

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.

IRRIGATION TOOLS & TECH › HOA DESIGN ADVICE
SYNTHETIC TURF MAINTENANCE

Landscape Management

WATER-SAVING *strategies*

How five firms
achieve cuts to
clients' water
use and bills.



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



CONTENTS»

JULY 2014
VOL. 53, ISSUE 7

DEPARTMENTS

6 News & Views

Liberty Island restoration

10 Weed Watch

Common cocklebur;
hairy nightshade

19 Market Watch

LAWN CARE Grasshopper Lawns
meets 50-year mark

MAINTENANCE HighGrove Partners
get leads with trends report

IRRIGATION Advocating for Smart
Irrigation Month

DESIGN/BUILD Tips for tapping into
outdoor kitchen installations

12



COLUMNS

4 Editor's Note

BY MARISA PALMIERI

8 Best Practices

BY BRUCE WILSON

9 The Benchmark

BY FRANK ROSS

52 Profiting from Design

BY JODY SHILAN

IN EVERY ISSUE

59 Classifieds, Resources



ON THE COVER
Photo ©istock.com/
Beamish

FEATURES

12 Water-saving strategies

See how five firms achieve cuts to
clients' water use and bills, and learn
how to employ the tactics to get your
company to do the same.

BY SARAH PFLEDDERER

SPECIAL SUPPLEMENT

Begins after page 24.

S1 PLANET Community Stewardship Awards

How the six winning
companies embrace stewardship
through selfless service.



54 Add-on Biz

A California company finds a
solid revenue driver in synthetic
sports field maintenance.

BY CASEY PAYTON

56 LM Reports

Irrigation components

60 1-Minute Mentor

John Kavanaugh, Kavanaugh
Landscaping & Irrigation

BY SARAH PFLEDDERER

**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.

ONLINE NOW

» LANDSCAPEMANAGEMENT.NET

Facebook Feature QUESTION OF THE WEEK

What's your mowing crew size and why does it work for best for you?



» **Matt Thompson:** We run two- and three-man mow crews. I find the three-man mow crew to be most efficient. Usually the mowers are done at the same time the third guy is finishing trimming or blowing.

» **Dana Shook:** We have six crews with three on each. GPS with iPads via ExaktTime.

» **Jeff Grizzle:** Two three-man crews. Each crew is good enough to do around 300 lawns each per week.

» **Mike Consorte:** We run a four-man crew three days a week. We can do 35-40 (properties) a day throughout a 22-mile route (with) two guys mowing, two guys trimming, and all four typically help blow them off.

SEEN ON TWITTER

Follow us » @LandscapeMgmt

@Willie_Vogt: RT .@Bayer4CropsUS, @BayerBeeCare got busy during #PollinatorWeek, rolling out new #honeybee health initiatives. buff.ly/1uYqUoD

@EngledowGroup: Great article in @LandscapeMgmt magazine about Engledow and #marketing. buff.ly/1yKAKsG #Landscaping #Indy

@Mike_Caprio: RT @LandscapeMgmt: The average salesperson spends less than 23 percent of their time actually seeking new business, @MarcWayshak says. #SIMA

@ShaunKanary: #GoogleAnalytics can help you paint a picture of your consumer. Learn how in this @LandscapeMgmt article: buff.ly/1yKANeo

WEB EXTRAS Visit LandscapeManagement.net » Click on Web Extras

- » Download a copy of Kurt Thompson's client-targeted packet on "The Complete Irrigation System" (from page 14).
- » Learn about Blue Watchdog's spin-off business and water conservation software company, Blue Pandas (from page 16).
- » Get the rundown on what Frank Ross says are the most popular benchmarking reports (from page 9).
- » Read a copy of Grasshopper Lawns' training program guide for summer service calls (from page 20).

Your Fortune Awaits!



MistAway Dealers attain enlightenment ...
... and a recurring revenue stream.
Lucky Numbers: 1-866-485-7255

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





STOP ZOMBIE WEEDS

Prevent the return of Nutsedge, Ground Ivy, Wild Violet, Green Kyllinga and other ZOMBIE WEEDS with FMC Herbicides

Reduce populations of perennial ZOMBIE WEEDS that return from the dead year after year with these powerful herbicides featuring an optimized amount of FMC sulfentrazone.



By impacting the underground reproductive structures of ZOMBIE WEEDS, FMC herbicides with sulfentrazone reduce perennial weeds both this year and next season, saving you time and money. **To find out which solution is best for your turf, talk to your FMC Market Specialist or local distributor today.**



FMC Turf



@FMCturf



FMC Turf

fmcprosolutions.com





EDITOR'S NOTE

MARISA PALMIERI EDITOR

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

Generosity abounds

It's 6 a.m. on Friday, June 20. I pour a cup of coffee and sit down at my kitchen counter to check my email on my smartphone like I do on all workdays. It's probably a bad habit, I realize, but I like to clear out the clutter so it's not waiting for me when I arrive at the office a few hours later.

Like every weekday, the first thing I read is a quote-of-the-day email that arrives even earlier in the morning. You probably receive one of these, too, or perhaps yours is a daily word, fun fact or something else that's inspiring or enlightening to you.

When I first began receiving these messages, I thought I'd unsubscribe soon enough. Who needs another email? But over time I've come to expect and enjoy seeing them in my inbox, and I often reflect on the quote throughout the day.

On this day it reads:

Friday, June 20, 2014 3:44 a.m.

"The only source of abundance is generosity."—A Tibetan Buddhist Monk

I decide I like this quote but don't need this reminder because generosity—and, in turn, abundance—is all around me in the landscape industry.

It's less than two weeks since I joined a group of volunteers to plant trees and treat the turf at Liberty Island's 9/11 Memorial Grove. (See page 6 for details.) I'm about a month away from witnessing the Professional Landcare Network's (PLANET's) annual beautification project at Arlington National Cemetery, where more than 400 volunteers from across the country join together to donate

landscape services. And I'm in the midst of editing the profiles honoring the winners of this year's PLANET Community Stewardship Awards (see supplement starting after page 24). It sounds cliché, but it's truly inspiring to see so many people doing good works for one another.

During the Liberty Island project, I talked with Alan White, president of Turf Systems in Burlington, Ontario. As a Project EverGreen board member and an active member of Landscape Ontario and the Canadian Nursery Landscape Association, he explained how it's difficult to get people in the landscape industry to make monetary donations to nonprofits, associations and the like.

Write a check? That's a tough one for many contractors. But ask them to contribute with their manpower, equipment and expertise, and you've got an army. It's an industry of doers—people who show up to support their communities in many ways, from constructing Habitat for Humanity homes to sponsoring Little League teams or mowing lawns for deployed troops' families.

So many of these anecdotes go unreported, often by design. But we'd like to bring more of them to light—to tell the stories of inspiring projects that will move others to give back in their own ways.

So, please, share your company's community service stories with us, so we can share news of the abundance all around us and spur even more Green Industry generosity. Email me at mpalmieri@northcoastmedia.net.

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

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 B.S. (walking or otherwise)!

Just as importantly, you'll trust your people to drive the 2014 Triumph with its improved ExtraEasy power steering, low center of gravity, and numerous intuitive features, all covered by our extended 15-month warranty (including engine and transaxle corrosion coverage) and 60-day 100% buyback guarantee!

I love talking about money with you, and the money making experts at PermaGreen can get us together a lot more often! Call today, because one test drive is worth a thousand words.

R. Franklin



visit us online for a chance to win your own triumph

permagreen

800.346.2001 permagreen.com

© 2013 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.



Project EverGreen volunteers green up Liberty Island

BY MARISA PALMIERI

The Statue of Liberty is famously green, with her oxidized copper patina. But one part of Liberty Island, where the monument sits, was in need of a green up, due to damage caused by Hurricane Sandy in October 2012.

On June 10 more than 30 volunteers coordinated by Project EverGreen, a national nonprofit organization that revitalizes green spaces, partook in a service project to restore Liberty Island's 9/11 Memorial Grove. The renovation was more than a year in the making with 20-plus companies and organizations involved.

The project is valued at more than \$35,000 in in-kind product and service donations.

The day included replanting about 12 new London plane trees, mulching around trees and treating the soil at the 9/11 Grove with gypsum. In March, a volunteer group also removed dead and dying trees damaged by the storm, which threw about



Clockwise from top: A group shot before getting dirty. LM Publisher Bill Roddy completes his tree planting and mulch job. Focal Point Communications' Joe Shooner and LM Editor Marisa Palmieri dig in. **Below:** Marco Goncalves of Clean Cut Lawns & Landscapes, Ossining, N.Y., applies gypsum to the area.



5 feet of saltwater onto the grove site. Other advanced work included a tree care survey and soil remediation management plan donated by Paul Cowie & Associates, Lake Hiawatha, N.J.

Landscape contractor Brian Tauscher of Artisan Gardens in Ridgewood, N.J., served as the captain for the June 10 activities, guiding the volunteers in proper tree planting techniques. He brought his wife, Linda; sons Bradley, 13, and Taylor, 9; and a crew of three foremen, who also did site prep work on June 9.

Tauscher, who heard about the project from Paul Cowie, said it was a privilege to help on the historic site and it was an important lesson for his sons to participate in a service project.

Scott Frith, CEO of Holmdel, N.J.-based Lawn Doctor, agreed. Members of his team helped with soil applications on both Liberty and Ellis Islands and will return in the fall to seed the area.

"When you're part of an industry, it's part of your responsibility to give back like this," he said of his company's involvement in this project and in Project EverGreen's GreenCare for Troops program.





**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®



BEST PRACTICES

BRUCE WILSON

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

Improve maintenance margins

There's hardly a contractor who's not concerned with pricing challenges and the negative impact they have on gross margins.

The competitive environment has put enormous pressure on service companies to find savings wherever possible. As a result, many maintenance companies take the easy way out. They cut hours and force crews to do more work in less time. This is one possibility, but only if done in a thoughtful way.

A better solution is a multipronged approach that could actually improve performance and quality while finding savings at the same time.

▶ If you have job costs, look at the largest jobs performing at the lowest gross margins. See if you can reconstruct the crew to yield a lower average hourly wage. You might be able to replace some of the crew with lower paid people and lower the average hourly wage.

▶ On these same larger jobs, observe the crews at work. Are they using the right equipment and are they performing the work tasks as were bid? Look for ways to make them more efficient. Are they using small mowers to mow areas that could be mowed with larger mowers? This consumes unnecessary labor. Are they over detailing with a string trimmer? This, too, is a time waster.

▶ Eliminating the over-servicing of properties can save significant costs. For example, mowing is a very repetitive operation. In most markets, mowing is a weekly service that may be as much as 80 percent of the hours spent on a site. There will be weeks when, due to dry conditions, you could skip mowing in whole or in part. You may not have to trim soft edges due to little or no growth. Omitting tasks when they're not necessary can deliver big savings. Your supervisors should be on the lookout for these opportunities and should make sure the crews know to take advantage of them for labor-saving solutions.

▶ Inspection is important to maintain a high-performing crew. Look at your work crews and

your routes. Can you redistribute labor to improve their performance levels? Can you reconfigure to boost route gross margin by replacing a high-paid crew member with a lower-paid crew member? Can you combine small routes (with a small two-man crew) to make a larger crew with one crew leader and three lower-paid crew members, thereby lowering the average hourly wage? These types of changes are tough choices to make because they have human costs, which could translate to possible layoffs. But sometimes you must make these difficult decisions. Over time, crew members with no demonstrated potential to become crew leaders continue to get cost-of-living increases and become overpaid. Staff members who aren't on the path to advancement often can be replaced by lower-paid employees.

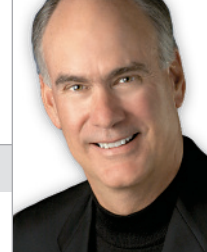
▶ Material use is another place for saving. Look for opportunities to make spot treatments of herbicides and pesticides rather than using blanket applications.

▶ Using plant growth regulators can reduce the pruning required on fast-growing plants or plants that are difficult to prune efficiently due to access issues.

▶ Be sure your crews are up to date on their training. The latest tools can translate to big savings. But the efficiencies your crews might get from using products and equipment will be lost if they're not kept current on how to use them.

▶ Having a well-trained team of supervisors also can play a key role in lowering costs. Make sure your supervisors know the impact they have on managing costs, and know what to look for. Often supervisors become firefighters and end up doing the crew leaders' work.

Cutting hours overall can compromise quality. If crews are told to do a job in eight hours rather than 10, they often shortchange important tasks or skip steps. If you make smart decisions to save on labor, you can usually make significant cuts without sacrificing the quality of your work.



Information and accountability

My partners and I gather the financial data from many of our clients nationwide, dump the information into a big cauldron, stir it around and run some interesting benchmarks to provide you a report card about the successes of 2013.

This year we isolated the predominately landscape maintenance firms—30 of them—totaling \$251,481,724 in annual volume for fiscal 2013. The range in volumes was \$3.9 million to \$28.5 million. We eliminated from the survey those firms both below and above this range to enhance the statistical sampling.

A few things will strike you about the chart below. First, our sample had revenue growth of 11.1 percent from 2012 to 2013, but more to the point, net profits increased nearly 24 percent from 6.53 percent to revenue to 8.09 percent. Now, that's impressive!

The 50,000-foot view of what's going on with the above performance is 1). volume grew by 11.1 percent as we discussed earlier—that's nice, but 2). gross margin increased as well from 51.47 percent to 52.26 percent. Now, while that's only about a 1.5 percent increase in margin percentage, it's a 12.8 percent increase in margin dollars, which is very impressive. The looming question is *how come?*

This was an achievement not driven by price increases or efficiencies (remember, we know these companies intimately). Rather, it was driven by eliminating the losers in the portfolio. Know this: Volume is not a sacred cow. Every job in your portfolio must be graded against a predetermined benchmark, be it margin generation or revenue per hour. I personally prefer the latter, but whatever you choose, grade each job's performance and eliminate the losers. This may surprise you, but our experience when looking at a new client's portfolio for the first time shows on average more than 25 percent of his jobs are losers—losers! We look at that as an opportunity, and you should, too.

Back to the numbers. Overhead as a percentage of revenue declined in value (44.91 percent vs. 44.17 percent), but in dollars it actually grew 9.2 percent.

This is a good trend. Any time overhead growth in percentage is less than the percentage of revenue growth, good things will likely happen. And, if your margin percentage is increasing against overhead's percentage decreasing, it's guaranteed that good things will happen. Evidence the bottom line. Net profits grew 23.9 percent in percentage to revenues, but a whopping 37.6 percent in dollars.

A day doesn't pass that we're not asked what higher profit companies do to stimulate their bottom line. What makes them different than me? Two words: *information and accountability.*

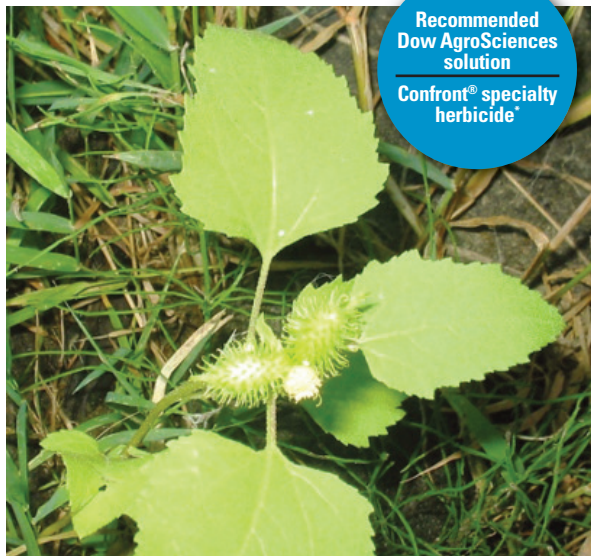
All the predominantly maintenance firms in our survey have very detailed information systems. Information systems that cycle daily, weekly and monthly. Information that's embraced by all levels of management because it provides the scorecard of how each of them is performing.

A few popular benchmarking reports are (for a full list, visit the Web Extras section of Landscape-Management.net): daily labor efficiencies by route; billable hours vs. total hours paid; job cost information comparing estimated versus actual costs versus estimated costs to complete the job; and a rolling budget monitored and scrubbed monthly to recognize current events and changes in course for the year.

Ask yourself: If you had this kind of information at your fingertips, could you hold your people accountable for achieving goals you all agree should be accomplished? Would your people embrace their goals, strive to surpass them and in the process become much better at what they do? Lastly, does it scare you that you have to compete with companies who are this good at what they do?

Income Statement Comparison – 2012 vs. 2013

	2012		2013	
Total Revenue	\$226,355,532	100.00%	\$251,481,724	100.00%
Gross Margin	\$116,505,194	51.47%	\$131,424,348	52.26%
Overhead	\$101,724,178	44.91%	\$111,079,479	44.17%
Net Profits	\$14,781,016	6.53%	\$20,344,869	8.09%



COMMON COCKLEBUR

Xanthium strumarium

IDENTIFICATION TIPS

➤ This branched, summer annual often is found along roadsides in cultivated fields and in vacant lots. It's especially prevalent in Southern states.

➤ The first pair of leaves is opposite; subsequent leaves alternate. Leaf surfaces are rough with short, stiff hairs. In mature plants, its stems are brown to purple with dark spots.

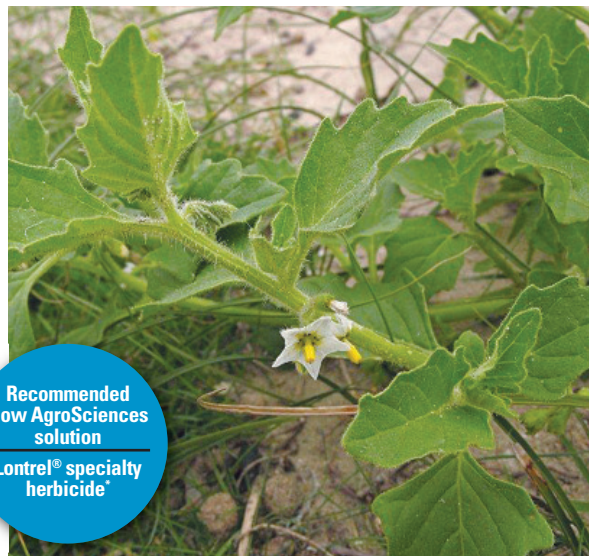
➤ It grows distinctive prickly burs in late summer and fall. The burs

are covered with hooked prickles, which help facilitate dispersal. Seeds germinate from early spring through summer.

CONTROL TIPS

➤ Early-season control is important, because cocklebur grows rapidly.

➤ Apply a postemergent herbicide containing triclopyr and clopyralid when the cocklebur is shorter than 8 in. Use higher rates when applications are made in late summer to mature weeds and during periods of drought stress.



HAIRY NIGHTSHADE

Solanum physalifolium Rusby

IDENTIFICATION TIPS

➤ Seed leaves of this summer annual are narrow and egg-shaped.

➤ The first true leaves have wavy edges and prominent veins. Mature leaves are increasingly larger and dark green to purple.

➤ Leaves have visible short hairs, especially along the underside of the main vein, distinguishing it from black nightshade (*S. nigrum*), which is covered in inconspicuous minute hairs.

➤ Two to eight star-shaped, white flowers grow in

clusters, typically May through October.

CONTROL TIPS

➤ Control hairy nightshade postemergent before it sets seed to minimize future infestations.

➤ Because hairy nightshade is an annual plant, use an integrated management program to prevent seed production and deplete the soil seed bank.

➤ Apply a postemergent herbicide containing clopyralid when hairy nightshade is actively growing.

*Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. Confront is not for sale or use in Nassau and Suffolk counties, New York. State restrictions on the sale and use of Confront and Lontrel 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.



WATER-SAVING *strategies*

The U.S. uses more gallons of water outdoors per day than there are people on the planet.

The ratio: 9 billion gallons to 7 billion people.

More startling than that is 50 percent of that outdoor water is wasted due to overwatering, according to the Environmental Protection Agency's (EPA's) WaterSense program.

It's landscape and irrigation professionals like Kurt Thompson who are at the forefront of the water-saving brawl. The irrigation director for Massey Services sums up the industry's role as this:

"You can think of landscape management as a three-legged stool," he says. "It requires that the water is managed along with the soil fertility and the plant health. The 'landscape' stool's not very solid without paying attention to the irrigation."

In recognition of Smart Irrigation Month, we spotlight how five companies focus on water savings and, in turn, leave their clients sitting pretty from the money savings.

How five firms achieve cuts to clients' water use and bills.

BY **SARAH PFLEDDERER**

1 A new angle to education

Water often sinks into Seattle's clay soils faster than City Rain customers soak up an understanding of how to operate their smart controllers.

Educating clients after an installation is the biggest challenge in water saving, says Nick Millward, installation manager for the \$450,000 company that concentrates on residential irrigation.

"We use products that use water the most efficient way, but none of that is worth a darn if the customer isn't educated on how to properly use it," Millward says. "You can have a speech to go through with them, but it's really hard for it to sink in and people to remember."

Which is why two years ago he took a different approach to educating the clientele via an online persona and blog on the company website: the "Crusty Sprinkler Guy."

Millward uses the blog as a communication channel to answer customers' frequently asked questions and, lightheartedly, addresses his own concerns about how they manage their irrigation systems. For instance, Millward

once began a post with: "Admit it. You are clueless as to how long you should water and when. There is no shame in that."

"The best way to go about the education is express it in a humorous way to get their attention and get them thinking," he says.

Millward mainly posts when business is slow and regularly writes on the topics of how to avoid programming errors and when to begin watering.

"People in Seattle think they need to start watering too early," Millward says. "They don't realize we can go without watering until June, possibly."

Communicating with customers via the written word gives Millward the opportunity to more clearly explain the reasoning behind his instructions, like how watering differs per soil and terrain and evapotranspiration plays a role in that.

Imparting that wisdom on the clients, he says, allows them to draw a connection to how saving on water saves on money—an expensive concern in Seattle to begin with. The city has a tiered water billing system, meaning it charges citizens more for the more water they consume.

"It comes down to their wallet," Millward says. "It's the bigger motive. They want to conserve water, but ultimately it comes down to how much they're paying for it."

» WEB EXTRA

Visit the Crusty Sprinkler Guy blog at buff.ly/1insTgB.



Top left: The City Rain crew comprises (from left) Daniel Grevers, service technician; Andrew Fuller, installation crewman; Craig Penner, owner; Andrew Zeller, service technician; Miguel Blanco, installation crewman; and Nick Millward, installation manager. Top right: The 35-year-old company serves the greater Seattle area. Right: City Rain provides irrigation installation and maintenance services.



2 Reducing water waste

Kurt Thompson doesn't waste his breath on the word "conservation." The irrigation director for Massey Services instead puts reducing water waste at the cornerstone of the Orlando-headquartered company's water-saving efforts.

It's a different approach than conservation, Thompson says, because the company doesn't focus on conserving or scaling back on water at all.

It uses water as efficiently as possible.

This means placing water where the plants need it—"in the soil where the roots are."

A large part of that is being observant of water runoff, such as sprinklers throwing water into a driveway.

"We focus on installing and maintaining irrigation systems that efficiently place water where it benefits the plants: the root zone," Thompson says. "Reducing water waste is really what we're doing."

Relatively new to the irrigation arena, Massey added an irrigation division in 2008. The service now accounts for about 4 percent of the company's annual revenue—which is \$165 million, including its termite and pest control divisions. Almost half of its branch offices, about 40, are active in irrigation.

Thompson joined the firm last year, following his departure from K. Thompson & Associates. In addition to his emphasis on reducing water waste, he also stresses efficiency via best practices (see Web Extra).

That includes timing irrigation controllers to water at the correct frequency and duration for specific landscapes and zones and knowing what components work best in certain areas. For example, placing a rotor instead of a sprayhead in an area that absorbs water

Sean Clifford, sales manager for Massey Services, adjusts a sprinkler head.



slowly because of its lower precipitation rate. "It's very much about customizing the system to meet the conditions of the site," Thompson says.

Those collective efforts, along with the actions of Massey's other divisions, do culminate into some form of conservation, Thompson acknowledges. He estimates the company reduces 20 percent to 40 percent of clients' water use. But, more importantly, Massey's approach provides a healthier landscape, he says.

» WEB EXTRA

Visit LandscapeManagement.net/downloads for Thompson's client-targeted packet, "The Complete Irrigation System," which includes his 7.5 elements every irrigation system should have.

3 Going beyond irrigation

The mission at Blue Watchdog Conservation is straightforward: "Save on water, not 'do irrigation,'" Patrick Crais says.

"It's a different approach," adds the CEO of the San Diego-based firm. "We no longer go out and fix a sprinkler."

Though it did begin as a pure irrigation company in 2009, Blue Watchdog has evolved into, as Crais tags it, a "water management company," serving 75 percent water agency customers and 25 percent large estates.

Staffed by Crais, Water Manager Gabriel Michael and a canine mascot, Wallace, Blue Watchdog monitors water consumption for those clients,

continued on page 16

Patrick Crais founded Blue Watchdog in 2009. Inset: The company's mascot, Wallace.



NEW from
Quali-Pro®...



Strobe™ 50WG

Broad Spectrum Fungicide

The first post-patent azoxystrobin is a new, wettable granule from Quali-Pro® that prevents or cures over 30 ornamental diseases and over 27 turf diseases. Strobe 50WG is systemically absorbed by treated plants to prevent and control fungal diseases. Strobe 50WG is conveniently packaged in one and six pound tip-and-measure bottles. Strobe 50WG may be used to control certain diseases of container, bench, flat, plug, bed and field-grown ornamentals in greenhouses, shade houses, outdoor nurseries, retail nurseries, and other landscape areas.

QUALI-PRO®

Innovation you can apply.

For more information on our wide selection of turf and ornamental products, visit quali-pro.com or call 800-242-5562

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

f FMC Turf b @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.

WATER-SAVING STRATEGIES

continued from page 14

evaluating their water outputs and creating a water management plan to reduce their water use.

Essentially, the company offers consultations or audits, although it veers from using the latter term because it “scares people.”

“We’re evaluating to help,” Michael says. “We’re not the Internal Revenue Service (IRS).”

An initial evaluation begins with a look at the efficiency of the current sprinkler system, controller and mainline to determine what’s working properly and what needs upgraded. Blue Watchdog will conduct the necessary upgrades at that time.

The company then references historical data from the water district to pin down a landscape’s usual water consumption. Using that information, it determines how much water the site actually requires, depending on property size, and it presents a budget to clients.

It installs submeters, too, to see standalone readings for outdoor water use from that point on. Plus, it’s a solid tool for leak detection, Michael says.

“It’s not a typical thing an irrigation company or a landscape maintenance company would do,” Michael says. “It’s

a way to totalize your water use and compare it to a budget whenever you want.”

There are times when customers only use Blue Watchdog for a consultation, taking their evaluation to their regular irrigation contractor to make the recommended fixes.

Others enlist Blue Watchdog on an annual basis. For those accounts, the company does six site inspections per year, during which time it conducts repairs. Any repairs needed between those are outsourced to other providers.

Blue Watchdog also visits job sites bimonthly to take meter readings for comparison purposes and check for mainline leaks or high water use. It channels those findings to clients to inform them about whether they’re on track to hit their water-saving goals—which Crais says often don’t disappoint.

On average, Blue Watchdog clients have 33 percent water savings compared to historical annual averages. Plus, the company saves an average of 552,992 gallons of water per acre of landscape every year.

» WEB EXTRA

Visit the Web Extras section at LandscapeManagement.net to learn about Blue Watchdog’s spin-off business: Blue Pandas, a water conservation software company Crais founded in 2012.

The pressure-regulation resolution 4

While some irrigation professionals are hard-pressed to name their silver bullet for water savings, Brad Petschek puts his stamp of approval on pressure-regulating valves (PRVs).

The owner of Alpenglow Sprinkler & Landscaping, located in Fort Collins, Colo., has used pressure-regulating devices since the early 1990s or, as he says, “way before they were fashionable.”

“Back in the day we used to put in PRS heads,



(From left) Crewmen Jonathan Hill, Kristofer Huber and Owner Brad Petschek set out on a service call for Alpenglow Sprinkler.

PHOTO: DANIEL SLACK

pressure-regulating pop-ups that had the built-in pressure regulator in the stem,” Petschek says. “We were giving them away for free in our installations wherever the pressures were about 50 psi.”

Founded 29 years ago by Petschek and his wife, Alpenglow cut out its landscape maintenance division about 10 years ago to solely focus on residential irrigation. Though it does occasional installations, its “forte” is irrigation service, Petschek says. The firm is on track to hit \$250,000 in annual revenue this year.

Even as Alpenglow remains mindful of other water-saving issues in irrigation systems such as appropriate spacing of heads, adequate pipe sizing and back-flow prevention, Petschek says pressure regulation is the most overlooked issue in his service area.

He estimates the company decreases clients’ water use by 25 percent to 35 percent once it applies PRVs to their systems, and that’s before tweaking



The Alpenglow team uses rotary nozzles (above) and conducts an irrigation system installation (right).



sprinkler run times. The other benefit to PRVs, he says, is they increase the longevity of sprinkler parts because they’re not exposed to pressure extremes.

Alpenglow’s PRV approach is fitting in Fort Collins, too, Petschek says, given the city has stiff water pressure standards in place and rewards citizens who invest in water saving.

According to Fort Collins’ Water Conservation Plan, published in 2009, all pop-up sprinkler bodies equipped with spray nozzles must operate at no less than 20 psi and no more than 30 psi.

Additionally, all irrigation systems must be evaluated by an Irrigation Association (IA)-certified landscape irrigation auditor, which is offered for free by the city.

Via the city rebate program, citizens may receive \$20 to \$100 rebates, depending on the water-saving features installed. “Pressure-reducing heads” are rebate worthy. Alpenglow has done its best to back the program, Petschek says.

“We believe heavily in that,” he says. “We make sure when our clients qualify, they get a rebate form with their bill so they fill it out.”

Reduce Watering by up to 50% or more!

UNTREATED

Hydretain®

Are You Taking Advantage?

- **New Revenue Stream For You**
- **Reduced Water Bill For Them**
- **Greener Healthier Landscapes**

Become a Hydretain Pro Partner:

- Professional Applicator Website Listing
- Free Introductory Hydretain Sales Kit
- Ongoing Product Technical Support
- Customizable Marketing Materials

With Hydretain, you will help your customers save water, reduce costs and avoid greenery loss due to drought stress and watering restrictions. Beyond product, the program brings the proven Hydretain technology in line with agronomic expertise, sales and marketing support, as well as 20 years of practical application experience worldwide.



hydretainadvantage.com



5 Reinforcing the ROI

The art of persuasion is key to Conserve LandCare's water-saving footprint. It's specifically persuading clients about the monetary and environmental

payoff that comes from investing in and upgrading irrigation systems.

"It's hard to get them to let go of those dollars to make the necessary changes in their irrigation that will then allow them to save down the road," says

Randy Mitchell, senior account manager for the Thousand Palms, Calif.-based firm. "The return on investment (ROI)

in the water savings could be three, four or fivefold."

To that end, Conserve, which is 35 percent irrigation and does \$5 million in annual revenue, has gotten creative over the years with emboldening its mainly commercial clientele to invest in their systems.

Two years ago, for example, it financed the installation and cost of a smart controller for a customer who was wary that the more expensive device would provide greater savings than their antiquated one.

The customer agreed to pay back

Conserve LandCare focuses on saving money for clients with controller upgrades (above) and analyses, such as irrigation audits (right).



Conserve over a three-year period based on its ability, due to its water savings.

"It put the ownership off of them and put it on us," Mitchell says. "We had to show them it works...and it's a neat way to get a new piece of technology to a client who maybe wouldn't be able to afford to do so."

The outcome: The client paid the bill within a year due to its 25 percent water savings.

While that was the first and only time Conserve took the financing plan approach, Mitchell says the company is willing and hopes to do it again for another customer.

Also in Conserve's corner is the rebate program offered by the Coachella Valley Water District for some services the firm already offers, including a turf conversion to a "desertscape."

The district rebates \$1 per square foot of converted turf. Conserve provides customers with a water-savings calculation prior to their conversion so they're aware of that ROI, too. It's typically around 60 percent, Mitchell says.

The company also held an open house in September where it invited current customers and prospects to its facility to learn about its service offerings. Mitchell manned the water conservation station along with a representative from manufacturer Weathermatic, who assisted him with demonstrating how one of the smart irrigation controllers works, including how Mitchell operates them from his computer.

Thereafter, Conserve saw a boost in interest of smart controller installations. The reason for that, Mitchell says, is the company again convinced customers to consider the ROI. **LM**

PHOTOS: CONSERVE LANDCARE

THE WAY WATER WAS INTENDED:

CLEAN, HEALTHY, SUSTAINABLE.



Achieve a balanced aquatic ecosystem with water movement and proper aeration. Air-O-Lator has been the leader in water management for over 40 years. We manufacture eco-friendly, high performance products that provide high oxygen transfer rates as well as moving large volumes of water -- keeping ponds and lakes clean, healthy and algae free.

www.airolator.com
800-821-3177



LAWN CARE

MAINTENANCE

IRRIGATION

DESIGN/BUILD

PG 20

PG 24

PG 43

PG 48

MARKETWATCH

SERVICE SEGMENT SNAPSHOTS

How one contractor markets to commercial prospects with an industry trend report.

PAGE 24





In it for the long haul

A Pennsylvania lawn care company celebrates 50 years of service.

By EMILY SCHAPPACHER

For 36 years, Grasshopper Lawns operated out of what Michael Kravitsky IV refers to as “the dungeon.” The basement of his grandparents’ home, which was prone to flooding, was so cramped that Kravitsky’s father’s and brother’s backs actually touched while they worked at their desks. Kravitsky had to wedge in sideways just to get to his chair. But despite the close, damp quarters, the company thrived and grew large enough to need—and afford—the 20,000-square-foot facility the family-owned business currently resides in.

“We have a nice facility now,” says Kravitsky, co-owner of Grasshopper Lawns with his brother, Shawn. “We feel like we made it.”

A nice facility isn’t the only proof Grasshopper Lawns has made it. The Larksville, Pa.-based firm celebrates 50 years of business this year. Started by Kravitsky’s father, Michael Kravitsky III, as two Lawn-A-Mat franchises in 1964, Grasshopper Lawns has gone through its share of changes over the years. Kravitsky’s father passed away; the company has learned to embrace, rather than resist, new technology; and employees have come

and gone. But one thing has remained the same: the Kravitsky family takes its business seriously and will continue to do so for the next 50 years.

“We kids grew up in this business—this has always been in our blood,” says Kravitsky, who has been with the company for 34 years. “Not that we’re not grateful for the congratulations about 50 years but, to us, it’s, ‘What’s the big deal? Isn’t this supposed to happen?’ This is our lives and this is what we do.”

Grasshopper Lawns operated as two Lawn-A-Mat franchises until the mid-1980s, when Lawn-A-Mat ran into financial trouble. The Kravitskys then changed the company’s name to Grasshopper Lawns and became a privately-owned family business. Today, the company offers an array of lawn care services to a 95-percent residential clientele in nearly 70 counties throughout Pennsylvania. While tree and shrub and holiday decor services now comprise about 7 percent of the company’s total business, Grasshopper Lawns has worked hard to earn the reputation of the area’s “go-to guys” for lawn care, Kravitsky says, and he doesn’t see the company veering far from that niche any time soon.

“Not to say we will never expand to other things, but it’s a situation where we talk about expanding into other lines of service, but we come back and say, ‘We do one thing, and we do it well,’” he says.

continued on page 22

The Ticker:

LAWN CARE

Marathon Data Systems and the **Florida Pest Management Association (FPMA)** combined their Marathon PestPac User Conference and FPMA Pest & Lawn Care Expo, respectively, to host a merged event January 19-23 in Kissimmee, Fla.

BASF highlighted some of its investments in the North American market at its Ag Media Summit June 11. Among the manufacturer’s turf and ornamental (T&O) developments include its Sultan miticide for landscape use and an expansion of its in-field staff by 150 experts.

Profile Products and **American Excelsior** entered into an international sales and marketing partnership, whereby Profile receives American Excelsior-manufactured erosion and turf products and American Excelsior has access to Profile’s international dealer network.

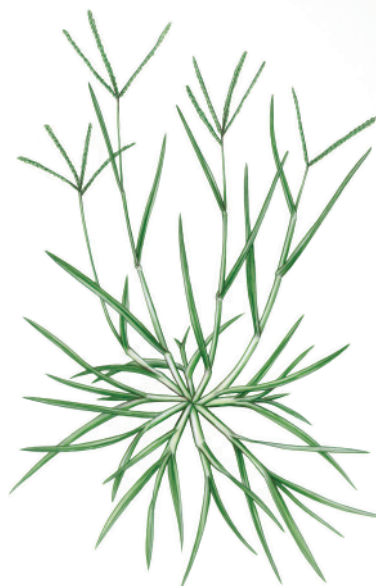
Specticle is now available on fertilizer.
Visit BackedbyBayer.com/Specticle



*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](https://twitter.com/BayerLawn)

Specticle G is now available as a spreadable granule.

continued from page 20

One way Grasshopper Lawns works to maintain this reputation is by employing a trained and knowledgeable staff and encouraging it to constantly improve. The company mandates biweekly training for everyone, including technicians and office personnel. Each lesson is prepared in advance by a staff member who leads a 30-minute presentation on a topic pertinent to the time of year, complete with any handouts, charts and computer demonstrations. After the presentation, there's time for questions and discussion about the topic at hand or anything else that may be on employees' minds.

KEEPING UP WITH THE TIMES

Technology also has played an important role in the company's growth. Grasshopper Lawns has come a long way from the

paper maps and oversized index cards with handwritten notes the Kravitskys used to use to plan their daily routes. The company purchased its first computer in 1984 to replace its old-fashioned method, much to the dismay of Kravitsky's father who preferred "looking at the physical cards and seeing the customers on the wall." Today, Grasshopper Lawns uses Real Green Systems software and each technician receives his daily route information on a tablet.

"Technology has been huge in making sure everyone is on their numbers and keeping up, and it has helped us check for developing problems," Kravitsky says. "You have to change to keep up with the times."

Kravitsky also is a big believer in the benefits of having detailed systems in



Michael Kravitsky IV

place and says his employees are trained to know how to respond in nearly any situation, from "this is how you treat that lawn" to "this is how or when you call that customer." It doesn't hurt that many of Grasshopper Lawns' 20-plus employees have been with the company for 10 years or more—three of them recently celebrated 25-year anniversaries at the firm, proving the longevity at Grasshopper Lawns has been a win-win on both sides of the table.

"I define success by the confidence we have in our employees," Kravitsky says. "When you can walk away and not worry, that's when you know you have a good company and good employees."

But finding these long-term, quality employees is still one of the biggest challenges Grasshopper Lawns faces. The company is currently in a state of growth but is held back by the lack of qualified candidates to fill key positions. It's working with a human resources firm that recruits individuals with the right skill sets and conducts initial screenings before Kravitsky and his brother interview them to ensure they have the right attitude and personality to mesh with the rest of the team.

As they work to get the right team in place, the Grasshopper owners' foreseeable goals are to expand its operations geographically, tighten up its routes and increase its share of the region's available customer base. Kravitsky says they also plan to begin teaching the family's next generation, including his son, who is a route manager, and his daughter, assistant office manager, how to run the business so they can one day take over. But for now, Kravitsky is still working toward the future and enjoying the ride.

"I'm not ready to retire yet," he says with a laugh. "I have 34 years with the company, but I'm only 51. And I still love coming to work every day."

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

Uncomplicated.

You need to focus on the job at hand, not costly down time. RYAN's common sense design has been trusted for generations to simply get the work done.



LAWNNAIRE® IV & V
Now with Easy Steer Technology.



MATAWAY® VERTICAL SLICER/DETHATCHER/OVERSEEDER
Do it all in one, time-saving pass.



JR. SOD CUTTER
Now with 75% less vibration and advanced technology for easier steering.



The First Name in Turf Renovation™

One BOB-CAT Lane, Johnson Creek, WI 53038 • 866-469-1242 • Dept RY1433
www.ryanturf.com/1433 • © 2014 Schiller Grounds Care, Inc.

The Goods: LAWN CARE

ARBORJET NUTRIROOT

A blend of essential minerals, seaweed extract, humates, surfactants and humectants, NutriRoot is designed to increase root development and reduce water stress in plants, trees, shrubs and lawns.

DUAL FORCE

This two-part formula is made up of a nutrient pack and water manager in one.



GROW IT UP

NutriRoot can be used at planting or as maintenance to mature trees, shrubs, landscape plants and turf.

LIQUID LEVERAGE

This liquid concentrate is available in 8-oz., 32-oz. and 128-oz. containers. It's not yet registered for use in all states.



EASY INSTALLATION IS A LOK.

Who says there are no sure things in construction? Hardscapes built and designed with VERSA-LOK are a cinch to go up quickly and easily. Our pinned in place design makes perfect installation and structural stability a sure thing. When you use VERSA-LOK, once it's built, it's built to last. And last. To create retaining walls, freestanding walls, columns, steps and ore with no need for special units, there's only one product to trust. Simple, reliable and beautiful. That's the VERSA-LOK promise.

To find out why landscape architects prefer VERSA-LOK, call (800) 770-4525 or visit www.versa-lok.com.



Freestanding Walls



Mosaic Random Face Patterns



Fully Integrated Stairs



Random-Pattern Tall Walls



Freestanding Columns



Multi-Angle Corners

VERSA-LOK®
Retaining Wall Systems
Solid Solutions™

HighGrove aims higher with new marketing tool

A firm develops a research report to spur new customer leads. *By JON KATZ*



HighGrove Partners published a 32-page downloadable annual commercial property trends report to get new leads and embolden clients with new ideas.

Company leaders held a brainstorming session in December with Landscape Leadership, a marketing agency HighGrove hired in November 2012.

The team decided to publish an annual industry trends report that would highlight ways building managers can make their properties more marketable. Landscape Leadership produced the report as part of the firm's annual retainer fee, says Paige Worthy, director of client services for Landscape Leadership.

HighGrove released the inaugural report in February as a 32-page downloadable PDF on its website. The company emailed a link to the report to 400 current customers and about 1,500 prospective clients, Durden says. HighGrove also posted a news release on its website and promoted the report on social-media plat-

forms, including Twitter and Facebook.

To download and view the report, interested parties must complete an online registration form. HighGrove receives an email alert each time someone does so. Once the company receives the alert, a representative follows up with the person who filled out the form.

As of mid-May, it was too early to measure the impact on overall business, Durden says. But the company had already tracked 250 visitors to the site's landing page, Worthy says.

At least 29 of the visitors were new contacts, and 25 of the visits were from people who had previously accessed information from HighGrove's site, Worthy says.

Lead generation is one of the key benefits companies receive from custom-research materials, she says. This approach also positions the company as a "thought leader" in the market.

"Creating longer-form content is a great way for our clients to generate leads throughout various stages of the sales funnel,"

continued on page 41



In the years following the Great Recession, many building managers have kept a tight grip on their landscape design budgets.

The belt-tightening trend has given way to stale, boring landscapes, says Gib Durden, vice president of business development for HighGrove Partners. In 2013, leaders at Austell, Ga.-based HighGrove decided they needed a new marketing approach to encourage commercial clients to invest in their properties. The company, which does about \$17 million in annual revenue, serves a 100 percent commercial client base. Its business is about 85 percent landscape maintenance, 10 percent construction and 5 percent landscape architecture.

In past years, the Atlanta-area company targeted its marketing toward the end user, which was typically the property manager or developer on construction projects. HighGrove wanted to reach higher-level decision makers who have an interest in improving the value of their properties.

"We wanted to broaden that reach to asset managers and building owners," Durden says. "If you wrote a report on growing fescue in the summertime or planting seasonal color, that's not going to resonate with these guys. We wanted to get to a higher level than our ultimate end user to generate more business."

A SUPPLEMENT TO

Landscape
Management

Selfless **service**

**PLANET Community
Stewardship Award winners
tackle an array of volunteer
projects to help others.**



SPONSORED BY

TORO®



Share your Toro story and
see an interactive timeline
of Toro milestones.

TORO.COM/100
#TORO100



OUR **TOUGHNESS** IS YOUR **STRENGTH**

In this business, downtime is not an option. That's why every piece of Toro® landscape contractor equipment is engineered to be extraordinarily tough. We're talking heavy-duty welded 7-gauge steel decks, high-strength spindles and blades, commercial-grade engines and torture-tested components — all built to stand up to the harshest job conditions. Let's face it: When you can't be out making money, you're losing it. Choose the mowers that show up to work season after season.



FIND YOUR NEAREST DEALER | TORO.COM/DEALER | M.TORO.COM/LCE

Leadership. Passion. Inspiration.



These words embody the spirit of the 2014 Professional Landcare Network's (PLANET's) Community Stewardship Award winners.

Whether they “go big” with entire landscape overhauls or keep it simple by supporting existing nonprofits in their work, the five honorees of this year's award demonstrate that the landscape industry's commitment to volunteerism and community service is alive and well.

Showcasing the generous contributions that Green Industry firms make every day and inspiring companies of all sizes to do even more is the purpose of this awards program—and this supplement to *Landscape Management*.

One of this year's award recipients, Mark Halla of The Mustard Seed Landscaping & Garden Centers, might put it best (page **S8**):

“We have to show the whole world that even a teeny tiny company can make a difference. As you're serving people who are in need, you always end up having a happier, healthier attitude about the world.”

We agree these companies are making a difference and everyone is better off as a result. Here, we salute and thank them for their good work.

ABOUT THE AWARD

PLANET's Community Stewardship Award recognizes the association's members that have demonstrated leadership through their dedication and contributions to the good of the community. *Landscape Management* is the media sponsor for this awards program, which is in its second year. For more information, visit LandcareNetwork.org/awards/communityaward.

INSIDE

Inside Out Design **S4**

SMALL GREEN INDUSTRY SERVICE PROVIDER
(*\$1 million or less in annual revenue*)

Mazelis Landscape Contracting Corp...... **S6**

SMALL GREEN INDUSTRY SERVICE PROVIDER
(*under \$1 million or less in annual revenue*)

The Mustard Seed Landscaping & Garden Centers..... **S8**

MEDIUM GREEN INDUSTRY SERVICE PROVIDER
(*\$1 million-\$5 million in annual revenue*)

Greenscape **S10**

LARGE GREEN INDUSTRY SERVICE PROVIDER
(*\$5 million or more in annual revenue*)

Nemetschek Vectorworks..... **S12**

SUPPLIER

ON THE COVER: Holly Springs, N.C.-based Greenscape cleans up the landscape at the Jeff Wells Environmental Trail in Fuquay-Varina, N.C., for a PLANET Day of Service project. Photo: Greenscape

Over the last century, we've launched a lot of industry firsts. But our proudest accomplishment is what we've helped our customers achieve.

A CENTURY OF

1914



The Toro Motor Company is founded to build engines for The Bull Tractor Company. In 1919, Toro introduces its first Toro branded product, a new farm tractor.

1930s



Toro develops an independent power equipment dealership network and introduces its first walk reel mower for homeowners.

1950s



Toro opens an expansive R&D facility and is the industry's first to advertise on TV. Product introductions include Toro's first homeowner snowthrower and riding mower.

1970s



1920s



Toro signs its first equipment distributor agreement and introduces the 30" Park Special walk behind reel mower.

1940s



Toro ceases domestic production in 1942 to build materials for the war effort. In the late 40s, Toro acquires Whirlwind, Inc., and introduces self-propel drive on homeowner lawnmowers.

1960s



Toro acquires irrigation equipment manufacturer Moist 'O Matic. The Snow Pup compact snowthrower and the Key-Lectric® start walk power mower are introduced.

Your success is our greatest legacy.

Over the last century, we've launched a lot of industry firsts. But our proudest accomplishment is what we've helped our customers achieve. Since July 10, 1914, The Toro Company has been committed to a simple premise: to provide customer-valued innovations to help care for all the places where we work, play, or call home. Through the decades, the people of Toro have remained true to the timeless trust with customers and communities we are honored to serve. Put that legacy of trust to work for you with dependable service and equipment from Toro.

FIND YOUR NEAREST DEALER AT TORO.COM/DEALER

Sponsor's Word: Recognizing True Leaders

The Toro Company congratulates each of this year's PLANET Community Stewardship Award winners on the impact they have made with their outstanding service work. These award winners lead by example, demonstrating that real success means giving back to the communities where we live and work. Their stories inspire us all to work together to make a meaningful difference.

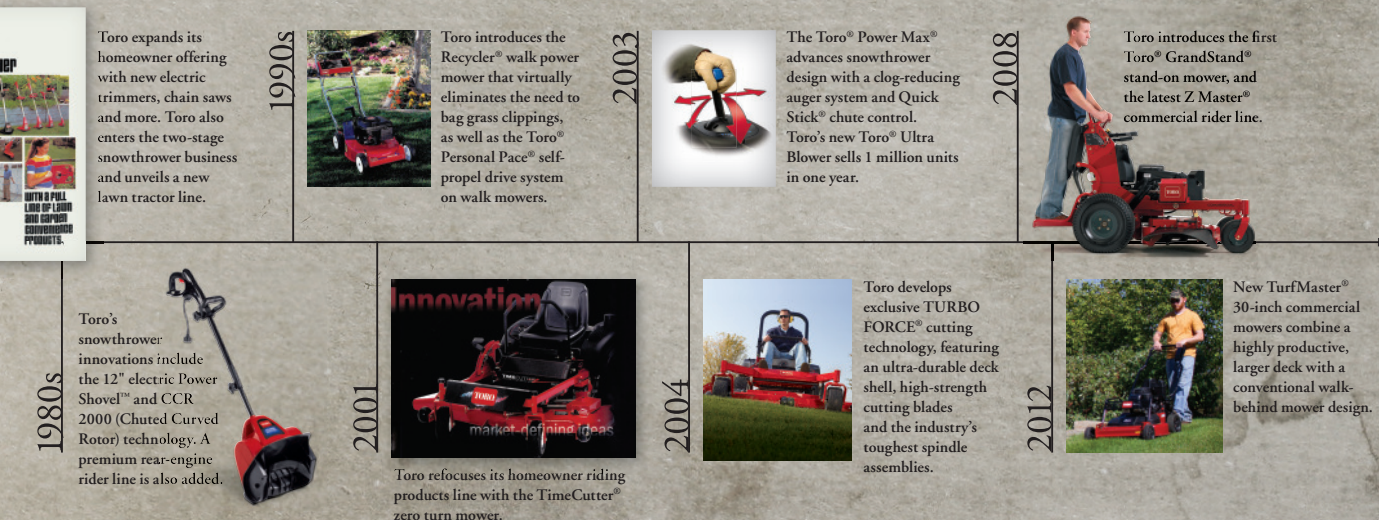
We celebrate that spirit of service, and we value all the turf care professionals who have trusted Toro over the past 100 years. Toro's mission has always been to help our customers enrich the beauty, productivity and sustainability of the land. This is our legacy, our purpose and our commitment to both the customers we serve and the generations to come.

Thank you for the work you do every day, and for counting on Toro for the support and equipment you need to build your business in the future. We're looking forward to our next 100 years in the landscape industry!

Rob Little

*Director of Marketing
Residential & Landscape Contractor Division
The Toro Company*

INNOVATION



Share your Toro story and see an interactive timeline of Toro milestones.

TORO.COM/100 | #TORO100





Giving *green* space

Inside Out Design puts outdoor classrooms and environmental projects front and center of community efforts. BY BETH GERACI

Last spring, 100 sets of little hands were digging in the dirt at Good Shepherd Catholic School in Frankfort, Ky. Overseeing their efforts to install a new outdoor classroom were Andrea Wilson Mueller and a four-person Inside Out Design crew. The team of elementary students and landscaping professionals planted 26 trees and sowed the seeds for the classroom.

"It's by far the largest and most special space we have been able to donate because so many children and teachers get to use it," says Mueller, co-owner of Inside Out Design.



For the Good Shepherd Catholic School project, Inside Out Design donated the master plan, 26 trees, a reclaimed pergola, plus labor and equipment for installation.

AT A GLANCE

Company: Inside Out Design

Location: Frankfort, Ky.

Co-owners: Andrea Wilson Mueller and Michael Mueller

SELECT PROJECT LISTING

► Good Shepherd Catholic School

The firm designed and donated an outdoor classroom for the elementary school so students can learn in nature. With students and teachers, the firm planted 26 trees, cut out paths and made other enhancements.

► Franklin County Public Schools

Inside Out Design worked with Go Frankfort to install two pollinator gardens for outdoor classrooms.

► Haas family project

Also in 2013, the company designed, installed and donated materials for a backyard project at the Haas home. Sylvie Haas, 4, has problems with vision, eating and walking, among other things. The garden enhancements the firm, its vendors and subcontractors donated made Haas's life a little easier.

Since their company's inception, Mueller and her husband, co-owner Michael Mueller, have made outdoor classrooms and environmental causes the focal points of their community service.

Their passion for outdoor classrooms stems from their own idyllic youths, when Michael Mueller and his siblings played outside until sundown and Andrea Mueller splashed in a creek. In helping create an outdoor classroom, kids can dig in the dirt while learning lifelong lessons about plant life, habitats and the origins of food, they say.

It's one of the most important issues to educate children about, Michael Mueller adds, because it sets the stage for their future health and environmental habits.

ENVIRONMENTAL PROJECTS

With a father who was an assistant director of the U.S. Department

of Interior, Michael Mueller has appreciated nature and wildlife for a lifetime. Today, he volunteers with wetlands advocacy group Ducks Unlimited, and for five years he has been a crew leader for Reforest Frankfort, which plants trees around the city one Saturday a year.

"A lot of our company will come and volunteer," Michael Mueller says. "So many people come out who have never planted trees, so we take teams of 15 people and teach them how to do it. It's a pretty big deal."

Inside Out Design also donates a large tree to the cause, which is planted by city officials. It's rewarding, Michael Mueller says, especially because "you can go back to some of the first places we planted and see the progress."

While he is reforesting Frankfort, Andrea Mueller's serving on the board of the Frankfort Tree Coalition, which



Inside Out Design staff members stand with the Haas family in their backyard after the company built raised beds and made other improvements with partners KB Construction and Woodland Tree Care.

identifies and saves historic trees in the area. She also was part of a team that reduced parking space requirements for new construction in Frankfort. The achievement reduces runoff and pollution and preserves green space, among other benefits.

THE HAAS FAMILY

But as close as environmental issues are to their hearts, the project the Muellers did for the Haas family last year was among the most memorable, they say. Subcontractors, vendors, two Inside Out Design crews and the couple came together to create a better life for a family that rises to their daughter's battle every day.

Sylvie Haas can't walk or verbalize what she needs. The 4-year-old has seizures, is vision-impaired and can eat only blended food.

But last year her life got a little better, thanks to Inside Out Design.

The company spearheaded a \$6,000 renovation of the Haas's backyard. It built four raised garden beds, where the family grows food Sylvie can eat. "That had the biggest impact," Andrea Mueller says.

It also removed trees, installed a garden where the family can relax and added pavers to the patio so Sylvie's

In spring 2012 Inside Out Design and Woodland Tree Care uncovered the base of a massive oak tree on a main road in Frankfort from invasive vine and shrubs.

wheelchair won't track gravel into the house. "We feel giving to people like the Haases helps make their journey better by knowing there are people in the community who care and are there to support them," Andrea Mueller says.

IMPACT OF VOLUNTEERING

Community service also has allowed Inside Out Design to forge lasting bonds with other local businesses and residents.

"When the company gets involved with any project or organization, we meet new friends and contacts, which leads to more projects," Andrea Mueller says. "When people in our community see we help others, I believe it makes them more likely to use our services. They can see we care and are making investments in our community."

That community-driven mindset also has helped Inside Out Design



gain its footing as a local service provider, Andrea Mueller says. "It gave our company a great backbone to grow on, with the right end in mind," she says.

Plus, it gives its staff a sense of pride and accomplishment that inspires their own volunteerism outside of work.

"Part of our mission statement is 'engaging fully with our community,' and we act on that statement not only as a company, but as individuals," Andrea Mueller says.

She adds it's easy in today's fast-paced world to worry about inconsequential things. But "helping others and building community is what matters," she says. "The best way to do that is to choose doing something you love."



Paying it forward

Mazelis Landscape Contracting Corp. gives back to those who gave and the community that's helped it prosper.

BY BETH GERACI

The firefighting brotherhood runs fast and deep through Stephen Mazelis' veins. The owner of Mazelis Landscape Contracting Corp. is the son of a New York City fireman and himself a longtime volunteer.

So when duty calls, Mazelis and his team at Mazelis Landscape, located in Nesconset, N.Y., spring into action.

With about 15 staff members, the Mazelis Landscape "family" is small but deeply dedicated to the community. Sometimes the company offers up its services for public spaces like Nesconset Triangle, a formerly run-down corner at the entrance of town that the firm enhanced for free.

It's helped pick up debris along Main Street, cosponsored outdoor music concerts and supported hospitals and three area chambers of

commerce. Last year, it also surprised financially struggling families with a year of free landscape maintenance.

"Sharing some of our profits with the very community that helped us earn our profits is a way of doing business for us," Mazelis says. "It's part of our company culture, and it helps the Mazelis (Landscape) team come together as the Mazelis (Landscape) family."

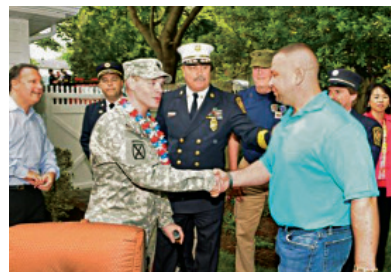
Often, the company's volunteerism is done discreetly. But some of its most meaningful service projects have an element of surprise to them that leaves recipients awestruck.

PERSONAL TOUCH

Take the company's project last July for Sean Cook, a young junior firefighter dying from a rare cancer.

Mazelis Landscape maintained the family's property pro bono, so the Cooks could focus on their 17-year-old son's treatments. But "doing the maintenance to me wasn't enough, so I decided to do the landscaping," Mazelis says.

For Cook's 18th birthday, four Mazelis Landscape employees col-



Mazelis Landscape completed an extensive landscaping project for wounded veteran Cpl. Chris Levi.



laborated on a \$5,000 project, relandscaping the front of the house in one day to surprise the family.

The team removed overgrown trees and shrubs, cut in new flower beds, installed fragrant trees and, as a special tribute, erected a 3-foot fireman statue in Cook's honor.

The landscaping project was all the more personal for Mazelis, who empathized with Cook's firefighting dreams. In fact, one month before the project began, the local fire department officially swore in Cook.

"We actually had to carry him upstairs because he was on oxygen," Mazelis says. "Swearing him in gave him a little bit of life. To see him looking like he was getting better, it was a short-term miracle."

But it wasn't to last. Cook died a few months later. When Mazelis reminisces about it now, their kinship still feels fresh.

"Brotherhood with the fire department is the first thing that comes to my mind," he says.

It's projects like Cook's that can be emotional for the Mazelis Landscape team, Mazelis says. Yet, they're also among the most important. For more perspective, Mazelis detailed the company's project for Cpl. Chris Levi, an Iraq War veteran who lost his legs when his Humvee was hit by an explosive.

In the frigid winter of 2008, Mazelis Landscape and associates devoted themselves to the nearly \$30,000 project, installing a brick wheelchair ramp, sod, a sprinkler system, plantings and more. Then they hosted a homecoming for the wounded soldier.

The day after 9/11, Stephen Mazelis and his father delivered donations to ground zero.



Mazelis Landscape workers have participated in events like street clean-ups with fellow chamber of commerce members.

"To me, it's not work," Mazelis says. "We're doing something to better someone's life. Chris Levi lost both his legs fighting for my country. I could never give that back to him. This is a fraction of what he's done for us and our country."

The impact of such projects, Mazelis says, "stays with you for life."

Which is why Mazelis Landscape volunteers. Plus, it can help business, Mazelis says. The company has a reputation as the firm that pays it forward, which clients like.

Still, the motivation for Mazelis lies less in profits and more in helping people.

DAYS OF SERVICE

Mazelis Landscape also embraces the Come Alive Outside movement, spearheaded by consultant Jim Paluch of JP Horizons. In step with that initiative and the Professional Landcare Network's (PLANET's) Day of Service last year, the entire staff at Mazelis Landscape, along with local youth and adults, prepared a 2,500-square-foot community garden and orchard called the "Grow to Give Garden."

The harvest from the garden's thousand vegetable plants, 12 fruit trees and 12 berry bushes is consumed by residents or donated to a food bank. The idea, Mazelis says, is for the garden to be a gift that keeps on giving.

Many suppliers donate materials for such projects at or below cost and, occasionally, for free. It's the donors and Mazelis Landscape employees that bring the company's community giving full circle, Mazelis says.

"My employees are the ones doing all the work," he says. "They have an appreciation for the work we do. It's not for the limelight. It's just, they're giving from the bottom of their hearts."

AT A GLANCE

Company: Mazelis Landscape Contracting Corp.

Headquarters: Nesconset, N.Y.

Owner: Stephen Mazelis

SELECT PROJECT LISTING

► Grow to Give Garden

For 2013's PLANET Day of Service, Mazelis Landscape prepared a 2,500-square-foot garden and fruit tree orchard for community residents and local food banks. It also hosted family activities in line with the Come Alive Outside initiative.

► 9/11 assistance

On September 12, 2001, Stephen Mazelis and his father, a retired New York City firefighter, drove to ground zero with a dump truck full of supplies for first responders. Mazelis also offered to mow their lawns for free while they worked. Twelve took him up on it.

► Sean Cook family landscaping project

Shortly before the 18-year-old died of a rare cancer, Mazelis employees joined together to give his family a landscape renovation. The team removed overgrown greenery, cut in new flower beds, installed trees and shrubs and had a special surprise for the teen.

► Army Cpl. Chris Levi landscape project

Mazelis Landscape conducted a \$25,000 to \$30,000 landscaping project for Cpl. Chris Levi, who lost his legs in the Iraq War. At Levi's house, the firm did grading and drainage, installed irrigation and plantings, made a brick wheelchair ramp and walkways, among other renovations.



Sowing seeds of goodwill

Sometimes it takes letting go of the past to see the promise of one's future.

Long haunted by a childhood tragedy, Mark Halla couldn't let go for decades. But all that changed when Halla himself changed.

"If we're really honest with ourselves, our nature is very selfish," says the founder of The Mustard Seed Landscaping & Garden Centers in Chaska, Minn. "You have to say, 'You know what? It doesn't matter how it

impacts me. Let's just go with the flow and see what God brings from this.'"

For Halla, "going with the flow" meant focusing less on himself and more on the needs of others, something he's achieved since founding The Mustard Seed in 2003. Halla and his team have outwardly devoted countless hours, services and dollars to enriching the Chaska community from end to end.

The company's efforts can be seen on six miles of a trash-free Minnesota highway and in the farmer's market the company launched in 2009 to support area growers.

They can be found in the company's youth classes about healthy eating and the environment, in auction items at area fundraisers and in 4-H trophies

At The Mustard Seed, altruism is deeply rooted. BY BETH GERACI

via the company's purchases for the Carver County Fair.

But that's just the start.

"We have to show the whole world that even a teeny tiny little company can make a difference," Halla says. "As you're serving people who are in need, you always end up having a happier, healthier attitude about the world. That's because you're thinking about them instead of yourself."

Polly Wright, major gifts officer at hunger charity Feed

My Starving Children, says her non-profit has benefited from The Mustard

The Mustard Seed is an annual contributor to the Carver (Minn.) County Fair.

AT A GLANCE

Company: The Mustard Seed Landscaping & Garden Centers

Headquarters: Chaska, Minn.

President, CEO and steward: Mark Halla

SELECT PROJECT LISTING

► Grow. Eat. Share.

Since 2010, The Mustard Seed has partnered with this gardening project to help fight childhood obesity. At its garden center, The Mustard Seed created a garden where kids learn about gardening and health. In the company's kitchen, they also cook fresh vegetables for lunch.

► Field trips

Since 2008, the firm has offered free field trips to local students, churches and organizations, educating youth about the importance of caring for natural resources.

► Donations to auctions and fundraisers

The Mustard Seed donates more than \$10,000 annually to fundraisers and auctions.

► Carver County Fair

The company has long supported the fair as a sponsor, donating \$1,500 a year since 2010. From 2014 to 2017, the company also will sponsor the 4-H Horse Trophy Program, buying four years' worth of trophies in advance.



PHOTOS: THE MUSTARD SEED



The Mustard Seed hosts free field trips with stations on animals, horticulture and beekeeping, among others.

Seed's generosity many times.

In 2012 alone, The Mustard Seed donated more than \$20,000 worth of gift certificates to

Feed My Starving Children's 25th anniversary fundraiser. It also sponsored the event and donated a patio for the live auction, she says.

"They've been very supportive, and they care about starving kids," Wright says. "They're committed to the cause. They're good business-people and good people."

In line with the company's faith-based mission, The Mustard Seed employees are required to donate at least one full day (with pay) to a charity of their choice every year.

It doesn't take much coaxing. Altruism is ingrained deeply in the company's culture, and many projects end up being group efforts.

Halla feels most attached to the environmentally focused, complimentary field trips the company hosts for local children. The 1,200 youth who partook in 2013's lineup learned about things like horticulture, renewable energy and composting.

"With all these things, we can make a difference with future generations," Halla says. "I think I feel attached to the field trips because anything like this you do with kids has rewards down the road."

The Mustard Seed employees are leaving their mark on the road, too—through the Minnesota Department of Transportation's Adopt a Highway



Through a partnership with the nonprofit Grow. Eat. Share., The Mustard Seed helps fight childhood obesity by housing a garden where children can learn about gardening and health.

Mustard Seed. Its years of service have increased its visibility in the community and given it a solid

reputation as a business that cares about others. Since 2005, volunteers from The Mustard Seed have spent a few days picking up trash along the same section of highway twice a year. In all, they've collected more than 18 tons of trash.

Meanwhile, for Earth Day the company partnered with the chamber of commerce and others to shred paper from local residents and businesses. The immense interest in the event came as a shock to organizers, as cars lined up for half a mile and waited an hour and a half to have their paper shredded for free.

"It was so successful that it was really stressful for us," Halla says. "We shredded 20,000 pounds of paper in three hours."

SMART MARKETING

Just as others and the planet have benefited from The Mustard Seed's local contributions, so too has The

reputation as a business that cares about others.

"They are people you trust, and they're well respected here," Wright says. "I think when you're doing business in an honest way and then do good work, that's somebody you want to work with on a regular basis."

The more than \$10,000 the company donates to fundraisers and auctions annually—often through gift certificates—has had a particularly strong return on investment, Halla says.

"That person is likely going to come in and spend their money with us," he says. "So I don't see that so much as giving as smart marketing."

Halla's reputation as an honest businessman has served him and The Mustard Seed well. "You definitely reap rewards when you have relationships with people," he says. "That's one of the benefits of stewardship."



Take it *outside*

A North Carolina business uses its volunteerism to promote life outdoors.

BY BETH GERACI

When Greenscape President

Daniel Currin was growing up, kids went outside to play and didn't return until dinner. They dug in the dirt, played games in the yard, threw the ball around and did what kids do.

Or, used to do.

Thanks in part to TV, Xbox and iPads, the days when kids relished playing in the yard are fading. But the Greenscape team is doing its part to bring them back.

Since Currin's father, Michael Currin, founded the business in 1979, community service has been a focus there. Today, the Holly Springs, N.C.-based business is a proponent of Come Alive Outside, a growing industry movement touting the benefits of outdoor recreation and green space.

In 2013, Greenscape used its passion for the movement to inspire its service projects and make life more enjoyable for kids—and the organizations that support them.

PASSION INTO PRACTICE

Greenscape's altruism centers on what it does best—landscaping. By focusing on that, the "Green Team"—as the employees are called—makes it easier for nonprofits to do what they do best, which is serve.

Currin is quick to say the Green Team comprises both employees and

partners such as John Deere Landscapes, who provide project materials and sometimes help with labor.

Last year, Greenscape focused on two big outdoor projects. For the Professional Landcare Network's (PLANET's) Day of Service, 12 volunteers rallied to enhance the Castaway Cove Kids Garden at Marbles Kids Museum in Raleigh, N.C. Volunteers rebuilt sandlots, trimmed shrubs and trees, tilled beds where kids would plant vegetables and more.

The gardens provide kids with a natural place to learn. And since about 400,000 people visit the museum annually, Currin says, the gardens have a huge reach.



"One of the things we try to convey internally is that we exist to serve," says Paul Brooks, Greenscape's vice president of lawn care services, who oversees the company's three Weed Man franchise territories. "That carries from day-to-day operations and interactions with customers to volunteering and helping out in the community."



For the 2012 PLANET Day of Service, the Greenscape team planted the entrances to the Jeff Wells Environmental Trail in Fuquay-Varina, N.C.

PHOTOS: GREENSCAPE



A plaque recognizes Greenscape's contribution to the Marbles Kids Museum, following its 2013 project there.

Greenscape's other big community service project in 2013 revitalized the playing fields at the Boys & Girls Clubs of Wake County, an organization Greenscape long has supported.

The project, valued at \$15,000, entailed pruning, mulching, planting and grooming. It was just the type of project Currin loves, because it enables kids to actually play on green space, something that doesn't happen enough anymore, he says.

The turf on the club's playing fields was far from ideal, Brooks adds. And there was a lot of it. But after the team aerated, overseeded and made other enhancements, it was much improved.

DECISIONS, DECISIONS

Greenscape also serves in less visible, but equally as impactful, ways. It has helped with Habitat for Humanity projects, collected coats and blankets for the homeless and supported graduates through internships, among other undertakings.

In late 2012, Greenscape formalized its commitment to volunteerism by creating the Community Outreach Committee. It was the company's way of narrowing its focus.

"There are so many great things that you can do," Currin says. "Trying



Greenscape has long supported the Boys & Girls Clubs of Wake County.

to decide where we should put our resources was becoming a challenge."

So Greenscape assembled a seven-person committee that fields requests for assistance. After choosing which projects to work on, the committee spreads the word to employees.

"Sometimes, some people's role is just to stay at the office and ensure work is getting done," Currin says. "But ultimately, we want everyone to have an opportunity to participate and get to experience these things."

The committee's role will become even more important in 2015, when Greenscape plans to strengthen its community ties and spark employee volunteerism in cities where it has established branches.

"The biggest challenge is, how do we engage our entire organization in these activities in a meaningful way that creates value for them as individuals," Currin says. "On the one hand, it's very easy to do a project, but it's very hard to do it in a way that is meaningful for everyone in the organization."

It's important to make that happen, Currin says.

THE BOTTOM LINE

Through community service, Currin says, his workers feel more fulfilled on the job. And when employees are happy, that trickles down to customers, leading to higher retention rates.

"As our outreach has grown, our business has grown," Currin says. "It's not a disconnect."

He adds the community stewardship award from PLANET has enabled Greenscape to more clearly see the difference it's making. "It gives us a great story to talk about," Currin says. "People would much rather talk about this than mowing grass sometimes."

AT A GLANCE

Company: Greenscape
Headquarters: Holly Springs, N.C.
CEO: Michael Currin
President: Daniel Currin

SELECT PROJECT LISTING

► Castaway Cove Kids Garden, Marbles Kids Museum

In 2013, a dozen Greenscape team members tilled garden beds where kids planted vegetables the following day. They also refreshed playground mulches, rebuilt sand play areas and filled large pots with colorful flowers.

► Boys & Girls Clubs of Wake County

Another Greenscape project last year, this one revamped the nonprofit's run-down sports fields. Valued at \$15,000, the project required making significant enhancements.

► Capital Area Soccer League (CASL)

Greenscape donates its services to care for the league's championship soccer field.

► Jeff Wells Environmental Trail

For 2012's PLANET Day of Service, 16 team members worked with town planners to improve walking trails in Fuquay-Varina, N.C.



Charity by design

For one architectural software firm, giving never gets old. BY BETH GERACI

When 32 Nemetschek Vectorworks employees participated in a Habitat for Humanity project in 2006, they laid the foundation for homes—and built a long-term commitment to volunteerism in the process.

“Since then, our desire to play a larger role within our community spread like wildfire among employees,” says Eric Gilbey, landscape industry specialist at the Columbia, Md.-based design software provider. “I think everyone who helped felt good about what they contributed, and many of those participants are still around today, organizing more community events.”



AT A GLANCE

Company: Nemetschek Vectorworks

Location: Columbia, Md.

CEO: Sean Flaherty

SELECT PROJECT LISTING

► Adopt-A-Road Program

Since July 2011, Nemetschek Vectorworks employees have volunteered to clean up litter on the roadside a minimum of four times annually.

► Renewal & Remembrance

Since 2010, company employees and their families have participated in the Professional Landcare Network's (PLANET's) annual beautification of Arlington National Cemetery. They've helped with liming, the children's planting program and other projects.

► Gingertown

Nemetschek Vectorworks participated in this fundraiser for various charities for the first time in 2013, both as a sponsor and participant. It donated \$7,500 to the cause and spent hours designing a gingerbread tower in the weeks leading up to the event. All the gingerbread creations and proceeds were distributed to various charities.

Eight years later, the company delves into about four projects annually. At Christmas time, it donated gifts for D.C. General Hospital's Homeless Children's Playtime Project. In October, workers trumpeted the value of urban space by helping transform metered parking spots into temporary public places.

And every day on the job, the design software company embraces sustainable practices to reduce its carbon footprint.

“Over the years, the employees at Nemetschek Vectorworks have become closer as colleagues and have continued to grow as individuals through dedicating their time to others,” says Stewart Rom, CMO.

CORE CAUSES

Perhaps closest to Nemetschek Vectorworks's heart are causes like Adopt-A-Road and Renewal & Remembrance, which Gilbey says have had a lasting impact on employees.

Employees at Nemetschek Vectorworks organize an outing each quarter to clean up their designated road for the Adopt-A-Road project.

For the environmentally minded company, Adopt-A-Road isn't just any volunteer project. Employees have been pitching in on local highways quarterly ever since 2011.

“It's something we have stamped our name on,” Gilbey says. “It's our road and our responsibility to keep it clean, so there's a greater sense of pride and ownership from the employees with that project.”

Meanwhile, Nemetschek Vectorworks has participated in the Professional Landcare Network's (PLANET's) Renewal & Remembrance event every year since 2010, joining hundreds of others from the Green Industry in enhancing the Arlington National Cemetery grounds. Nemetschek Vectorworks has donated manpower and equipment, limed,

participated in the children's planting program and more.

"People begin asking about it months in advance," Gilbey says of the event. "We've heard from many who have family in Arlington and, for them, this is especially meaningful to return and give back every year."

In 2013, the company also demonstrated its big heart through sponsoring and participating in the Gingertown initiative, in which teams build gingerbread towns in a timed competition to benefit charity.

The Nemetschek Vectorworks team, comprising 15 people from various departments, collaborated on a tower made of Red Hots. It was a meaningful team-building project that allowed employees from different areas of the company to work together. "Our architects actually drew plans for the building and then assembled a team to practice building a model of it in our office," Gilbey says.

The day of the event, everyone contributed. Some constructed, some were in charge of candy and others helped with time management. The



Nemetschek Vectorworks employees work together to build a Red Hots tower for the annual Gingertown event in Washington, D.C.

graphics department got involved, too, making the team aprons with a custom-made logo.

With such collaborations, "Our colleagues gain a new understanding of how certain aspects of the industry drive the development of our products," Rom says. "We therefore get a better understanding of the role we each play and how we each contribute to the bottom line."

To support aspiring designers, Nemetschek Vectorworks provides free design software to college and graduate students. It hosts student design contests featuring passes to major industry trade shows and other prizes.

Then there's the Vectorworks Young Architects Student Scholarship, which awards \$2,500 to an outstanding student pursuing an architecture degree in the U.S. And this May, the company launched the Vectorworks Design Scholarship, giving students the opportunity to win up to \$10,000 and free Vectorworks software and training for their schools.

"Students, no matter what industry they choose for their career, are the future. That's what they represent," Gilbey says. "With that in mind, helping to educate students the best we can with our knowledge of the world will hopefully encourage them to do more."

As the rest of the year unwinds, Nemetschek Vectorworks will stay committed to its current lineup of volunteer projects. "And then, who knows?" Gilbey says. "We're always searching for ways to contribute to our community, so hopefully more opportunities come our way and we'll have even more great things to share with you next year."

EYE TOWARD THE FUTURE

The architectural software provider does its part in ways other than volunteerism, too. Its support of college students, for instance, is setting the stage for strong industry leadership tomorrow.

In 2013, staff members purchased holiday gifts for a homeless child via the Homeless Children's Playtime Project.





Share your Toro story and
see an interactive timeline
of Toro milestones.

TORO.COM/100
#TORO100



OUR **TOUGHNESS** IS YOUR **STRENGTH**

In this business, downtime is not an option. That's why every piece of Toro® landscape contractor equipment is engineered to be extraordinarily tough. We're talking heavy-duty welded 7-gauge steel decks, high-strength spindles and blades, commercial-grade engines and torture-tested components — all built to stand up to the harshest job conditions. Let's face it: When you can't be out making money, you're losing it. Choose the mowers that show up to work season after season.



FIND YOUR NEAREST DEALER | TORO.COM/DEALER | M.TORO.COM/LCE

SPEED SPECTRUM SUSTAINABILITY

continued from page 24

Worthy says. "It helps prospective clients learn more about what they need and want as far as services go, and they're more informed by the time they have an in-person chat."

COMING TOGETHER

The report highlights 13 key commercial landscaping trends in 2014, which include eco-friendly landscape practices, the benefits of water conservation and the latest color and design options. For example, Durden notes in the report that water conservation is important in the Atlanta area because of ongoing shortages.

"Atlanta commercial property managers are interested in new landscape irrigation technology, including smart controllers, the latest valves and nozzles and weather station-enhanced systems, as long as they can see ROI that comes with water savings," according to the report.

The trends are supported by data from official sources and research firms, such as the National Association of Home Builders, the U.S. Census Bureau and PricewaterhouseCoopers. The report also features colorful pictures and renderings to provide visual context.

HighGrove spent about five hours working with Landscape Leadership to create the document, Durden says. Most of that time was spent answering interview questions from the marketing firm. The HighGrove team related some

of the trends it's seeing in the industry based on client feedback. Landscape Leadership added data from its research and wrote the report.

The firm has received positive feedback from people who have viewed the report, Durden says. He's hopeful it will change some customers' and prospective clients' perceptions of the company and increase the company's market share.

"People who may only know us as their landscape maintenance provider might realize we're a lot more in depth when they view the report," Durden says. "They see we have a landscape architecture division, and we can talk to them about lighting, signage and Wi-Fi capabilities outdoors."

HighGrove is the fifth-largest landscape company in the Atlanta area but has less than 5 percent of the market share, Durden estimates. The company will use the report to reach customers who may not be aware of the firm or its offerings.

"Right now we have this good group of customers, so how do we get to everybody else?" Durden says. "We felt this document would give us an opportunity to connect with them in one of our disciplines."

Katz is a freelance writer based in Cleveland.



Gib Durden



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

The Ticker: MAINTENANCE

Altoz teamed up with **Briggs & Stratton Commercial**

Power to equip its XP Z model mower with Briggs & Stratton's 810cc Vanguard engine. Both products

debuted last fall. The XP Z is available in 54- or 61-in. deck models and the 810cc V-Twin engine produces 26 gross hp.



Existing and new members of the **National**

Hispanic Landscape Alliance (NHLA) were automatically enrolled in the **John Deere GreenFleet Loyalty Rewards Program** June 16. Through the program, members receive equipment discounts, parts savings and other promotions.



FMCTurf



@FMCTurf



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

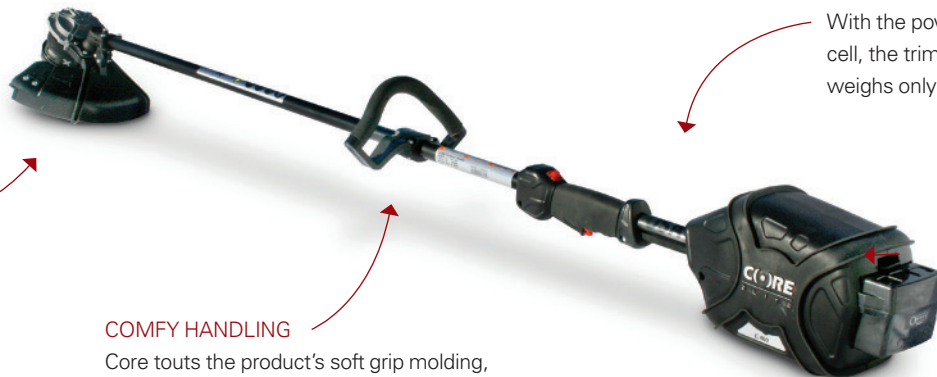
The Goods: MAINTENANCE

CORE OUTDOOR POWER E 400 TRIMMER

This product is part of the Elite line of GasLess equipment, along with a handheld blower and a to-be-released hedge trimmer and mower.

SIZE IT UP

The E 400 features up to a 16-in. swath, .095-in. diameter trimmer line and torque equivalent to a 45cc gas engine.



LIGHTWEIGHT

With the power cell, the trimmer weighs only 11 lbs.

COMFY HANDLING

Core touts the product's soft grip molding, offering durability and comfort.

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



Campaign to conserve

Smart irrigation proponents advocate for Smart Irrigation Month in 2014 and beyond.

By EMILY SCHAPPACHER



Jeremy Hunt was an early proponent of water conservation. As a student at the University of Nebraska in the early 1990s, he advised his then employer that promoting water efficiency was the only way for the irrigation industry to move forward and thrive. It's a mindset he has gone on to instill in his own company, Hunt Irrigation, in Lincoln, Neb., which he started more than 17 years ago. Hunt has since become entrenched

in the various ways Green Industry contractors can promote efficient water use. In addition to being an Environmental Protection Agency (EPA) WaterSense Partner and an Irrigation Association (IA) Ambassador, Hunt is an avid supporter of the IA's Smart Irrigation Month. Thanks to his efforts, the month of July will be recognized once again throughout Nebraska as Smart Irrigation Month.

Jeremy Hunt

"If you are going to work in an industry, it's good to be a good steward in that industry," says Hunt, whose company

offers irrigation, backflow testing, snow removal and outdoor lighting services to 50 percent residential and 50 percent commercial clientele. "If we are going to use thousands of gallons of water, we need to do it responsibly to help the industry grow."

Since 2005, the IA has promoted Smart Irrigation Month during July, the month with the highest water use in the U.S., to increase awareness of excessive water use and to grow demand for water-saving products, practices and services. Smart Irrigation Month provides a unified marketing platform and is designed to educate the public about efficient water use and position participating companies as leaders in water stewardship. A few years ago, the IA went one step further and began encouraging irrigation industry professionals to apply to their cities or states for proclamations to get Smart Irrigation Month officially recognized and promoted on a governmental level.

"Our view is that when irrigation is done efficiently, it is part of improving our environment and ecosystems by using water





Chad Forcey

to promote green infrastructures and to produce better lawns and landscapes,” says Chad Forcey, state affairs director for the IA. “The main goal is to promote the use of smart irrigation techniques and best management practices to individual consumers and policy makers as a solution to water shortages and droughts.”

The process of submitting a proclamation varies by state. In some, like Colorado, a Smart Irrigation Month supporter simply fills out and submits an online form. In other states, like Wyoming, there is no online tool, so the individual submitting the proclamation has to make phone calls to the appropriate state representatives, which can make the process a bit more difficult. Regardless of the means, the IA has a number of resources and staff available to assist

people along the way (see sidebar). Proclamations need to be resubmitted each year, although once a state supports a proclamation, it’s easier to get a foot in the door the following year, says Lowell Kaufhold, chair of the IA’s Smart Irrigation Month Committee.

“We try to go out and

get as many proclamations as we can because they lend a ton of credibility to the smart irrigation effort,” says

Kaufhold, who is also president of CPS Distributors in Westminster, Colo. “The proclamation is really a springboard to help us focus on getting the word out about Smart Irrigation Month to contractors, homeowners and the industry in



Lowell Kaufhold

continued on page 46

GETTING INVOLVED

For contractors who are interested in obtaining Smart Irrigation Month proclamations in their states, the first step is figuring out the process, says Chad Forcey, state affairs director for the Irrigation Association (IA).

“Do you use the website, make a phone call, write a letter?” he says. “It’s not hard to have a proclamation declared, but you have to figure out what channels you have to go through in your state.”

The IA has information available under the “Resources” tab on its website (irrigation.org), including sample proclamations, prerecorded public service announcements, sample press releases and a “Smart Tips for Smart Irrigation Month” e-newsletter with ideas for participating in the campaign. Forcey says IA staff is also available to help guide contractors through the process.

“If you’re in a state and want to be a part of it and don’t know what’s going on, you’re encouraged to call the IA to get involved,” Forcey says. “Our members and their work with state governments are really making a difference.”

Historically, most people who submit proclamations are representatives from irrigation distributors or manufacturers, although more contractors, like Jeremy Hunt, are realizing the importance of getting involved. Hunt, owner of Hunt Irrigation in Lincoln, Neb., has been involved with smart irrigation practices on a governmental level since 2002, when he was invited to be part of a Water Task Force Committee assembled by the mayor of Lincoln to revise the city’s water use codes after a severe drought. In 2007, Hunt was part of a team that created a rain sensor ordinance that was adopted by Nebraska’s Lancaster County, which requires all plans for underground irrigation systems to include a rain sensor.

For the past few years, Hunt also has been integral in getting Smart Irrigation Month proclamations passed in Lincoln and the state of Nebraska. By dedicating 30 minutes a night for two to three weeks corresponding with the right government officials, Hunt has been able to share and promote the importance of using water responsibly and efficiently throughout his industry and beyond.

“As Americans, we tend to be shortsighted and not remember what we did three days ago, so it doesn’t do the (Smart Irrigation Month) campaign or end-user awareness any good to not follow through,” Hunt says of his efforts. “I want to make sure every year that the city of Lincoln and the state of Nebraska make this proclamation.”

The Ticker:

IRRIGATION

The **Irrigation Association (IA)** again is hosting its **Smart Irrigation Month (SIM) Marketing Contest** during July. Submissions are due August 29. For more on SIM initiatives, visit buff.ly/1yJzj3Y.

The **American Society of Irrigation Consultants (ASIC)** honored a few members at its annual conference. Jim Laiche of **the Toro Co.** received the Roy Williams Memorial Award. Brian Vinchesi of **Irrigation Consulting** and Brendan Lynch of **Lynch & Associates** were named Fellows.

Atlantic Irrigation and **North American Pipe Corp.** became bronze premium members of the **IA**.

Toro Irrigation, Irritrol and **Unique Lighting Systems** welcomed three managers to their teams: Orion Goe, product market manager for Toro; Bobby Jackson, district sales manager for Toro and Irritrol; and Jason Gibson, district sales manager for Unique Lighting Systems.

**THE INDUSTRY'S
#1 CHOICE FOR SEDGE CONTROL!**

GET FASTER SEDGE RESULTS

STOP FUTURE POPULATIONS

Nothing Puts You in Control of Sedges Like Dismiss® Herbicides

Why is Dismiss® the industry's **number one choice for sedge control**? Unbeatable performance. Dismiss herbicides produce visible results against sedges like yellow nutsedge, green kyllinga and purple nutsedge* in as little as 24–48 hours.

But Dismiss also makes a visible difference the following season by reducing future sedge populations. That's because Dismiss herbicides penetrate the soil and work to control sedge tubers underground. With Dismiss, you're getting the industry's fastest visible results and fewer sedges next season, saving you time and money.

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



FMCTurf



@FMCTurf



FMCTurf

fmcprosolutions.com



*FMC recommends two applications of Dismiss turf herbicide or one application of Dismiss South herbicide for optimal control of purple nutsedge. Always read and follow label directions. FMC and Dismiss are trademarks of FMC Corporation. ©2014 FMC Corporation. All rights reserved.

continued from page 44

regard to being smarter with the water we have available.”

So far this year, the states of Louisiana, Colorado, Michigan, Indiana, Arizona, Idaho and Nebraska and the cities of Denver; Oklahoma City; Tulsa, Okla.; Carmel, Ind.; Crown Point, Ind.; and Denver County, Colo., have approved proclamations to make July Smart Irrigation Month for 2014. Kaufhold says the process has been initiated in about 20 other cities and states, including Delaware, Missouri and Oklahoma. Forcey compares the Smart Irrigation Month effort to that of holidays like Earth Day and Arbor Day, initiated by state proclamations and recognized each year as a day to pay special attention to the importance of improving and preserving the environment and its resources.

“When states emphasize smart irrigation to audiences of consumers and policy makers, they are highlighting our same goal—efficient use of water—around the country,” Forcey says. “Smart Irrigation Month is, we feel, the next step.”

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

The Goods: IRRIGATION

MUNRO COS. COMPLETE PRO II

Billed as an all-in-one professional pump station for small and mid-sized irrigation projects, it eliminates the need to hand build a pump station from myriad components.

IT'S ALL THERE

It incorporates a centrifugal pump (0.75 hp to 3 hp), the pump control panel, fittings, gauges and attachments—all housed in a vandal-resistant stainless steel enclosure.

CONNECT UP

It includes user-configured water and electrical connections for a custom-fit installation.



SIT HERE

The Complete Pro II installs on a concrete pad.

Progressive Casualty Ins. Co. & affiliates. Discounts not available in all states.

LANDSCAPER

FLO

SAVING YOU MONEY ON YOUR COMMERCIAL AUTO INSURANCE!

DISCOUNTS INCLUDE:

- SAFE DRIVER •
- BUSINESS EXPERIENCE •
- PAID-IN-FULL •

COLLECT THEM ALL!

1-800-PROGRESSIVE

PROGRESSIVE.COM

PROGRESSIVE
COMMERCIAL

PLANET
Professional Landcare Network
GREEN INDUSTRY CONFERENCE
25th Anniversary

For the last 25 years, attendees of the **Green Industry Conference (GIC)** have been inspired, learned about industry trends, formulated strategies, and built new relationships. Come and celebrate our silver anniversary with highly relevant educational sessions, ample networking opportunities, a trade show hosting over 750 exhibitors, and a few special celebratory events. This is THE premier landscape industry event of the year.

CELEBRATING

GROWTH

YEARS

COMMITMENT

INNOVATION



#PLANETGIC

Platinum Sponsor



JOHN DEERE

Together, let's set new milestones
OCTOBER 22-24, 2014 | LOUISVILLE, Ky
GREENINDUSTRYCONFERENCE.ORG

Cooking up tips

An outdoor kitchen expert shares some basics of tapping into this ever-popular field.

By JAMIE KEYES



After years of frustration trying to source outdoor kitchen products, Carl Peterson quit his hardscaping business and started Outdoor Entertainment Concepts. The Hackettstown, N.J.,-based company is a “middle man” between product distributors and both contractors and outdoor kitchen retailers/dealers. Its goal is to make it easy for contractors and retailers to get the materials they need to build and install outdoor kitchens for their residential clients.

Founded more than 15 years ago, Outdoor Entertainment Concepts now offers nearly 200,000 products from 80 manufacturers. And Peterson now knows a thing or two about outdoor kitchens.

For starters, they’re a profit point for landscape contractors, Peterson says, but they also are more complicated to install

than many other landscape offerings. That’s why education, safety and material knowledge are key.

FIRST THING’S FIRST

Education is the most important facet of the outdoor kitchen industry, says Peterson, who holds a handful of certifications and authorizations from the Interlocking Concrete Paver Institute (ICPI) and National Concrete Masonry Association (NCMA).

Outdoor Entertainment Concepts offers certification classes, including two levels of the NCMA segmental retaining wall installation program and the ICPI concrete paver installation program. Peterson also teaches individual outdoor kitchen installation classes for contractors and retailers/dealers.

Built-in grills are one of Outdoor Entertainment Concepts’ most popular outdoor kitchen products.

CHECKING ON CODES

Outdoor kitchens, fireplaces and fire pits may be regulated by local ordinances or homeowner association rules. Additionally, some building departments require construction permits. It’s important to discuss specific details with your local building department. Here’s a checklist to consider, according to the “ICPI Advanced Residential Paver Technician Course” manual.

- ✓ Are outdoor fireplaces or fire pits prohibited?
- ✓ Can outdoor fireplaces or fire pits burn wood or only natural gas?
- ✓ Are there restrictions on the free usage of outdoor fireplaces, fire pits or grills?
- ✓ Are there plumbing code requirements if water and sanitary drain lines are installed in outdoor living areas?
- ✓ Are building permits required?
- ✓ Are there electrical code requirements for installing 110V service to an outdoor living area?
- ✓ Are engineered drawings required?
- ✓ What’s the minimum distance between top of chimney and any roof?
- ✓ What’s the minimum distance between a fireplace or fire pit and any building, structure, property line, tree, hedge, fence, roadway, overhead wire or other combustible article?

"It all depends how much detail they want to get into," Peterson says. "The classes are structured to what the dealer or contractor is looking for."

Getting people to understand the parts of the outdoor kitchen industry and taking the time to learn them is one of Peterson's biggest challenges.

"Some really don't engulf themselves into what they have; they don't invest the time," Peterson says. "If they take the time to be trained, they will be more successful."

In addition to training, Peterson pegs safety as a priority. Specifically, before starting to design or install an outdoor kitchen, he cautions contractors to always check local building codes. Different areas of the country have different codes and each project contains varying design and installation elements. Codes to look into include fire, plumbing and electrical codes (see sidebar, "Checking on codes").

» LEARN FIRSTHAND

Carl Peterson will present a hard-scape workshop, "Outdoor Kitchen Design & Installation," at the 2014 GIE+EXPO in Louisville, Ky., Oct. 23. For more information, visit gie-expo.com.



The Ticker: DESIGN/BUILD

Bobcat Co. and **Doosan** employees spearheaded a volunteer event, Doosan Day of Caring, during which more than 300 employees volunteered for 30 projects over seven days.



Innovative Hearth Products (IHP) rolled out a new brand of outdoor fireplaces and systems called Superior. The brand comprises wood-burning fireplaces, vent-free gas fireplace systems, vent-free gas fireboxes and gas logs.

The Gardens at Ball, based in West Chicago, Ill., will be open to **Ball Seed** customers, retailers and landscape businesses July 25 as part of Ball Seed Field Day and Landscape Day.

Formulated exclusively for nutsedge control, Nufarm Prosedge® herbicide wipes out troublesome sedge patches without killing your bottom line. Plus, Prosedge makes it easy to achieve complete weed control – use with your favorite broadleaf herbicide, such as Quincept®, to develop an effective program for your turf and your profits.

Proscribe as needed.

Nufarm
Prosedge®

More where it matters most.
www.nufarm.com/usto

©2013 Nufarm. Important: Always read and follow label instructions. Prosedge® and Quincept® are trademarks of Nufarm.



CHECK OUT THE NEW PRODUCTS. THEN HEAD OUTSIDE FOR THE DEMOS.

GIE+EXPO's 19-acre Outdoor Demo Area is your best research opportunity to see the new models. 750 exhibits indoors and out.



THINKING ABOUT EXPANDING YOUR SERVICES?

Browse the newest hardscape products in Hardscape North America – co-located with GIE+EXPO, indoors and out. Upgrade your registration to learn installation techniques in HNA's Outdoor Arena. Watch the fast-paced Installation Championships.

JUST ADDED FOR 2014!

2 workshops on irrigation
2 workshops on snow & ice
Spotlight on UTVs and accessories

THE NETWORKING CONTINUES WITH FREE EVENING CONCERTS!

Wednesday, Montgomery Gentry
Thursday, The Crashers
Friday, Olivia Henken, "The Voice" Finalist

GIE+EXPO

THE GREEN INDUSTRY & EQUIPMENT EXPO

OCT. 23-24, 2014

LOUISVILLE, KENTUCKY
KENTUCKY EXPOSITION CENTER

TOLL FREE: (800) 558-8767

WWW.GIE-EXPO.COM

CONNECT WITH US ON:



DESIGN/BUILD

MARKETWATCH

MATERIAL KNOW-HOW

Outdoor kitchen installations also require providers to understand a variety of products offerings. Freestanding and built-in grills, fireplaces, fire pits and wood-fired ovens are some of Outdoor Entertainment Concepts' most popular outdoor kitchen products. Appliances include outdoor trash cans, cabinets and stainless-steel grills; construction materials include segmental retaining walls or block and mortar with countertop options like granite, natural stone or porcelain tile.

The variety and custom nature of the work makes a contractors' education even more important, Peterson says.

"It is all custom work," he says. "Any shape can be built, and the design limits are endless." **LM**

Keyes is an editorial intern for Landscape Management.

OFFERING OUTDOOR KITCHENS?

Here are Carl Peterson's top tips for contractors getting into this field.

- Before the installation, talk about practicing safety.
- Be familiar with all of your appliance lines, not just one.
- Know your fit and finishes, and be creative.

The Goods: DESIGN/BUILD

PALADIN ATTACHMENTS JRB ROLL-OUT BUCKET

This bucket for wheel loaders is ideal where increased dump height and accurate load placement are required, the company says.

NOW YOU SEE IT

The integrated mesh viewing panels give the operator better load visibility.



PICK IT UP

The buckets are available in sizes that range from 4 cubic-yard to 7 cubic-yard capacities in half-yard increments.

SELECTIVE STYLES

The JRB Roll-Out Bucket is available in either quick-coupler or pin-on attachment styles and includes the jumper hoses.



townsquare
expos



THIS SUMMER PROFESSIONAL LANDSCAPERS GATHER TOGETHER IN PHILADELPHIA



PANTS14

Penn Atlantic Nursery Trade Show

JULY 30-31, 2014



Great Gardens Begin Here
CONCLAVE 2014

Pennsylvania Convention Center
Philadelphia, PA

WHAT TO EXPECT FROM PANTS14

- Source Hundreds of Top Suppliers at PANTS14
- Find Products & Services to Drive Real Profits
- Uncover Green Business Solutions to Increase the Bottom Line
- Discover the Hottest Trends to Boost Sales
- Targeted Education for the Professional Landscaper

PESTICIDE CREDITS INCLUDED IN REGISTRATION

Pesticide credits offered at no additional charge for
Pennsylvania & New Jersey license holders.

Schedule to be posted at www.PantShow.com at the end of May.

Take Advantage of Show Specials &
Early Season Deals from Exhibitors



**DON'T
MISS OUT
REGISTER TODAY!**

Registration Includes:

**All Education & Access
To The Trade Show
For Both Days**

WWW.PANTSHOW.COM



PRODUCED IN PARTNERSHIP WITH THE
**PENNSYLVANIA
LANDSCAPE & NURSERY
ASSOCIATION**



**Landscape
Management**

**GROWERTALKS
PROFIT**

greenhouse
GROWER

Today's
GardenCenter

AmericanHort

REGISTER ONLINE: www.PantShow.com
Help Grow Your Business - Exhibit at PANTS14 - Call 732-449-4004



PROFITING FROM DESIGN

JODY SHILAN

Shilan is editor of FromDesign2Build.com. Contact him at 201/783-2844 or jshilan@gmail.com.

Turn HOA blues into green

Q We do a lot of maintenance work for homeowner associations (HOAs). Do you have any design advice on how to generate more revenue beyond mulching and adding seasonal color, maybe even some design/build work?

A Good timing with your question. I'm working with a landscape contractor right now who's trying to do the exact same thing. We just finished doing a walkthrough with the landscape committee last week. The contractor has done the maintenance for several years now, so he has an established relationship with the chair of the landscape committee and many of the individual homeowners. Even though it's a newer community, there are many problems with the existing plantings, outdoor patios and walks as well as some grading and drainage issues, all of which are beyond his scope of work for annual maintenance.

While the building units are beautiful and the property itself has a lot of character, it lacks a sense of place and is devoid of color. In other words, from the outside, it just doesn't feel like home.

The landscape committee is doing its due diligence and interviewing several landscape designers and landscape architects. Naturally, they asked Dan, the contractor, if he worked with anyone who might be interested in the project. He asked me if I was interested. I was, so we set up a walkthrough with the chair of the landscape committee and the treasurer, who happened to be husband and wife.

I treated it like any other design/build project, left my bag at the door and asked if we could walk the property. To me there's no better way to engage a client than to see firsthand what their concerns are, as opposed to the alternative: a 60-minute presentation about my background and a sales pitch about why they should choose to work with me over someone else.

We started at their unit and their particular concerns. From there we walked around, reviewing the existing plantings at each unit and the common areas. I listened carefully and took good notes, trying not to offer any opinions or ideas at this point. If they asked a question, I answered it appropriately but always turned the conversation back to them and their thoughts.

Once I had a better understanding of who they were and what they were trying to do, I offered up some suggestions. I began by focusing on how they could save money, based on what we'd discussed.

As we continued to walk, I saw many of the common areas had extensive mulch beds for apparently no reason. I suggested reducing the size of the bed areas because it's much easier and cheaper to maintain a few thousand square feet of lawn than it is to mulch and maintain an empty bed. Dan and I quickly crunched the numbers with the treasurer and determined that in one year they would save thousands of dollars in maintenance, and that would repeat every year. To modify Tom Cruise's line from the movie "Jerry McGuire," "You had me at hello," I had them at savings.

From that point on, it was pretty much a lock that we would get the work. However, now that I satisfied the financial side of the project, I also needed to pitch a few ideas for the creative side. As we continued our walk, I discussed how to enhance the main entrance.

By the end of the tour, I saved them money, excited them about the possibilities and showed them I have a pretty good handle on how to manage this kind of project.

They were so impressed they made me the exclusive designer, and Dan the exclusive contractor, for their rear yards. In just three hours, we sold more than three years worth of work and we had no competition.

To submit a question for Profiting From Design, please contact Shilan at jshilan@gmail.com.

LANDSCAPE LIVE!™



TALK RADIO

The Voice of the Green Industry Professional™

Every Wednesday, 7–8 pm Eastern!

Tune in @ FD2B.COM!

UPCOMING PROGRAMS

DATE	SPECIAL GUEST	PROGRAM TOPIC	SPONSOR
7/2	Kevin McLaughlin , Vendor, <i>MAC Events</i>	Successful Event Marketing	 PANTS14
7/9	Marcus vandeVliet , Consultant, <i>MV Enterprises</i>	Landscape Business Basics	 PANTS14
7/16	Sid Raisch , Consultant, <i>Advantage Development System</i>	Growing Your Garden Center	 PANTS14
7/23	Steve Bailey , Consultant, <i>Steve Bailey Consulting</i>	New Retail Profit Centers	 PANTS14
7/30	Sean Martini , Vendor, <i>Britton Industries</i>	Hardgoods Wholesale vs. Retail	 PANTS14

Remember: all shows are archived for later listening at FD2B.COM!

ABOUT THE HOST

Jody Shilan, MLA is an award-winning landscape designer and former landscape design/build contractor, who has sold tens of millions of dollars of design and installation work throughout his career. He now uses his 35+ years of experience to coach other landscape contractors how to easily and dramatically increase their sales by following his unique landscape design/build sales process. He does this through public speaking, private consulting, group workshops and his “exclusive” members-only website www.FromDesign2Build.com.



jshilan@fd2b.com

Interested in sponsoring Landscape Live! Talk Radio?
Contact Your Account Manager Today!

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

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

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

Cleaning up

A California firm scores new clients with synthetic sports field maintenance.

WITH AN INCREASING number of schools and parks installing synthetic turf fields, the leadership at Pacheco Brothers Gardening in Hayward, Calif., was looking for a way to reach those accounts and complement the sports field work it was already doing.

The company knew synthetic turf installation would be an expensive and time-consuming endeavor, but it saw an opportunity in maintenance. Today, synthetic turf cleaning is a thriving niche for the company.

"We figured synthetic turf maintenance would nicely round out our turf renovation division and give us a way to get our foot in the door with clients who have synthetic fields as well as continue to service our existing clientele," says Neal Hornbeck, sales manager with Pacheco.

Synthetic field maintenance is vital for the health and safety of athletes and to protect a field's owner from liability, he says. Pacheco's method not only disinfects the surface, but reduces compaction, which decreases the probability of an impact-related injury, such as a concussion. Most sports leagues measure that probability with a g-max rating. Fields with a higher g-max don't absorb force well and they place more impact on an athlete during a surface collision. Typically, fields are deemed safe for play when their g-max rating is less than 200. The process Pacheco uses often reduces the g-max rating by an estimated 12 to 20 points, Hornbeck says.

Pacheco invested about \$50,000 to get into this service. That included a Verti-Air attachment for the company's existing tractors. Here's how it works: A vertical rolling brush and turbine vacuum lift the crumb rubber and debris off the field and into a closed filter system to separate the debris from the crumb rubber. The latter is then dropped onto a vibrating perforated plate and is redistributed evenly across the surface. Pacheco crews complete the cleaning process by applying a disinfectant with a tractor-mounted, PTO-driven boom sprayer.

The service became profitable in two years, Hornbeck estimates. Today it's a solid revenue driver for the company's overall sports field division, which brings in



Pacheco Brothers Gardening staff determined it would be tough to get into artificial turf installation, but it found a niche in cleaning services.

\$500,000 per year. But Hornbeck says even before it was in the black, artificial turf maintenance was adding value to the business, in part due to its repeat nature. Typically, the company performs cleanings once a year, but in some cases twice. Anything more than that would be too hard on the synthetic fibers. A two-man crew can treat a field in a day. An average job, such as the inside of a track (about 80,000 square feet to 100,000 square feet), runs about \$2,800 for the Verti-Air cleaning/brushing, depending on drive time. Spraying adds another \$900 or so. The company offers discounts for multiple fields at one location or multiple fields per customer. It also offers annual maintenance programs.

Although there's not a lot of traditional competitors for this service, one challenge Pacheco faces is competition from synthetic turf installation companies. Many of them specify in their warranties that if another company cleans the field, it will void the warranty. Though Hornbeck says this type of claim is "illegal," it causes hesitation in the sales process.

"Most of the time if it's a large municipality or school district, they'll have their legal department review the contract and confirm it's an illegal claim and OK to use us for the cleaning," he says. "It's like a carpet company saying your warranty will be voided if you do your own vacuuming."

Much of this work has come from existing clients, including local park districts and school districts within a 50-mile radius, he says. The company was already servicing the natural turf fields for these clients.

Supporting high school sports has been a great marketing tactic, too. It supports the California Interscholastic Federation, which is the California high school sports governing body, and local and regional divisions through advertising and sponsorships, Hornbeck says.

For other contractors considering this service, Hornbeck says to be sure you have the customer base to sell it and sustain it. "We're in the San Francisco Bay area and have a pretty dense population with a lot of schools and a lot of opportunity," Hornbeck says. "We were already servicing many of these clients, so adding the maintenance service was a natural add-on for us."

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

>> SERVICE SNAPSHOT

COMPANY: Pacheco Brothers Gardening

LOCATION: Hayward, Calif.

SERVICE: Synthetic turf cleaning

WHY: To round out the firm's sports field division

BIGGEST CHALLENGE: "The installation contractors have a pretty strong grip on the customer base for cleaning," says Neal Hornbeck, sales manager.

BEST TIP: "This is not a service that could be full-time work, even in a busy region like ours," he says. "It's a nice add-on for a company that already services sports fields. Make sure you have the right demographic."

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

StrongBox™ Enclosures: Taking On The Elements For Over 25 Years



StrongBox™ manufactures high quality irrigation, plumbing and electrical landscape enclosures for every application. We also offer an extensive line of meter pedestals, tree tying and sprinkler support products for the landscape professional.

- Heavy duty stainless steel for durability
- Weather and vandal resistant
- Prompt product availability
- Excellent sales and technical support

Call or visit our website to specify VIT products for your next project.



VIT Products, Inc.

Makers of the original StrongBox®

www.vitproducts.com

1.800.729.1314



StrongBox™, Cinch-Tie™, Twist-Brace™, Cinch-Belt™ and QuickPad™ are registered trademarks of VIT Products, Inc. ©2014 VIT Products, Inc.

RISE Responsible Industry for a Sound Environment®



Always Looking
Out for Issues
Affecting Your
BUSINESS

RISE Grassroots Network



When issues about pesticides and fertilizers pop up in your neck of the woods, you don't have to address them alone. Join the free RISE Grassroots Network at pestfacts.org/grassroots or scan the QR code below. Access resources you can use on the local, state and federal levels with customers, neighbors, community leaders and policy makers to communicate the benefits of your services and the products you use. Keep up-to-date on policy and regulations running the gamut from private and public pesticide property bans to specific restrictions on sales, use and display of fertilizers and pesticides. RISE is a national trade association of pesticide and fertilizer suppliers serving as a resource to help you keep these products in your toolbox and you out of the woods.

1156 15th St., N.W. Washington D.C. 20005 (202) 872-3860
grassroots@pestfacts.org / pestfacts.org/grassroots / DebugTheMyths.com

LMREPORTS

YOUR GUIDE TO PRODUCT RESEARCH

IRRIGATION COMPONENTS

SprinklerMaps

SprinklerMaps provides users with the ability to plot irrigation and utility systems with pinpoint precision on a live satellite map, the company says. Additional features include a square footage estimator, sprinkler radius viewer, gpm tallies and the ability to “flag” markers for repair.

GroundskeeperTech // SprinklerMaps.com



Backflow enclosures

VIT Products manufactures stainless steel vandal- and weather-resistant enclosures. Its backflow enclosures are constructed of type 304 stainless steel tube and wire that provide rustproof durability and strength. The enclosures are made in the U.S. in a variety of sizes, and offer a 10-year limited warranty.

VIT Products // VITProducts.com



PGA Series

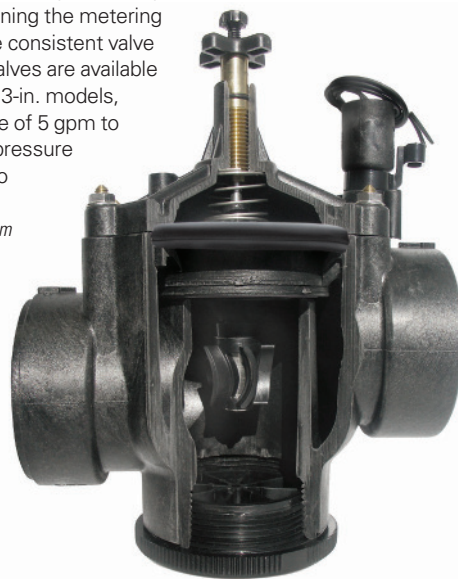
Rain Bird's PGA valve series is put through extreme temperature and pressure surge testing to ensure they are the toughest, most reliable valves in their class, the company says. A pressure-resistant seal between the body and bonnet provides durability, while multidrive screws make servicing quick and easy. A robust electrical design helps the valves deliver years of quiet, reliable performance.

Rain Bird Corp. // RainBird.com

100S Series

At the heart of the new 100S Series Century-Plus scrubber valves is a turbine that's continuously scrubbing and actively cleaning the metering device to ensure consistent valve operation. The valves are available in 1-, 1.5-, 2- and 3-in. models, with a flow range of 5 gpm to 300 gpm and a pressure range of 10 psi to 200 psi.

Irritrol // Irritrol.com



continued on page 58

BUILDYOURBUSINESS

WEBINAR SERIES

Curative Grub Control

Thursday, July 31
10 a.m. PT/1 p.m. ET

**FREE
Webinar!**



PHOTO: FRANK PEAIRS, COLORADO STATE UNIVERSITY, BUGWOOD.ORG

WEBINAR DESCRIPTION:

Join us as experts share the ins and outs of curative grub control methods from both technical and operational perspectives. We'll cover white grub biology plus treatment options, equipment, scheduling and application techniques.

PRESENTERS:

TECHNICAL SPEAKER:

"Biology and Rescue Treatment of White Grubs"



R. Chris Williamson, Ph.D.

*Professor and turfgrass & ornamental specialist
University of Wisconsin-Madison*

Williamson is a professor of entomology at the University of Wisconsin-Madison, where he's an extension/research entomologist in urban landscape entomology, including turfgrass, ornamentals, greenhouses and more. He has a bachelor's degree in turfgrass science from The Ohio State University (OSU), a master's degree in entomology from OSU and a Ph.D. in entomology from the University of Kentucky.

MODERATOR:

Marisa Palmieri, Editor of *Landscape Management*

OPERATIONS SPEAKER:

"Operational Aspects of a Curative Grub Control Program"



Corey Pangborn

*Technical services specialist
Scotts LawnService,
Marysville, Ohio*

Pangborn, a member of the Ohio Lawn Care Association board of trustees, has served as a university groundskeeper and as Scotts LawnService territory service rep, before becoming a technical services specialist for Scotts LawnService in 2011. He has a bachelor's degree in turfgrass science from The Ohio State University.

Sponsored by: **Arena**
INSECTICIDE

Brought to you by:

Landscape
Management

DON'T MISS THIS BUILD YOUR BUSINESS SERIES WEBINAR!
REGISTER NOW! [LANDSCAPEMANAGEMENT.NET/WEBINARS](https://www.landscapemanagement.net/webinars)

continued from page 56



WeatherTRAK ET Pro3

The WeatherTRAK ET Pro3 controller provides reliable, automated savings and the power of 24/7 real-time visibility, the manufacturer says. WeatherTRAK Central Internet management software was recently upgraded with tools designed to help those in drought-stricken areas meet water restrictions. Drought Manager integrates data from the U.S. Drought Monitor and provides setting recommendations. Water Window Compliance allows users to enter single or multisite water window policies to reveal any noncompliant settings.

HydroPoint Data Systems // HydroPoint.com



Point Source drip emitters

Made in the U.S., Hunter's Point Source pressure-compensating drip emitters for its micro-irrigation line are available in three inlets: self-piercing barb, 10/32 thread and 0.5-in. female thread. The barb and 10/32 thread models are offered in 0.5-, 1-, 2-, 4- and 6-gph models; the 0.5-in. female threaded model is available in 1 and 2 gph. Designed for quick installation, the emitters are color-coded for fast flow identification with coined edges for easy gripping. An optional diffuser cap helps gently distribute water and protects the emitter from external debris.

Hunter Industries // HunterIndustries.com



T5 Series

The T5 Series is packed with features including an industry-leading 5-in. pop-up height, advanced nozzle technology, debris-tolerant seal—and the RapidSet feature. RapidSet technology works by turning the rotor past its current trip points. Turn the head clockwise to shift the entire arc; turn the head counter-clockwise to increase the arc pattern. A built-in “slip clutch” protects the gears when making these simple adjustments.

The Toro Co. // Toro.com/irrigation



Octave Ultrasonic Water Meter

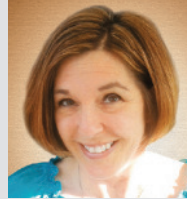
Octave offers a new level of accuracy to measuring flow data because the water flow path is unrestricted. There are no moving parts or impeller, which typically propel a meter's register. Octave's measurement method is based on dual-beam sensors that determine the length of time it takes an ultrasonic wave to travel the distance between the two sensors located in the meter's body. The sensors alternate as both senders and receivers, with the ultrasonic waves traveling both with and against the direction of the flow.

Netafim USA // NetafimUSA.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

BUSINESS OPPORTUNITIES

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

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

THE
COMPANY
CORPORATION

INCORPORATING WHAT'S RIGHT FOR YOU



Save \$25 by
scanning this code

Visit us at www.LANDSCAPEMANAGEMENT.net

BUSINESS OPPORTUNITIES (CONT'D)

Professional Business Consultants
PBC
Merger & Acquisition Specialists
~ 20th Anniversary ~
**WANT TO BUY OR
SELL A BUSINESS?**
Professional Business
Consultants can obtain purchase
offers from numerous qualified
potential buyers without disclosing your identity. There
is no cost for this as Consultant's fee is paid by the
buyer. This is a **FREE APPRAISAL** of your business.
If you are looking to grow or diversify through
acquisition, I have companies available in **Lawn Care,**
Grounds Maintenance, Pest Control and Landscape
Installation all over the U.S. and Canada.

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

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

Good Earth
Landscaping, Management & Tree Service

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

Air-O-Lator.....	18
Bayer Environmental Science.....	21*
Dow AgroSciences.....	11
Ecolawn.....	55
Ecologel Solutions.....	17
FMC Professional Solutions.....	3, 16, 41, 45
Geico.....	Insert*
GIE+EXPO.....	50
MistAway Systems.....	2
Nufarm Americas.....	49, 57
Penn Atlantic Nursery Trade Show.....	51
PermaGreen Supreme.....	5
PLANET.....	47
Pro Landscape By Drafax Software.....	42
Project EverGreen.....	21*
Progressive Insurance.....	46
Quali-Pro.....	15, CV3
RISE.....	55
Schiller Grounds Care.....	22
Syngenta.....	7
Toro.....	SCV2, S2-3, SCV4
Turfco.....	CV4
Versa-Lok.....	23
VIT Products.....	55
Zip Lending.....	CV2

*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 \$105 (U.S. and possessions), one year \$87, two years \$172 (Canada and Mexico) and one year \$165, two years \$324 (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.

VERIFIED
Circulation

AMERICAN
BUSINESS MEDIA
The Association of Business Media Companies



John Kavanaugh

owner of Kavanaugh Landscaping & Irrigation, Ruston, La.



Who's your mentor? The gentleman I first went to work for, Fred Hoogland is my mentor. He's elderly now. He's not working, but I've always maintained a relationship with him. I did a student internship for him (at Hoogland's Landscape) when I was at Louisiana Tech University, and I worked there for a year after I got my degree.

Why the interest in irrigation? I went to college and majored in horticulture with a landscape design option. Originally, when I was just a landscape contractor, I would sub my irrigation out to another contractor.

As my company grew and there weren't that many guys to sub out to, I decided I needed to learn and have it all under one roof. I began my business in 1978, and we evolved into irrigation in the early 1990s.

What's the most challenging part of working in irrigation in Louisiana? To educate the public is one of our greatest challenges. That's part of the spirit of declaring July Smart Irrigation Month (SIM), trying to educate the public. They're the ultimate user. They're the one that's going to push that button or turn that dial.

This is the first year Louisiana is recognizing July as SIM. As president of the Louisiana Irrigation Association (LIA), tell me about your role in the proclamation. We went through the department of agriculture and up the ladder of the government to get our Commissioner of Agriculture & Forestry (Mike Strain) to understand this is an important part of agriculture, turf and ornamental (T&O), and water is an issue every where in the world at some point or another. We want this conservation month to get the word out. It may be a couple of years until this gets big, but somebody's got to plant the seed. That's what we've done. You've got to start somewhere.



How is the LIA encouraging statewide participation in SIM? It's ironic. If you look at some of the license plates in Louisiana, their tag lines (say) this is the "bayou state." We've got surface water everywhere but not everyone wants to mess around behind an alligator (laughs). It takes a lot of money to make that usable for the community. We're trying to train our members, the irrigation contractors, to educate clients. One of the hardest things about my business is selling a sprinkler system, telling the client to run it two or three times a week, and they want to run it every day. We want to water just enough, not too much. After you finish the job and turn it over to the customer, they have the day-to-day responsibility.

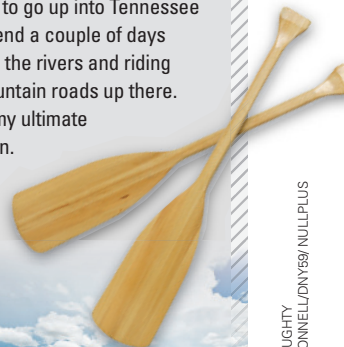
OFF THE CLOCK

WHAT'S THE BEST PART ABOUT YOUR JOB? To drive back by years later and see the landscapes grow and evolve. I've seen peoples' grandkids swinging on a tire swing from an oak tree I planted 30 years ago.

WHAT TAKES UP YOUR TIME OUTSIDE OF WORK? I enjoy motorcycle riding and floating my streams—whether it is in a raft or a canoe. I'm also an active Methodist.

DO YOU RECALL THE FIRST MOTORCYCLE YOU EVER BOUGHT? A 1966 Harley-Davidson Sprint. I was in high school. I've ridden motorcycles most of my life. Now I have a 2014 Harley-Davidson Wide Glide. I am a Harley enthusiast.

WHAT'S YOUR IDEAL VACATION? I'd love to go up into Tennessee and spend a couple of days floating the rivers and riding the mountain roads up there. That's my ultimate vacation.



NEW from
Quali-Pro®...



2DQ

Herbicide

Containing three active ingredients that provide weed control of annual and perennial broadleaf weeds in warm-season and cool-season turf grasses. 2DQ is for use on ornamental turf lawns (residential, industrial, and institutional), parks, cemeteries, athletic fields, sod farms, golf courses (fairways, aprons, tees, and roughs), and similar turf areas to control clover, dandelion, henbit, plantains, wild onion and many other broadleaf weeds.

QUALI-PRO®

Innovation you can apply.

For more information on our wide selection of turf and ornamental products, visit quali-pro.com or call 800-242-5562

THE ONE APPLICATOR
THAT DELIVERS

MORE

**MORE PROPERTIES
PER DAY**

**MORE CUSTOMERS
PER WEEK**

**MORE MONEY
IN THE BANK**



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, you can cover up to 124,000 square feet per fill

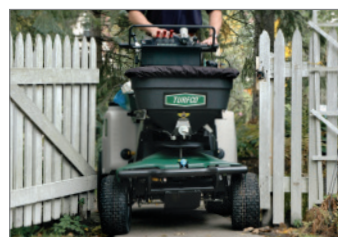
It's time to expect more from your spreader/sprayer. ***Lots more.***



▲ Unique high velocity, large droplet spray delivers complete coverage.



▲ Smooth, steady, confident ride on hills and rough terrain.



▲ Fits through a 36" gate to enhance efficiency, improve productivity.



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