklers that fall under Rain Bird's Rain Curtain Technology and MPR Series Nozzles to name just two.

This spring a new nozzle technology promises to improve irrigation efficiency even more. Toro Irrigation's Precision Series Spray Nozzles drew a lot of attention at this past fall's Irrigation Association Conference, and was selected as the best new product competition in the Turf/Landscape category.

These spray nozzles dispense water by creating one or more high-frequency oscillating streams to achieve desired radius and arc. The nozzles reduce water flow to 1 in. per hour — about one-third less than competing products, says Jeff Fisher, a product marketing manager at Toro Irrigation. They also feature matched precipitation rates.

"The nozzle is a one-to-one replacement for what is already in the

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## SPRINKLER TECHNOLOGY

Toro's new Precision Series Spray Nozzles feature unique oscillating spray action.

ground," says Fisher. "You just take out the old ones and put new ones in. It's like replacing a light bulb with a new compact fluorescent bulb. You can easily train technicians to do this."

The new nozzles will save 30% to 40% of irrigation water over competing brands without the need to change run times," claims Fisher. Production began in February, and the nozzles will be on the market this spring, he says.

### Quality engineering

Tour an irrigation product manufacturing facility, and you will appreciate the challenges of designing and producing products that deliver landscape irrigation water where it's needed — and in consistent, precise amounts.

On a recent tour of the southern California campus of Hunter Industries, we witnessed irrigation products being manufactured and tested. Our mid-

afternoon visit gave us a glimpse into the engineering that goes into every spray head or rotor, the products you typically see operating during testing.

Our tour through the Hunter molding shop revealed the care taken in production of the company's MP Rotator rotors, a popular product line introduced in 2002. During the molding and assembly process, these matched-precipitation-rate rotors undergo multiple cycles of quality control. In all, 19 critical dimensions of these rotors are measured — many via magnification — to guarantee that they're defect-free and meet the company's claims of high uniformity and lower application rate.

### Proven technology

Another proven and popular technology is the Rain Bird Rain Curtain Nozzle Technology that is featured on all of the Azusa, CA-based manufacturer's rotors. Two patented nozzle designs — one for small- to mid-range nozzles and the other for long-range rotors — are used to deliver water for even distribution.

Rain Bird's Marcinowski says the design of the nozzles ensures the delivery of large droplets for accurate longer-range irrigation, while also providing excellent close-in watering for even water distribution.

This technology, along with the company's MPR (matched precipitation rate) Nozzles and its PRS Stems and Dials complete what Marcinowski describes as the "three-legged stool of irrigation efficiency."

Referring to his company's wide selection of spray heads, rotors and nozzles, Marcinowski comments it provides end users "the ability to use the right product for the right application."

The comment, in fact, fits the product category as a whole, regardless of manufacturer. There's a variety of highly engineered products from which to choose; the challenge being to match the right products for each site's unique irrigation challenges. **LMH**

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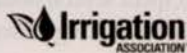
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## What are you going to do with all of the time you've been given?

**M**y April, May and November 2008 columns — “Make every day count,” “What’s on your ‘bucket list?’” and “Great teachers live on” — comprise my Adam Gaspar tribute trilogy. If you haven’t read them, please do yourself (and your family, friends and co-workers) a big favor and spend 15 minutes reading them at [www.landscapemanagement.net](http://www.landscapemanagement.net).

In the columns, I share the many life lessons learned while accompanying Adam, my buddy from the first grade, on his journey home to God. Adam became increasingly incapacitated during his 10-month battle with a brain tumor, but that did not stop him from living each day to the fullest and putting God, family and friends above all else.

I’ll never forget a cell phone conversation I had with my oldest brother, Jim, last October, just a few weeks after Adam peacefully embraced our Creator. I was pacing back and forth in Adam’s backyard, telling Jim I planned to ensure my family stays close to Adam’s wife, Ann, and their six children, by spending at least one day a month together. Jim — my dear friend and spiritual sherpa — encouraged me (as always), saying God would help me meet such a worthy goal. He added that one day a month should be doable, especially given I had spent several hours most days during the past 10 months getting closer to Adam, his family and, in turn, God.

Then Jim asked me *the question*. ...

*“What are you going to do with all of the time you’ve been given?”*

At the time, I thought Jim was referring to the time I used to spend talking to, and laughing and praying with Adam. I now know Jim’s question was a great and overarching gift to be shared. You see, on Feb. 9, my wife called me at work and informed me as I sat at this very desk that my beloved brother, at age 47, had suffered a heart attack and joined Adam and God.

I now beg you and your family, friends and co-workers to help me celebrate Jim’s and Adam’s lives by contemplating and praying about *the question*.

For examples of lives well lived, peruse [www.landscapemanagement.net/AdamEulogy](http://www.landscapemanagement.net/AdamEulogy), [www.landscapemanagement.net/DadLetter](http://www.landscapemanagement.net/DadLetter) and [www.landscapemanagement.net/JimEulogy](http://www.landscapemanagement.net/JimEulogy).

I first pondered *the question* with Adam and Ann a year ago, when we created Bucket Lists — our final wish lists/To Dos before dying. Adam’s Bucket List has dozens of things crossed out. And every time he bravely completed one of his final To Dos, he added another one. Mine, on the other hand, has just 1 of 50 To Dos crossed out. Like many, I got too busy with the busyness of this life.

Feb. 9 was my second wake-up call. To honor Jim, Adam, and the life God graced me with — and to add a new level of public accountability with our publication’s projected receivership of 211,000 — here’s my new, simpler, 10-item Bucket List equipped with deadlines or frequency measurables:

▶ **Spiritual To Dos** — Share time with, and serve, Adam’s and Jim’s wives and children (at least once per month); help kids with cancer find humor, hope and God (quarterly); and be a better husband, father, son, brother, godfather, friend and co-worker by better seeking and following God’s will throughout each day, and scheduling more time with these loved ones (daily).

▶ **Personal To Dos** — Eat less and move more (Lose 55 lbs. by Jan. 1, 2010); spend less (eliminate debt within three years while paying for two Catholic educations); obtain more life insurance (this year); undergo heart tests (this year); and create a will (this year).

▶ **Professional To Dos** — Write a book of family stories (“Whit’s World — Living proof that evolution is overrated”) by Jan. 1, 2010; and craft a screenplay by Jan. 1, 2011.

Enough about me. Now it’s your turn. Time for you to answer — and ask others — *the question*.



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