

permagreen™

Using our 100+ years of lawn care experience and 15 years of R&D, we've invented great spreader sprayers that make you *MORE* money and give you more free time to enjoy it. That's why PermaGreen™ is the go-to industry standard.

PermaGreen's are the everyday choice of over ten thousand professionals who use them to profitably treat everything from postage stamps to multi-acre sports and commercial complexes. Agile, fast & powerful, it's a sound investment with a quick Return On Investment.

We'll prove its money-making power. Ride a PermaGreen™ Triumph on your lawns for 30 days: If you don't love it, we'll buy it back!* It's just that simple.



WIN A TRIUMPH!

Enter online for your chance to make your dreams come true!

Triumph Options: Available with choice of standard 3-hole or optional 1-hole spreader mechanisms in a Spreader Sprayer, Spread-Only or Spray-Only version

permagreen.com | 800.346.2001

DREAM BIG. EXPECT MORE.

© 2012 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved. *See permagreen.com for details.

LAWN TECH COMPENSATION > **SNOW & ICE GUIDE**
OVERHEAD RECOVERY METHODS

Landscape Management

AT YOUR FINGERTIPS

How Uber-like mobile technology could change the way you find, communicate with and bill clients.



INNER STRENGTH



OUTER GENIUS



BEST-IN-CLASS GCWR (37,500 LB)¹



UNSURPASSED 5-YR/100,000-MI POWERTRAIN WARRANTY²



PROVEN 6.7L CUMMINS[®] TURBO DIESEL ENGINE



CLASS-EXCLUSIVE ELECTRONIC STABILITY CONTROL³



15,000-MILE OIL CHANGE INTERVALS



CLASS-EXCLUSIVE MANUAL TRANSMISSION

**THE NEW
RAM CHASSIS CAB**



ON THE
JOB

BUSINESS  LINK
The fast lane for small business.



RAMTRUCKS.COM/COMMERCIAL

RAMTRUCKS.COM/COMMERCIAL



1) Class 3-5 pickup-based conventional chassis cab, when properly equipped. 2) See dealer for a copy of the powertrain limited warranty. 3) Always drive carefully, consistent with conditions. Always wear your seat belt and obey traffic laws. Ram is a registered trademark of Chrysler Group LLC. Cummins is a registered trademark of Cummins, Inc.

CONTENTS»

AUGUST 2014
VOL 53, ISSUE 8



FEATURES

20 At your fingertips

How Uber-like mobile technology could change the way you find, communicate with and bill clients.

BY MARISA PALMIERI



56 Project Portfolio: Classic, contemporary retreat

Lambert's transforms an out-of-place landscape and pool into a useful, resort-like space.



SPECIAL SECTION

27 SNOW + ICE GUIDE
Snow pros and experts weigh in on the best uses for salt brine. Plus, Phil Harwood details the snow pricing "power trio."

COLUMNS

6 Editor's Note

BY MARISA PALMIERI

14 Best Practices

BY BRUCE WILSON

16 The Benchmark

BY KEVIN KEHOE

IN EVERY ISSUE

63 Classifieds, Resources



ON THE COVER

Illustration by Mike Kasun, kasun.com

DEPARTMENTS

8 News & Views

Snow & Ice Symposium

18 Weed Watch

London rocket;
hairy willowherb

39 Market Watch

DESIGN/BUILD A simple overhead recovery method detailed

IRRIGATION Billion Gallon Project aims to educate and save water

LAWN CARE How Noon Turf Care restructured lawn tech pay

MAINTENANCE A look at No Ka Oi Landscape



58 Add-on Biz

A contractor in Pennsylvania explores rainwater harvesting.
BY CASEY PAYTON

60 LM Reports

Fungicides, holiday lighting

64 1-Minute Mentor

Bruce Allentuck, Allentuck Landscaping Co.
BY MARISA PALMIERI

**Landscape
Management**

OUR MISSION: *Landscape Management* shares new ideas to inspire and empower readers to run more efficient, profitable businesses. We're the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals.

4-lb ECONOMY SIZE
NOW AVAILABLE



Knock Out Multiple Weeds in a Single Round

Only Solitare® Takes On Crabgrass, Sedges and Broadleaf Weeds In One Application

When multiple weeds gang up on you, there's just one solution you need in your corner: Solitare® herbicide. Solitare is the all-in-one postemergence treatment designed to help you control multiple growth stages of crabgrass, sedges and tough broadleaf weeds in a single, fast-acting application.

Dual-action Solitare controls or suppresses over 60 weeds without the hassle and cost of tank mixing. What's more, the optimized formulation of Solitare can inhibit perennial reproductive structures like tubers from germinating to minimize the return of ZOMBIE WEEDS next season.

For more information, contact your FMC Market Specialist or local FMC Distributor.



fmcprosolutions.com



ONLINE NOW

» LANDSCAPEMANAGEMENT.NET

Facebook Feature QUESTION OF THE WEEK

Have you ever had to "fire" a customer?

- » **Dana Shook:** I did seven this week. Not every customer is the right fit. Before things get bad, it's better to bow out.
- » **Byl Alfred:** Have fired several, yes. Have also tried to fire several who wouldn't let me. Sometimes when you say, "Maybe I'm just not the right person to be providing this service for you," they change their tune.
- » **Bob Windsor:** Yes about five to six in the past 16 years. It happens sometimes. Knowing when to move on gets easier with experience. Keepers are recognized easier, too.
- » **Brian Gadmonski:** Yes. She owned two Great Pyrenees and refused to clean up her yard.



SEEN ON TWITTER

Follow us » @landscapemgmt

Top retweeted tweet—ICYMI: This first day of July marks the beginning of #SmartIrrigationMonth. What are you doing to save on water?

@centralis1990: MT #lawncare @LandscapeMgmt: McHale Landscape Design 2X its annual revenue after adding a maintenance division. buff.ly/1qjp5Bw #LM150

@PLANET2005: RT @PLANET2005 created two new awards: Women Entrepreneur of the Year and Young Entrepreneur of the Year. buff.ly/VAHU9S

@DurhamPolaris: RT .@STIHLUSA is at it again with its #chainsaw jingles. Check out its rendition of The Star-Spangled Banner: buff.ly/1xmdN3A #July4th

Coming to a screen near you...

Keep an eye on LandscapeManagement.net this month for the first episode of Jeffrey Scott's new bimonthly video series, "Growing your business." In three-minute snippets, the founder of the Leader's Edge will share tricks of the trade to increase your bottom line and advance your business.



HELP! LANDSCAPE PROFESSIONALS

We are actively seeking dealers to sell, install and service our innovative outdoor misting systems that effectively control mosquitoes and other annoying insects.

1-866-485-7255

Learn more at www.mistaway.com/goodbiz



What's behind every ZTrak™? Just about everything.

When you buy a new ZTrak zero-turn mower, or any other John Deere commercial mower, you get more than just a great machine. You also get Uptime Solutions, a package of unique offerings made especially for commercial customers like you. There's genuine John Deere Parts. Our exclusive NeverStop™ Loaner Program*. Great discounts from GreenFleet Loyalty Rewards. Partners like STIHL®. The expertise of John Deere Financial. And so much more.

There's more to our support than meets the eye. Talk to your John Deere dealer today about what Uptime Solutions can do for your business.



JOHN DEERE



Products • Parts • Support • Rewards • Partners • Finance

Keep Mowing

JohnDeere.com/MowPro

* The NeverStop Loaner Guarantee from John Deere is only available on ZTrak™, QuikTrak™ and Walk-Behind mowers.



EDITOR'S NOTE

MARISA PALMIERI EDITOR

Contact Marisa at 216/706-3764 or via email at mpalmieri@northcoastmedia.net.

Uber?

Do you know what Uber is?" I've found myself asking people that question often over the last few months as I've worked on the cover story for this issue of *LM*.

No, not *uber*, the German word for "over." Uber, with a capital U.

If you're not in the know: Uber is a smartphone app that connects people who need rides with vehicles for hire. It replaces hailing a taxi or calling for a car. You just open the app, request a ride and a car is there to pick you up in as little as a few moments. The best part is no cash changes hands. Your credit card is on file and you're charged automatically for your ride.

First I asked my co-workers if they'd heard of Uber. About half of them had. Next, I asked my husband. Not a chance. Mind you, he doesn't have a smartphone. I even asked my 4-year-old. She seems to pick up every other word that comes out of my mouth, but not this one.

The reason I've asked everyone this question is simple: If you're familiar with the app, you understand instantly what I mean when I say there are a handful of startups striving to be "the Uber for lawn mowing or snow plowing." It clicks better than saying, "I'm doing a story about companies that are using mobile, location-based technology to connect homeowners with landscape contractors."

Before my Uber straw poll, I thought we were safe slapping "Uber for the Green Industry" on the cover of the magazine and calling it a day.

Heck, Uber's in more than 100 U.S. cities, including my hometown of Cleveland. (Easy with the Cleveland jokes—don't make me remind you we also have Johnny Manziel, the 2016 Republican National Convention and, most recently, LeBron James.)

My research didn't exactly show overwhelming familiarity with Uber, but in the end we found some middle ground with the headline, subhead and artwork we chose for the cover of this magazine. If you know what Uber is, you get it. If you don't, well, you're going to wonder why we're using a weird word on the cover of *LM*, so you'll immediately flip to the story and read the whole thing. Am I right?

Whether or not you were previously aware of Uber, I'd like to say how exciting it is to witness new ideas and innovation entering the landscape industry.

I suspect there will be much discussion and some controversy about whether these mobile platforms are good for landscape companies. Are they just middlemen or are they adding value? Do they perpetuate a commodity mindset? If so, does that matter for some services?

The beauty is the market will decide. If quality is high and consumers are happy, it benefits the platforms to keep the contractors happy, too. Maybe that means service providers get a bigger cut of the revenue? Hopefully, it means these firms' founders will continue to innovate.

I know it's still too early to tell what will happen, but it'll be uber-interesting to watch and find out.

Landscape Management

HEADQUARTERS

1360 EAST 9TH ST., SUITE 1070, CLEVELAND, OH 44114

EDITORIAL STAFF

Editor Marisa Palmieri 216/706-3764 | mpalmieri@northcoastmedia.net

Associate Editor Sarah Pfledderer 216/706-3756 | spfledderer@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 | hgooch@northcoastmedia.net, jgooch@northcoastmedia.net

Art Director Tracie Martinez 216/363-7924 | tmartinez@northcoastmedia.net

Digital Editor Joelle Harms 216/706-3780 | jharms@northcoastmedia.net

ADVERTISING STAFF

Publisher Bill Roddy 216/706-3758 | broddy@northcoastmedia.net

North American Sales Manager Craig MacGregor 216/706-3787 | cmacgregor@northcoastmedia.net

National Account Manager Chris Lavelle 216/363-7923 | clavelle@northcoastmedia.net

Account Executive Classifieds Kelli Velasquez 216/706-3767 | kvelasquez@northcoastmedia.net

BUSINESS STAFF

Vice President, Sales Patrick Roberts 216/706-3736 | proberts@northcoastmedia.net

Administrative Coordinator Petra Turko 216/706-3768 | pturko@northcoastmedia.net

Marketing Manager Ryan Bockmuller 216/706-3772 | rbockmuller@northcoastmedia.net

Marketing Specialist Michelle Mitchell 216/706-7922 | mmitchell@northcoastmedia.net

Manager, Production Services Terri Johnstone 216/978-9622 | tjohnstone@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

Digital Operations Manager Bethany Chambers 216/706-3771 | bchambers@northcoastmedia.net

Web Developer Jesse Malmacher 216/363-7925 | jmalmacher@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick Iademarco 877/652-5295 | niademarco@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942

For current single copy, back issues, or CD-ROM



CORPORATE OFFICERS

President & CEO Kevin Stoltman 216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin 216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer 216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford 216/706-3766 | mwhitford@northcoastmedia.net



**WITH NEWLY SEEDED TURF PROTECTED,
WEEDS WILL HAVE TO FIND ANOTHER HOME.**

Tenacity® herbicide selectively controls weeds and grasses pre- and post-emergence and is the broadest spectrum herbicide available for use at seeding. Tenacity controls crabgrass and sedges and is the only selective herbicide registered to control nimblewill and bentgrass in lawns. With Tenacity, weeds will have to find another place to take root. Find out more at Tenacityherbicide.com.

 **Tenacity**®
Herbicide

syngenta®

Snow & Ice Symposium stirs up state of the industry chatter

BY SARAH PFLEDDERER

In spite of 90-degree temperatures, snow removal became a focal point in Columbus, Ohio, in June when the Snow & Ice Management Association's (SIMA) Snow & Ice Symposium came to town.

The 17th annual event was held June 18 to 21 at the Greater Columbus Convention Center.

With "the winter from hell," as some contractors called it, still in the minds of many attendees, SIMA CEO Martin Tirado moderated a panel discussion on the state of industry during the general member meeting the first evening of the event.

The panel included:

- ▶ **Mike Anderson**, SIMA board chair and president of Snow & Ice Pros, Highland, Ind.;

- ▶ **Laura Ingram**, director of operations at Ingram Enterprises, Chicago; and

- ▶ **Raqib Omer** of University of Waterloo, Ontario.

Anderson opined on how his company fared through the frigid cold and salt shortage this winter.



From left: Martin Tirado moderates a panel discussion among Raqib Omer, Mike Anderson and Laura Ingram.

Highland saw its second coldest and second snowiest winter this year, he said, which was good for business from the company's clients that held pay-as-you-go contracts. On the other hand, clients with fixed contract benefitted most because their agreements forbid Snow & Ice Pros from altering costs even in the event of a salt shortage or overstretched labor costs.

"We just had to eat that additional cost," Anderson said.

Still, the company profited more than last year from the excess work, he said. But Anderson is making preparations, per chance a shortage comes again. Those plans include expanding the firm's salt supply by "1,000 percent" and beginning stockpiling it in the summer.

Ingram quelled her winter troubles by turning an older tactic up a notch: utilizing liquids. Though she's used liquid solutions for about a decade, this season Ingram installed pre-wet systems on her salt trucks to make the rock salt last longer.

"When we couldn't secure salt, we secured liquids," Ingram said. The silver lining of the predicament, she adds, is "the salt situation forced us to get back into being innovative."

As the lead on an application rate study for SIMA, Omer is working toward pinning down innovative ways

for contractors to use their deicers most effectively. The goal is to create standard application rates for contractors

While his research is still in the making, Omer said, "there's tremendous room for improvement" in terms of application rates in the industry, primarily using the right materials at the right times.

Technology, whether in existing equipment or through new inventions, offers a shortcut for some of those improvements, he said, but added it often can be intimidating for contractors to adapt.

"You cannot make a snow and ice contractor do something they're not comfortable with," Omer said.

His advice for the coming winter: "Learn from the winter from hell. Prepare. Invest (your time) in new technology."

In addition to the panel discussion, the first day of the symposium included welcome receptions and a preconference workshop, which was held at the City of Columbus Complex and featured a facility tour and training session on brine making.

Next year's Snow & Ice Symposium is slated to be held in Schaumburg, Ill. The 2016 and 2017 shows will be held in Providence, R.I., and Montreal, respectively.



Some attendees traveled to the City of Columbus Complex for a workshop June 18.

17.5[¢]

★ COULD IT DELIVER A NEW CLIENT? ★



It can if you know where to look. **Every Door Direct Mail-Retail®** service from USPS® is an efficient and affordable way to reach the potential clients who matter most. For as low as 17.5¢ per piece. Our **free online mapping tool** helps you select mailing routes, plus lets you narrow the selection by household age range, income and average household size.* It even displays the total postage cost per route, so you can be sure your marketing dollars work harder. **That adds up.**

To learn more and get your **FREE EVERY DOOR DIRECT MAIL-RETAIL® ADVERTISING KIT†**, fill out the reply card or go to usps.com/everydoor.



Try our **FREE** online mapping tool.



*Based on data from the 2010 U.S. Census. †Limit one per customer. Offer available while supplies last.

Privacy Notice: For information regarding our privacy policies, visit usps.com/privacypolicy.

©2014 United States Postal Service®. All Rights Reserved. The Eagle Logo is among the many trademarks of the U.S. Postal Service®.

AD-LM-ED-LAN

Getting the Deere treatment

John Deere hosted landscape contractors in June at its Cary, N.C., Turf Care facility.



Clockwise from top right: During the ride and drive portion of the John Deere Quality First Factory Tour, Tim Gosiewski from Erie Landscaping in Strongsville, Ohio, practices operating a John Deere 50G excavator. John Deere's Turf Care factory, open since 1997, houses 335,000 sq. ft. with 280,000 of it for manufacturing. Contractors discussed business issues during the tour's roundtable session. Hot topics included new areas of business, cash flow, labor and equipment preferences.

PHOTOS: LANDSCAPE MANAGEMENT

Sprayable Liquid Calcium Complex

New & Improved Label



Solu-Cal L

6-0-0 with 8% Ca Liquid Calcium

Ideal for:

- Turf Spray Programs
- Hydroseeding
- Fertiligation
- Agricultural Spray Programs

Solu-Cal L Liquid Calcium Complex improves soil structure, stimulates root & leaf development, strengthens cell walls, and adjusts soil pH more efficiently than liquid lime. Solu-Cal L is ideal as a spray application on all turf grasses including lawns, athletic fields, and golf courses. or as a diluted solution via hand gun or boom sprayer application, and may be injected through irrigation systems.

contains 6% pH_iCa⁺ technology Humic/Fulvic Acid™

Solu-Cal

www.Solu-Cal.com • 774.678.0288

Lawn & Landscape • Golf • Hydro Seed • Food Plots

New!



WEED OUT THE ORDINARY

THE 2014 SPRINTER



The best way to succeed out here is to maximize your efforts every day. To make that happen, you need a commercial vehicle that works as efficiently as you do. With a 2-stage turbocharged diesel engine and 7-speed transmission, the 2014 Sprinter has the power to get you moving, with fewer stops at the gas station. The 2014 Sprinter—anything but ordinary.

www.freightlinersprinterusa.com

SPRINTER
DRIVEN LIKE YOU

Options shown. Not all options are available in the U.S.
©2014 Daimler Vans USA, LLC. All rights reserved.

FREIGHTLINER

OPINION

Communicating natural turf's benefits

BY BRYAN OSTLUND

For many property owners, the benefits of natural turf may not be clear. Misconceptions about grass abound. As a partner in caring for a client's grounds, landscapers can

educate customers about suitable options to enhance their surroundings. By arming customers with better information and recommendations, landscape professionals expand opportunities to grow their businesses.

One of the first questions likely to crop up is about the expenses, from installation to ongoing maintenance. It's important to note that a lawn is an investment that adds curb appeal and can increase a property's value. Plus, it's easier to recoup the costs of good landscaping, which can offer a 100 percent to 200 percent return compared to just 40 percent to 70 percent of costs recouped on projects like a new deck or patio.

Another point of concern may be irrigation. Consumers are under the impression that lawns require a lot of water, which may help explain why homeowners tend to over water. Natural turf needs watering only once or twice a week. Installing a professional irrigation system with a rain sensor and controller will not only automate the task, but it will help keep water use in check.

Remember, some grasses are more resistant to harsh conditions, such as drought or frost, than others. Research varieties that are recommended for the climate conditions in the area to have the best chances for success.

If perceived environmental issues are a roadblock, explain that natural turf is one of the most efficient and cost-effective methods to control erosion. Extensive roots bind the soil, absorb rainfall and significantly reduce runoff. In addition, grass absorbs carbon dioxide and releases oxygen while cooling the environment naturally. What's more, buildings surrounded by lawns have lower air-conditioning requirements, potentially saving on energy costs.

Turf provides a handful of other benefits. Naturally calming and stress relieving, grassy areas can enhance quality of life and serve as inviting settings for relaxation and recreation. In addition, keeping lawns well groomed enhances pride in a community, helps deter littering and vandalism and aids in preserving property values.

Communicate the benefits of a natural lawn to customers, and be a partner in creating an idyllic outdoor environment.

Ostlund is executive director of Grass Seed USA, a national coalition of grass seed farmers and academic turf specialists. For more information, visit weseedamerica.com.

**SO SMOOTH,
YOU'LL FORGET
IT'S AN AERATOR.**



**THE NEW
STEERABLE
AND
REVERSIBLE
TURFCO™
XT5**

**AERATION HAS
NEVER BEEN
THIS EASY,
COMFORTABLE
OR PROFITABLE.**

- More lawns per day
- Easier on the operator
- Smoother, quieter operation
- Easier to service
- Better hill-holding ability
- All for a great price

Call today to see what
the XT5 can do for you.
800-679-8201

TURFCO
DIRECT

WWW.TURFCODIRECT.COM

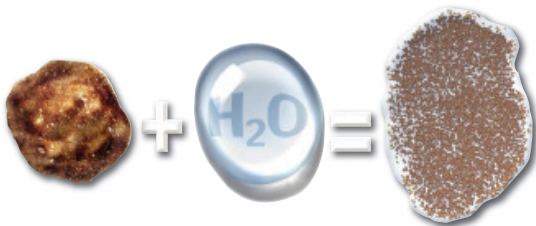


Kill Grubs, European Crane & Other Insects Economically

DuoCide™



DuoCide, costing up to 35% less than other known brands, is a broad spectrum insecticide for preventative and curative treatment of surface and sub-surface feeding insects, including European crane fly, white grubs, annual bluegrass weevil, chinch bugs, cutworms, and many more!



DuoCide™ is formulated on DG Pro® dispersing granule carrier to provide higher particle count and distribution of insecticide.



For more information call 800-253-5296
or visit www.AndersonsPro.com



BESTPRACTICES

BRUCE WILSON

The author, of the Wilson-Oyler Group, is a 30-year industry veteran. Reach him at bwilson@wilson-oyler.com.

Creating a healthy team

A healthy company is a productive place where staff members feel valued and empowered. This is possible because there's a cohesive leadership team who behaves in a functional way. Leaders are aligned around the company's mission and know what they need to do to make the business perform.

After a career of working for a mix of landscape companies, I've noticed there's a distinct difference in the attributes between healthy companies and dysfunctional ones. On the surface, both types can look the same and share some of the same characteristics. The difference is the companies with cohesive leadership and operational functionality consistently outperform their competitors.

Why? Because in really successful companies, things just get done.

Healthy companies have the right mix of organizational and personal accountability. Everyone rows in the same direction. There's little fanfare, friction and uncertainty, and nearly everyone in the organization reflects confidence and clarity of purpose. When problems arise, everyone projects a "whatever it takes" attitude and problems get solved quickly.

In less healthy companies, there's a different pattern. Politics trump process, communications aren't integrated and there's no shared accountability. When problems arise, the person who's responsible for the problem has to solve the problem alone. The ultimate victim is the customer.

It's possible to create a healthy company your customers will love to work with and your employees will want to work for. Here's where to start.

➤ **Create team alignment.** Leadership and staff must be in sync on values. Is everyone on the same page regarding mission/purpose, behavior, the work and what it will take to succeed? People who aren't honest and respectful to this approach or aren't in sync with the team will jeopardize alignment.

➤ **Create cultural alignment.** The culture must evolve around expected outcomes, such as flawless

delivery of your service or product, uncompromising levels of customer service, a culture of mutual respect among team members and leaders who walk the talk.

➤ **Create a culture of accountability and empowerment.** Leadership must over-communicate what's true and important and hold everyone accountable to results. Managers must be available and not become a bottleneck to deadlines and shared objectives. Leaders can't be shy about pushing the team to get better every day and repeatedly reinforce messages that support and emphasize the uniqueness of the organization. Eliminate barriers and allow employees to take their initiative, be creative and accept responsibility for their actions. Never allow things to come to a dead end on someone's desk.

➤ **Create customer-centric culture.** Ensure the customer's experience with your business is more important than your corporate fiefdoms.

➤ **Create a culture of communication.** Any process involving people, from performance management to decision making (internally and externally), must be done in a way that keeps dialogue open, blame-free and results-oriented.

➤ **Create a culture of expectations.** Make expectations and deliverables very clear. Evaluate team members on results that are measurable, attainable and aligned with team and strategic growth goals.

➤ **Create a culture of courtesy.** Remind your employees you are glad they work for you. They could be working for someone else. Reward performance with recognition and high fives (and monetary incentives when appropriate). Simple gestures mean a lot. Say "please" and "thank you" and "great job" when it is. Everyone shares in the success and toxic behavior is not allowed.

➤ **Create an excuse-free environment.** Make everyone accountable for team results. It doesn't matter who generates the problem or who solves the problem. The problem must be solved quickly and as smoothly as possible for the customer, and then everyone moves on. No excuses.



Pinar Kuruc – Supervisor Assembly

Built in America. Believing in America.*

STIHL truly believes in the productivity of American workers and businesses. So we're proud to be one of the U.S. manufacturers rebuilding our economy one brick, one car and one chain saw at a time. STIHL believes in supporting small, local business owners like you. It means something to your clients,

to your company, and to us. Because it's the real people, STIHL people, who help make STIHL the number one selling brand of gasoline-powered outdoor power equipment in America.*

To find a STIHL dealer: STIHLusa.com



#1 Selling Brand of Gasoline-Powered
Handheld Outdoor Power Equipment
in America



*A majority of STIHL powerheads are built in the United States from domestic and foreign parts and components. "Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2013 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers. © 2014 STIHL Inc.

STIHL®



THE BENCHMARK

KEVIN KEHOE

The author, owner-manager of 3PG Consulting, is a 25-year industry veteran. Reach him at kevinkehoe@me.com.

How to be direct in sales

At the end of a sales presentation the words, “We like your numbers; we’ll get back to you,” are the kiss of death. It’s in this case my third habit of successful salespeople—be direct—would come into play. (See Web Extra for all six habits.)

Selling is a process of successive trial closes designed to manage the prospect’s “objections” and help them arrive at a decision. There’s a classic quote from the movie “Glengarry Glen Ross” that goes, “A-B-C. A-Always, B-Be, C-Closing. Always be closing.”

This is what ABC means: Be prepared to *trial close* on customer objections. To do this you must be direct, and ask questions.

“We like your numbers; we’ll get back to you,” is an objection in my book. It needs to be followed up with a trial close question like: “It sounds like you have some hesitations about working with us. Off the record, can you tell me what those might be? It would be very helpful to me and my team to know these.” That is directness.

A habit is the product of practice. Directness is a personality predisposition, but it’s also a skill developed through practice. At the end of the day, the job of a salesperson is to help the customer make a decision—not to sell “features and

benefits” and sound really smart providing the customer with “an education.” Don’t get me wrong. It’s important to know features and benefits and educate the customer, as I outlined in my February column, “The simple sales pitch”

(buff.ly/TYlvkN). But it also is essential to identify and explore objections and hesitations.

Yes, you love your product and the clients may, too, but that doesn’t mean they will buy it. And since most people (prospects and customers) avoid conflict by nature, if they have any hesitations they’ll say things like, “We like your numbers; we’ll get back to you,” instead of saying “no.”

Put yourself in the prospect’s shoes. Why would he or she hesitate? There are three primary reasons: 1). The prospect doesn’t know you; 2). Change is hard; and 3). Price. The *way* you sell—less talk and more questions—helps the first. Address the second with honest exploration of their fears about working with a new contractor. And price is always an objection—always. If you can address the first two then you have the ammunition to address this one.

When they talk price, you talk value. Here’s one way: “Let’s talk about the price because this is always important. Just to help me, if we were priced exactly right for you right now, would we be the company you would want most to work with?” This question/probe must be followed by silence. What you hear next will tell you if they are serious about *you* and about making a change. Be prepared not to like their answer, which means, “We like your numbers; we’ll get back to you,” really means *no*.

Asking the hard questions that separate the buyers from the tire-kickers is what it means to be direct. I never said selling was easy. But it’s my favorite job, and it’s far easier when you’re willing to be direct.

» WEB EXTRA

Read Kehoe’s November 2013 column outlining the “6 habits of successful salespeople” at LandscapeManagement.net/6habits.

At the end of the day, the job of a salesperson is to help the customer make a decision—not to sell “features and benefits” and sound really smart providing the customer with “an education.”



GXV690

Zero Turns, Zero Headaches.

Commercial crews know how to run the wheels off a mower. When it comes to that kind of wear and tear, some engines just don't cut it. The new, exceptionally quiet, lightweight and low-vibration Honda GX V-Twin engines deliver the power, durability and fuel efficiency that commercial crews need to work quickly and cost effectively. And a 3-Year Warranty* proves that when we say our engines are reliable, that's a claim we stand behind. So if you're looking for an engine that works as hard and long as the people it's made for, stop spinning your wheels. Log on to engines.honda.com and find out how you can put our engines to work for you.



GX35



GX100



GX200



iGX340

HONDA ENGINES

Built like no other.



*Warranty applies to all Honda GX Series Engines, 100cc or larger purchased at retail or put into rental service since January 1, 2009. Warranty excludes the Honda GXV160 model. See full warranty details at Honda.com. For optimum performance and safety, please read the owner's manual before operating your Honda Power Equipment. ©2014 American Honda Motor Co., Inc.





Recommended
Dow AgroSciences
solution

Dimension®
specialty
herbicide*

LONDON ROCKET

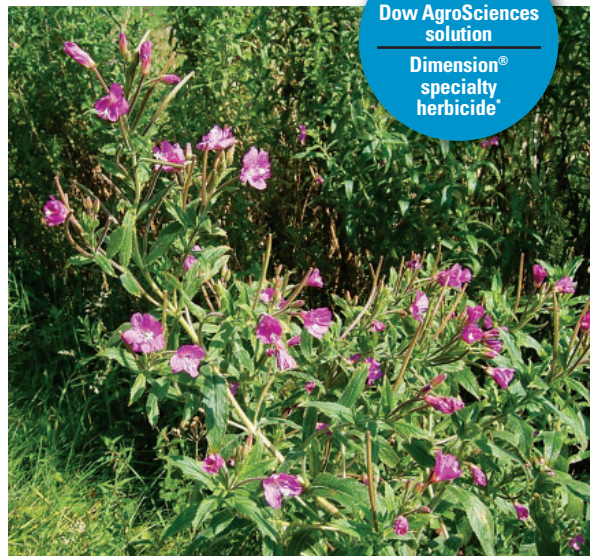
Sisymbrium irio

IDENTIFICATION TIPS

- ▶ This member of the mustard family is a competitive winter annual, commonly found in gardens, turf and other disturbed sites.
- ▶ Seedlings are oval, hairless and grow on stalks that are equal in length to the blade.
- ▶ Shallow-toothed leaves grow away from the base of the plant and alternate along the stem.
- ▶ Young plants exist as rosettes until they develop flowering stems at maturity.

CONTROL TIPS

- ▶ Apply a preemergent herbicide containing dithiopyr prior to germination in the fall in turfgrass or landscape settings.
- ▶ London rocket does not compete well with actively growing turf. Maintaining a healthy turf stand is the best control option.
- ▶ Hand-weeding is a viable control method only if the population is small and isolated.



Recommended
Dow AgroSciences
solution

Dimension®
specialty
herbicide*

HAIRY WILLOWHERB

Epilobium hirsutum

IDENTIFICATION TIPS

- ▶ This semiaquatic, perennial weed is commonly found in shady, coastal areas and nursery containers.
- ▶ Axillary buds, found at the base of the stem, produce stolons. The stolons produce adventitious roots, which pull the stolons into the ground and develop into rhizomes.
- ▶ Leaves are opposite, long and toothed. They are also sessile, often clasping at the base.
- ▶ Flower buds develop after 10 to 12 weeks of

growth, and the entire plant is covered with rose-purple flowers by mid-summer.

CONTROL TIPS

- ▶ Small infestations can be dug up, but make sure the rhizomes, and the root fragments are removed as well.
- ▶ It's best to never let this perennial get established. Prior to germination, apply a preemergent herbicide containing dithiopyr. Make sequential applications at three- to four-month intervals for extended control.

*Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. State restrictions on the sale and use of Dimension specialty herbicide products apply. Consult the label before purchase or use for full details. Always read and follow label directions.

For more information regarding these and other turf weeds — and related control technologies and tips — please visit www.DowProvesIt.com or call 800/255-3726.

BROUGHT TO YOU BY



Dow AgroSciences



CALLBACKS DAMAGE RELATIONSHIPS.

Callbacks are more than an inconvenience; they're costly and can destroy your business. Fifty percent* of customers who call to complain about dandelions will eventually end up canceling your service. Defendor™ specialty herbicide helps reduce callbacks by providing early season control of dandelions, clover and other winter annual and perennial weeds. For proven crabgrass and broadleaf weed control, apply Defendor when you make your first applications of Dimension® 2EW specialty herbicide. So spend time building relationships and keep the honeymoon with your customers alive. To learn more, visit www.DowProvesIt.com.



Dow AgroSciences

Solutions for the Growing World

*Jefferson Davis Consumer Research 2012. ®Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow
State restrictions on the sale and use of Defendor and Dimension 2EW apply. Consult the label before purchase or use for full details.
Always read and follow label directions. T38-337-012 (01/13) BR 010-60828 DATOTURF2068

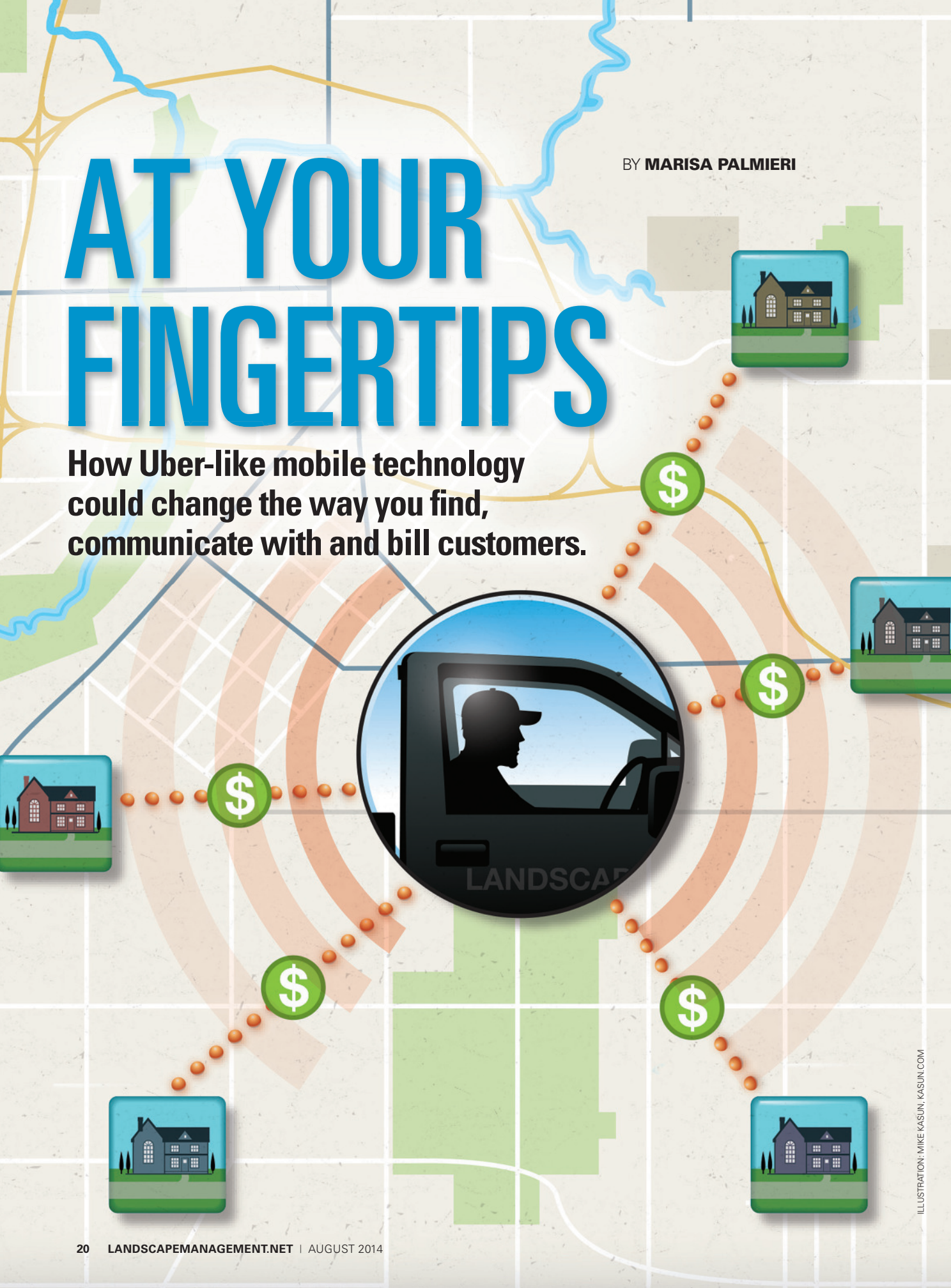
Scan this code for
more information at
www.DowProvesIt.com.



BY MARISA PALMIERI

AT YOUR FINGERTIPS

How Uber-like mobile technology could change the way you find, communicate with and bill customers.



When Bryan Clayton owned Peach Tree Landscapes, it focused on commercial maintenance. The Nashville, Tenn.-based firm didn't offer residential mowing. That's why his staff always kept a list of other landscape companies by the phone to give referrals to homeowners who called the office for quotes. Even though Peach Tree didn't do business with residential customers, Clayton wanted to help them out.

"We'd take 10 or 20 phone calls a day from homeowners," he says. "We'd give them a referral and many times they'd call us back and say, 'That guy didn't call me back.'"

Clayton, who sold his landscape company last year, had no doubt that the landscapers he referred clients to *wanted* to return every phone call they received. But they couldn't. They were working in the field, giving estimates or taking care of the many other things that come with owning and operating a small business.

"I thought, 'Man there has got to be a better way to do this,'" Clayton says.

When he saw marketplace-driven, location-based technology pop up in other industries, he realized it could work for landscape services, especially residential mowing. He points to ride-sharing/car-service app Uber and Airbnb—a website that allows people to rent out their homes to travelers—as two inspirations.

In the landscape industry, there are homeowners who need their lawns cut and, as Clayton says, "There are hard-working guys out there busting their ass and trying to make ends meet, and they do a lot of things that don't make them money." (To name a few: marketing, driving from job to job, giving estimates and collecting payments).

"I just know this is a problem that needs to be fixed," he says.

Clayton set out to do so last year when he founded GreenPal, a company designed to make it easy for homeowners to locate, communicate with and pay landscapers via a mobile app.

GreenPal's vendor dashboard helps contractors schedule their jobs.

"There's no reason why a lawn care professional should have to pass out fliers to get lawns scattered all over town, have to mail out an invoice and then wait for a check," he says. "He should be able to have visibility, get lawns close to the ones he's already doing and get paid every day."

Clayton's not alone in his pursuit of streamlining the landscape and snow services market with mobile technology. A handful of other startups, including PlowMe/Service Route, Plowz & Mowz and LawnStarter, have popped up around the country with similar missions.

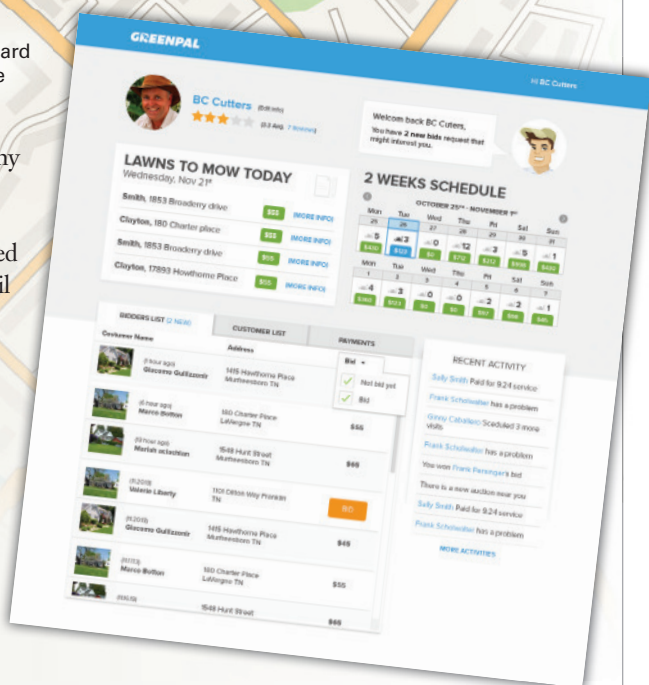
Their approaches are all slightly different, but their motivations are the same: Improve customer service for homeowners and reduce the headaches associated with running a landscape or snow removal company.

"In the back of my mind, Uber was always a thought," says Wills Mahoney, cofounder of Plowz & Mowz. "I love how efficient it is and the quality. We've been coined by a lot of people as the Uber of on-demand snow removal and on-demand lawn mowing. That's a compliment and we hope we're on their level."

Consumer demand

Clayton surmises that within five or 10 years consumers will be able to push a button on their smartphones and "get everything done you need to get done." The technology is there; it just hasn't been built and distributed yet for most industries, he says.

Consumers are already supporting Uber and others to get rides, HomeJoy for house cleaning, Postmates for delivery and Taskrabbit for errand



running. Those services and changing demographics are likely to propel the landscape industry platforms' success, their founders say.

Consider that the financial struggles of the smartphone-wielding millennial generation—about 83 million of them born from the early 1980s through 2000—are expected to end within the next few years, *Bloomberg Businessweek* reported in June. Millennials are more educated than any generation before them, says Richard Fry, a senior economist at the Pew Research Center in Washington. "All of those college degrees will sooner or later pay dividends and they will buy homes."

With homes come lawns that need to be mowed and driveways that need to be plowed.

At the same time, many aging baby boomers (77 million of them born between 1946 and 1964) are staying in their homes longer—either because of personal preference or financial need due to the Great Recession's housing bust. A 2010 AARP survey reports 84 percent of baby boomers would prefer to live in their current houses for as long as possible. These folks will need property services in droves, says Yeh Diab, founder of PlowMe and Service Route. PlowMe is a website/app where customers can request on-demand snow plowing



BRYAN CLAYTON →

AT YOUR FINGERTIPS

services. It's powered by Service Route, which is a software service designed for property management businesses to manage customers, schedule/track work and get paid.

Diab estimates 45 million homes will need some sort of property maintenance by the year 2020. Compare that to about nine million single-family properties getting snow or lawn maintenance currently, according to his estimates.

He says only a fraction of the available market for landscape/snow services is buying them now because of the perceptions that 1). They're not affordable or 2). It's a hassle to hire someone. The result is many homeowners say, "I'll just do it myself."

"There's demand that's going to increase even more, and there's a bottleneck for supply," Diab says. "Not a lot of young kids are saying, 'I want to be a landscaper.' And current landscapers aren't operating at an optimal level."

Mobile, location-based technology can help with both the demand and supply problems, Diab says.

For Plowz & Mowz, which currently has the widest reach among this set (see chart on page 24), the average consumer varies by market but is typically a homeowner between 30 and 50 years old and is split 50/50 between males and females, Mahoney says. The average contractor signing on to the

continued on page 24

How it works



Service providers apply to participate in a mobile, location-based technology platform. There are typically some requirements, such as commercial equipment and liability insurance. Once accepted, they submit their banking details for direct deposits and download a smartphone app to receive job information.



Homeowners enter requests for service into an app or on the web, along with their address and credit card information. Some platforms allow customers to add photos. They receive pricing either instantly or gradually via bids from contractors.



Depending on the company, the platform assigns a service provider based on geography or the customer chooses his or her contractor based on the bid.



Service providers perform the agreed-upon work, often fielding all the job details from their app. When they indicate the job is complete, the customer is invoiced or billed automatically and the contractor receives payment electronically.



Homeowners may rate the service providers and may be able to choose recurring service from their providers. Customer service requests flow through the platform—not to the contractor directly.

— INTRODUCING —

PENNINGTON

Smart Seed[®]

Professional Grass Seed **PRO**

Water Star[®]
QUALIFIED GRASS SEED

SPECIFICALLY DESIGNED FOR THE NEEDS OF PROFESSIONALS

- Exceptionally high turf quality and density
- Water Star[®] varieties require up to 40% less water than ordinary grass seed
- Persistent turfgrass quality under heavy use

To learn more about our selection of professional turfgrass products:

CALL: 1.800.588.0512

EMAIL: proturfsolutions@penningtonseed.com



Pennington, Pennington with design, Smart Seed and Water Star are trademarks of Pennington Seed, Inc.



Innovation you can apply.



NEGATE® 37WG

Herbicide

Available in a
1.5 oz. bottle

Commercial Lawns
Golf Courses
Commercial Lawns
Industrial Lawns
Sod Farms
Sports Fields

Strobe™ 50WG

Broad Spectrum Fungicide

Available in
1 and 6 lb. bottles

Athletic Turf
Golf Courses
Greenhouses
Lawn and Landscape
Ornamentals
Outdoor Nurseries
Shadehouses
Recreational Areas
Turf Production Farms

ENCLAVE®

Flowable Fungicide

Available in a
2.5 gal. bottle

Commercial Turf
Golf Courses
Greenhouses
Landscape Ornamentals
Nurseries

2DQ

Herbicide

Available in 1 gal.
and 2.5 gal. bottles

Athletic Fields
Commercial Turf
Golf Courses
Residential Turf
Sod Farms
Non-Crop Areas

MSM 25 OD

Herbicide

Available in a
4.5 oz bottle

Aprons
Cemeteries
Fairways
Golf Courses
Ornamental Turf
Roughs
Sod Farms
Tees

**All products featured are currently available for immediate purchase.
Order now from your local distributor or call 800-242-5562 for more information.**

QUALI-PRO

Innovation you can apply.

Enclave, Negate and Quali-Pro are registered trademarks of ADAMA Group Company.
For more information on our wide selection of turf and ornamental products, visit quali-pro.com or call 800-242-5562

continued from page 22

service has between one and five trucks, has been in business for several years and is embracing technology.

Ryan Farley, cofounder of LawnStarter, a startup that aims to be a customer service interface between homeowners and landscape professionals, says he only had to look at all the negative comments on business review website Yelp to know there's a need in this market.

"The goal is to change the status quo for the customer service in lawn

care," he says. "We want to become the standard. A lot of consumers see the status quo as pretty low."

Farley, who cites Zappos as an early influence for LawnStarter, sees relieving contractors of their customer service duties as the key.

"All of the customer-facing things are handled by us," he says. "It takes the load off the contractors."

Farley affirms his company doesn't want to be seen as just a middleman taking a cut for "doing nothing." His





competitors in this space would agree.

"There are a lot of companies out there providing leads like Thumbtack, Home Advisor or Task Easy," he says. "They only see the consumer side. They don't understand the issues of the contractors. We see how important it is to help landscapers make their business grow."



RYAN FARLEY→

Meet the landscape/snow industry mobile tech startups

Platform				
Founded	2012	2013	2013	2013
Who's behind it	Yeh Diab, CEO, former lawyer and software salesman	20-something Virginia Tech gradutes Ryan Farley and Steve Corcoran	Former landscape company owner Bryan Clayton and partners	IT consultant Wills Mahoney and business partner Andrew Englander
App or web?	Both	Web (mobile-friendly)	Both	Both
Type of service	One time or recurring	One time or recurring	One time or recurring	One time, recurring in development
Pricing	Set by providers; submitted to clients	Set by platform; tiered rates, depending on property sizes	Set by providers; submitted to clients	Set by platform; based on property size and other factors
Fees	Free initially; monthly fee after certain volume	10-20% of the transaction	5% of the transaction	20-30% of the transaction
Growth plans	Honing its platform in Boston; in private beta elsewhere	Currently in five markets; recently joined Techstars startup accelerator	Focusing on nailing the Nashville market before expanding	Currently in 30 markets; expects to be in 60 by the end of the year
Quotable	"We're an infrastructure business to help providers win. We lay down the 'tracks' and can help you market and sell tickets, but ultimately it's your train." —Yeh Diab	"Many of our contractors have opted to put their entire book of customers on our software." —Ryan Farley	"We're currently live in Nashville with a few hundred users validating and perfecting the product, our model and growth strategy. We'll be launching in six new markets next year." —Bryan Clayton	"Our customers can order a plow or a mow once or as often as they like. If a customer rates a provider highly, the provider gets to retain that customer when they order from us in the future." —Wills Mahoney

Contractor take

Shawn Sennett, owner of Sennett Landscaping in Waltham, Mass., is one contractor who says he could use this type of help.

Sennett has been mowing lawns and plowing driveways full time for seven years. He runs one three-man crew and says he struggles to top 50 mowing accounts. Getting over that hump would allow him to add another crew, he says, and potentially step out of working in the field himself.

Every time Sennett nears this level, he loses a few accounts. When he replaces them, he'll lose a few more. He typically markets his business by knocking on doors and passing out fliers.

"I need a good chunk (of customers)—a good five or 10 all at once—not a few here and there," he says. "Initially, it only took me two years to get to 40 yards and I'm like, 'This is easy,'" he says. "And then that was it; it never progressed. I can't seem to break past this plateau because there must be a thousand (mowing) companies in my town."

Sennett is excited, though, about the promise of mobile technology that could help him add clients to his current roster. He signed on with PlowMe last winter, adding about 20 regular accounts, bringing his total to 45 plowing customers.

After one season, Sennett's sold on the platform's ability to give him steady work and pay him quickly. He doesn't bat an eye at the fee he paid PlowMe, which he estimates to be about 10 per-

cent per job. He hopes to add another 20 PlowMe customers—and another truck—this winter.

The main benefit of the service for Sennett was the direct deposit into his bank account once he completed a job. He was relieved by the ability to make payroll immediately. Typically his snow customers take two or three weeks to pay.

“I took that (PlowMe) money, paid the guys and just waited for the rest,” he said. “That was definitely the key.”

Jimmy Matweyou has tried Plowz & Mowz to make a few extra dollars for his two-crew landscaping and snow removal company, Jimmy’s Lawn Service, in Akron, Ohio.

“I haven’t gotten rich off of them and probably won’t,” he says.

Unlike the other platforms, which allow for contractors to acquire recurring accounts, Plowz & Mowz jobs are one-offs. Every time a customer needs service, he or she makes the request through the app or the site. Contractors then receive job alerts on the app, often with a photo of the property and always with the price, which is generated by Plowz & Mowz, based on information the homeowner submits. All contractors in the service area receive the alerts and have a chance to accept the job on a first-come, first-served basis.

Matweyou sees some benefit to these platforms and plans to continue to monitor the job alerts for occasional extra work, but he doesn’t believe they will become a major part of this business. It’s important to be picky with the jobs you choose, he says. He leans

toward ones with acceptable prices in areas he’s already serving because the platform could take as much as 30 percent off the top.

He’s made about \$500 from Plowz and Mowz on about 20 jobs over the last six months. “It’s money I wouldn’t have made otherwise, but it’s not a huge chunk,” he says. “Right now, it’s still new but I don’t think it’s going to be the way business is done from here on out.”

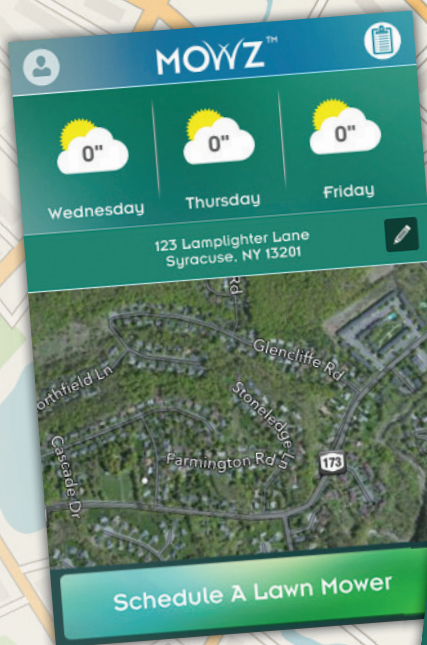
Chad Barlow, owner of Barlow’s Landscaping in Yorktown, Va., is more gung-ho about his experience with one of these platforms.

Barlow signed on with LawnStarter last season. He founded his company last year when he graduated from college, after cutting lawns on the side for six years. A 23-year-old with an accounting degree, Barlow is a one-man operation, but he’s looking to expand next year.

“I don’t want to be the one cutting grass forever, but I want to stay in the landscaping business and have crews that do the majority of the work for me,” he says.

Service Route, which is a software-as-a-service platform, offers an online dashboard for contractors.

The Plowz & Mowz process includes a photo sent to the homeowner upon the job’s completion.



PROFITABILITY IS WAITING IN THE WINGS



PRODIGY™



ANGLED RIGHT



SCOOP POSITION



ANGLED LEFT

Don't Overthink It

As easy to operate as a straight blade, the PRODIGY™ snowplow features patented wing technology that does all of the thinking for you. Wings automatically angle forward or back as you angle the blade, transforming the plow into the most efficient configuration for enhanced plowing productivity. Whether in straight-ahead scoop mode or angled for windrowing, moving more snow means more jobs per day, and that spells profits!



More jobs. Done faster. | westernplows.com

Follow Us:



SNOW+ICE

GUIDE

A shot of *salt*

Snow removal professionals and experts discuss adding salt brine to your deicing arsenal.

BY SARAH PFLEDDERER

USING SALT BRINE in a snow removal operation follows the same concept applied when cooking an egg, Diana Clonch says. You put oil in the pan to prevent the egg from sticking to the cookware.

When used as an anti-icing application before a winter event, salt brine prevents a bond from forming between falling snow or ice and an outdoor surface.

"What it does is create a little layer, a cushion we can plow off when we get there, and it's not stuck to the road," says the owner of consulting firm DW Clonch. She presented the concept

Diana Clonch



at a preconference workshop at the Snow & Ice Symposium, held June 18-21 in Columbus, Ohio.

The workshop included a facility tour of the City of Columbus Complex and an education session on brine production and application—a practice Clonch started using 20 years ago and carried over

to the City of Columbus before retiring from her public works position three years ago.

It's the simplest liquid formula in the snow removal market, she says. The "secret recipe" is rock salt and water, 23.3 percent of salt dissolved into water, to be exact. It equates to a little more than 2 lbs. of salt per gallon of water.

While brine has been used overseas and among governments and

The City of Columbus (Ohio) Complex recently installed a new salt barn, which held 15,000 tons of granulars this winter.



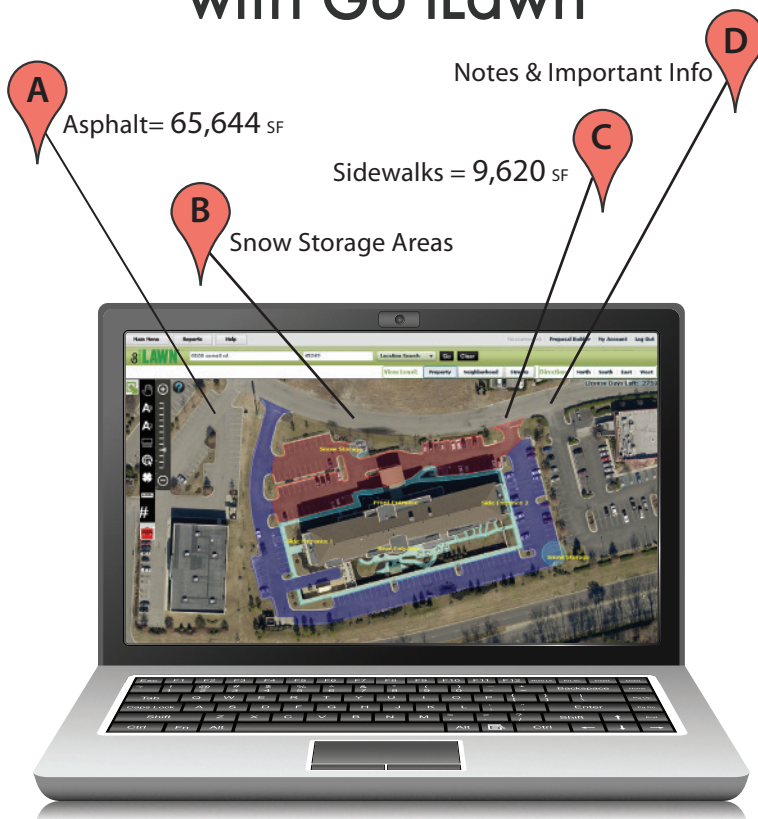
municipalities for 30-plus years, Clonch says the solution is slowly picking up steam in the private sector. It's anticipated to gain more popularity, given its cost-effective nature and the industry's lingering wariness from last winter's salt dilemma.

"It's an evolution," she says. "It's a very inexpensive alternative to other deicing chemicals, (it's) a tool (contractors) certainly need to know about."

An overhead-view of the City of Columbus Complex's salt brine production unit.



Map Your Snow & Ice Management Strategy with Go iLawn



Communicate Your Professional Strategy:

- Measure parking lots, sidewalks, driveways & roads
- Denote important property information
- Identify property obstacles
- Label snow storage areas
- Determine equipment & material needs



Get Started Today For Free!
Visit www.GoiLawn.com/promo, and use code **LM814**

Though it's not ubiquitous, there are some snow removal professionals who have made and used their own brine for some time.

Take Chris Molloy, who's used brine for more than a decade, working at landscape companies with snow removal operations and now as a manufacturer and distributor of it as a general manager for Harmony Deicing.

There's also Shannon Shaw, who tested brine out when he founded Pinnacle Property Maintenance in Columbus, Ohio, in 2005.

How salt brine is used is a matter of whether the contractor wants to be proactive or reactive to a winter event.

Proactive approach: anti-icing

Anti-icing, Clonch and professionals concur, can be the most effective use of the deicer. It's taking the proactive approach, directly applying brine to a surface before a storm to prevent snow and ice from bonding to the surface.

The rule of thumb is to use only an ounce per square yard for anti-icing applications, Clonch says, or "a shot glass per square yard."

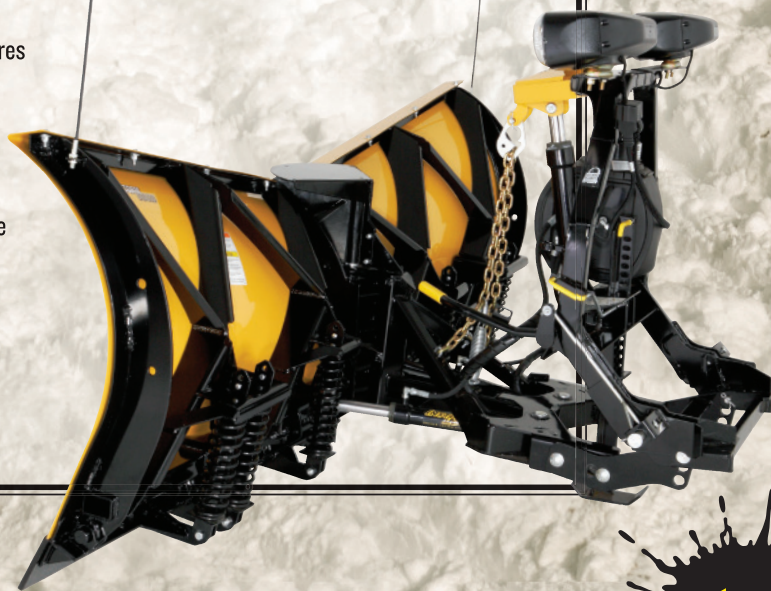
continued on page 30



LOCKED 'N LOADED

The new FISHER® XV2™ v-plow is loaded with features and ready to take on the harshest winter conditions. Extreme flared wings help bust through drifts and carry more snow. Standard InstaLock double-acting cylinders lock the blades firmly in place while back dragging. And the FISHER trip-edge system keeps the blade upright and plowed snow in front of the blade when snow-covered obstacles get in the way.

See more features at fisherplows.com and visit your local FISHER plows dealer.



THE FISHER LEGACY ROLLS ON. | FISHERPLOWS.COM |



SNOW + ICE GUIDE

continued from page 28

"We aren't trying to saturate the pavement," she says. "It's to prevent a bond from forming."

How that works is after an anti-icing application—which can be performed with a spray wand or walk-behind unit

for smaller areas and, among other equipment, a tow-behind unit for trucks—the water in the brine evaporates, leaving small concentrated lines of salt that mix with falling snow or ice to



Columbus pre-wets its rock salt with a salt brine as it's discharged onto surfaces. It also adds a blue dye to the mix to leave a trail for city residents to know it covered roadways.

Ask yourself.

**What is in the bag?
Is it worth the risk?**



Helps make sidewalks safer.

**Don't Be Fooled.
Think about it.**

Peladown™
CALCIUM CHLORIDE PELLETS
PREMIER SNOW AND ICE MELTER
888-293-2336 | www.oxycalciumchloride.com
Made in the U.S.A.



®Trademark of Occidental Chemical Corporation

form a cushion between the surface and precipitation.

There are several factors to take into consideration before anti-icing with brine, Clonch says, and most are moisture-dependent.

For example, brine should be applied to dry surfaces where rain is not forecasted for 24 hours and temperatures are 20 F to 35 F, she says. At above 35 F, the salt will suck moisture out of the air, and below 20 F there's the potential to create ice. There must be a sufficient amount of time for the solution to dry onto a surface before the surface's temperature falls below 20 F, she adds.

Molloy, who also is a project manager for Mundelein, Ill.-based Woodland Landscape Contractors & Nursery, has found using brine as an anti-icing application is only good for melting or cushioning up to 1 inch of snow. While it's not a dramatic amount of snow, he says it still can lower contractors' costs in the long run because they aren't working as hard to deice surfaces, which means saving on money, time and labor.

Other professionals, like Shaw, see the proactive approach not worth their while. Recently retired from Pinnacle, Shaw is now the owner of Snow & Ice Consulting. He recalls when Pinnacle first introduced salt brine to clients. It

continued on page 32



Shannon Shaw

× **SHARPEN** ×
YOUR **ICE** PICK



6.4L
HEMI
ENGINE

BEST-IN-CLASS

1,235 LBS MAX PLOW WT.
429 LB-FT TORQUE
410 HORSEPOWER



Class based on Heavy Duty gas engine pickups when properly equipped. Ram and HEMI are registered trademarks of Chrysler Group LLC.

continued from page 30

offered anti-icing services to them one to seven days before a winter event, but most customers viewed that as overkill.

"It's such a proactive type of item that finding a customer that wants that level of customer service is difficult," Shaw says.

Still, he sees the benefit of brine in that it gives contractors some borrowed time to treat a surface after a snow event, since surfaces aren't as bound by snow or ice. Plus, he says, "Environmentally, it's a better product because it goes where you put it."

Reactive approach: pre-wetting

To that end, Clonch reminds snow pros: "Anti-icing is not a replacement for anything we do in deicing. It is a complement."

Still, brine can cut back on rock salt application rates by 20 percent when applied as a pre-wet to rock salt, Clonch says.

"When the rock salt is wet with a liquid, it has a tendency to stick where you put it," she says and suggests contractors pre-wet rock salt with brine as it's being discharged onto a surface. Although, pre-wetting an entire stock-

pile could cause it to firm up, she cautions.

Jack DeFillip notes agricultural products, such as beet juice, as must-have additives for brines. Clonch advises to use about 15 percent agriculture product in brine.

"Basically the ag products are there as a corrosion inhibitor or to make it a little more viscous," says DeFillip, vice president of sales for Snow & Ice Management Co., a Pittsburgh-based snow removal company and deicing product distributor. The viscosity reduces bounce and scatter of the rock salt and it lowers the chance of melted snow or ice refreezing.

Shaw advocates for agricultural additives in brines, too, given he's always used them.

"We experimented with every one you can think of over the years," he says, and adds Pinnacle prefers beet juice now. The firm also prefers calcium chloride brines more than salt brines because they lower the freezing temperature of water more.

The narrow freeze point depressant of salt brine is one of the "limits of the tool," Clonch says.

» WEB EXTRA

For more on how to make salt brine, visit the Web Extras section of LandscapeManagement.net.

Salt brine limitations, other recipes

Because its active agent is salt, salt brine has the same deicing range as rock salt. It becomes ineffective at around 20 F, whereas

other chemicals deice far beyond that temperature.

It's for that reason some contractors turn to brines composed of, for instance, water and magnesium chloride or calcium chloride. Or they might add those chemicals to salt brine to increase its melting range, but Clonch says they shouldn't make up more than 10 percent of the solution.

For the most part, choosing what type of brine to use depends on what's available in a region of the country, Molloy says. Magnesium chloride is more available in the West; calcium chloride is typically available in the Midwest, he says. Salt, on the other hand, is used universally.

The flip side to using other brines is they're often more expensive, DeFillip says. He has seen up to an 80 cents per gallon price difference between those and salt brine to produce the solutions.

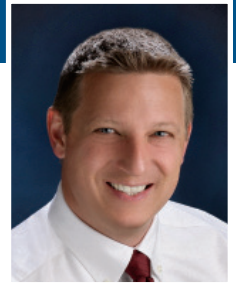
Another hesitation about salt brine is the cost of switching or purchasing new equipment for liquid applications and, perhaps, the equipment expense that comes with making your own brine (see Web Extra).

A safe entryway for smaller companies, Molloy says, is to test out premade brines in the market to figure out what works best for you and to fabricate your own application equipment, such as booms, sprayers and holding tanks before investing in new products.

"You have to weigh those upfront costs versus what you will save for several seasons," he says. "Liquids are a great product. They can save a contractor money and reduce his cost, but the biggest thing is they have to have an understanding of what they're working with and what their limitations are." **LM**

The City of Columbus Complex has two 6,000 gallon tanks of beet juice, which it uses for pre-wetting rock salt and as an additive in salt brine.





BY PHIL HARWOOD

The pricing power trio: Retainers, caps and credits

ONE OF THE classic questions a customer asks a snow removal professional is, "How do you price—hourly, per plow or flat rate?" Of course, this question implies each snow contractor utilizes one pricing method exclusively or at least has a preference.

While there are some who may be more simplistic in their approaches, the snow industry overall has advanced when it comes to pricing. The challenge is helping prospective customers understand, appreciate and value the benefit of working with a true snow professional who has the ability to conform pricing options to meet unique situations.

It's been my experience that pricing preferences are driven by market-specific norms. In some locations, hourly pricing still prevails. In other markets, unlimited seasonal contracts are the only game in town. And then there are the markets where hybrid pricing models are accepted. Even so, forward-thinking snow professionals are becoming knowledgeable on all models so they can better educate prospects and win more work.

With that in mind, it's important to know the three must-have elements of snow pricing models: retainers, caps and credits.

Retainers

Retainers are used to compensate the contractor at a minimal level even if it does not snow. There is no credit or give-back. The retainer is completely earned by the contractor simply by being committed to the property for the winter. Even if it never snows a flake, the fact that there are resources committed to the property in case it does snow justifies the retainer.

We all know there's a cost to having equipment, labor, materials, subs, etc., on standby, waiting for the snow to come. In addition to direct costs, think of the costs involved with planning, infrastructure, staffing, training, education, certifications, licenses, etc. To think a contractor should be paid nothing to be on-call all winter makes no sense to any rational person. From this perspective, retainers make sense.

Seasonal contracts negate the need for a retainer, as the retainer is built in. However, per-occurrence contractors should have a retainer to protect the contractor.

To establish a retainer, select a percentile of your maximum seasonal snowfall total, say 20 percent to 40 percent, and set your retainer for this amount of snow. In other words, if you were to receive only the selected percentage of snow this

winter, what would you invoice? This is your retainer. You may ask for it in a lump sum or bill it monthly. As work is performed, simply credit against the retainer and only charge for work that exceeds the retainer.

Let's pretend your average seasonal snowfall is 30 inches, the lowest seasonal snowfall is 10 inches, and the highest seasonal snowfall is 50 inches. A retainer at the 25 percent mark would equate to 20 inches. Whatever your price would be for 20 inches of snowfall is the retainer. Your estimating program should be able to quickly generate this price for you.

Retainers are easy to sell because they're based on logic. The main reason they aren't sold as often as they should be is because they appear difficult to sell. Plus, the reality is most snow contractors aren't prepared to sell retainers. They're willing to roll the dice or assume it will snow an average amount or more. History tells us very low snow years are possible, just as very high snow years are possible. If your contract proposal is lacking a retainer, add it in. If your salesperson is unable to sell it, you can always remove it.

Caps

While retainers provide protection in low snow winters, caps provide protection in high snow winters. Both are important to offset the risk associated with the largest unknown in the snow business: the weather. There are many types of caps.

A seasonal cap is a cumulative amount of snowfall or number of visits for the winter, where a seasonal price is established up to the cap. Once the cap has been reached, additional charges apply. These additional charges may be in the form of time and materials, per inch, per visit, per application, etc.

Seasonal caps may be established at any percentile, too. As the percentile approaches 100 percent, the likelihood of reaching the cap declines and the seasonal contract price increases and vice-versa. A clever snow professional could easily show a prospective customer seasonal prices at various caps so they can evaluate their risk tolerance based on real numbers.

Let's suppose the 75 percent mark is selected for the cap. This equates to 40 inches. The seasonal price would be generated for 40 inches.

The question of whether to establish a cap based on seasonal snowfall totals or number of visits is worth discussing. It really doesn't matter as long as the estimating program

generating the pricing is consistent. In fact, it would be entirely reasonable to establish a cap based on the attainment of either a certain number of inches of snow or an established number of visits, whichever comes first.

Another cap is a storm cap, which is used in conjunction with per-event pricing where flat-rate prices are set for specific increments of snow depth. At a certain level, it gets difficult to accurately price for the increment. For

example, a contractor who may be able to accurately price a 1- to 3-inch plow event may not be as comfortable pricing a 25-inch plow event. For this reason, it's helpful to establish storm caps at the point in which pricing is no longer accurate. I generally see storm caps beginning at 8 inches to 12 inches.

Credits

Credits are used to give back a portion of a seasonal contract in a low snow year. Adding credits to contract proposals often helps seal the deal when prospective customers want to be reassured they will not significantly overpay for a seasonal contract if it doesn't snow much. From this perspective, credits are reasonable, but you must apply them carefully.

Applied credits should never exceed the retainer amount. The retainer is there for a reason. It makes no sense to give back the retainer, whether it's shown in your contract proposal or not.

In our previous example, we had a retainer at 20 inches. If we agree to a credit, we want to be sure the credit doesn't go below our pricing for 20 inches. Since our seasonal average is 30 inches, we may be agreeable to a credit for less than 30 inches but only down to 20 inches. The retainer must remain intact.

Credits and caps usually come into play later in the snow season after much time has passed. It's essential to maintain detailed and accurate records for tracking and reporting pertinent information to your customer. A reliable weather service and fleet-monitoring software may assist in this area.

Now is the time to look at your estimating program, pricing methodologies and proposal templates with an eye toward making improvements to these important aspects of your snow business. The sooner you get started, the better off you'll be.

Harwood, LIC, CSP, is president and CEO of Pro-Motion Consulting. Reach him at phil@mypmcteam.com.

52 WEAPONS.
1 TARGET.

LAST SNOW EVENT: 1800 HOURS

PRE-WET SYSTEM: **ENGAGED**

MATERIAL SPREAD RATE: **79**

SPREAD WIDTH: **32**

SURFACE TEMP: **21°F**

SNOWEX DOESN'T BELIEVE IN A SHOTGUN APPROACH.

That's why our arsenal includes 52 unique tactical solutions to conquer snow and ice. Each one is designed for precision and low maintenance to ensure the success of every campaign, whether your customers are fighting at high noon or 0400 hours. And our purpose-built tools provide the perfect counterattack to whatever resistance they face, wherever they face it.

● CHOOSE YOUR WEAPON AT SNOWEXPRODUCTS.COM

SNOWEX
LEADERS IN ICE CONTROL

SNOW + ICE GUIDE PRODUCTS

Patriotic Lift Arm Kit

This limited-edition patriotic lift arm kit features a deep blue color, enhanced by white stars and red stripes. It's compatible with all UltraMount and UltraMount 2 series snowplows. Now through Sept. 1, for each kit purchased, Western Products will donate \$50 to Camp Hometown Heroes—an overnight summer camp for children of U.S. service members who died as a result of combat, accident, illness or suicide.

Western Products // WesternPlows.com



SP-1675 Precision Pro

Featuring the ability to accurately spread any bulk or bagged ice melting material from 4 ft. to 12 ft. wide, the 6-cu.-ft.-capacity SP-1675 Precision Pro is designed to accommodate varying sidewalk widths that cannot be easily treated with drop

spreaders. To ensure even material distribution, the spinner is located in the center of the unit, and the feed rate and spread width are independently adjustable for maximum material control.

SnowEx // SnowExProducts.com

FFC Snow Blower

The FFC Snow Blower turns a skid-steer into a mini snow plowing machine for small to medium snow removal jobs. This two-stage hydraulic blower is available in both standard and high-flow models that range between 4 ft. and 8 ft. wide, with shroud openings of 25 in. or 36 in. Choose from an electronic or electro/hydraulic powered, poly-lined chute and deflector that reduces clogging and makes direction adjustments quickly.

Paladin Attachments // PaladinAttachments.com



7^{YRS} SPECIAL FINANCING

ZERO DOWN NO INTEREST NO PAYMENTS For one year on Fabric Structures

YOUR PREFERRED CHOICE FOR SALT STORAGE & MORE

- Customized for sand & salt storage, equipment storage and more.
- Stay warmer in the winter...and cooler in the summer.
- One-stop shop offering all services in house.
- Lower energy costs with natural lighting.
- Buildings up to 300' wide.
- Low in cost per square foot
- Easy to expand and relocate.

MADE IN USA

ClearSpan fabric structures

Call 1.866.643.1010 and use code ADLM or visit www.ClearSpan.com/ADLM and we'll send you a free gift.

FROMDESIGN2BUILD.COM

Professional landscape design/build contractors, this website is for you!

Exclusive "members only" access is just \$14.95 per month—less than one yard of mulch or a 3-gallon shrub!

Check out what this incredible online community has to offer!

Visit FromDesign2Build.com today!

SNOW + ICE GUIDE PRODUCTS



Road Pro 32-Series

Meyer's Road Pro 32-Series plow is specifically designed for 10,000 GVW to 26,000 GVW vehicles, and includes Meyer's EZ-Mount Plus system for attaching and detaching in seconds. Custom mounts are also available. Featuring Meyer's five-year warranty, the Road Pro 32 is available in 8-, 9- and 10-ft. lengths.

Meyer Products // MeyerProducts.com

BRUTUS HDPTO

Easily maneuver the two-stage snow blower attachment inside the Polaris BRUTUS HDPTO with joystick controls—without leaving the comfort of the fully enclosed, heated cab. The unit is also equipped to operate a 70-in. angle broom, which clears slush at 1,257 ft. per minute, and a 69-in. adjustable snow blade that can be angled 30 degrees left or right.

Polaris Industries // Polaris.com/BRUTUS



The NEW F80 Adaptable Broadcast Spreader System with interchangeable application trays.

You've never seen anything like it!

Use the S25SS for any liquid! Excellent for all brines!

EarthWay can do it all

S25SS

The first true 4 season spreader

For information call 1-800-294-0671 or visit www.earthway.com

patents pending

Video gallery

Visit FisherPlow.com's Video Gallery, featuring the XLS, XtremeV, MC Series, SD Series and HT Series snow plows. While there, click on the new Features & Benefits videos to learn more about snow and ice equipment manufacturer Fisher Engineering.

Fisher Engineering // FisherPlows.com



**OREGON®**

CUT THROUGH FRUSTRATIONS. POWER ON.™

Introducing the OREGON® 40V MAX* Cordless Pole Saw.

Whether your crew is trimming at sunrise or cutting for hours overhead, there are situations when heavy gas equipment is unnecessary and inconvenient. Add the OREGON 40V MAX* Cordless Pole Saw to your equipment lineup, and you'll get unmatched lithium ion battery power with instant start, quiet performance and a light, balanced design. So no matter what the day brings, you can power on.

**40V**
MAX
LITHIUM ION

Learn more about the OREGON® Cordless Pole Saw and the rest of the 40V MAX* Cordless Tool System at **OregonCordless.com**.

*Fully charged battery voltage measured without a workload is 40 volts. Nominal voltage is 36 or 37 depending on battery used.

**THE Most Read/Requested
Issue of the Year**

BUSINESS PLANNER 2015



**"Number-crunchers:
This issue's for you!"**

In the 2015 Business Planner, we'll identify and explore a slate of 'magic numbers' that Green Industry owners and managers should understand to better their businesses. Keep an eye out for our October issue for these can't-miss articles from LM's best contributors."

— Marisa Palmieri, editor

**To Advertise in the
BUSINESS PLANNER contact:**

Bill Roddy, Publisher, 216-706-3758,
broddy@northcoastmedia.net

Craig MacGregor, North American Sales Mgr.,
216-706-3787, cmacgregor@northcoastmedia.net

Chris Lavelle, National Account Mgr.,
216-363-7923, clavelle@northcoastmedia.net

SNOW + ICE GUIDE PRODUCTS



SPEEDWING snow plow

The SPEEDWING blade has wings that automatically adjust for maximum efficiency, the company says. When the blade is straight, both wings angle forward in the large-capacity scoop position. When the blade angles to either side, the trailing wing falls in line with the blade while the leading wing maintains its forward position—reducing spillover and effectively using the entire blade width for higher-capacity windrowing.

Blizzard // BlizzardPlows.com

WeatherBeater Winter Enclosure

Grasshopper's optional full-view Winter Enclosure provides protection from wintry conditions for maximum comfort and productivity. Additional options for the Winter Enclosure include an electric windshield wiper and a 16,000 BTU heater for liquid-cooled power units. Its standard front panel adapts to snow throwers, hydraulic dozer blades and bidirectional rotary brooms (pictured). A front panel kit is required for fixed-angle broom applications, while an optional shroud is available to cover the foot controls of hydraulic dozer blades.

Grasshopper // GrasshopperMower.com



Hystat system

Cat K Series Small Wheel Loaders—924K, 930K and 938K—feature the Caterpillar Hystat system, an electronically controlled hydrostatic transmission that delivers smooth, step-less power through four speed ranges and automatically adjusts tractive power at the wheels to match underfoot conditions. In addition to the default setting, the new control system provides Hystat Mode; TC (Torque Converter) Mode; and Ice Mode. The Ice Mode adjusts hydrostatic response to provide enhanced control specifically on near-zero-friction surfaces, such as ice and hard-packed snow, by lengthening and modulating directional shifts.

Caterpillar // Cat.com



DESIGN/BUILD

IRRIGATION

LAWN CARE

MAINTENANCE

PG 40

PG 44

PG 49

PG 52

MARKETWATCH

SERVICE SEGMENT SNAPSHOTS

*An industry partnership
in Idaho aims to save
billions of gallons of water.*

PAGE 44



PHOTO: MOUNTAIN HIGH LANDSCAPES

The 'simple and stupid' overhead recovery method

Three contractors and a consultant stand by recovering overhead in labor rates. *By SARAH PFLEDDERER*

With plenty of arithmetic already ingrained in design/build projects, from consultative estimates to property measurements, contractors prefer to spend little time on operational calculations like how to recover overhead.

That's probably why many of them—three for three, in this case—are loyal to recovering it in their labor rates.

Their formula, roughly, is three pronged:

- › Project your annual overhead and annual labor hours.
- › Divide the overhead cost by the labor hours.
- › Add the quotient, your hourly overhead recovery rate, to the hourly labor rate you charge the client.

It's a way to keep things "simple and stupid," Steven Cohen says. The principal business consultant at GreenMark Consulting Group in Richmond, Va., coaches his clients to use this method and refers to it as the "labor cost overhead recovery method" (see sidebar at right).

"The labor cost overhead recovery method adds an estimated flat dollar amount to your labor rate to ensure your overhead is covered in your pricing," he says. "This method works well if you have a company with relatively consistent material, equipment or subcontracting requirements across different types of jobs."

Still, with different companies and varied markets comes altered approaches to the method. Here's how three contractors fit it into their firms and why they say it's a sure-fire way to recover overhead.



Ainsley Waken

PROJECTING, BOOKKEEPING ANNUAL COSTS

With a decade's worth of overhead and labor costs in QuickBooks, Ainsley Waken has the historical data to project those costs year by year.

The owner of Atlanta-based Awaken Landscape Designs, which is 90 percent design/build and 10 percent maintenance, says projecting the labor hours every year is the "trickiest" part

The Ticker: DESIGN/BUILD

Atlanta-based design/build firm **Oasis Landscapes & Irrigation** acquired **Lawn Ranger**, located in Roswell, Ga. Oasis will absorb and provide services to all of Lawn Ranger's clients. Ross Day, owner of Lawn Ranger, has been hired as a full-time sales person to do maintenance sales for new and existing customers.

Takeuchi-US updated its compact excavator model lineup with the TB230 and TB240, which feature EPA Final Tier 4 compliant



engines. The TB230 and TB240 have operating weights of 6,607 pounds and 8,289 pounds, respectively.



Bobcat Co. marked a milestone with the production of 1 million Bobcat loaders. The company held a formal ceremony on July 12 to share the occasion with its employees and the community of Gwinn, N.D., home to its primary production facility.



Steven Cohen

BY A CONSULTANT'S CALCULATIONS...

Steven Cohen, principal business consultant at GreenMark Consulting in Richmond, Va., breaks down the labor cost overhead recovery method.

"To calculate a labor cost recovery rate, review your previous year financials and your budget forecast for the upcoming year. Take your total indirect overhead costs from last year and divide them by the total number of direct labor hours you're forecasting for the upcoming year. The result is an estimated flat dollar amount for overhead you can add to a specific cost code such as labor hours.

Here's a simple example of how the labor cost overhead recovery works. Let's assume you're working with your hardscape construction department and have three guys doing fieldwork at \$18 an hour. You can bill the three guys out at 40 hours per week, 50 weeks per year, for a total of 2,000 billable annual hours per employee per year. Let's assume your annual overhead expense is \$120,000. We would divide \$120,000 by 6,000 (2,000 man-hours x 3=6,000), and our overhead recovery rate would be \$20 per man-hour. If you add an assumed labor rate of \$18 to your overhead, you would have a rate of \$38.

Next, add your labor burden and profit to this. To continue the formula with a labor burden of 25.4 percent, that would add another \$4.57 to my direct labor cost of \$18, making my labor cost with labor burden and overhead \$22.57 (\$18.00 direct labor + \$4.57 labor burden). Add \$20 for overhead for a direct cost of \$42.57 less your desired profit.

My biggest advice is to know your costs and manage your business by the numbers. Numbers don't lie, and while gut assumptions or good intuition are good, I prefer to use an accurate financial statement coupled with good intuition. Gaining a more accurate understanding of the true costs to run your business will help you better control your bottom line and help you increase your profitability."

—as told to Sarah Pfledderer

of the overhead recovery formula. For her, that part typically ends with a "best guess" based on the amount from previous years.

Waken's loyalty lies in the labor cost overhead recovery method, though, because it's never disappointed.

"It has the least amount of guesswork than any other method I have come across," she says. "It's worked out pretty well for the last 10 years. Oddly, my addition to the labor has remained about the same as I've grown."

The company, which has an annual revenue of \$275,000, grows a steady 20 percent per year, Waken says. Her crew's average wage is \$15 per hour, and she adds \$25 for overhead recovery, charging the client a \$40 per hour labor rate.

FITTING THE FIRM TO THE FORMULA

Andy Sykes also began using the formula a decade ago when he adopted it from Jim Huston of JR Huston Consulting.

"I got his book and the CDs and just worked through it," says Sykes, owner of Garrett Churchill, an \$850,000 firm in Willow Grove, Pa., which is 90 percent design/build and 10 percent maintenance. "It was over the winter. I sat down and was able to figure it out over a week or so."



Andy Sykes

BUILDING A SOLID POST-EMERGENCE WEED PROGRAM STARTS HERE



Use SquareOne® as your foundation to:

- Combat over 60 grassy and broadleaf weeds, including crabgrass
- Expand your window of application: Apply 1 day before seeding or as early as 7 days after seedling emergence
- Optimize performance with dual active ingredients for speed, efficacy and turf tolerance

To learn more, visit www.fmcprosolutions.com

FMC Turf @FMCturf



*Not for use on bahiagrass, creeping bentgrass or St. Augustinegrass. Always read and follow label directions. FMC and SquareOne are trademarks of FMC Corporation. ©2014 FMC Corporation. All rights reserved.

Sykes also includes a labor burden fee in his overhead recovery rate, which covers the costs to keep an employee on the payroll, including insurance benefits and taxes.

The challenge of the method comes after he's solidified his overhead recovery rate for the year. He's taxed by limiting sales to fit his overhead projections.

"That's really the biggest issue: keeping the sales volume where it should be so you're working the correct number of hours," he says.

Diligently weeding out unqualified leads helps with this challenge, he says. The formula also forces him to put a budget together and be more cognoscente of his sales volume. Plus, it allows him to charge a fair amount to customers and still make a fair profit—his labor rates have increased from \$35 to \$45 since using the method.

"I really wasn't using much of a method before that. I had a flat hourly rate that I guessed was receiving all of my overhead," he says.

MATERIAL MARK-UPS, TOO

John Kazalonis, a former design/build company owner and now an independent designer and consultant in Lemon Grove, Calif., complements his labor cost overhead recovery method by marking up material and supply costs, adding 30 percent mark-ups to those.

He's done this for almost 30 years and says it's never made him fall short on overhead since he's covering almost all facets of a job: labor and materials.

"The benefits are total control over overhead costs," he says. "The downside is it requires meticulous record keeping and data entry."

“Once I started faithfully entering everything into QuickBooks, it became easy to tweak the overhead recovery numbers ... The reports you can generate on this information will be eye-opening.”

—John Kazalonis, independent contractor

Kazalonis uses QuickBooks for bookkeeping.

"Once I started faithfully entering everything in QuickBooks, it became easy to tweak the overhead recovery numbers," he says. "It will take a little time to set this up, but once done will add only a few keystrokes to your data entry. The reports you can generate on this information will be eye-opening."

The Goods: DESIGN/BUILD

ANGELONIA SERENITA PINK F1

These annuals, 2014 AAS national flower award winners, are ideal in mixed combos on the patio or to add soft color in the landscape.

PLANT IT HERE

Plant these summer snapdragons 8 in. to 10 in. apart in full or partial sun. →

HOW BIG?

From breeder PanAmerican Seed, these annuals grow 12-in. to 14-in. tall by 12-in. to 14-in. wide.

STAYIN' ALIVE

Serenita is heat-tolerant and deer- and rabbit-resistant.





*Thank you to the sponsors and partners who supported PLANET's annual **Renewal & Remembrance** and **Legislative Day on the Hill**.*

Platinum Sponsors



Gold Sponsors



Dow AgroSciences



JOHN DEERE



IMERYS



Nufarm

Silver Sponsors



Welcome Reception
& Safety Vest Sponsor



R&R Water Sponsor



R&R Hat Sponsor



Media Sponsor



R&R Partner:



Legislative Day Partners:



LandcareNetwork.org

A team effort

Through the Billion Gallon Project, groups are working together to save water in Idaho with smart irrigation systems.

By EMILY SCHAPPACHER



John Balint (right) is leading the charge to educate consumers about saving water in Idaho.

John Balint is by no means a “tree hugger.” He wouldn’t describe himself as a hippie either. But the owner of Mountain High Landscapes in Ketchum, Idaho, is concerned about inefficient water use and the toll it is taking on Wood River Valley’s Big Wood River.

“The river runs straight through the valley and I’m always seeing the effects of not enough snow in the winter and not enough rain in the spring,” Balint says. “We’re irrigating faster than aquifers can recharge and are using more water than is being put into the system. What can we do?”

Balint’s solution to this problem is the Billion Gallon Project, a partnership four years in the making between local landscaping companies and the Saw-

tooth Botanical Garden. It aims to save 1 billion gallons of domestic irrigation water in the next four years through an increased use of smart irrigation systems and techniques. Balint, chair of Sawtooth Botanical Garden’s board of directors, has corralled other board members, local landscape contractors, irrigation suppliers, environmental nonprofits, municipalities and homeowners to recognize the importance of this initiative and to support the idea of everyone stepping up their games to save water.

“We all agreed it’s not about making money, it’s about doing the right thing and saving water,” Balint says. Less than a year ago he left a previous employer to found Mountain High, a \$600,000 company that offers 50 percent maintenance, 35 percent design/build, and 15 percent

irrigation services to residential clientele. “We are reeducating the entire valley on how to do irrigation system upgrades and installations properly.”

Balint estimates that 3 billion to 4 billion gallons of water are used by domestic irrigation systems in Wood River Valley annually. The Billion Gallon Project aims to upgrade 2,000 to 2,500 of the estimated 8,000 to 10,000 irrigation systems in the region by the end of 2017. These new smart systems are expected to reduce irrigation water use by 200 million to 300 million gallons each year, producing 1 billion gallons in savings within the four-year timeline. While smart irrigation technology is not new, Balint says it’s finally become affordable for the average homeowner,

continued on page 46

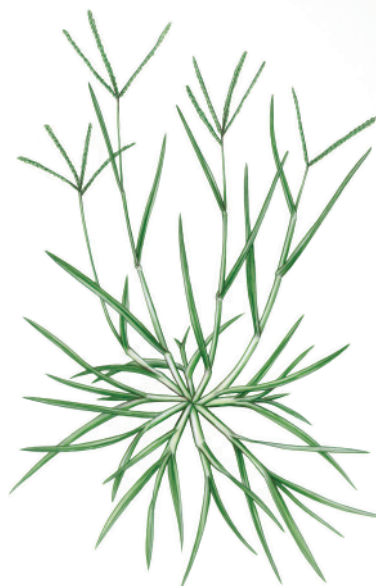
Specticle is now
available on fertilizer.



*Take a good look.
You may never see them again.*



{fig. w-42}
Digitaria sanguinalis



{fig. w-76}
Eleusine indica



Specticle[®]
+ FERTILIZER

Apply less. Achieve more.



The **BackedbyBayer** app is available
for download at the iTunes store.

Specticle[®] from Bayer provides effective, long-lasting pre-emergent weed control. Specticle gives you superior control of crabgrass, goosegrass and *Poa annua* as well as 75 other troublesome grasses and broadleaf weeds. Get ready to achieve more with Specticle. For more information, visit www.BackedbyBayer.com/Specticle.



Follow us on Twitter @BayerLawn

Specticle G is now available as a spreadable granule.



continued from page 44

making it possible for almost anyone to irrigate his or her lawn as efficiently as possible.

Balint has spearheaded the Billion Gallon Project with representatives from two local irrigation companies and the manager of the Wood River Land Trust. All are members of the Botanical Garden's board of directors. The group first contacted about 10 of the region's largest landscape companies (any company with 100 or more clients), hoping to get them on board. This fall and winter, the team will approach mid-level companies and "move down the line" until every landscape company in the valley has the opportunity to participate, Balint says. Once on board, each company recommends an employee to complete an intensive in-class and online certification program, provided for free by local irrigation supply companies, on installing smart irrigation systems and components and retrofitting existing systems to be more efficient.

"We felt that if we had all the main contractors on board there would be less pushback from clients," Balint says. "Also, these companies have the infrastructure to do the training and will have a bigger impact more quickly."

For Balint, training is the key aspect to ensuring success. Even a smart system will water

inadequately if not installed correctly. Training for the first batch of Billion Gallon Project contractors began in February. They're expected to complete the education by the end of summer. Certified contractors also take part in a full system retrofit, which serves as the hands-on portion of the training. Despite the extensive training and certification, Balint urges any contractors involved in the program to use its tight network of individuals and organizations there to help each step of the way.

"We're approaching it in a common-sense way: If you're not super familiar with this, do your clients that are easiest to retrofit first so there are fewer mistakes," Balint says. "We can't just fly through this stuff and hope it's right, so if you have a question, ask. We want anything said about this project to be positive."

To ensure that any homeowner in the Wood River Valley can take advantage of the Billion Gallon Project, there's a special fee structure in place for those who can't afford the \$300 to \$1,000 in parts and labor costs. Contractors have agreed to offer payment plans, allowing customers to make payments

Irrigation system retrofits are part of the Billion Gallon Project contractor training.

continued on page 48

The Ticker:

IRRIGATION

The **Irrigation Association (IA)** named **Toro** to its highest level of IA membership: platinum. IA said the investment will help the association implement its revised plan. The new direction focuses on changing the public perception of irrigation by developing standards and regulations and educating front-line irrigation professionals.

CentralTurf & Irrigation Supply opened a new branch in Mohegan Lake, N.Y. The branch complements the supplier's store in the New York metropolitan area.

Registration is open for the **IA's 2014 Irrigation Show & Education Conference** in Phoenix, Nov. 17–21. Early-bird, discounted registration is available until Oct. 17. General session keynote speaker **Lowell Catlett, PhD.**, from **New Mexico State University**, is a futurist with upbeat predictions. He'll give his take on emerging technologies.

They say money talks, and...

As legal tender, I know quite a bit about where money goes. For instance, billions of dollars have gone straight into the pockets of PermaGreen owners over the last 15 years. That's because PermaGreens come closest to the money-making goal of one machine, all properties, every day...and that's no bull!

Just as importantly, you'll trust your people to drive the 2015 Triumph, with its improved ExtraEasy power steering, low center of gravity, and numerous intuitive features, all covered by an extended 15-month warranty (including engine and transaxle corrosion coverage), 24-month warranty on the frame and PermaGreen's exclusive, 60-day 100% buyback guarantee!

The money making experts at PermaGreen can help put a lot of Benjamins in your pocket. Call today, because one test drive is worth a thousand words.

B. Franklin



visit us online for a chance to win your own triumph

permagreen

800.346.2001 permagreen.com

© 2014 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved. *See permagreen.com for details.



continued from page 46

based on the savings reflected on their water bills. Balint asks contractors to be flexible with their clients, help them budget, or even offer to do extensive upgrades in affordable phases.

“We are asking contractors to be as inclusive as they can,” Balint says. “It may take a few years to pay off, but we’re asking contractors to stretch a little bit for customers who can’t afford this.”

While similar ideas have been tried in other places, Balint doesn’t know of an initiative as thorough or far-reaching as the Billion Gallon Project. Most of the other programs are product related and involve the promotion of one component of a smart irrigation system to save water. Feedback Balint has received so far is that no other program has

“We all agreed it’s not about making money, it’s about doing the right thing and saving water. We are reeducating the entire valley.”

—John Balint, Mountain High Landscapes

been embraced by such a wide variety of groups, has focused so intently on proper training or has offered flexible payment options for homeowners. For Balint, this feedback alone is proof the program is successful, but he’s also looking forward to the day they save that first billion gallons.

“To some, success is numbers driven. To others, it’s culturally driven—to be a culture that wants to save water,” he



says. “We no longer want to settle for installing sprinkler systems that just get stuff wet.”

Schappacher is a freelance writer based in Charlotte, N.C.

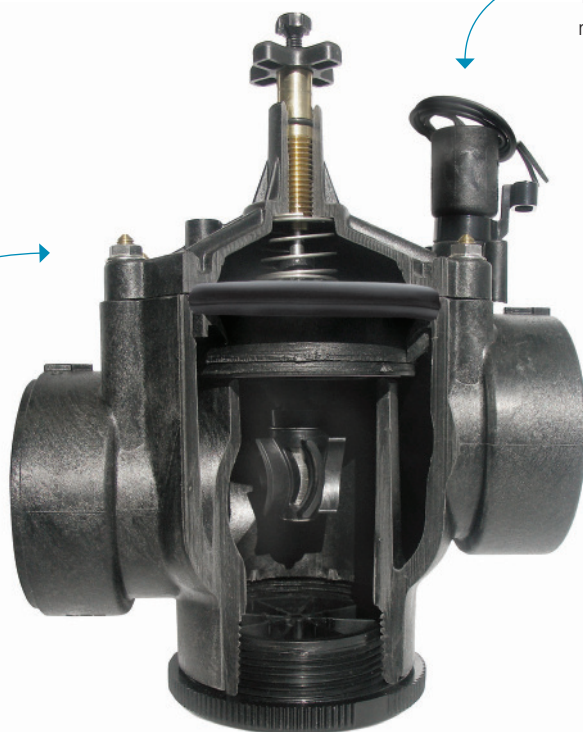
The Goods: IRRIGATION

IRRITROL 100S SERIES

The 100S Series Century-Plus scrubber valves feature a turbine that’s continuously scrubbing and cleaning the metering device.

SIZE IT UP

Available in 1-, 1.5-, 2- and 3-in. models.



UNDER PRESSURE

The values offer a pressure range of 10 psi to 200 psi.

GO WITH THE FLOW

The 100S Series features a flow range of 5 gpm to 300 gpm.

More money, fewer problems

To create happy, long-term clients, Noon Turf Care restructured its lawn tech compensation model.

By EMILY SCHAPPACHER

Noon Turf Care's lawn care technicians used to get paid by what Chris Noon calls the old-fashioned way: The more homes each tech treated in a day, the more money he or she made. Despite high production rates, client turnover was a problem for the \$8 million company based in Marlborough, Mass., and Noon, the company's president, thought maybe there was a better way. After a complete overhaul of Noon Turf Care's employee payment and bonus structures, and with a new emphasis on customer interaction, the company's client retention rate is up 7 percent since last year and workers are more focused on providing superior customer service than ever before.

Chris Noon



PHOTO: NOON TURF CARE

"We are a small, regional business, so we would rather solve clients' problems," Noon says of his company's new approach. "We don't want to just keep turning people over."

Noon Turf Care provides lawn care services to a 95-percent residential client base. The company began to address client retention issues about two years ago when it launched a new customer service strategy modeled after the pest control industry, which boasts an average client retention rate of about 90 percent. Noon believes part of the pest industry's enviable retention rate is, unlike the lawn care industry, it often requires signed contracts. But he also credits much of it to the relationships developed between clients and technicians, a result of the mandatory face-to-face interaction that takes place when the tech enters a client's home.

"The pest industry has that emotional client/employee relationship—they have to coordinate, set a schedule and make the appointments happen," Noon says. "Our customers don't have to open the door, but, we said, 'Let's pretend they do.'"

So Noon Turf Care brought that same level of client interaction to its lawn care business. Each new customer is required to have an in-person consultation with a lawn care technician before the first service is performed. During this visit, the tech walks the yard with the client, discusses lawn issues and finds out what the customer didn't like about his or her previous lawn care provider. But more than that, these visits help the clients associate Noon Turf Care with an individual who they can get to know and trust.

As a result of the new service approach, Noon Turf Care implemented a retention bonus about seven months ago. The incentive is determined through a formula the company calls the "N" Factor. Technicians are paid a base salary plus a bonus multiplier based on criteria such as prior years' retention rate, education and years of experience. Retention is measured individually per tech and route, and the bonus is calculated weekly with the opportunity for

The Ticker:

LAWN CARE

Koch Agronomic Services finalized its acquisition of the turf and ornamental business of Agrium Advanced Technologies. Included in the deal are production facilities in Sylacauga, Ala., and rights related to Polyon, Duration, XCU, Nutralene and Nitroform brands of slow-release and controlled-release fertilizers.

Verdesian Life Sciences acquired **Specialty Fertilizer Products (SFP)**, a Leawood, Kan.-based company focused on fertilizer efficiency products. Verdesian gains more than 270 patent properties in the deal.



Overland Park, Kan.-based **Ryan Lawn & Tree** purchased **Reid Irrigation**, located in Tulsa, Okla. Founder Gene Reid will manage and develop Ryan Lawn & Tree's irrigation business.

The Goods: LAWN CARE

DOW AGROSCIENCES XXPIRE WG INSECTICIDE

This ornamental product that combines two new active ingredients, spinetoram and Isoclast Active, received federal registration.

APPLY HERE

Available for use in nurseries, greenhouses and commercial landscapes.

UNDER CONTROL

It's effective on 39 pests, including seven of the top 10 most troublesome ornamental insects. It controls chewing and sap-feeding species.



CLASS ACTS

Isoclast is a member of the sulfoximine class of insect control agents. Spinetoram is a spinosyn insecticide.

A CLEAN SWEEP
ONE SOURCE FOR A FULL LINE
OF ROTARY AND PUSH BROOMS.

SWEEPEx
THE SWEEPING CHOICE

877-SWEEPEX
www.sweepexproducts.com

employees to earn an annual bonus, as well. The better the client retention rate, the higher the multiplier, and, ultimately, the more money employees earn. Noon Turf Care technicians can earn up to six figures annually if they maintain the company's standard level, Noon says.

Although this new approach takes more time and overall production has gone down, the 7-percent increase in customer retention and the 15-percent decrease in service calls since last year is proof for Noon that his approach is working.

"Our techs had to slow down a little bit; they had to take their time," Noon says. "But a little extra time upfront making that human connection goes a long way. Our field techs know that this first point of contact is very important now."

Each Noon Turf Care technician is required to complete a week of classroom training that includes presentations and role-playing situations, plus a week of in-field training with a branch manager where they observe what appropriate client interaction should look like. After



After revamping technician pay scales, Noon Turf Care's client retention is up 7 percent.

their training is complete, each technician is assigned a permanent route for the year. Technicians aren't permitted to service any lawns that aren't part of their routes, which not only holds all techs accountable for their workloads, but it ensures they develop and maintain relationships with their specific clients.

"We are putting a definition to better service," Noon says. "We are going to compensate our team members to offer better service and keep clients happy."

The program is still in its early stages, and Noon Turf Care hasn't yet done a formal survey to gauge how clients view the changes in the company's practices. But with client retention up and the number of service calls down, Noon expects any future client feedback to be positive. He adds that by retaining their current clients through superior customer service, he expects word-of-mouth referrals will help them earn new clients in the future.

"It's sort of a game changer—I haven't seen any other companies doing anything like this and being effective with it, and I haven't heard of any other forms of employee compensation that have worked," Noon says. "New clients don't know anything about us, so we have to get off on the right foot. We're treating that as a necessity and making it happen."

Schappacher is a freelance writer based in Charlotte, N.C.

THE PROVERBIAL "BIG STICK."



Q4[®] PLUS KNOCKS GRASSY AND BROADLEAF WEEDS OUT OF THE PARK.

When your opposition is both grassy and broadleaf weeds, you can't afford to swing and miss. Crush 'em with Q4[®] Plus. The four active ingredients of Q4 Plus give you the power to knock out crabgrass, yellow nutsedge and the toughest broadleaf weeds. And Q4 Plus has the speed of Gordon's[®] ProForm[®] line for fast visual response and fewer callbacks.

TAKE THE BIG STICK TO THE PLATE: Q4 PLUS



800.884.3179
GordonsProfessional.com

Checked Flag/Label Design[®], Gordon's[®], ProForm[®], and Q4[®] are registered trademarks of PBI-Gordon Corporation. Always read and follow label directions. 4/14 03378

Riding a wave of growth

How one family-owned business keeps pace with change on a fast-growing Hawaiian island.

By JONATHAN KATZ

No Ka Oi Landscape Services has come a long way since it was founded in the 1970s as a side project for husband-and-wife team Frank and Abby Santos.

The Hanapepe, Hawaii-based business, whose name means “the best” in Hawaiian, got its start in 1977 when Frank Santos was working in the restaurant industry; he and his wife decided to offer some of their interior plants for rent to commercial properties.

The couple noticed their customers also had large lots that needed upkeep, so they added maintenance to their business offerings. In 1982, Frank Santos obtained his contractor license and the couple started to provide installation services, as well.

Since then, they’ve committed themselves to their company, partly learning the business on the job but also seeking help from the local university extension and equipment suppliers.

“We always seek out knowledgeable people who are willing to share information,” Abby Santos says. “We have some good vendors who are really helpful, including our equipment suppliers and chemical suppliers. They’re great partners.”

Their efforts and a focus since 2010 on commercial maintenance have paid off. In 2014, Frank and Abby Santos were honored as the county of Kauai’s 2014 Small Business Persons of the Year by the U.S. Small Business Administration. The company also has seen annual revenue increase 55 percent in 2012 and 15 percent in 2013. No Ka Oi has about 60 employees.

MOVE TO MAINTENANCE

During the 1980s and 1990s, No Ka Oi Landscape Services grew consistently. By 2000, the team noticed some changes on the laid back Hawaiian island of Kauai. New businesses were emerging and construction was up. Frank and Abby Santos paid close attention to financial reports in the local newspapers and listened intently to speakers at chamber of commerce meetings. Between 2000 and 2010 Kauai’s popula-



Frank and Abby Santos (at left) turned a part-time plant rental business into an award-winning commercial landscape maintenance company over the course of four decades.

tion grew nearly 15 percent, according to the Hawaii Department of Labor & Industrial Relations. The Santos’s due diligence was worth the effort. No Ka Oi grew along with the island, but challenges arose. For example, the island has a limited number of skilled workers qualified to handle installation projects, Abby Santos says.

In 2010, the couple decided to transition the business to primarily commercial maintenance services. It phased out most of its plant-rental business because it was not profitable, Abby Santos says, and it also began to scale back its installation services. Maintenance provided the consistent business the company needed to capitalize on the new construction. Plus, she says, maintenance had become the company’s strength.

Now, approximately 80 percent of the business comprises maintenance; 20 percent is installation. Some of the company’s primary maintenance offerings include mowing, pest control, coconut tree trimming and irrigation service. About 90 percent of the company’s clients are commercial accounts. It’s not opposed to construction work, but the focus is on maintenance.

“We’re looking at construction projects that segue into maintenance because we’re so good at it,” Abby Santos says.

As business picked up, the Santos team invested in new equipment, including excavators, a hydromulcher, mowers,

trimmers and several trucks. Reinvesting in the business is a critical part of the company's growth, Abby Santos says.

"We put everything back into the business," she says. "We live frugally ourselves and invested a lot in equipment and people."

The No Ka Oi team also intensified its marketing efforts. The company has been active in social media, including Facebook and blogging. The blog offers tips for commercial clients, including ways to "transform your Kauai resort" with four key landscape maintenance tasks.

The company is not the least-expensive landscape contractor in town, Abby Santos says. That's why informing the customer about the company's value proposition is important.

"When people ask us about price, we try to give them our whole story," Abby Santos says.

CONTINUOUS IMPROVEMENT

The company will continue to grow along with the island, Abby Santos says.

"Another surge in construction is coming, so we want to be prepared to take on more maintenance accounts," she says.

The Ticker: MAINTENANCE

In June **ValleyCrest Landscape Cos.**, Calabasas, Calif., celebrated its 2014 National Safety Awareness Day by rewarding four of its safe employees with new trucks. The presentation of the trucks was a part of safety events held across the country, where more than 11,000 employees gathered to recognize superior performance in workplace safety.



Exmark redesigned one of its wide-area walk-behind mowers, the Turf Tracer S-Series. A newly added electric clutch simplifies the deck drive system and increases its durability. A choice of 36-, 48- or 52-in. UltraCut Series 3 cutting decks and various engine options are available.

Your Vision. Their Dream. Anywhere.



Communicating your vision to prospective customers has never been easier with PRO Landscape design software. Whether your design platform is a desktop, laptop or tablet you can design and sell anytime, and now – anywhere.

PRO Landscape is not only easy to use, but feature rich including stunning photo imaging, night and holiday lighting, 2D CAD, 3D renderings, and complete customer proposals.

Bring your customer's dreams to life – starting today!

PRO Landscape
DESIGN SOFTWARE

prolandscape.com | sales@prolandscape.com | 800-231-8574



SPEED SPECTRUM SUSTAINABILITY



Good Things Happen When QuickSilver® is in the Mix

Add QuickSilver® herbicide to your broadleaf weed tank mix for:

- Results within 24–48 hours and reduced callbacks
- Enhanced control of over 35 broadleaf weeds
- High performance at low use rates

To learn more,
visit www.fmcprosolutions.com



FMC Turf



@FMCturf



Always read and follow label directions. FMC and QuickSilver are trademarks of FMC Corporation. ©2014 FMC Corporation. All rights reserved.

MAINTENANCE

MARKETWATCH

Kauai County will experience a job-growth rate of 15 percent between 2010 and 2020, the fastest among Hawaii's four counties, according to the state's labor department. Many of those jobs will come from the construction industry, which is expected to grow 23.2 percent during the 10-year period.

No Ka Oi is preparing for the next construction boom by stepping up training for its workforce. It began an online training program in June to ensure its workforce is prepared to handle a business spike. The program includes modules that focus on various aspects of proper landscape maintenance practices.

The company also has implemented an incentive program for the company's crews. Bill Arman, a landscape industry consultant at the Harvest Group, helps No Ka Oi judge crews based on their

performance. With the help of Arman, a former ValleyCrest executive, the company audits the crews quarterly and recently completed its fourth contest.

The judges rate the crews on the quality of lawns, ornamentals, trimming, irrigation practices and safety. The top three crews receive a bonus. The program helps management determine which areas might require additional training, Abby Santos says. So far, the program appears to have helped the company improve its overall quality of service.

"According to Bill, it takes six times before everyone gets it," Abby Santos says. "We've done this four times, and we've seen scores rising dramatically, and customers are loving it." **LM**

Katz is a freelance writer based in Cleveland.

The Goods: MAINTENANCE

JOHN DEERE 1500 SERIES TERRAINCUT FRONT MOWERS

The series adds five new models—the 1550, 1570, 1575, 1580 and 1585 TerrainCut—to the existing John Deere front mower line-up. These machines are billed for governmental, institutional and commercial landscape operations.



CLIMATE CONTROL

Shown here with ROPs, this series offers a factory-installed Comfort-Cab (not pictured).

ACCESSORIZE

Available add-ons include snow blowers, blades, brooms, a weight-transfer kit, auxiliary hydraulics and a cold weather heater block.

POWER STORY

The 1550 features a 24.2 hp engine. The 1570, 1575, 1580 and 1585 models are equipped with 37.4 hp engines.



COMING *Soon*

A new **Landscape** Management is emerging.

We asked. You answered. And soon we'll deliver
a reimagined *LM* inspired by your input.

10 • 22 • 14

PROJECT **PORTFOLIO**

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

*Classic, contemporary
retreat*

THE MISSION

Transform an ordinary landscape into an extraordinary, resort-feel pool and garden.

Landscape architect Paul Fields, president and director of design for Dallas-based Lambert Landscape Co., recalls what this residential landscape looked like at the onset: “The existing small loggia terrace, curvilinear pool and water feature not only reflected the architecture, but were also located too closely to the home and were out of scale.”

Hidden behind existing poolside plantings and a pile-of-rocks waterfall, he adds, was a “half acre of forgotten green space.” The Lambert’s team was tasked with building an outdoor space that extended the home’s interior to the outdoors and creating entertainment spaces for groups ranging from family swim parties to corporate events of about 150 attendees.

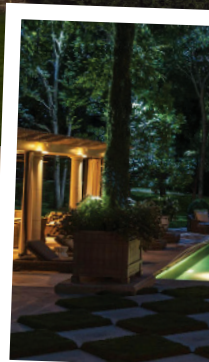
The designers focused on building a schematic design that “created a flawless transition between the existing home and proposed outdoor space, and to make the pool and landscape not look like an afterthought,” Fields says. The team decided to use the same brick as the home on all new construction.

The site was re-graded with approximately 36 in. of fill, creating a gracious, terraced transition between the house and garden. To make the outdoors usable year-round, the small terrace was transformed into an expansive loggia. Special attention was taken to extend the roofline out and connect both wings of the home.

“The clients always felt their property was compact and out of scale with the home, so the design team used forced perspective to enhance and enlarge the views throughout the rear garden,” Fields says. “Linear pavilions were designed to flank the rectilinear pool, and trees were selectively removed to give glimpses of what lay beyond the back door. These pavilions also provided additional his-and-her outdoor rooms for entertainment.”



PHOTOS: LAMBERT LANDSCAPE CO.





THE WORK

1 | Cramped quarters. This “before” shot shows the tight loggia space, awkward swimming pool placement, chaotic materials, pile-of-rocks waterfall and difficult transition from house to garden.

2 | Home in harmony. This view from the rear lawn looking back toward the home shows how Lambert’s unified design makes the house and garden feel as one.

3 | French connection. The new loggia facade with central arches provides a connection between the two wings of the home and a symmetrical backdrop to the garden. French-inspired custom ironwork creates an airy parapet.

4 | Gracious living. The new entertaining space shows all finishes, furniture and fixtures designed and selected by Lambert’s and the interior designer. The layout allows three separate areas for interaction.

5 | Poolside dining. The dining pavilion was constructed of limestone and mahogany. Custom storage closets flank a commercial grill. Curtains and overhead acrylic panels allow all-weather dining. Antique French limestone paving provides a foundation for the color palette.

6 | Let there be light. The bold harlequin pattern of limestone and grass provides the illusion of more depth, in contrast to the fine textures beyond. Dramatic landscape lighting plays up the beauty of classical architectural forms.

Founded in 1919 in Shreveport, La., Lambert Landscape Co.’s founders came to Dallas to plant the city’s first azaleas in 1935 and decided to relocate their business to the city. Today, its more than 150 team members focus on the design, installation and maintenance of fine gardens. Learn more at Lamberts.net.



Catching on

A Pennsylvania contractor latches on to growing interest in rainwater harvesting.

ALTHOUGH MARRAZZO'S NORTH River Landscape, Hardscape & Rainwater Harvesting is nestled in a fairly dependable region for annual rainfall, receiving 50 inches to 60 inches per year, the Wycombe, Pa.-based firm still faces water restrictions from townships at times.

Diane Marrazzo, who heads the firm that comprises around four two-men crews with her husband, Anthony Marrazzo, doesn't view the rules as a constraint. Instead she sees it as an opportunity to make a little profit. The firm added a rainwater harvesting service in 2009.

"Having stored rainwater available for the purpose of watering (our clients') new investment in landscaping is highly beneficial to us to not lose a job or have a client postpone their job," Marrazzo says.

Though it's a slow-growing service, she says it's a natural fit for any landscape firm and that it makes sense to use rainwater on landscapes.

"Rainwater is high in nitrogen, which is very healthy for all plant material," she says. "Nitrogen-enriched water will allow plants to grow greener, healthier and bigger than municipal water—not to mention it's free." In Marrazzo's area and many other regions of the country, water/sewer authorities bill customers by the amount of water they use, which can add up quickly when you're irrigating a new landscape installation.

For some perspective on how much a system can save, Marrazzo says a 2,000-square foot roof will collect 1,250 gallons of water after just a 1-inch rainfall. In comparison, running a sprinkler for two hours can use up to 500 gallons of water, she says.

Marrazzo's North River sells and installs a system that captures rainwater from the rooftop, filters it and stores it underground



Marrazzo's systems store rainwater underground in interlocking crates.

in an interlocking crate system. From there, water is pumped up to ground level when needed for, say, topping off a spa, supplementing irrigation systems or feeding a pond.

Marrazzo's North River uses an out-of-the-box rainwater harvesting system: AquaBlox rainwater storage tanks, manufactured by Aquascape. They're installed underground with a ¾ horsepower pump to provide water through a garden hose or directly to supplement a pond.

For a 6-square-foot water storage area, a client would pay about \$4,500 for the installation, which often is completed in two to three days by a two-man crew. Marrazzo says all jobs are priced based on their size and scope, and there's little maintenance required on the systems post-installation. The company merely informs clients to monitor the system's water level meter and fill it if needed.

Having installed only a few of these systems, Marrazzo acknowledges the service is growing slowly among its 96 percent residential client base. Word of mouth has been the best way to market, she adds, because there's the opportunity to educate clients on the spot about what rainwater harvesting is and what the service entails.

Including "rainwater harvesting" in the company name also has helped pique some interest, she says.

Adding this offering to the business was a gradual process, too, Marrazzo adds. In addition to independently researching the concept, she and her husband attended a training seminar to learn more about installing the systems before they felt confident selling the service to clients.

She's hopeful interest will pick up as the price of water continues to rise across the country and people turn to alternate sources. But for now, Marrazzo views it as a way for the company to continue honing its own expertise of water efficiency, keeping the firm ahead of the curve—in water saving and its competition.

Payton is a freelance writer with eight years of experience writing about the landscape industry.



Some rainwater harvesting systems are coupled with water features.

>> SERVICE SNAPSHOT

COMPANY: Marrazzo's North River Landscape, Hardscape & Rainwater Harvesting

LOCATION: Wycombe, Pa.

WHY: Rainwater is good for plants; plus, the firm wanted to offer an alternative to city water, Diane Marrazzo says.

BIGGEST CHALLENGE: Teaching clients the long-term benefits so they understand the upfront cost, Marrazzo says.

BEST TIP: "Each install will always present a new obstacle," Marrazzo says. "Install a few at no charge or at cost to practice on the fundamentals of the install. Get a few under your belt, (and then) get your name out there with your voice, signage and tangible advertising."

FOR INFORMATION ON ADVERTISING IN THE NEW
LM SHOWCASE SECTION, PLEASE CONTACT:

Craig MacGregor
cmacgregor@northcoastmedia.net
216-706-3787

Chris Lavelle
clavelle@northcoastmedia.net
216-363-7923



LANDSCAPING PROFESSIONALS'
#1 Choice for TOP DRESSER

Let the **Ecolawn** team help you. We
provide free Demos, Financing, Marketing
Tools, FAQ, Tips, & Contacts.

Call now: **802-673-9077**

View it in action:
www.ecolawnapplicator.com

Expand Your Business with
Sustainable Lawn Care /
Top Dressing - the Fastest Growing
Segment in the Green Industry

WORK VISAS



Robert Kershaw
The Kershaw Law Firm PC

"Are you having a difficult time finding
minimum or low wage legal workers? Let us
help you get the low wage labor force that
you need, just as we have for hundreds of
other companies." –Robert Kershaw, Attorney at Law

**Legal and low wage foreign workers with H2B
visas may be the answer to your labor needs!**

EARLY SIGN UP OFFER
1-99 H2B Visas
\$2,500.*

That's \$2,500 in fees for all of your visas—not \$2,500 per visa!

*Flat rate per application for Texas landscape companies paid in advance, or pay
installments of \$1,000.00 down, with three installments of \$700.00.

Does not include bus fare, USCIS (INS) fees, required newspaper ads, foreign processing
& consulate fees, nor foreign recruiting fees.

Give us the opportunity to beat any competitor's published price.
Number of potential clients is limited! Call toll-free for more information

1.855.321.0077

Robert Kershaw, Attorney at Law

The Kershaw Law Firm PC, 3355 Bee Caves Rd. Suite #715, Austin, TX 78746

Office: 512.347.0007, 1.855.321.0077, Fax: 512.347.0009, www.workvisasusa.com

E-mail: robert.kershaw@kershawlaw.com

Licensed by the Texas Supreme Court. Not certified by the Texas Board of Legal Specialization.

*Now Seeking
Distributors!*



E-750
Electric Wheelbarrow
By PowerPusher

Move more.
Move it faster!

Improve productivity and profits.

- Work earlier and later without noisy gas engines
- Reduce damage from heavy equipment
- Move up to 750 lbs at 3 mph
- Rugged, high torque, easily recharged
- 5 cu ft capacity with power dump
- Improve safety, reduce injuries



MORE INFO AT

www.electric-dumper.com

©2014 NuStar, Inc.



PowerPusher
A Division of NuStar Inc.

Cultivate Your
Success Through
THE GROUNDS GUYS®
FRANCHISE



the GroundsGuys®
LANDSCAPE MANAGEMENT

888.205.0661
GroundsGuysInfo.com



**Want to
Learn more?**
Check out
Joe's story at
www.Joes-Story.com

Just two years after
being introduced to the
U.S., The Grounds Guys®
has blossomed over 100
franchise locations in 34
states and is a top franchise
opportunity for green
industry professionals.
Our franchise owners
are achieving their
dreams, beautifying their
communities, and building
a Culture of Care all across
the nation. No matter what
stage you're at in your
journey, The Grounds Guys
landscape management
franchise can help you take
your business to the next
level. Don't miss out on the
opportunity of a lifetime.

© 2013 The Grounds Guys, LLC

LMREPORTS

YOUR GUIDE TO PRODUCT RESEARCH

FUNGICIDES



Companion

Formulated to fight a broad range of soil and leaf fungal diseases, Companion is available in improved packaging. Its royal blue bottle protects the product from ultraviolet light. The F-style handle makes it easier to use and pour and the heavy HDPE material will survive tough handling and storage conditions. Companion is available in four package sizes, plus 30-gal. drum quantities.

Growth Products Ltd. // GrowthProducts.com

Strobe 50WG

Quali-Pro presents a post-patent azoxystrobin fungicide. This water-dispersible granule offers control of many turf and ornamental fungal diseases. With preventive and curative properties, Strobe 50WG protects plants systemically to control pathogens causing foliar, stem and root diseases, including stem blights, leaf spots, patch diseases, mildew, molds and rusts. It's available in 1- and 6-lb. tip-and-measure containers.

Quali-Pro // Quali-Pro.com/products/strobe



Segway Fungicide SC

University and real world trials demonstrate that Segway Fungicide SC delivers consistent and rapid control of Pythium root dysfunction, Pythium blight and Pythium damping-off for up to 28 days. Segway has no known cross-resistance with existing fungicides.

PBI-Gordon Corp. // GordonsProfessional.com





Caravan G

Caravan G fungicide/insecticide provides insect and disease control in one application. It contains thiamethoxam and azoxystrobin for preventive and curative control and is ideal for the heat of the summer when diseases and grubs are common. In the transition zone, Caravan G provides season-long grub control and prevents 20 turfgrass diseases for one month, the company says.

Syngenta // GreenCastOnline.com



ArmorTech ZOXY 2 SC

As a highly concentrated liquid formulation of an azoxystrobin fungicide, ArmorTech ZOXY 2 SC is labeled for the control of several turfgrass diseases on residential, commercial, recreational and sports turf. The water-based product contains 2.08 lbs. of active ingredient per gallon, and offers low odor and easy tank mixing.

United Turf Alliance // UTAArmorTech.com



Armada 50 WDG

Armada 50 WDG protects against 16 tough turf and ornamental diseases. Its dual mode of action helps reduce the need for inventory and provides 21 to 28 days of residual control. Quick-dissolving granules are easy to store and measure for efficient loading of both backpack and large tank applicators.

Bayer CropScience // BackedByBayer.com

THE HARDSCAPE SHOW FOR CONTRACTORS & DISTRIBUTORS/DEALERS



EDUCATION



NEW PRODUCTS



NETWORKING



DEMOS

SAVE THE DATE

OCT. 22 - 24, 2014

2014
HARDSCAPE
North America™

LOUISVILLE, KENTUCKY
KENTUCKY EXPOSITION CENTER

750 EXHIBITS WITH NEW PRODUCTS, EDUCATION SESSIONS,
DISTRIBUTOR PREVIEW DAY AND FREE CONCERTS

CO-LOCATED WITH **GIE+EXPO**
THE GREEN INDUSTRY & EQUIPMENT EXPO

SHOW PRODUCED BY



ENDORING SPONSORS



FOR MORE INFORMATION WWW.HARDSCAPENA.COM
OR CALL 888-580-9960

LMREPORTS

HOLIDAY LIGHTING

2014-15 Inspiration Guide

Village Lighting Co.'s 2014-15 Inspiration Guide features a catalog of its proprietary Pro-Grade lighting and a variety of decor items and tools. The guide also offers technical and marketing tips and ideas to help contractors grow this segment of the business.

Village Lighting Co. //
VillageLighting.com



PRO Landscape Version 20

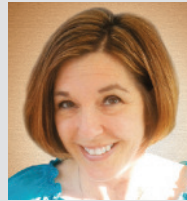
Coinciding with Drafix Software's 20th anniversary, the release of PRO Landscape Version 20 features several new features. This includes its Night & Holiday Lighting design capabilities, which allow users to overlay landscape or holiday lights onto the property image and automatically illuminate the design.

Drafix Software // PROLandscape.com

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

ADVERTISING INFORMATION

Call Kelli Velasquez at
216-706-3767,
Fax: 253-484-3080,
E-mail: kvelasquez
@northcoastmedia.net



Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express.

Mail LM Box # replies to:

Landscape Management Classifieds, LM Box # _____
1360 E. 9th St., Ste. 1070
Cleveland, OH 44114
(please include LM Box # in address)

BUSINESS FOR SALE

DON'T MISS THIS OPPORTUNITY!

Lawn & Landscape Business For Sale
Owner wanting to retire
30+ years in business
Territory - West Virginia
The past 10 years alone sales
have averaged 6.5 million
Asking 1.5 Million
Includes properties, trucks, equipment
(including snow removal), and customer base
Call 1-304-615-7272

Well Established Landscape & retail supply business with a good 40 year reputation. Western PA. Nice manageable small business with potential for growth. Includes buildings, equipment, and accounts. Owner wants to retire after 40 years. Please Reply To: Blind Box #108

Mail LM Box # replies to: Landscape Management Classifieds LM Box # _____

1360 E. 9th St., Ste 1070
Cleveland, OH 44114

Be sure to include the magazine name and blind box number in your correspondence.

BUSINESS OPPORTUNITIES

Incorporate
for as little as **\$99**

Visit www.incorporate.com
or call 800-616-0216



HELP WANTED

FLORASEARCH, INC.

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

Retained basis only.

Candidate contact welcome, confidential and always FREE.

1740 Lake Markham Road
Sanford, FL 32771

407-320-8177 ♦ Fax: 407-320-8083

E-mail: search@florasearch.com

www.florasearch.com

HELP WANTED (CONT'D)

NOW HIRING



8020 HEINEN DRIVE 214-381-5899 EXT. 204
DALLAS, TEXAS 75227 WWW.GOODEARTH-INC.COM

NOW HIRING

POSITIONS AVAILABLE

PRODUCTION MANAGER
ACCOUNT MANAGER
CREW LEADERS
CHEMICAL SPRAY TECHS

REQUIREMENTS NEEDED

- COMMERCIAL LANDSCAPING EXPERIENCE
- BILINGUAL
- DEPENDABLE, ORGANIZED, EFFICIENT
- TX DRIVER'S LICENSE WITH CLEAN RECORD
- STRONG WORK ETHIC

LANDSCAPEJOBS.COM IRRIGATIONJOBS.COM

Jobs & Resumes
for Industry Pros.
1-717-479-1850

RESOURCES

AD INDEX

American Honda Motor Co.	17
The Andersons	13
Bayer	45*
Blount International/Oregon	37*
Central Garden & Pet	22
Dow AgroSciences	19
Earthway Products	36
Ecolawn	58
Engineering Services & Products Co.	35
Fisher Snow Plows	20
FMC Professional Solutions	3, 41, 54
GEICO Commercial	Insert*
GIE+Expo	Insert
GIS Dynamics	28
The Grounds Guys	59
Hardscape North America	62
John Deere	5
Kershaw Law Firm	59
MistAway Systems	4
MSP Sprinter	11
Occidental Chemical Corp.	30
PBI/Gordon Corp.	51
PermaGreen Supreme	47
PLANET	43, Insert*
Power Pusher	59
PRO Landscape by Drafix Software	53
Quali-Pro	23, CV4
Ram	CVR2-1, 31
Solu-Cal USA	10
Still	17
Syngenta	5
Trynax International	34, 50
Turco	12
USPS	9
Western Snow Plows	26
Zip Lending	CV3

*denotes regional advertisement

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

[Coming in October] Business Planner is back!

A perennial favorite, the *Landscape Management* Business Planner returns this fall. This year's edition is all about the numbers. Look for a pub packed with articles from our best contributors, sharing insights on key indicators, rules of thumb and other numbers you should note to run a better business.

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, Suite 1070, Cleveland, OH 44114. **Subscription rates:** One year \$55, two years \$76 (U.S. and possessions), one year \$87, two years \$122 (Canada and Mexico) and one year \$165, two years \$246 (all other countries). Air expedited service is available in countries outside the U.S. and Canada for an additional \$75 per year. Current issue single copies (prepaid only) \$8 (U.S. and possessions) \$10 (Canada and Mexico) and \$15 (all other countries). Back issues (if available, prepaid only) \$16 (U.S. and possessions), \$20 (Canada and Mexico) and \$30 (all other countries) add \$6.50 per order shipping and handling for both current and back issue purchases. **Periodicals postage paid** at Cleveland OH 44101-9603 and additional mailing offices. **POSTMASTER:** Please send address change to *Landscape Management*, PO Box 2090, Skokie, IL 60076. Printed in the U.S.A.



Copyright 2014 North Coast Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients is granted by North Coast Media, LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr, Danvers, MA 01923, phone 978-750-8400, fax 978-750-4470. Call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. *Landscape Management* welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. North Coast Media LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want North Coast Media LLC to make your contact information available to third parties for marketing purposes, simply call 847-763-4942 between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from North Coast Media LLC's lists.





Bruce Allentuck

President of Allentuck Landscaping Co., Clarksburg, Md.



Who's your mentor? I'd have to say my dad. I'm always better off when I listen to him compared to when I don't.

How did you get your start? I've always liked working outside. I did this work in high school, like most people in the industry. I started with a couple friends doing yard work for people and then got a degree in landscape design and horticulture from N.C. State. With the encouragement of my dad, I incorporated my junior year, even though I was at school and the business was back here (in Maryland).

Why did you decide to work for yourself? Everyone in my family had been in business for themselves, going back several generations. I always admired them. That, and I think I was too naïve to realize there were other guys out there I could go work for.

What's your business best known for? We're best known for our residential work. We don't compete in the top echelon of the market but in the 85 percent to 90 percent market, if you're looking at home value. We provide very good, solid professional service that's sometimes lacking in that market.

Any family in the business? Not at this time, but at one time or another just about everybody has worked here. My mom worked for the company for 14 years. She started as temporary and part time, then she probably worked 50 hours a week for 14 years on the business management side. The only person that never worked here was my wife. She has her own wonderful career.

You're chairman of the Professional Landcare Network's (PLANET's) Renewal & Remembrance event at Arlington National Cemetery. How did you get involved? We've volunteered for R&R for probably the last 10 years. I became involved in helping organize it probably six years ago. And now I'm the chairman. It's a three-year commitment because of the learning curve involved. There are lot of moving pieces. It's a yearlong effort to get everything together. Dealing with the government is a challenge. They need things done in a specific way and it's a lot of paperwork leading up to it. Luckily, we have really great people involved.

We're local and Arlington is very important to me. I looked around PLANET and saw what I could be involved in, and this one stood out.

What would you say to someone who's never participated in the event? I think it's the most important thing we do in PLANET for pretty obvious reasons—for what Arlington represents and what it is. For what people have given to our country.



OFF THE CLOCK



MARRIED? KIDS? My wife Nicole and I have three daughters: Heather, 22, Tara, 19, and Nellie, 17.



WHAT TOOK YOU TO N.C. STATE?

I fell in love with the school when I visited. I started out as a forestry major and it had a great forestry school. Then I transferred into the landscape program. I got a great education there.

YOU'RE AN ULTRA ENDURANCE ATHLETE. TELL US ABOUT IT.

I compete in events from 50-mile runs to Ironmans, Ironswims and multiday adventure races. I was a rugby player in college and then I played for a touring team. A bad injury ended my career and I was looking for something else. I tried marathons, ultramarathons and triathlons and got hooked. I've done 73 races.

I've competed in the Death Race twice. It's one of the five hardest events in the world. This fall I have a 420-mile triathlon I'm trying to get ready for. In June I did the Chesapeake Bay swim. My youngest daughter did it with me and beat me badly. It's been a lot of fun over the years.

ANYTHING ELSE WE SHOULD KNOW ABOUT YOU?

Not really. I'm a pretty simple guy. As Nicole says, she didn't marry me for my shoes.





HASSLE FREE NEXT-DAY BUSINESS LOANS

- ≡ Financing for landscapers, garden centers and green industry professionals
- ≡ \$5,000 to \$250,000 loans available
- ≡ High approval rates
- ≡ Apply in 5 minutes — NO PAPERWORK, NO HASSLE
- ≡ We are green industry experts — we understand your business!

CALL TODAY 800-580-6203

or apply online at

www.ZipLending.com

for a FREE consultation





Quali-Pro® products are the combination of quality, innovation, proven formulations and excellent customer service. Quali-Pro offers turf professionals the green industry's widest array of active ingredients. As one of the 40 global brands that make up ADAMA, Quali-Pro, by Control Solutions, is proud to represent the company's global approach to innovation, product development and the strictest standards of environmental protection and quality control. Together, Quali-Pro, CSI and ADAMA offers lawn care professionals and golf course superintendents in the United States and around the world unique and proprietary formulations, backed by university research and the full support of our sales and technical leaders. The result? The products – and performance – you expect.



ADAMA



ADVERTISING SUPPLEMENT TO

Landscape
Management

official **OUTDOOR MUST-SEE EXHIBITS GUIDE**

Head outside to the 19-acre
demo area at GIE+EXPO in
Louisville, Ky., Oct. 22-24.

IN PARTNERSHIP WITH



CO-LOCATED WITH



They say money talks, and...

As legal tender, I know quite a bit about where money goes. For instance, billions of dollars have gone straight into the pockets of PermaGreen owners over the last 15 years. That's because PermaGreens come closest to the money-making goal of one machine, all properties, every day...and that's no bull!

Just as importantly, you'll trust your people to drive the 2015 Triumph, with its improved ExtraEasy power steering, low center of gravity, and numerous intuitive features, all covered by an extended 15-month warranty (including engine and transaxle corrosion coverage), 24-month warranty on the frame and PermaGreen's exclusive, 60-day 100% buyback guarantee!

The money making experts at PermaGreen can help put a lot of Benjamins in your pocket. Call today, because one test drive is worth a thousand words.

B. Franklin



visit us online for a chance to win your own triumph

permagreen

800.346.2001 permagreen.com

© 2014 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved. *See permagreen.com for details.





out and about

The Outdoor Demonstration Area at GIE+EXPO and Hardscape North America offers trade show attendees the opportunity to try equipment before they buy it.

A test drive is helpful when you're choosing a car, and an equipment demo is helpful when buying a zero-turn mower, chain saw or another piece of landscape machinery. Luckily, at GIE+EXPO, located at the Kentucky Exposition Center in Louisville, Ky., there is a 19-acre Outdoor Demonstration Area that will let you do just that: test drive equipment and compare products first hand. The Demo Area is open Oct. 23 and 24, just steps away from the indoor displays.

In addition to the traditional outdoor exhibits, attendees may want to check out the Hardscape North America Outdoor Arena—a tented space in the Outdoor Demonstration Area. With a \$25 upgrade to the GIE+EXPO trade show admission, landscape contractors can learn the latest techniques in hardscape installation by attending six hours of live demonstrations. Upgrade when you register online. If you're already registered, use your registration dashboard to add the HNA Demonstrations or call Sellers Expositions at 800-558-8767.

Table of contents

GIE+EXPO Outdoor Demonstration
Area Map & Exhibitor List 4-5

Must-See Exhibits Profiles

Exmark.....	7
FINN Corp.....	8
The Grasshopper Co.....	9
John Deere.....	10
Kubota Products.....	11
PermaGreen	12-13
Turfco Manufacturing	14

Outdoor Demo Area hours

Thursday, Oct. 23 ▶ 9 a.m. – 5 p.m.
Friday, Oct. 24 ▶ 9 a.m. – 4 p.m.

Register today! Visit GIE-EXPO.com.

MAP your visit!

GIE+EXPO 2014 OUTDOOR DEMONSTRATION AREA KENTUCKY EXPO CENTER



Agri-Fab	6372D	Caterpillar	7650D	Green Leaf	6258D	Mean Green Mowers	6256D
Altos	6236D	Country Clipper	7534D	Ground Logic	7443D	New Holland Construction	7538D
American Honda Motor Co.	6046D	Cub Cadet/MTD Products	6052D	Groundsman Industries	6259D	Ogura Industrial Corp.	6243D
Arbortech	6364D	Ditch Witch	7634D	Husqvarna/RedMax/Jonsered/ Dixon/BlueBird	7800D	O.L.S. Inc.	6133D
Ariens and Gravely	6160D, 6262D	Dixie Chopper	7500D	Hydro-Gear	6018D	OREGON	6030D
Avant Tecno USA	7720D	Dolmar Power Products	7714D	IQ Power Tools	7160D	PAVE TECH/PROBST	7372D
AZEK Building Products	7450D	Double D Supply/Smokin Brothers	6257D	JCB	7822D	PermaGreen	7436D
Bad Boy Mowers	7528D	Earth & Turf Products	6241D	John Deere	7834D	Polaris	7626D
Billy Goat Industries	7400D	ECHO	6120D	John Deere Landscapes	7702D	RAMROD Equipment	6800D
Bobcat Co.	7701D	EMAK USA/efco	6261D	JRCO	6017D	Rhino Tool Co.	6000D
Boxer Equipment/Morbark	7524D	Exmark	7444D	Kage Innovation	6014D	Salsco	6374D
Brick Industry Association	7454D	FINN Corp./Express Blower	7700D	Kawasaki Motors Corp. USA	7422D	Scag Power Equipment	6008D
Briggs & Stratton Power Products Group	6470D	General Transmissions	6130D	Kubota Products	7401D	Schiller Grounds Care	7506D
Buffalo Turbine	6356D	Grammer Inc.	6136D	MASPORT	7630D	SourceOne	7438D
Case Construction Equipment	7546D	The Grasshopper Co.	7542D			Spyker Spreaders	7715D



Stumper Industries	6114D
Takeuchi	7740D
The Toro Co.....	7600D
Tuff Torq.....	7435D
Turfco Manufacturing.....	6152D
Turf Teq	6456D
Ventrac by Venture Products	7730D
Vermeer	7734D
VP Racing Fuels	7840D
Wall Enterprises	6153D
Weber MT.....	7050D
Wright Manufacturing	7624D

Highlight denotes profile.

List as of July 10. Subject to change.

FREE!

FOOT-STOMPIN' FUN

GIE+EXPO
CONCERT SERIES

•14•

ON THE **NISSAN** Commercial Vehicles **STAGE**

THREE NIGHTS OF NETWORKING

WEDNESDAY, 10.22

Montgomery Gentry, 9 p.m.

Opening Act: Jeni Carr
and TwangTown, 7:30 p.m.

Montgomery Gentry is comprised of two Kentucky boys – Eddie Montgomery is from Lancaster and Troy Gentry is from Lexington. They will perform from their list of 14 Top 10 singles, including five No. 1 hits – “Something To Be Proud Of,” “If You Ever Stop Loving Me,” “Lucky Man,” “Back When I Knew It All” and “Roll With Me.”

You can also expect to hear something different from Montgomery Gentry as they have released a new album, “Rebels on the Run.”

Opening for Montgomery Gentry will be country music singer/songwriter Jeni Carr and her band TwangTown. Their sound is a blend of new and classic country, mixed with Southern Rock dance tunes.



THURSDAY, 10.23

The Crashers, 8 p.m.

From the official pre-game band for NBC at Super Bowl XLVI to the backing band for national artists like Luke Bryan and Kid Rock, The Crashers have performed all over the country since 2008.



FRIDAY, 10.24

Olivia Henken, 9 p.m.

As a member of Team Christina on Season 5 of NBC's hit TV show The Voice, Olivia Henken captivated the imagination of the country with her stage presence, singing ability and charm. Since the show, she has headlined at major festivals and graced the stage with Kip Moore, Charlie Daniels, Dustin Lynch, Chuck Wicks and Jason Jones. She will be performing songs from her recently released original album, “The Ride.”



REGISTER & BOOK HOTELS ONLINE AT WWW.GIE-EXPO.COM

Exmark Manufacturing

OUTDOOR BOOTH 7444D ■ INDOOR BOOTH 7080



For more than 30 years, Exmark Manufacturing has built the world's best commercial mowers and lawn care equipment. Today, Exmark is focused on increasing the productivity and profitability of landscape maintenance and lawn care professionals with innovations that increase efficiency and reduce down time.

Exmark EFI-Propane Mowers—Maximum Efficiency and Productivity

As gasoline prices reach historic highs, an increasing number of landscape professionals are turning to propane-EFI mowers to help them reduce fuel expenditures and maximize profitability. Exmark leads the industry with the widest range of propane-EFI walk-behind and zero-turn

riding mowers available today.

The EFI-propane Turf Tracer and Lazer Z models utilize the innovative new Kohler PCV680 air-cooled V-twin powerplant, which uses a closed-loop EFI system to deliver choke-free starting and consistent performance regardless of conditions, with an up-to 40-percent reduction in fuel costs compared to a carbureted gasoline engine.

For 2015, Exmark will offer three EFI-propane models—the Lazer Z S-Series zero-turn rider, and the Turf Tracer S- and X-Series walk-behind models.

RED Technology—Exclusive to Exmark

The 2015 Lazer Z X-Series mower is available with Exmark's exclusive RED Technology. RED Technology uses an electronic governor (EGov) combined with defined performance modes to give landscape professionals the opportunity to reduce fuel consumption by up to 41 percent, with increased responsiveness and performance regardless of cutting conditions.

The EGov is key to the engine's increased responsiveness. It significantly reduces governor droop compared to a mechanical governor, delivering more consistent blade tip speed and a superior cut quality. The EGov works

in synergy with RED's defined performance modes to optimize performance and efficiency for virtually any mowing conditions. Landscape professionals can increase mower efficiency when conditions allow, and maximize power for more challenging conditions.

On RED-equipped Lazer Z X-Series machines, a three-position rocker switch replaces the traditional throttle. Engine rpm is determined by the rocker setting combined with the position/engagement of the PTO switch. An exclusive Clutch Saver feature engages the blades at 2,750 rpm, and disengages at 2,500 rpm, regardless of rocker switch position. This eliminates full-throttle blade engagements and disengagements, while still allowing for PTO engagement on-the-fly. Clutch life is increased significantly on RED-equipped models, while required maintenance is reduced.

See Exmark at GIE+EXPO 2014

Visit the Exmark booth at GIE+EXPO 2014 to learn more about how the company's complete line of commercial mowers and professional turf care equipment can help you increase productivity, minimize downtime and maximize profitability.



EXMARK MANUFACTURING

2101 Ashland Avenue
PO Box 808
Beatrice, NE 68310

Phone: 402-223-6300

Website: Exmark.com

Facebook.com/ExmarkMowers

Twitter.com/ExmarkMowers

FINN Corp.

OUTDOOR BOOTH 7700D ■ **INDOOR BOOTH 9104**

Get more productivity while cutting labor and material costs with FINN landscape and erosion control equipment. FINN has developed extensive equipment lines from our industry-leading HydroSeeders, Bark Blowers, and Straw Blowers to our complementary material lines of hydroseeding consumables, TRU-Mulch hydromulch and FINN filter sock. Not only has FINN extended its expertise into the development and commercialization of these diverse product lines, but it has also opened its arms to a number of additional industries, including construction, golf, mine reclamation, landfills and equipment rentals.

FINN delivers the utmost in performance and productivity. With working capacity tanks up to 3,300 gallons, FINN's complete line of HydroSeeders is designed to meet the needs of extensive erosion control job sites and demanding seeding applications. We've modified HydroSeeders to be mounted on tracks, equipped them with special axles and tires, designed special frames and even tailored a collapsible rail system to meet unusual height requirements.

FINN Bark Blowers can also be customized on tracks rather than tires for off-road applications, such as filling sediment control filter sock on site in hard-to-reach



or remote areas. Now offering our own FINN Filter Sock, we really are your one-stop shop for all things erosion control.

With a pioneering spirit as part of our culture and utilizing a large dealer network along with highly-dedicated and knowledgeable sales representatives, FINN Corp. has grown to a worldwide leader in the manufacture and sale of erosion control and landscape equipment and products.



FINN CORP.

9281 LeSaint Drive
Fairfield, OH 45014

Phone: 800-543-7166

Website: FinnCorp.com

[Facebook.com/FinnCorp](https://www.facebook.com/FinnCorp)

[Twitter.com/FinnCorporation](https://twitter.com/FinnCorporation)

The Grasshopper Co.

OUTDOOR BOOTH 7542D ■ INDOOR BOOTH 9136

Save time, money and frustration and invest in your company's success with versatile Grasshopper zero-turn equipment. Since 1969, The Grasshopper Co. has led the industry in performance, durability and comfort, a tradition of innovation that continues today.



New Products: HighLift 15B and V Series

Plan to visit the Grasshopper booths for a hands-on demonstration of many Grasshopper innovations, including the new HighLift 15B PowerVac making its debut at GIE+EXPO. The HighLift 15B raises the hopper and empties clippings and debris into an elevated space from the driver's seat at the touch of a switch

to save time and labor. Check out the expanded line of V Series mowers that integrate commercial-grade components into an economical package with unprecedented value.

One-Pass Perfection

Grasshopper mowers out-perform, out-maneuver and out-last the competition in every season, delivering carpet-like cuts and laying down one-pass-perfect stripes without the need for a bolt-on striping kit. And when the seasons change, QuikConverter implements will keep you and your crews working and adding to the bottom line when other mowers are hibernating. With a Grasshopper, one tractor can mow, trim, vacuum, aerate, spray, sweep, blow and doze—even in deep, heavy, wet snow.

Less Work After Work

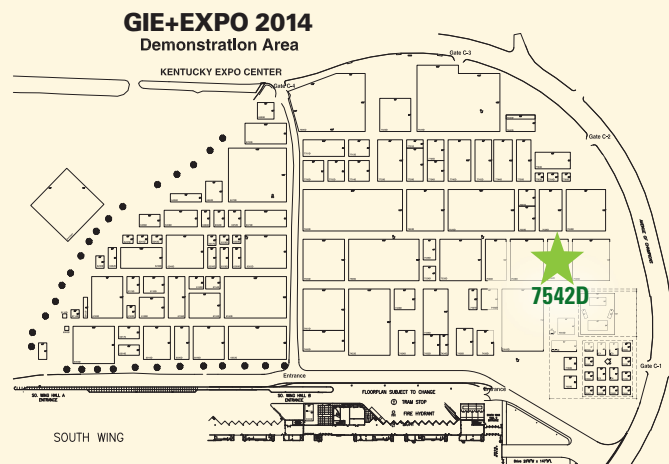
Don't let unplanned downtime for maintenance ruin your schedule and your reputation. Avoid frustrations and lost revenue with a machine that is built to last. Fabricated DuraMax decks, fully hydraulic pump-and-wheel-motor drives and rugged emissions-compliant engines are the heart of what make Grasshopper mowers the longest



IT'S SO MUCH MOWER®

lasting machines on the market. And, the patented PowerFold option for FrontMount decks makes underside maintenance a breeze.

Find out more about why Grasshopper leads the industry in grounds maintenance solutions—and experience the amazing performance, durability and versatility only a Grasshopper can deliver—at Outdoor Booth 7542D.



THE GRASSHOPPER CO.

One Grasshopper Trail
PO Box 637
Moundridge, Kan. 67107

Phone: 620-345-8621

Website: GrasshopperMower.com

[Facebook.com/GrasshopperMowr](https://www.facebook.com/GrasshopperMowr)

[Twitter.com/GrasshopperMowr](https://twitter.com/GrasshopperMowr)

[YouTube.com/user/GrasshopperMower](https://www.youtube.com/user/GrasshopperMower)

John Deere

OUTDOOR BOOTH 7834D ■ **INDOOR BOOTH 1110**

You've got places to be, lawns to mow, jobs to finish. And John Deere is right there with you every step of the way, with a full line of commercial mowing equipment and Uptime Solutions to handle all your needs.

Come experience the Power of 3 at our outdoor booth 7834D, and go from zero-turn to infinite possibilities in no time flat, with the expanded lineup of ZTrak 900 series mowers. You'll find there's a Z9 made especially for you.

You'll also stand head and shoulders above the competition with the QuikTrak 600 M Series Mowers in our demo area. They raise the bar on what to expect, incorporating exclusive stand-on technology.

Run, don't walk, to demo our full line of walk-behind mowers, including 61" models with pistol grips or twin loop controls.

You'll also find other turf-tough and field-tested commercial equipment at our outdoor booth, like John Deere backhoes and mini-excavators.

We'll be looking for you at outdoor booth 7834D.



Once you're done outside, come visit our indoor booth 1110 to learn more about how John Deere helps to keep your business up and running.

Learn how we've got you covered with genuine John Deere Parts and aftermarket alternatives. With our Parts OnSite program, Next Day Parts Guarantee and the NeverStop Loaner Guarantee, you can count on uptime, productivity and profits.

Discover the rewards of loyalty. With GreenFleet Loyalty Rewards, John Deere can help you manage your fleet, assist with your bottom line and thank



JOHN DEERE



you for your purchases. The more you buy, the more you save with GreenFleet Loyalty Rewards.

Find the financial tools to make it all add up with John Deere Financial. Flexible leasing programs, seasonal payment plans and pick-your-own payment date.

We've all got a job to do. And ours is to make sure you have the equipment and solutions you need to do your job right, the first time and every time.

Visit us at indoor booth 1110 and outdoor booth 7834D.



JOHN DEERE

2000 John Deere Run
Cary, N.C. 27513

Phone: 800-537-8233

Website: JohnDeere.com/MowPro

Kubota Products

OUTDOOR BOOTH 7401D ■ **INDOOR BOOTH 5094**

Kubota Tractor Corp. stands out in the turf industry with a complete line of compact, utility and mid-size tractors, rugged utility vehicles, consumer and commercial zero-turn mowers, pendulum spreaders and compact and utility-class construction equipment—precisely engineered to help you get more done.

Producing quality equipment involves more than engineering tools for the job. It fuses technology, efficiency, safety and comfort—making the equipment a natural extension of the operator. That has been Kubota's philosophy for



almost half a century. Today, Kubota markets a full line of turf and landscape equipment through a nationwide network of more than 1,100 authorized dealers.

Every Kubota employee and each Kubota dealer deliver on The Kubota Promise to provide exceptional quality, innovation and value every day. This promise helps Kubota continue delivering marketplace innovation year after year.

No matter what your next project holds, Kubota has the power and versatility to help you achieve your goals. Be sure to stop by both the indoor Kubota



booth (5094) and outdoor Kubota booth (7401D) during the show to discover the latest in turf innovation.

Product Lines:

- Sub-Compact & Compact Tractors*
- Utility & Mid-Size Tractors
- TLB Loader/Landscaper Tractors
- Zero-Turn and Front-Mount Mowers*
- RTV Utility Vehicles*
- Pendulum Spreaders
- SVL Compact Track Loaders
- Compact & Utility Excavators
- Wheel Loaders

Manufacturing Facilities*:

- Gainesville, Ga.
- Jefferson, Ga.



KUBOTA TRACTOR CORP.

3401 Del Amo Blvd.
Torrance, CA 90503

Phone: 888-4-Kubota

Website: Kubota.com

Facebook.com/KubotaTractor

PermaGreen

OUTDOOR BOOTH 7436D ■ INDOOR BOOTH 1030

Synergy Volt Spray Attachment

Change your ordinary spreader to a professional-grade, all-in-one, time-saving, money-making, broadcast-spraying, hand-trimming spreading/spraying machine that sprays up to 8,500 square feet per fill.

A tank full of weed spray leaves room for one bag of fertilizer in the hopper. Therefore, the overall weight of the fully loaded spreader/sprayer is about the same as a fully loaded spreader.

A Synergy Volt spreader sprayer has good:

- Weight distribution
- Balance
- Handling
- Pushability

Synergy Volt installs without drilling and comes with:

- Tank
- Hopper cover
- Rechargeable pump
- Complete plumbing system
- Front-mount broadcast nozzle
- Hand-held trimming gun

Backed by our best-in-class service:

- Over 100 years of lawn care know-how
- Huge parts inventory
- Legendary tech support

Dream Big. Expect More. PermaGreen.

Visit permagreen.com for your chance to win a 2015 Triumph!



permagreen



PERMAGREEN

5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Email: info@permagreen.com

Website: PermaGreen.com

PermaGreen

OUTDOOR BOOTH 7436D ■ INDOOR BOOTH 1030

Triumph

Ride a PermaGreen Triumph every day and make more money! A PermaGreen is simply the best and only machine you need. Available at hundreds of dealers across North America.

Patented features:

- Easy steering assist system
- Accurate synchronized spray system
- Reliable articulated steering
- Walk or ride with drop-down handles

Best-in-class features:

- Stability with low-profile design
- Smooth-riding long wheel base
- Controllability with all-wheel hand-operated brakes
- Familiar 3-hole hopper
- Gentle oscillating agitator
- Convenient remote hand-operated shifting

Best-in-class service:

- Over 100 years of lawn care know-how
- Huge parts inventory
- Legendary tech support

Dream Big. Expect More. PermaGreen.

Visit permagreen.com for your chance to win a 2015 Triumph!



permagreen



PERMAGREEN

5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Email: info@permagreen.com

Website: PermaGreen.com

Turfco Manufacturing

OUTDOOR BOOTH 6152D ■ **INDOOR BOOTH 7050**

Turfco T3000i and XT5

For more than 50 years Minneapolis, Minn., -based Turfco Manufacturing has been working to provide landscape professionals with the most innovative lawn maintenance equipment and latest technology. Years of research and development, coupled with customer feedback and rigorous testing, give Turfco equipment a reputation of quality and trust. Since the company was founded, Turfco has been listening to customers' wants and needs and using input to drive innovation and improve products.

"We pride ourselves in listening to feedback and making improvements that will help landscape contractors do their job better, faster and easier," says Scott Kinkead, Turfco's vice president. "We aim to maximize a contractor's time so they can maximize their profits."

Two of Turfco's most recent products—the T3000i spreader sprayer and TurnAer XT5—exemplify Turfco's dedication to innovation.

The T3000i spreader sprayer coupled with the optional 3-in-1 Auxiliary Tank provides maximum productivity thanks to the integration of four years of customer feedback. The versatile T3000i spreader sprayer is small enough to fit through a 36-inch gate, yet productive enough

for large commercial properties, resulting in easier route management and increased efficiency. It also allows contractors to use the same machine on residential and commercial properties.

The machine's innovative hands-free speed control system allows operators to keep one hand free at all times to run the spreader sprayer. When coupled with the 3-in-1 Auxiliary Tank, the T3000i can spray up to 124,000 square feet.

Larry Ginger of American Lawn Care in Des Moines, Iowa, says, "The T3000i is so versatile that you're able to treat everything from small residential properties to large commercial ones. In fact, one of our operators was able to treat 18 acres in seven hours."

The TurnAer XT5 is another patented Turfco product. It uses Turfco's revolutionary TurnAer technology, allowing the operator to turn and reverse while the tines are still in the ground, thus eliminating the need to stop, lift and turn at each pass. A variable speed hydrostatic drive system gives 50 percent more productivity than traditional aerators, and a new

gear ratio system increases aeration speed by 14 percent. For improved performance and control on hills, operators can adjust the

weight in the back of the aerator with the XT5's weight system.

Innovative lawn maintenance equipment isn't the only factor setting Turfco apart. Turfco has also pioneered a new customer service model in the landscape industry. Through Turfco Direct, customers can buy directly from the company online or by phone, instead of working through a dealer. Starting with an overview of all purchasing options and ending with direct delivery, Turfco ensures landscape professionals receive personalized service.

Visit turfcodirect.com or call 800-679-8201 to learn about Turfco's line of lawn equipment and try a product for a 14-day trial period.



TURFCO MANUFACTURING

1655 101st Ave. NE
Blaine, MN 55449

Phone: 800-679-8201

Fax: 763-785-0556

Email: Use contact form on website:
TurfcoDirect.com/company/contact.aspx

Website: TurfcoDirect.com

[Youtube.com/user/TurfcoDirect](https://www.youtube.com/user/TurfcoDirect)

THE ONE APPLICATOR
THAT DELIVERS

MORE

MORE PROPERTIES
PER DAY

MORE CUSTOMERS
PER WEEK

MORE MONEY
IN THE BANK



LEARN MORE TODAY

> **INDOOR: # 7040** and
> **OUTDOOR: # 6152D**

THE NEW T3000i™ SERIES enables you to put more residential and commercial properties on the same route. You'll dramatically improve route efficiency and eliminate the expense of two machines. It's easy to transport, easy to operate and easy on the operator. Advanced features include:

- **NEW** intuitive, hands-free speed control giving you unprecedented control and productivity
- **NEW** 3-in-1 15-gallon Auxiliary Tank can save you up to 10-15 minutes *per lawn*
- **NOW** with 45 percent more hopper capacity, enabling you to cover more ground per fill

It's time to expect more from your spreader/sprayer. *Lots more.*



Call 800-679-8201 for more information or visit WWW.TURFCO.COM to see the T3000i in action.



CUTTING EDGE. COMMERCIAL GRADE.



New Kubota Z700 Series: We Mean Business

Kubota's new Z700 Series commercial zero-turn mower raises the bar for quality, durability, precision and all-around productivity. No other commercial mower in its class comes close. Available with 48, 54 or 60-inch decks and a wide variety of attachments and accessories. Ready to cut with the best? Give your business the Kubota Z700 edge. ***Demo one today at your local Kubota dealer.***



Kubota
www.kubota.com

