



LANDSCAPE MANAGEMENT

YOUR GUIDE TO GROWTH™

CRACKING THE CODE

How landscape professionals determine which software solutions best fit their businesses.

+
46

**programs
to consider**

November 2014

landscapemanagement.net

A NORTH COAST MEDIA PUBLICATION

**“I don't want to feel like
my business is running me.”**



LandOpt provides the proven tools, training, and technology to increase the strength of your business.

It's just overwhelming! You have to meet with clients, agonize over budgets, make sure that new piece of equipment is working...and your cell phone seems glued to your hand. It sure would be nice if you could trust that everything would work without your personal involvement all the time. It DOES if you're a Powered by LandOpt Contractor.

LandOpt specializes in working with established, independently owned landscape contractors across the U.S., giving you a powerful, proven system that defines roles, systems, and processes while allowing you to maintain your business identity and ownership. Our unique business model, tools, and intensive training ensure that everyone on your team knows exactly what role they play – and can do so with confidence.

We eliminate micromanagement and duplication of effort, so your business runs more smoothly with the strength to grow and prosper.

Learn to work ON your business, not IN it. Contact us today and see how you can become a Powered by LandOpt Contractor. Then, put down that cell phone and relax for a change.

LANDOPT

412.567.4345 • info@landopt.com • www.landopt.com





CONTENTS

NOVEMBER 2014 • VOL 53, ISSUE 11



ON THE COVER

How landscape professionals determine which software solutions best fit their businesses.

32

CRACKING THE CODE

NEWS & HOW-TO'S

10 Recommender
Mowers

10 Industry Brief
BY SABEENA HICKMAN

12 Step by Step
How to secure an equipment load

14 New Stuff
Six products and services that are fresh to the market.

PROFIT CENTERS

20 Mowing+Landscape Maintenance
What's your optimal crew size?



Donna Wood takes to meditation for stress relief (page 56).

23 Turf+Ornamental Care
The future is bright for natural and organic lawn care options.

26 Design/Build+Installation
One Chicago-area contractor's "\$100,000 sales pitch."

30 Irrigation+Water Management
A flowchart on whether or not to convert an area to drip irrigation.

BUSINESS INSIDER

46 Business Basics: Numbers
Be a tax master, despite the expired Section 179 deduction.
BY DANIEL GORDON

48 Let's Grow
Have salespeople create lists to keep their pipeline visible.
BY KEVIN KEHOE

49 Case Study: Add-On Biz
A New York contractor finds a niche in land management.
BY CASEY PAYTON

Billy Goat's new AE1300H hydrostatic drive aerator features Flextech arms (page 15).



IN EVERY ISSUE

2 Online Now

4 Editor's Note
BY MARISA PALMIERI

6 Big Picture
Gardeners' Guild, Richmond, Calif.

50 Product Focus
GIE+EXPO/HNA product debuts

55 Classifieds/Ad Index

56 Backstory
Donna "DJ" Wood, CEO, Terra Madre Landscape Services
BY MARISA PALMIERI

ON THE COVER: PHOTO ©ISTOCK.COM/PLAINVIEW



NEW VIDEOS ON LANDSCAPEMANAGEMENT.NET



→ View our business tip videos and photo slideshows from GIE+EXPO and the Professional Landcare Network's Green Industry Conference, which took place in Louisville, Ky., late last month.

WEB PICK

Alignable.com

This social network connects business owners with peers in their communities for sharing advice and ideas, discussing local issues and discovering new ways to work with other business owners. **Free**



LM CONNECT

- [facebook.com/LandscapeManagement](https://www.facebook.com/LandscapeManagement)
- twitter.com/LandscapeMgmt
- [linkedin.com/company/landscape-management-magazine/](https://www.linkedin.com/company/landscape-management-magazine/)
- [plus.google.com > Search "Landscape Management magazine"](https://plus.google.com/search?q=Landscape+Management+magazine)

MistAway[®] systems
Outdoor Insect Control

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

Prepare now, go from

Dormant to

Vibrant



Because Spring will
be here before you know it.

roots

...*Biological Plant Solutions*

Although winter is upon us and spring seems far away, now is the time to prepare for its revival. Roots Biological Plant Solutions contain beneficial microbes and mycorrhizal fungi for a faster recover and quicker green-up from harsh conditions. So it's not too soon to start thinking about spring and how you're going to be prepared to take your grounds from dormant to vibrant. Visit our website to find out more.



Best of All Worlds®
1-800-233-0628 • www.Lebanonturf.com

EDITOR'S NOTE

MARISA PALMIERI
EDITOR

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



HEADQUARTERS

1360 East 9th St., Suite 1070, Cleveland, OH 44114

EDITORIAL STAFF

Editor Marisa Palmieri

216/706-3764 | mpalmieri@northcoastmedia.net

Associate Editor Sarah Pfladderer

216/706-3756 | spfladderer@northcoastmedia.net

Contributing Editor Heather Gooch

330/723-3539 | hgooch@northcoastmedia.net

Art Director Tracie Martinez

216/363-7924 | tmartinez@northcoastmedia.net

Digital Media Content Producer Allison Barwacz

216/706-3796 | abarwacz@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 Malcmacher

216/363-7925 | jmalcmacher@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, Finance & Operations Steve Galperin

216/706-3705 | sgalperin@northcoastmedia.net

VP, Graphic Design & Production Pete Seltzer

216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford

216/706-3766 | mwhitford@northcoastmedia.net

Putting software to work

A decade ago, there were only a handful of green industry software options. Thanks to the cloud and the advent of mobile technologies, many other programs are viable for landscape and lawn care companies.

We selected this month's cover story—and compiled its associated chart—because readers asked us to.

“Perhaps this has been done recently and I missed it—a comprehensive article, or series of articles, about software programs utilized in our green industry?”

“Have you done any surveys on the lawn maintenance software available? If not, please think about doing so. Also, do you have any recommendations?”

Those are just a few requests we've received on this topic over the last few years. It's a tough one to tackle because our readers' needs are so varied due to the variety of service offerings and range of company sizes.

That's why we sought to compile all the programs we could find that said they catered to the green industry into one chart. (Thanks to Associate Editor Sarah Pfladderer for her painstaking reportage!) She's come up with a place for you to start your search.

We also asked our Editorial Advisory Board for its advice about implementing new software (see opposite page). One of Jody Shilan's comments struck me based on my own experiences and a book I read recently. In addition to the quote we printed from him at right, he offered this: “Find something that fits the way you currently work, not the other way around. If you have to change your processes to accommo-

date the software, then it probably isn't a good fit.”

How many companies implement software programs that don't get used? More than we can count.

That brings me to the book I mentioned, which was given to me at a company meeting by our CEO. He challenged us to read *The Power of Habit: Why We Do What We Do In Life and Business* by Charles Duhigg.

It points out how a part of the brain called the basal ganglia plays a significant role in habits. Mental activity in this region of the brain *decreases* as a behavior becomes habitual.

“When a habit emerges, the brain stops fully participating in decision making,” Duhigg says. “It stops working so hard or diverts focus to other tasks. So unless you deliberately fight a habit—unless you find new routines—the pattern will unfold automatically.”

Shilan's point is valid. It's tough to change when the “old way” is automatic. So when it comes time to upgrade your software, determine if your company's way of working—in other words, its habits—is something you want to amplify with a new program. Or maybe it's time for some new processes? I know the realist in Shilan would say it's unlikely most companies will change. He's right, of course. But *The Power of Habit* explains that it may be unlikely, but it's not impossible.

As Duhigg puts it: “Once you understand that habits can change, you have the freedom and the responsibility to remake them. Once you understand that habits can be rebuilt, the power of habit becomes easier to grasp and the only option left is to get to work.”

EDITORIAL ADVISORY BOARD

Q+A

What is your advice for green industry companies on the hunt for software solutions?

Landscape Professionals

Richard Bare
Abor-Nomics Turf
Norcross, Ga.

Bill Bemus
Bemus Landscape
San Clemente, Calif.

Chris Joyce
Joyce Landscaping
Cape Cod, Mass.

Adam Linnemann
Linnemann Lawn Care & Landscaping
Waterloo, Ill.

Jerry McKay
McKay Landscape Lighting
Omaha, Neb.

Greg Winchel
Winchel Irrigation
Grandville, Mich.

Industry Consultants

Dan Gordon
TurfBooks
Newton, N.J.

Jeff Harkness
3PG Consulting
Alpharetta, Ga.

Kevin Kehoe
3PG Consulting
Laguna, Calif.

Phil Harwood
Pro-Motion Consulting
Farmington, Mich.

Frank Ross
3PG Consulting
Alpharetta, Ga.

Jeffrey Scott
Jeffrey Scott Incl
Trumbull, Conn.

Jody Shilan
FromDesign2Build.com
Upper Saddle River, NJ

Bruce Wilson
Wilson-Oyler Group
Scottsdale, Ariz.

WEB EXTRA

See more great advice and complete answers from our Editorial Advisory Board in the Web Extras section at LandscapeManagement.net.

"Whatever product you're looking at should not just solve an immediate need. It should be aligned with the strategic plan for the foreseeable future."

"Go with a cloud-based software version so you can access your information anywhere."

"Let the people who are going to use the software test it out and give their opinions on it. Nobody likes change, but given the opportunity they would like to participate in that change."

"Things, particularly in the software world, really worth your attention are seldom gotten on the cheap."



OUR MISSION: Landscape Management shares a comprehensive mix of content designed to stimulate growth and take our readers to their next level.

LAWN CARE SUMMIT '14



December 3-5, 2014

Westin Tampa Harbour Island Hotel
Tampa, Florida

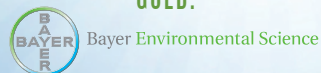
Visit www.nmapestworld.org
or www.landcarenetwork.org
for more details.

THANK YOU TO OUR SPONSORS:

PLATINUM:



GOLD:



SILVER:



MEDIA SPONSORS:







BIG PICTURE

TERRIFIC TERRACE

LOCATION The hills of Marin County, Calif.

COMPANY Gardeners' Guild Richmond, Calif.

THE DETAILS A piece of a multi-level Craftsman style residence built into the hillside, below street level, this project received a 2013 National Landscape Awards of Excellence Grand Award from the Professional Landcare Network. It was involved in a renovation project on the upper floors and other areas of the main house when the exterior landscape project began, which led to much coordination among the owners, landscape architect, landscape contractor and the general contractor. Extensive engineering, both structural and geotechnical, was required, as the main concrete retaining wall was curved and reached 7-ft.-plus in height. This wall was integrated into new and existing levels, staircases and pathways and included extensive piers, steel, drainage and compaction, then finished with lightly textured stucco.

Other firms involved in this project were Horizon, American Soil & Stone and SBI Building Materials & Landscape Supplies.

PHOTO This view is looking up from the wooden deck to the entry gate. The driveway and carport are just beyond.

See additional photos and learn more online at LandscapeManagement.net/BigPicture.

4-lb ECONOMY SIZE
NOW AVAILABLE



Knock Out Multiple Weeds in a Single Round

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

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

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

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



fmcprosolutions.com



Solitare®
HERBICIDE

NEWS + HOW-TO'S

LANDSCAPE
INDUSTRY
TRENDS,
VIEWS
AND TIPS

RECOMMENDER

ISSUE BRIEF

STEP BY STEP

NEW STUFF

EFFICIENCY
TIP

LUNCH- TIME

At Inside Out Design, a design/build and maintenance firm based in Frankfort, Ky., efficiency has improved since the company implemented a bring-your-lunch-to-work policy. Co-owner Andrea Wilson Mueller estimates it saves nearly a man-hour per day, in addition to other benefits.

For the company's first few years, workers routinely left job sites to take their breaks and pick up lunch. In addition to the lost time it took to pick up lunch, eat and return (which often ran over the 30 minutes allotted), it cost the company in fuel and added the risk of having trucks on the road more than necessary.

Now, crews bring their own lunches. "They get a longer break because they aren't driving and rushing to eat, and I definitely think this increases efficiency," Mueller says.

As a bonus, the company added a microwave to each vehicle so workers can have a hot lunch.

"Our customers think it's the best thing ever," Mueller says. "It's great for the customer to see that we're staying on the job site until it's complete."

“Bringing their own snacks and lunch is healthier and also saves them money,” Mueller says. “It’s a win-win.”

RECOMMENDER

Mowers

Which do you use and why?

Heads Up Landscape Contractors added John Deere stand-on mowers with propane conversions in 2013 and 2014.



ADAM DELAGRANGE
FOUNDER,
DELAGRANGE
LANDSCAPING
CENTERBURG, OHIO

"Hustler. From a price point of buying these machines new, the Hustler brand tends to be cheaper than comparable models but they don't lack the quality. Currently, we're running two Hustler X-ONEs with 26-hp Kawasaki engines and 60-in. decks, and I also have a Hustler Trim-Star walk-behind with a 17-hp Kawasaki and a 48-in. deck. The product has far exceeded my expectations."



RANDY HUNT
OWNER, INDIAN RUN
LANDSCAPING
LANCASTER, PA.

"We use Walker mowers because they improve our efficiency with their handling and maneuverability, and they produce the highest quality cut. We purchase the diesel model for longer life and better fuel economy. We use 48-in. bagging decks on most of our properties and 74-in. discharge decks on a large 30-acre estate. We also use the bed edging attachment to cut beautiful edges on landscape beds very quickly."



SHAWN STOMP
CFO, HEADS UP
LANDSCAPE
CONTRACTORS
ALBUQUERQUE, N.M.

"The opportunity to use propane mowers was attractive, especially with the rebates available in 2013/2014. We worked with John Deere to arrange financing to purchase 10 QuikTrak 648R stand-on mowers and installed propane conversion kits on eight of them. Once everyone had the opportunity to use them, everybody wanted them (over the ride-ons). As a result, we purchased 10 more."

ISSUE

BRIEF



BY SABEENA HICKMAN

The author is CEO of the Professional Landcare Network (PLANET).

SHOULD YOU NEED A PERMIT TO PLANT A TREE?

If the proposed revision to the definition of the Waters of the U.S. (WOTUS) were enacted, landscape professionals and homeowners might need to get a permit to plant trees or shrubs on their own property or on a client's property.

The Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers' proposed revision to the WOTUS, up for public comment until Nov. 14, describes which waters can be regulated under the Clean Water Act. EPA says it doesn't want to add additional restrictions; it merely wants to clarify which sources of water in the U.S. are under federal jurisdiction under the Clean Water Act.

However, many in the landscape industry and other sectors read the rule as controlling what people can build or plant in or around streams, ponds, ditches and stormwater runoff areas. They see it as an example of extreme government overreach.

The Professional Landcare Network, with other groups, has been lobbying to stop the rule's implementation. In September, in a promising turn of events, the U.S. House of Representatives passed with bipartisan support WOTUS Regulatory Overreach Protection Act (H.R. 5078). Introduced by Rep. Steve Southerland (R-Fla.), the act would prohibit the implementation of the proposed revision to the definition of WOTUS. Unfortunately, the House act is expected to face resistance in the Senate.

Landscape professionals should write their senators or talk to them in their local district offices. Legislators listen to business owners. Make your voice heard to stop this proposal.

WEED OUT THE ORDINARY

THE 2015 SPRINTER



The Freightliner Sprinter Van drives the growth of your business today—and down the road. With the superior fuel efficiency of its 2-stage turbocharged diesel engine, service intervals extended to 20,000 miles¹ and legendary durability, the 2015 Sprinter is “The best full-size van for cargo and passenger purposes” (Edmunds). Plus, new standard Crosswind Assist² helps stabilize your Sprinter in strong, gusting crosswinds. The 2015 Sprinter—your hardest worker.

www.freightlinersprinterusa.com

SPRINTER

1 Driver is responsible for monitoring fluid levels and tire pressure between service visits. See Maintenance Booklet for details.
2 Crosswind Assist engages automatically when sensing dangerous wind gusts at highway speeds exceeding 50 mph. Performance is limited by wind severity and available traction, which snow, ice and other conditions can affect. Feature not available on 3500 models.
©2014 Daimler Vans USA LLC. All rights reserved.

FREIGHTLINER

STEP BY STEP


How to secure a mower on a trailer

DOWNLOAD IT

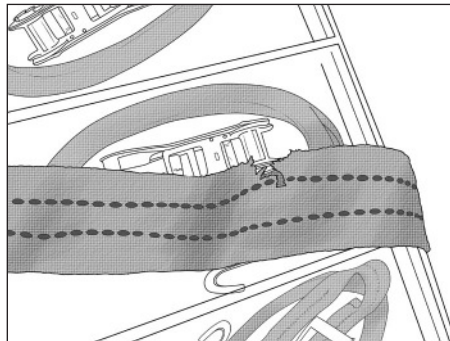
Visit LandscapeManagement.net/StepbyStep to download a PDF of this page to use as a training tool for your team.

Hauling an unsecured load may have serious consequences. Do you want to risk a traffic citation (which could affect insurance premiums)? Could your company survive the litigation of a potentially fatal accident?

Trucks, trailers and loads that weigh 10,000 pounds or more are considered commercial motor vehicles under the Federal Motor Carrier Safety Administration and must comply with its regulations, including having U.S. Department of Transportation markings on the truck, stopping at roadside inspection stations and more—including properly securing cargo.

- Components used to secure cargo must be in proper working order with no damaged or weakened components that could adversely affect their performance (i.e., no damaged chains or frayed web straps).
- Cargo must be firmly immobilized or secured on or within a vehicle by structures, such as tiedowns. Cargo that's likely to roll must be restrained by chocks, wedges, a cradle or other equivalent means to prevent rolling.
- Understand the aggregate working load limit of tiedowns (see Step 2) and the minimum number of tiedowns. You need one tiedown for articles 5 feet or less in length and 1,100 pounds or less in weight. Two tiedowns are required if the article is 5 feet or less in length and more than 1,100 pounds in weight or if it's greater than 5 feet but less than 10 feet, regardless of weight. 

SOURCES: Professional Landcare Network Safety Sense newsletter; Federal Motor Carrier Safety Administration; "Securing the Load," Purdue Extension



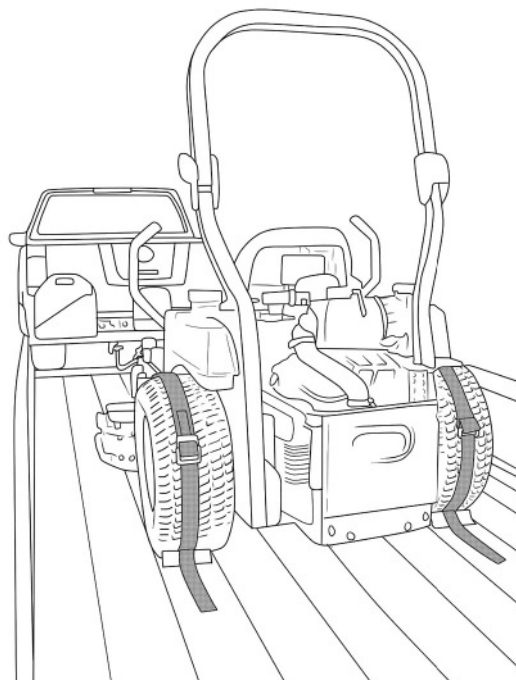
STEP 1

Inspect the tiedowns for damage and dispose of any damaged chain or web straps.



STEP 2

Understand the working load limit of your tiedowns. New web straps bear a tag that shows the working load limit (WLL).



STEP 3

Consider making load securement as easy as possible with ready-to-go tiedown kits made for equipment with wheels (such as Fastrap), so employees don't get lax. DOT places the responsibility for load securement on the person in control of the loaded vehicle when it leaves a property.



ILLUSTRATIONS: FIVERR.COM/ARTIST_TEAM

CONTROLLED-RELEASE FERTILIZER

DRIVEN BY

DURATION CR®

ENGINEERED FOR PERFORMANCE

A SIGN OF THE TIMES

Rising business costs. Environmental concerns. You owe it to yourself to look into fertilizers Driven by Duration. These controlled-release fertilizers are coated with an advanced polymer technology, so you can reduce the number of applications per customer. With the time you save, you can add even more properties or revenue-generating services. That's cost-effective. Consult with your distributor today and discuss what **A BETTER WAY TO FERTILIZE** can mean for your business.

CALCULATE
YOUR SQUARE
FOOT ADVANTAGE.

Go online to find out how fewer applications can save you time, labor and improve your bottom line.

Visit: DrivenByDuration.com



www.KASTurf.com

KOCH
KOCH AGRONOMIC SERVICES, LLC

Duration CR® and the Duration CR logos are registered trademarks of Koch Agronomic Services, LLC. The Koch logo is a registered trademark of Koch Industries, Inc. © 2014 Koch Agronomic Services, LLC.

DurationCR®
Engineered for Performance

NEW STUFF



1. SALTDogg TGS02 TAILGATE SPREADER

COMPANY: Buyers Products

URL: SaltDogg.com

This 3-cubic-ft. capacity SaltDogg TGS02 tailgate spreader features a frame to fit into a 2-in., Class 4 hitch, which does not require truck bed rail drilling. It's ideal for use on 1/2- to 1-ton trucks and SUVs. The TGS02, which weighs 64 lbs., features a horizontal-auger feeder design, giving the flexibility to spread ice melt and bagged salt. An optional vibrator can be added for mixing salt and sand.



2. PLOW GROUND TRACKING TECHNOLOGY

COMPANY: Meyer Products

URL: meyerproducts.com

Ground Tracking Technology (GTT) allows a plow to pivot up to 12 degrees in either direction, enabling it to follow the contour of the road. GTT is possible because the moldboard and black iron move around a center pivot point. It's available as an option on Meyer Lot Pro, Road Pro and Diamond Edge plows.



3. TZONE SE BROADLEAF HERBICIDE

COMPANY: PBI-Gordon Corp.

URL: GordonsProfessional.com

With a reduced-solvent ester formulation, TZone SE delivers twice the triclopyr per acre as most combination products for fast control of broadleaf weeds, according to PBI-Gordon. The product is formulated to control wild violet, ground ivy, black medic, oxalis, clover, spurge, speedwell, lespe-deza and more than 80 broadleaf weeds, including suppression of young and actively growing yellow nutsedge. The formulation also allows applications earlier and later in the growing season.



CHECK OUT MORE NEW STUFF ONLINE

To stay up to date on all the latest landscape industry products and services, visit LandscapeManagement.net/tag/product-news.

4. SPECTICLE TOTAL HERBICIDE

COMPANY: Bayer CropScience

URL: backedbybayer.com

Specticle Total is a nonselective herbicide with quick knockdown and residual control. It kills existing weeds and it prevents new ones for up to six months. This product is easily mixed in a backpack sprayer and can be used in both landscapes and hardscapes.

5. AE1300H HYDRO DRIVE AERATOR

COMPANY: Billy Goat

URL: billygoat.com

The new hydrostatic drive, 30-in. reciprocating aerator features Variable Aeration Density, in-ground turning and flexible limb reciprocating action. Its width plus speed up to 4.3 mph equate to quarter-acre aeration jobs completed in as few as 15 minutes, according to Billy Goat. Plus, the unit has just eight tines to service, compared to as many as 42- on 26-in. drum units. It features a 390 cc Honda engine.

6. IS 3200Z ZERO-TURN MOWER

COMPANY: Ferris

URL: FerrisMowers.com

The Ferris IS 3200Z features a suspension system with rear coil-over-shocks and front independent, adjustable coil-over-shocks. Powered by either a Briggs & Stratton Vanguard BIG BLOCK or Kawasaki FX1000V-DFI engine, the IS 3200Z touts dual Hydro-Gear ZT-5400 Powertrain transaxles, Hercule II cast-iron (greasable) spindles and 61-in. or 72-in. mowing decks.

WEEDWATCH

STANDING SENTINEL TO PROTECT PLANT HEALTH



Recommended
Dow AgroSciences
solution
LockUp® specialty
herbicide*

DOLLARWEED/PENNYWORT

Hydrocotyle spp.

IDENTIFICATION TIPS

- ▶ This warm-season perennial often is found in moist to wet sites or anywhere with excess moisture.
- ▶ Its green, glossy leaves are round and scalloped, resembling a miniature lily pad.
- ▶ A long, slender petiole is attached to the center of the leaf, forming an umbrella-like appearance. Dollarweed often is confused with dichondra, where the petiole is attached to the edge of a kidney-shaped leaf.

CONTROL TIPS

- ▶ Avoid excess moisture by minimizing irrigation and improving drainage. Most turfgrass species can survive with less moisture than dollarweed.
- ▶ Apply a postemergent herbicide containing penoxsulam when dollarweed is actively growing and in the one-leaf-to-flower stage.
- ▶ Dollarweed is a difficult weed to control for an entire growing season. Repeat spring or fall applications may be necessary.



Recommended
Dow AgroSciences
solution
Gallery® specialty
herbicide

RED SORREL

Rumex acetosella

IDENTIFICATION TIPS

- ▶ This summer perennial grows best in acidic soils, and can be used as an indicator of low soil pH.
- ▶ Leaves alternate and form a basal rosette. Mature leaves are arrowhead-shaped, with two basal lobes attached to a petiole. Leaves growing along the stem are more elongated and usually lack the basal lobes.
- ▶ The leaves become thick and fleshy over the summer months. The margins of the leaf are smooth.

CONTROL TIPS

- ▶ Red sorrel grows in undisturbed, poorly drained soils.
- ▶ Low nitrogen fertility also encourages the growth of this weed. Keep pH and fertility soil levels within appropriate local guidelines.
- ▶ Apply a preemergent herbicide containing isoxaben, in combination with a postemergent application containing clopyralid, when plants are in the rosette stage. Make the same application again in late spring to maximize control.

*Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. State restrictions on the sale and use of LockUp apply. Consult the labels of products containing LockUp 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

PHOTOS: S. ASKEW (LEFT); FOREST AND KIM STARR, STARR ENVIRONMENTAL, BUGWOOD.ORG



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.



SPEED, POWER AND PERFORMANCE

IN A MOWER THAT WORKS
AS HARD AS YOU DO



Dixie Chopper leads the industry with models that can deliver 6.6 acres per hour, and with the only twin-engine zero-turn in the business. More speed and more power means more money in your pocket at the end of the day. Demo a Dixie Chopper today at your local dealer.

765.246.7737 | dixiechopper.com

DIXIE CHOPPER[®]
The World's Fastest Lawn Mower.

PROFIT CENTERS

IDEAS AND
STRATEGIES
TO KEEP YOUR
DIVISIONS IN
THE BLACK

TURF+
ORNAMENTAL CARE

MOWING+LANDSCAPE
MAINTENANCE

DESIGN/BUILD+
INSTALLATION

IRRIGATION+
WATER MANAGEMENT

GET TO THE ROOTS

Natural, organic and biological turf care offerings are no longer limited to compost tea and dried manure.

 PAGE 23

Just the right size



Finding the proper mowing crew size will make you more efficient. BY BETH GERACI

So many factors affect the success of a landscape maintenance business, it's hard to know where to begin. Those looking to maximize on-the-job efficiency may want to take a closer look at their mowing and landscape maintenance crew sizes. It's just one aspect of an operation, but with the potential to impact everything from route density to equipment needed on a job, mowing crew size creates a powerful ripple effect that can either help or hurt your bottom line.

Jeff Garner is the owner of Garner's Northwest Landscaping in Anacortes, Wash. Garner left the business to work in finance then returned nine years ago. When he did, he strove to pinpoint the company's optimal crew size.

"The optimal size for the majority of our routes was two guys," he says.

Garner decided to experiment with mowing crew size again this year.

NEWSFEED

REBRANDING

The American Road Machinery Co. rebranded the Mulch

Mule, which it acquired from Green Industry Innovators in August, to the TerrainPro.



ACQUISITION

Terracare Associates, headquartered in Littleton, Colo., acquired Dallas-based VMC Landscape Services. Terms of the deal were not disclosed.

Q3 2014 UPDATE

The Grounds Guys kept its franchising on the upswing in Q3 2014, adding nine new

franchisees from July through September. Year to date, The Grounds Guys has added 55 new franchise locations, all of which will be open no later than early 2015.



From January to May, Garner's Northwest tested one-man crews on one of its busiest routes. The result? Up to two man-hours of drive time per day were eliminated, and the company's revenue per hour rose substantially. But there were problems.

"My thought was that one guy would be much faster than two guys, and that was correct in terms of travel time," Garner says. "But the quality of the work wasn't as good. In the end, the improved efficiency on the revenue side didn't balance the impact on quality."

Garner isn't sure why quality suffered. He surmises it's because fewer people were on site to spot problems. Whatever the reasons, two-man crews "are the optimal way for us to go," he says. Typically the two-man crews divide the work; one starts mowing and the other starts trimming, depending on the size of the property.

Garner's Northwest sticks to that number as much as possible, although for larger commercial accounts it puts up to five guys on a mowing crew. With \$900,000 in annual revenue last year, Garner's Northwest is 70 percent residential and 30 percent commercial.

Brock Bykerk, vice president of Caledonia, Mich.-based Bykerk Landscape Management, a company ruled

by maintenance accounts, also uses two-man mowing crews on his properties. It's a change from 10 years ago, when Bykerk Landscape Management ran three

one-man mowing crews. As the company's residential and commercial businesses grew, it had to hire more workers and increase its mowing crew size.

"I prefer it to be a one-man crew myself, from an efficiency standpoint," says Bykerk, who once was

among those one-man crews. "Because when you're talking man-hours, to get your money's worth the two-man crew would have to do the job in half the time as one man. And that does not happen."

Jonathan Pototschnik, owner of CitiTurf in Plano, Texas, would use fewer people on his crews if he could. But he's experimented thoroughly with his crew size and is happy with the three-man crews he's using now.

Today, residential accounts make up 95 percent of CitiTurf's business. The company used to be a commercial business then shifted to residential. Along the way, it's experimented with crew size many times. And whereas it ran four-man crews on most of its



Jonathan Pototschnik

commercial accounts, three-man crews are a better fit for the residential properties it services today, Pototschnik says.

CitiTurf has used four-man crews for residential accounts and still uses them in inclement weather. But overall, four-man crews on residential accounts didn't give Pototschnik the efficiency he sought. His man-hour rate fell as a result, he says.

WHAT FACTORS GO INTO DETERMINING THE BEST CREW SIZE?

Finding the right mowing crew size is "very, very big" for a landscape maintenance business's success, Garner says. That's because it's closely linked to so many important factors—property type and size, the equipment on hand,

Is your company growing faster than you can handle?

CLIP Software can simplify your company, streamline procedures, and increase profit, making GROWING easy...

HOW CLIP CAN HELP...

- Routing
- Scheduling
- Customer Maintenance
- Billing (or link with QB)
- Reporting
- Customer Portal

Get a FREE DEMO Today!

800-635-8485 www.CLIP.com



MOWING+LANDSCAPE MAINTENANCE

a crew's skill level and a foreman's management ability, just to name a few.

"The size of the property is going to determine the type of equipment, which is going to determine the skill level you need and the number of people you need," Pototschnik says. The type of property is an important consideration, too, he says, because residential and commercial clients often have different standards.

Having a balance between the number of crew members on the truck and the equipment riding in the truck with them is important. Garner saw that when he began timing his crews and observing them more closely earlier this year.

"You can't get three mowers on a small yard, or then you'll have a guy standing around not doing anything,"

“It was very important for us to outfit the crews with the right equipment. Having the right equipment drastically improves efficiency.”

—JEFF GARNER



he notes. "It was very important for us to outfit the crews with the right equipment. We found that having the right equipment drastically improves efficiency."

This year, Garner's Northwest bought another 52-inch mower to share among its seven maintenance crews. "Now when they need a second big mower, they don't end up standing around trying to fill their down

time," Garner says. "It made a huge difference."

Garner estimates the purchase of the 52-inch mower has eliminated 30 minutes of unproductive time per crew, for a total of three or four hours a day.

The purchase of a fleet of 30-inch mowers didn't hurt either, and the company is looking at a 3.5 percent increase in gross profit this year. "Most of that we attribute to having the right equipment and eliminating that down time," Garner says.

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




IDEAL SCENARIOS

If Bykerk and Garner could afford to use one-man crews all the time, they would, they say. But Bykerk says he would have to double his equipment to make that happen, and Garner says he would have to invest in a quality inspector to oversee his crews.

For now, both men have found that two-man crews work best. Pototschnik, too, is happy with his three-man mowing crews. If he weren't, he says, he wouldn't wait to do something about it.

In an ideal world, Pototschnik says, far more skilled labor would be available, creating maximum on-the-job productivity. Until that happens, he says, business owners should make their equipment and trucks work harder.

"Labor is extremely expensive—labor's a risk," he says. "So you want to put most of your work onto your assets. You want to be running those mowers all day. You don't want a mower sitting in a truck half the day." 

Geraci is a freelance writer based in Cleveland.

Beyond manure

The future is bright for natural and organic lawn care options. BY DIANNA BORSI O'BRIEN

BACK TO ITS ROOTS
Lawn care companies say better product offerings and consumer demand drive the popularity of natural, organic and biological lawn care programs.



Mark Tamn, president of Freedom Lawns, didn't start out in the natural lawn care business. For decades, he worked for national lawn care firms and even owned a large traditional lawn care firm himself.

Then, in 1999, Tamn decided to take a different approach to lawn care.

"I believed there was a better way that was more sustainable," he says. Tamn also thought "going green"—i.e., using fewer synthetic inputs—would give him a marketing niche to help his Hampstead, N.C.-based firm stand out among other lawn care companies.

It worked. Today, his company employs 40 to 50 workers, serving predominantly residential clients, and it offers franchises opportunities for others who want to do business his way. He has nine franchises operating in the Carolinas.

As he likes to put it, "We were green before green was cool."

You could say the organic, natural and/or biological lawn care business is growing and is likely to stay that way. Suppliers and end users say they're see-



ing increased demand, increased sales and more products available than ever, a trend they expect to continue.

Take Bill Hoke, for example. He

started his company, NexGreen, in January 2013 with three trucks and a warehouse. Now, he expects 2014 revenue for his lawn care firm to hit \$1.6

PHOTO: @ISTOCK.COM/GMNICHOLAS

NEWSFEED

NOV. 14 DEADLINE

The Environmental Protection Agency extended the public comment period on "Waters of the U.S."

to Nov. 14. To submit your comment or learn more about the proposed regulation under the Clean Water Act, visit buff.ly/1ubOY8H.

EAB SPREADING

Emerald Ash Borer (EAB) reportedly has spread to the white fringetree, according to research, including a first-hand sighting,



from Don Cipollini, Ph.D., Wright State University.

INITIATIVE UNDERWAY

Project EverGreen kicked off its "Healthy Turf. Healthy Kids." initiative Oct. 7, reviving a

soccer field at the Michael J. Zone Recreation Center in Cleveland.



TURF+ORNAMENTAL CARE

million at his Columbus, Ohio, location and \$800,000 for the Frederick, Md., office, with both locations offering lawn care and tree and shrub services to an 80/20 mix of residential and commercial customers.

“Green” looks good on smaller firms, too. In 2013, Nathan Brandon started Pure Green in Franklin, Tenn., after selling his interest in a traditional lawn care company. Today, he has three full-time workers, one part-time worker and serves both residential clients and commercial properties. He’s seeing more clients asking for a more natural approach.

WHY GO ‘GREEN’ NOW?

Many lawn care firms say customers are requesting natural approaches to fertilizers and pesticides. In addition, the choice of organic, natural and biological



Hybrid lawn care programs often echo traditional ones in terms of the number of visits.

products are better than ever, says Barrett Ersek, CEO of Holganix, a supplier of bionutritional products headquartered in Glen Mills, Pa.

In the past, natural products were smelly, clumping or inconsistent, Ersek says. In the last 10 years, more “bridge products” have been developed, providing lawn care firms with the ease of synthetics and the benefits of organics. Founded in 2010, Holganix was recently named to *Inc.* magazine’s 500 list, a ranking of the country’s fastest growing privately held firms.

Long gone are the meager offerings of compost tea or dried manure. Options are available from a range of suppliers and include products that strengthen the plants and amend the soil, including kelp, sugars, humates, polymer gels, amino acids, bacteria and fungi such as mycorrhizae.

The products and the forms available are improved, says Bob Bauwens, manager of national and international

PHOTO: FREEDOM LAWNIS

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** COMMERCIAL PROGRESSIVE.COM

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

accounts at Lebanon Turf, based in Lebanon, Pa. Lebanon Turf has been manufacturing fertilizer products since 1947 and distributes worldwide.

For example, Bauwens notes, fungi (mycorrhizae) can be provided in granular or dry soluble form, making it easier for lawn care professionals to use the new offerings.

Clare Reinbergen, president of Growth Products in White Plains, N.Y., agrees there are more options on the market that fall into the “natural” category than ever before.

“There are so many new things we can source,” she says. Growth Products, founded in 1984, has seen sales double in the last five years and now distributes to all 50 states and exports to 40 countries.

HOW THE NEW PRODUCTS WORK

Some of the new products strengthen the plants so they can withstand stress, pests and drought or take up nutrients more effectively. Other products improve the soil ecology, putting bacteria, fungi and other substances into the soil so plants can make more effective use of the nutrients in the soil.

Often the products are added to traditional lawn care programs, with suppliers touting their ability to cut down on the amount of synthetic inputs needed.

Yet, lawn care firms say organics aren't money savers, at least in the short run. They often cost more than traditional products.

Companies going this route look at it from a bigger picture point of view.

For example, Hoke says his company's hybrid natural/traditional approach has resulted in an industry-bucking 93 percent client-retention rate, allowing his firm to spend less money on marketing and more on putting out a good product.

NO SILVER BULLET

Despite the new and improved organic, natural and biological products, no one



THE MEANS

Aeration and other cultural methods are typically part of natural, organic, biological or hybrid lawn care programs.



recommends a one-size-fits all or even an all-natural approach.

“We're not 100 percent organic,” Tamn says. “We do use some synthetic products, but we use the safest products that lead to the best end result.”

Like most firms, he recommends a hybrid approach, which typically echoes a traditional approach in terms of the number of applications.


Yet, going organic does call for extra effort in terms of communication and training, Tamn adds. His workers have to be ready to coach customers about proper mowing and watering and teach homeowners to notify Freedom Lawns when they see something that may need to be nipped in the bud, literally.

“You also need a very strong IPM (integrated pest management) policy,” he says, with workers well trained so they know when to pull out the pesti-

cides and when to let nature take its course, such as when a disease shows up but may soon be restrained by a change in seasons.

When it comes to marketing organics, whether to lawn care firms or homeowners, the message needs to be honed and simplified, Reinbergen adds. “It's not like you can say, ‘Here's a bag of fertilizer,’” she says. “It takes awhile to educate consumers. It's so hard to explain what's in it.”

Though a number of drivers could boost the trend toward natural lawns, including regulations, the biggest factor, lawn care pros say, is consumer demand.

“There's more awareness,” Tamn says. “First-time homeowners have more information than 10 years ago. And green is cool.” 

O'Brien is a freelance writer based in Columbia, Mo.

How to sell a landscape 'experience'

Chicago-area contractor maximizes profit with his '\$100,000' sales pitch. BY JONATHAN KATZ

Jim O'Brien encourages his customers to be active participants in the development of their landscapes. The owner of Wilmette, Ill.-based O'Brien & Co. Landscape, believes property owners are willing to invest more in their properties if he sells them as an experience rather than a landscape.

For example, O'Brien has been known to purposefully leave out a single patio brick or an unplanted plant after an installation job. "We tell them *you* are going to plant that, so you can have pride and ownership in your landscape," O'Brien says.

His knack for connecting with customers on a personal level helped grow his residential landscape firm into a \$3.2 million business over 21 years. In his first year, revenue was approximately \$170,000. Part of O'Brien's success is related to a focus on profit and quality instead of volume, he says. Design/build accounts for approximately 80 percent



of O'Brien's business. The remaining 20 percent is lawn maintenance. With such an emphasis on design/build, O'Brien says he can't afford to offer free designs to customers. Landscape contractors who don't charge for designs set a bad precedent for the industry, he says.

"This industry is plagued with people giving away free ideas and free designs," O'Brien says. "I firmly believe you have to charge for that stuff. If

you present a nice product, people have to be willing to pay for it. It's not a commodity or something that should be just given away. It's intellectual property that you need to protect."

While O'Brien has lost some potential jobs because of the design fees, he has

Continued on page 28

GOOD JOB Jim O'Brien attributes the success of his company, O'Brien & Co. Landscape, to focusing on quality and profit over volume.



Jim O'Brien

PHOTO: O'BRIEN & CO. LANDSCAPE

NEWSPEED

KUBOTA SKID-STEERS

Kubota Tractor Corp. will enter a new market

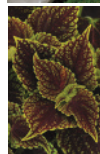


its SSV65 and SSV75 skid-steers. Among other features, the machines have an overhead front door and optional high-flow hydraulics.

in 2015, when it releases

'YEAR OF THE...'

The National Garden Bureau dubbed the Coleus and Gaillardia the annual and perennial flowers of its 2015 "Year of the" program, respectively.



CAT PRODUCTS

Caterpillar beefed up its product offerings, releasing its 297D and 297D XHP multi-terrain loaders and its 903C wheel loader.



OPTIMUM CCs NOW WITH OPTIMUM MPGs

810 EFI



VANGUARD
COMMERCIAL POWER

810 CC EFI 28 HP
20.9 g/hour kW # at 3600 rpm per SAE J1940

Get more Man-hours Per Gallon with Vanguard. By combining closed-loop EFI with the optimum displacement for zero-turn mowing, our 810cc engines can help you achieve a fuel reduction of up to 25%* versus a carbureted equivalent. That means your guys can do more with every tank of gas. When you consider how many man-hours they can log in a season, your savings could be in the thousands. And that's some serious coin.

Learn more at Vanguardengines.com/EFI.

UP TO 25%
FUEL SAVINGS*

* Fuel savings may vary based on cutting conditions and other factors.

DESIGN/BUILD+INSTALLATION

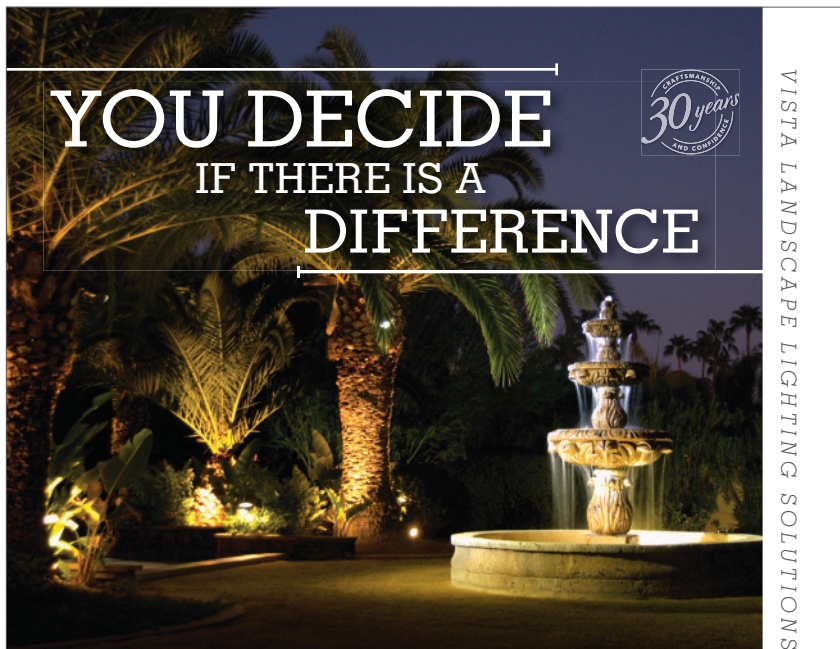
Continued from page 26

secured many high-earning accounts with a niche sales strategy.

He's always placed a strong emphasis on aesthetics and design integrity. His eye for design is rooted in his background as

a certified landscape architect. Prior to starting his company, O'Brien worked as a landscape architect, designing large-scale projects for developers. He decided the work wasn't gratifying, so he launched O'Brien & Co. in 1993.

He started with one employee, who's still with the company, and a single client. He became involved with industry associations and began building a business he describes as a boutique landscape firm. The company now has 29 employees and operates four to five construction crews and two maintenance crews.



IN ITS 30TH ANNIVERSARY YEAR, Vista's well-established way of doing business continues to empower success.

- » **Specification-grade lighting solutions** for wide-ranging applications
- » **Vertically integrated manufacturing processes** assure product integrity and accommodate customization
- » **On-site reliability,** durability, and ease of installation
- » A level of **customer service** that is second to none
- » Industry-leading **technical support** and **hands-on training**
- » **American made** right down the line

EXPERIENCE THE VISTA DIFFERENCE.

Explore all the resources that will prove invaluable for your business here:
vistapro.com/landscape



LANDSCAPE LIGHTING



800-766-8478 | www.vistapro.com

IT'S ALL IN THE DETAILS

O'Brien trains his sales staff to educate prospective customers and learn about their personal preferences. The process does not involve a checklist or questionnaire. Instead, O'Brien and his staff walk the property and learn about the owner's lifestyle and needs. For instance, if he sees a swing set in the yard, O'Brien may try to get the owner to think about how the property will look when the client's children are grown.

"I don't have prepared statements when I sell," O'Brien says. "For us, every property is different. There's no design formula with the same materials and same layout. We look at each piece of ground and mold it into its unique space."

O'Brien also uses visuals to show customers different possibilities. That doesn't mean pictures on a cell phone, he says. Instead, a portfolio should include professional, detailed pictures. O'Brien shows customers before and after photos on his iPad in a slideshow format. He also shows customers computer-generated designs on the iPad.

"You need to have pictures of the details, and that's where you can convince customers to spend more money," O'Brien says.

The focus on personalized service and profit margins helped the company weather the recession in 2008-2009, O'Brien says. The company didn't lay off any employees during the economic downturn.

O'Brien preaches this consultative strategy to his sales team as part of an elevator speech he calls his "100,000 landscape challenge." During sales



PHOTO: O'BRIEN & CO. LANDSCAPE

training sessions, O'Brien challenges his sales staff to sell him on a \$100,000 landscape job.

Twice a year, O'Brien asks his two sales staff members, who are also designers, and his irrigation manager to sell him on a \$100,000 landscape plan. O'Brien started the "\$100,000 challenge" about five years ago after learning about a similar competition while attending the Professional Landcare Network's (PLANET's) Green Industry Conference.

O'Brien's entire staff participates in the judging process. The winner earns a prize, such as free tickets to a local sporting event. The point of the competition is to encourage employees to sell customers on a lifestyle rather than on

THE BIG SELL

During sales training sessions, Jim O'Brien challenges two sales professionals to sell him on a \$100,000 landscape project to test their consultative selling skills.



materials and service. The standard pitch that a company provides "quality work" and "reliable service" isn't a differentiator, O'Brien says.

"You need to inspire your employees to get your employees to think about why your company is in business," O'Brien says. "I tell them, 'I'm Mr. Smith. I have \$100,000, and I want to hire a landscape

contractor or designer tomorrow. Tell me why I should hire your company.'"

He recalls an experience with a high-end customer who loved peonies when he was a child. O'Brien told the client that peonies grow 6 inches to 8 inches a day. He gave the client a yardstick and asked him to measure how fast the peonies grow in a month.

"This guy got so excited about this, that I wasn't selling him a landscape—I was selling him an experience," O'Brien says. 

Katz is a freelance writer based in Cleveland.

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

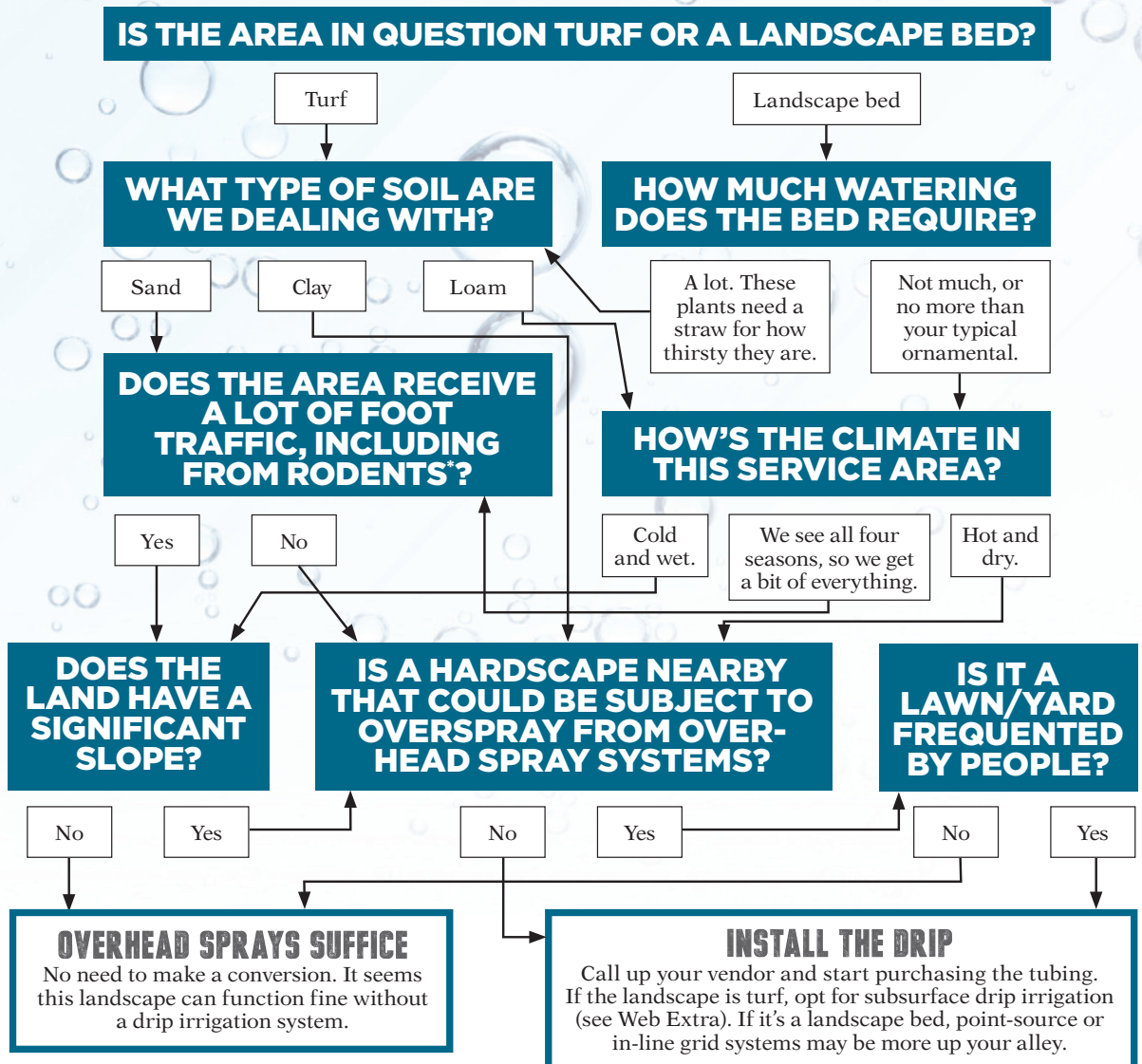


WEB EXTRA
 Visit LandscapeManagement.net to see how EnviroscapE LA has positioned itself as an expert in subsurface drip irrigation for turf, plus pick up a few pointers.

Considering converting to drip?

Drip irrigation is a no-brainer way to achieve water savings and, in some locations, a necessity under water restrictions. We probe into whether or not a landscape itself is a good fit for drip.

BY SARAH PFLEDDERER



*Rodents have a habit of damaging above-ground drip systems, mainly through chewing.

SOURCES: Jeff Knight, VP of Knight-Scapes, Yorktown, Va.; Mike Garcia, founder of EnviroscapE LA, Redondo Beach, Calif.; Pat Johnston, regional technical services manager at Horizon Distributors; Mauricio Troche, director of landscape and turf at Netafim USA.

SUPPLIERS WEIGH IN...

“Maintenance on a drip-line system is a piece of cake. There are no nozzles or rotors to get out of adjustment. No need to worry about foot traffic kicking over sprinklers. The only fear customers have is that when the dripline is buried they won't know something is wrong until a plant is suffering.”



—MAURICIO TROCHE, DIRECTOR OF LANDSCAPE AND TURF AT NETA FIM USA

“Drip relies upon good filtration to operate effectively. Otherwise you'll have grid accumulations.”

—PAT JOHNSON, REGIONAL TECHNICAL SERVICES MANAGER AT HORIZON DISTRIBUTORS (As a best practice, be sure to purchase and install a filter with your drip system, he says.)

NEWSFEED

WATERSENSE AWARDS

The Environmental Protection Agency bestowed the 2014 WaterSense Manufacturer Partner of the Year award to HydroPoint Data Systems, marking the first time a smart irrigation manufacturer has won the

award. It also named the Irrigation Association the 2014 WaterSense Partner of the Year for the second consecutive year.

NOV. 15 DEADLINE

The American Society of Agricultural and Biological Engineers is seeking input on its new standard, S623, regarding landscape plant water use. To read up on the standard and offer public comments by the Nov. 15 deadline, visit buff.ly/1ugwxxK.



LANDSCAPE



TALK RADIO

Voice of the Green Industry Professional™

Listen and *earn!*

Get 1 CEU toward Landscape Industry Certified recertification per 2 shows listened to!

Hear from top landscape professionals, consultants and suppliers on vital business topics with host Jody Shilan, award-winning landscape designer, former contractor, association executive director and consultant.

Tune in @
LandscapeLive.net

Also available for listening through
iTunes and Spreaker!

**November broadcasts
sponsored by:**

Interested in sponsoring Landscape Live!? Contact:

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

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

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



CRACKING THE CODE

How landscape professionals determine which software solutions best fit their businesses.

BY SARAH PFLEDDERER

CALL IT AS time consuming as eyeing a needle in a haystack, as frustrating as solving a Rubik's Cube or as confusing as writing your own code.

No matter the adage, searching for software is hard.

The green industry is teeming with options—whether they're written specifically for landscaping firms or not. Yet, fewer than 10 percent of landscape professionals are fully satisfied with what's on the market, according to an *LM* survey with more than 200 respondents. Still, more than half of survey takers view the software options for green industry businesses as “good,” according to the survey. The others tag the options as fair to poor.

The dilemma lies in the range of software programs, some contractors say. The programs are just as diverse as the landscaping businesses that use them. And software that encompasses all business units and functions—accounting, sales and customer relationship management (CRM), production and design—is flat-out hard to come by.

Which is why landscape professionals often take a hodgepodge approach to their data keeping, purchasing multiple programs to run operations. Others opt out of the search altogether and instead use paper, whereas a select few dish out the big bucks for a comprehensive or custom solution.

Here, green industry professionals share how they settled on their respective programs and how they've sculpted their businesses into what they are today.

SATISFIED WITH INEXPENSIVE

According to the aforementioned *LM* survey, landscaping professionals' top considerations in choosing a software program are (in order of significance):

- 1 Ease of use.
- 2 Price.
- 3 Ability to integrate with other programs.
- 4 Mobile capabilities.
- 5 Cloud capabilities.

Chris Nieves gave YardBook a try based on No. 2—it's free—but he's stayed loyal to the cloud-based program because of No. 1.

“I'm a guy that likes to use the KISS (keep it simple, stupid) method,” says the owner of Progressive Lawn Maintenance in Mobile, Ala. “YardBook is like that.”

Nieves uses the software for all facets of his business, from tracking equipment to measuring properties and doing invoicing and estimates. He also has been beta testing its routing



CHRIS NIEVES

program and plans to utilize the credit card processing feature once it's fully developed.

YardBook is ideal for landscape professionals like himself still gaining their footing in the industry, he says. Nieves launched his one-man operation in January.

“I wanted to start using this before I got any customers,” he says. “But the way YardBook is going, I will keep using them. It's definitely helped me grow the company.”

Then there's 72-year-old George Taylor who has used the same program, My Invoices Deluxe, for 18 years.

The partner at Taylor & Taylor in Freehold, N.J., a \$300,000 company, with five full-time employees, randomly purchased the software for \$15 during a routine run to Staples many years ago.

“It does (almost) everything you'd want,” Taylor says. “The thing I would like it to do more with is pesticide and fertilizer record keeping.”

Taylor uses the desktop version of My Invoices Deluxe to manage his maintenance and lawn care work for a mix of government, residential and commercial clients; generate sales and tax reports; plus pull up past due invoices. Still, he has an accountant who handles his taxes and uses PayChoice for payroll. All other data are kept on paper.

David Herr, owner of Lawn Solutions in Kiel, Wis., also purchased his software, Gopher, initially based on cost, at a \$400 price tag in 2006.

Operating as one-man lawn care firm, accruing around \$100,000 in annual revenue, Herr says he's gotten his money's worth in terms of its scheduling, billing and record-keeping abilities.

“With a couple clicks, I can print out my day's invoice, see right away what the day's revenue is and how many other properties I have left for that particular application,” he says.

His only criticism of the program: It lacks mobile and cloud capabilities.

Though Herr's researched other software programs with mobile billing options, none size up to Gopher's record-keeping ability, he says. None that are in his price range, that is. His version of Gopher also lacks direct integration with Quicken, an accounting software from the same developers of QuickBooks, Intuit. For that reason, he maintains a Microsoft Excel file with customer information regarding applications and pricing.

“Right now I keep most of the same information in the Excel database that is in the Gopher software,” Herr says. “This allows me to cross and double check data such as types of application and correct pricing.”



GEORGE TAYLOR

Continued on page 36



MOTHER NATURE

IN HER PLACE

BEST IN CLASS

410^{GAS} HORSEPOWER



1 Based on 250/2500 pickups when properly equipped. 2 Includes \$500 On The Job Upfit Bonus Cash Allowance on 2014 and 2015 Ram Commercial vehicles (Ram 1500 Tradesman model only). Must take delivery by 1/5/15. See dealer for On The Job incentive details and eligibility requirements. Ram, HEMI, Tradesman, BusinessLink & Design, and On The Job & Design are registered trademarks of Chrysler Group LLC.

RAM 2500 TRADESMAN®

AVAILABLE 6.4L HEMI® ENGINE

BEST-IN-CLASS 1,220 LB MAX PLOW WEIGHT

BEST-IN-CLASS 429 LB-FT¹ GAS TORQUE

BEST-IN-CLASS 410 GAS HORSEPOWER¹



UP TO \$1500² | in On The Job incentives in addition to current offers.

SECTION 179 TAX DEDUCTION COMPATIBLE
Visit ramtrucks.com/commercial for more information.



ON THE JOB
THE BEST WAY TO GET THE JOB DONE

BUSINESS LINK

The fast lane for small business.



DAVID HERR

Continued from page 33
Tom Shotzbarger, general manager for Shreiner Tree Care, uses a similar process to integrate data in his production software, ArborGold, with QuickBooks. He reformats information from ArborGold into an Excel document to then upload it to QuickBooks.

TRENDING TOWARD THE CLOUD, CRM

Shreiner Tree Care, located in King of Prussia, Pa., has used ArborGold for 13 years. Shotzbarger says the program, which is written specifically for tree care companies, does “almost everything,” and the developers consistently are trying to stay ahead of the curve.

For instance, the software currently is transitioning to a cloud-based interface. Shreiner Tree Care has yet to adopt the version, though, as it’s waiting for developers to complete the coding that will allow it to segregate clients lists per their respective arborists.

“What we’re most looking forward to is ‘real-time’ data flow combined with the reduction of paperwork,” Shotzbarger says. “Our proposal generation and delivery to clients will be immediately enhanced



TOM SHOTZBARGER

to service their needs and expectations.”

Don Long, vice president and general manager at Tomlinson Bomberger in Lancaster, Pa., speaks to the benefits of mobile and cloud capabilities, specifically those through Service Assistant, designed by Real Green Systems.

He calls its web-based client portal a “marketing universe.” Through it, customers can pay bills online, see their service histories and accept promotions, among other actions, he says.

In addition to using Service Assistant for production and CRM, Tomlinson Bomberger uses DynaScape and QuickBooks.

Service Assistant is the brains of Tomlinson Bomberger’s full-service landscaping operation, so to speak, Long says.

With thousands of customers and 105 employees, the \$10 million firm can’t go without its scheduling and routing features, he adds.

“That would certainly be a horrendous task, if it weren’t for the computer assistance, in terms of managing our database of clients,” he says. “It gives us a lot of insight into the work we produce, the work we need to produce.”



DON LONG

Continued on page 42

INTEGRATING WITH QUICKBOOKS: DOES THE SOFTWARE SIZE UP?

Accounting guru Monica Mitchell Muir of Muir & Associates points out key areas to consider when integrating software with QuickBooks. BY MONICA MITCHELL MUIR

As a contractor who uses QuickBooks, you’ve seen the software has its limitations when it comes to the green industry. Needing other features yet not wanting to duplicate your work, you have probably looked at products that handle what you need and say they integrate with QuickBooks. Some software does a great job with integrating, but others fall way short. Here are some key areas to consider:

VERSION OF QUICKBOOKS

Find out which versions(s) of QuickBooks your software will integrate with. If it integrates with Pro, it will integrate with Premier and Enterprise, but Online is a very different software, so ask. You also might find the year comes into play, as well, (i.e. the product may work with a newer version of QuickBooks, but not an older version or vice versa.)

ITEM LEVEL VS. ACCOUNT

Many times software will integrate at the account level but not the item level. If you use a desktop version of QuickBooks and job costing is important, I recom-

mend integration at the item level. If it doesn’t, you’ll find some features and many of your job cost reports in QuickBooks will be meaningless.

METHOD AND FREQUENCY OF INTEGRATION

Find out how this product will integrate with QuickBooks. Sometimes, you have to purchase an additional module or product, so be sure to ask. How does the integration work? Sometimes it’s automatic; sometimes it’s a click of a button; and sometimes you have to manually export out of one program and then manually import into QuickBooks (and/or vice versa).

REFERENCES

Talk to someone who’s using the product with QuickBooks and ask about their experience. You also might ask if the sales company uses QuickBooks for their accounting; they often understand the integration better.

HOSTING

If your desktop version of QuickBooks is being hosted somewhere, ask if your hosting company works with this software. If they do, you most likely will pay for the additional program, but usually at a good rate. If they don’t already support your software, ask if they can. If they say they can, be sure to ask what your fee will be—often it’s significantly higher.



Your expectations **Exceeded**

 **DynaSCAPE**
manage360

Opportunity Management | Cost-based Estimating | Job Management | Reporting

Your needs demand more than off the shelf business management software. Talk to us about our tailored end-to-end, business management solution built specifically for the landscape industry that will **exceed your expectations.**

dynamicscape.com/manage | 1.800.710.1900

DynaSCAPE

*Design & Business Management Software
for Landscape Professionals*



E-750
Electric Wheelbarrow
By PowerPusher

Move more. Move it faster!

Improve productivity and profits.

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



MORE INFO AT
www.electric-dumper.com



PowerPusher
A Division of NuStar Inc.

©2014 NuStar, Inc.

You Create and Maintain Healthy, Green Living Spaces for Communities across America. PLANET Helps Your Business Reach Greater Heights.

We need to stick together in taking our businesses and industry from good to great. Join me in the journey from good to great by becoming a fellow member of PLANET today.



—PLANET President Jim McCutcheon,
Landscape Industry Certified Manager,
HighGrove Partners, LLC, Austell, Ga.

- ▶ Network with the industry's best
- ▶ Access to world-class education
- ▶ Support for growing your business



Join PLANET,
your national landscape and lawn care association.
Visit LandcareNetwork.org or call 800-395-2522 today.



LandcareNetwork.org
800-395-2522



A CUSTOM CONUNDRUM

One landscape professional skips out on off-the-shelf software programs to develop a program exclusively for his business.

Impatience got the best of Jay Murray, president of TLC Landscaping in London, Ontario, when two years ago he made a sizeable investment into a custom-designed software program.

Murray hired a team of software developers to create a time-keeping platform to manage the whereabouts of his 110 employees. A \$10 million company, TLC focuses on maintenance and design/build services.

Referred to as “the app” around the office, the software manages production, in addition to time keeping, scheduling and routing. Plus, it has GPS capability, providing “accurate real-time info” on what the crews are up to.

“We envisioned what we wanted and told these tech people,” Murray says. “The big advantage of building your own stuff is it’s exactly the way you want it to look.”

Therein lies the biggest payoff, Murray adds. When crew leaders compliment the software, he says, “That’s music to my ears.”

The development process wasn’t cheap. Murray dished out \$75,000 to build the software.

Now, he describes the investment as “folly” because programs currently exist that deliver the same features as “the app,” such as Landscape Management Network/LMN, he says. “We just needed it (at the time).”

Still, “the app” isn’t without flaws. It doesn’t integrate with TLC’s accounting program, Sage 50, and it could cost up to \$250,000 to add the feature, Murray says.

He’s faced with the decision of whether or not to switch to another program entirely or make the investment into the custom program.

THE CATALYST “The trend is that most landscapers under invest in IT; even we’re guilty of that,” he says, but asks, “Am I out of my mind?”

Regardless, integrating TLC’s production software with its accounting program is a must, Murray says. He estimates it would eliminate up to 50 hours of administration work per week.

—Sarah Pfluederer



PHOTO: TLC LANDSCAPING

Innovation you can apply.



NEGATE® 37WG
Herbicide

1.5 oz. bottle
Commercial Lawns
Golf Courses
Industrial Lawns
Sod Farms
Sports Fields

Strobe™ 50WG
Broad Spectrum Fungicide

1 and 6 lb. bottles
Athletic Turf
Golf Courses
Greenhouses
Lawn and Landscape
Ornamentals
Outdoor Nurseries
Recreational Areas
Shadehouses
Turf Production Farms

ENCLAVE®
Flowable Fungicide

2.5 gal. bottle
Commercial Turf
Golf Courses
Greenhouses
Landscape Ornamentals
Nurseries

2DQ
Herbicide

1 gal. and 2.5 gal. bottles
Athletic Fields
Commercial Turf
Golf Courses
Non-Crop Areas
Residential Turf
Sod Farms


MSM 25 OD
Herbicide

4.5 oz. bottle
Cemeteries
Golf Courses
Aprons
Fairways
Roughs
Ornamental Turf
Sod Farms
Tees

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



Innovation you can apply.

Get connected:   

NOTABLE SOFTWARE PROGRAMS FOR

PROGRAM	FUNCTIONS				QuickBooks integration	turf+ornamental care	mowing+landscape maintenance
	accounting	sales/CRM	production	design			
ActiveApplications	•		•			•	
Arborgold	•	•	•	•	•	•	•
ArborSoftWorx	•	•			•	•	•
Aspire		•	•		•	•	•
Asset/Include	•	•	•			•	•
AutoCAD				•	•		
BestTools Software			•			•	•
BOSS LM		•	•		•	•	•
cabinet	•	•	•		•	•	•
CLIP		•	•		•	•	•
CompuScapes	•	•	•			•	•
dESCO	•	•	•		•	•	•
Describeit		•			•		
DynaSCAPE	•	•	•	•	•		
EARTHSCAPES		•		•	•		
EverGreen	•	•	•		•	•	•
FieldEZ	•	•	•		•	•	•
Go ilawn		•	•	•		•	•
Gopher		•	•		•	•	•
GreenScapes				•			
GroundsKeeper Pro			•		•	•	•
HindSite Software		•	•		•	•	•
Infusionsoft		•			•	•	•
Jobber		•			•	•	•
Kickserv	•	•	•		•	•	•
Knowify		•	•		•	•	•
Land F/X				•			
Landscape Estimator	•	•	•			•	•
Landscape Management Network/LMN		•	•		•	•	•
Pro Contractor Studio				•			
PRO Landscape by Drafix Software		•		•	•		
QuickBooks	•				n/a	•	•
Realtime Landscaping Architect				•	•		
Sage 50	•		•			•	•
Sage One	•	•				•	•
*Salesforce	•	•			•	•	•
Service Assistant/Real Green Systems	•	•	•			•	•
Service Autopilot	•	•	•		•	•	•
Service Task		•	•		•	•	•
SketchUp Pro				•			
SLICEplus	•	•	•		•	•	•
Total Office Manager	•	•	•			•	•
Vectorworks Landmark		•		•	•		
VisionScape				•			
VizTerra				•			
Yardbook	•	•	•			•	•

SOURCE: ORIGINAL REPORTING

*Derived from website content, not original reporting

GREEN INDUSTRY BUSINESSES

Know of a software we missed? Email spfledderer@northcoastmedia.net to suggest we add it to the online version of this table.

IDEAL SERVICES			INTERFACE			ENTRY PRICE	
irrigation+water management	design/build+installation	other	desktop	mobile	cloud	subscription	purchase
•	•		•			\$99/month	
•			•	•	•	\$99/month	
		pest management	•		•		\$2,100
•	•		•	•	•	based on revenue	
•	•	lighting, snow removal	•	•	•		\$5,000
	•		•	•	•	\$210/month	
			•	•	•		\$995
•	•	snow removal	•	•	•	\$550/month	
•	•		•	•	•	\$50/month	
			•	•	•	\$40/month	
•	•		•	•	•		\$3,000
•		pest management	•	•		\$2900/user	
	•		•	•	•	\$200/year	
	•		•		•		\$1,995
	•		•				\$1,195
			•	•	•	\$55	
•	•		•	•	•	\$20/month	
•	•	snow removal	•	•	•	\$150/25 searches	
•	•	snow removal	•				\$99.95
	•	lighting	•	•			\$500
•	•		•				\$399
•	•		•	•			\$795
•	•		•	•	•	\$200/month	
•	•		•	•	•	\$39/month	
•	•		•	•	•	\$29/month	
•	•		•	•	•	\$59/month	
•	•		•	•	•		\$1,295
•	•		•	•			\$295
•	•		•	•	•	\$69/month	
•	•	lighting	•	•		\$30/month	
•	•		•	•			\$1,495
•	•		•	•	•	\$12.95/month	
•	•	pool/pond	•	•			\$399.95
•	•		•	•		\$299/month	
•	•		•	•	•	\$9/month	
•	•		•	•	•	\$25/month	
•	•		•	•	•	\$125/month	
•		snow removal	•	•	•	\$47/month	
•	•		•	•	•	\$24/month	
	•		•	•			\$590
•	•		•	•	•		\$8,500
•	•		•	•			\$10,000
	•		•	•	•		\$2,595
	•		•	•		\$79/year	
	•	pool	•	•		\$95/month	
•	•		•	•	•		free

Continued from page 36

WORTHWHILE INVESTMENTS

Likewise, Chris Spreen sees the data delivered by Salesforce, a CRM program, combined with the information recorded in QuickBooks and DynaScape, as invaluable to Twin Oaks Landscape in Ann Arbor, Mich.

"You can't make decisions without data," says the general manager. "That's how we measure our success. Without Salesforce, I don't know how I'd be able to get that info and make decisions."

Twin Oaks Landscape, a \$2.4 million, full-service company with 40 employees, began using the software in 2007, when it was well under \$1 million in annual revenue.

"It's not cheap, but it's well worth it," Spreen says.

Jessica Milligan, vice president of Strathmore Landscape in Montreal, has found the same solace in Boss LM.

"The sticker price is a lot when you look at Boss," she says. "But we had previously tried to save a lot of money (with software), and we realized you can't do that. ... We lost a lot of time and energy using the wrong solution."


The payoff, Milligan says, was the

"We had previously tried to save a lot of money (with software), and we realized you can't do that. ... We lost a lot of time and energy using the wrong solution." —JESSICA MILLIGAN



software helped Strathmore scale beyond 20 employees, its size in 2008 when it switched to the software. Today, the commercial landscape maintenance firm has 80 to 105 employees.

Boss manages "the whole cycle" of the business, Milligan says, from qualifying a lead to measuring a property, preparing the bid and presenting it to clients. Plus, it does payroll.

"You'll get out of it what you put in it," Milligan says. "If we hadn't invested in the software we probably would have maxed out at 20 employees." 

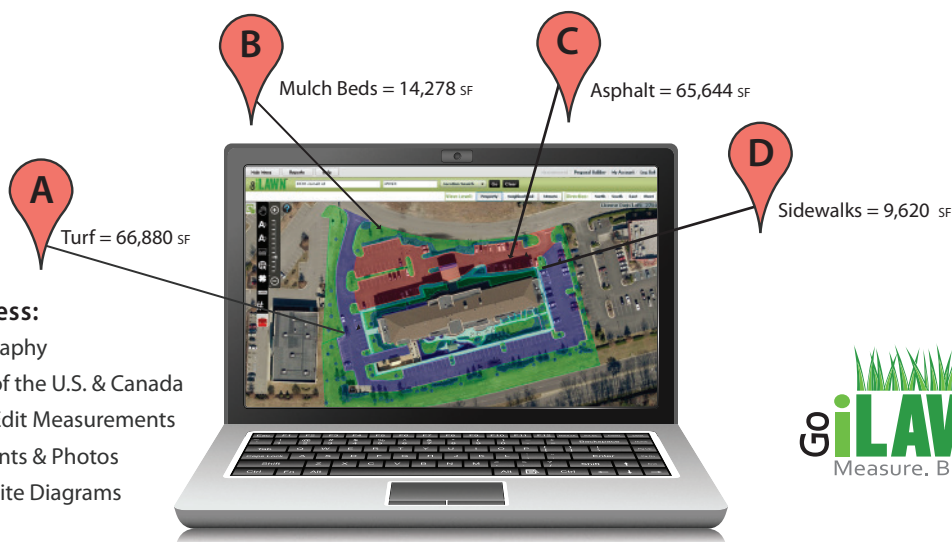
WEB EXTRA

Among the most notable CRM programs for small businesses, Salesforce has a slew of apps to run alongside the software. Visit LandscapeManagement.net for a rundown on what's available.



CHRIS SPREEN

MAP YOUR STRATEGY FOR SUCCESS WITH GO iLAWN



Tools for success:

- Airplane Photography
- 100% Coverage of the U.S. & Canada
- Add, Subtract & Edit Measurements
- Save Measurements & Photos
- Create Detailed Site Diagrams

Go iLAWN
Measure. Bid. Win.

Start mapping your success on Go iLawn today. Get your free Go iLawn trial: visit www.GoiLawn.com/promo and use code LM1114

It's your future. Look closely. Choose wisely.



Before you bet \$10,000 on the myth that a bigger and faster machine will put more money in your pocket...
you owe it to yourself to get all the facts.

We guarantee that our redesigned 2015 Triumph is the most practical and productive spreader sprayer - in the universe, or your money back*.

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

permagreen™

800.346.2001 permagreen.com



*Visit permagreen.com for details and limitations of our 60-day buy back Guarantee. © 2014 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved.

REGISTER FOR OUR FREE WEBINAR

Training Doesn't Happen by Accident!

*Creating Training Programs that will
Bring Your Business to the Next Level*

THURSDAY, DECEMBER 18
10 A.M. PT / 1 P.M. ET

Webinar Description:

As an entrepreneur, growing your business is your driving passion each and every day. Sunrise to sunset you work tirelessly to get your business off the ground by growing revenues, jobs and employees. Because an owner is often working in the business, appropriate training programs are never developed, implemented or presented to the management and employees of the company. As a result, jobs are likely not completed to company standards or customer expectations. This can hurt productivity, sales, profitability and employee morale. Learn how to create and implement training programs in your business that will take your company to the next level.



Presenter:
Jen Lemcke

Jennifer Lemcke is COO of Turf Holdings/Weed Man USA. She has worked in every position in lawn care, from marketing to administration to field technician and today is responsible for training and supporting Weed Man's 10 U.S. sub-franchisors and 133 licensed dealers covering over 300 territories representing over \$63 Million in system sales.

Brought to you by:

Weed Man®
"We care for your lawn."

**LM LANDSCAPE
MANAGEMENT**

Don't Miss This FREE Learning Opportunity. Register Today!
LandscapeManagement.net/webinars



BUSINESS INSIDER

PRACTICAL
ADVICE FOR
RUNNING A
PROFITABLE
COMPANY

BUSINESS BASICS: NUMBERS

LET'S GROW

CASE STUDY: ADD-ON BIZ

TAKE ACTION NOW

Tax planning will be tougher in 2014 than it has been in recent years. We offer 10 ways you can plan to save.

 **PAGE 46**



BY DANIEL GORDON

The author is a CPA who caters to landscape and lawn care firms. Reach him at dan@turfbooks.com.

Be a tax master

Jan. 1 marked the end of a popular tax reduction tool, the Section 179 deduction, which expired under the American Tax Relief Act of 2012 (ATRA).

The Section 179 deduction allowed small businesses to expense some assets in the year of purchase, rather than having to depreciate the purchase over its useful life. Those assets included equipment, vehicles, software, furniture and fixtures, provided the deduction was taken the year the purchase was made.

The asset could be paid in cash or financed. If financed, the entire deduction was available even if no cash was expended, which enabled business owners to reduce taxable income significantly without laying out cash. It also gave them much-needed working capital and lowered taxes.

“The 2014 maximum Section 179 deduction is 1/20 of the deduction available for 2013.”

A limitation of the Section 179 deduction is it can't cause a taxable loss. It may be taken in full or partially to bring taxable income to zero and/or the unused portion can be carried to future years.

The Section 179 deduction allowed up to \$500,000 of purchases to be expensed as long as purchases didn't exceed \$2 million for the tax years 2010 to 2013. Prior to 2010, the deduction was less but still significant.

As the extended provision of ATRA 2012 expired at the end of 2013, it reduced the total amount of purchases that qualify for expensing in the year of purchase to \$25,000—as long as

purchases don't exceed \$200,000. The 2014 maximum is one-twentieth of the deduction available for 2013.

The Section 179 deduction expiration will cause many businesses to scramble to reduce taxes for 2014.

What are profitable business owners to do now? Here are 10 ideas to explore:

1 Have your tax adviser do a 2014 tax projection to determine what your tax situation may look like by year's end. Most small businesses are pass-through entities, meaning income or losses from business flows to your personal tax return. Remember, income will be taxed if distributed or left in the business. Many times this complicates your tax projection and is best left to be done by your CPA, who will consider your business and personal taxes.

2 A retirement plan may help reduce taxes. Many contributions to most retirement plans are deductible.

3 Giving bonuses will serve two purposes: Reward valued employees, and save taxes. If you're in the highest marginal tax bracket and you operate in a state with a higher state income tax, every dollar you expense will save you nearly 50 cents in taxes. Stated another way, since salaries are deductible, a bonus to employees will cost you about 50 cents for every dollar you pay.

4 Remember the reduced Section 179 deductions. While I painted a grim picture about the amount of equipment that can be expensed in the year of purchase, you still should take advantage of the \$25,000 deduction allowable in 2014.

5 Pay your state taxes in the current year. Since most of us are cash-basis taxpayers, meaning we report income or deductions in the year they were paid or received, any deductible expense we pay in the current

year is deductible. Since payment of state taxes is deductible in calculating federal taxable income, all state taxes should be estimated and paid before the end of 2014 to be deductible in the current year.

6 Defer income if possible. Again, if you're a cash-basis taxpayer, it may make sense to collect on any big jobs pending in 2015.

7 Prepay expenses if you're a cash-basis taxpayer. If you can prepay expenses in 2014 rather than pay in 2015, you'll reduce your 2014 tax bill.

8 Make sure you've paid estimated taxes or your withholding is adequate to avoid penalties. Many people believe waiting until April 15 to pay taxes is the best strategy to conserve cash. It may conserve cash, but it also may subject you to underpayment penalties. Special rules apply. Generally, you must have paid at least 90 percent of your current year liability by tax day or be subject to penalties.

9 Think about a health savings account (HSA). An HSA combines high-deductible health insurance with a tax-favored savings account. Money in the savings account can help pay the plan deductible and other expenses. A family generally can reduce taxable income by up to \$6,550.

10 Own stocks? Consider selling those with unrealized losses or gains that you think may be at the end of their run. Winners will be netted against losers, and you can deduct up to \$3,000 of net loss annually. If your net loss exceeds that limit, the excess can be carried to future years.

Tax planning will be more difficult for the profitable business owner in 2014 than in other recent years. So it's paramount you speak to your adviser and take action now.



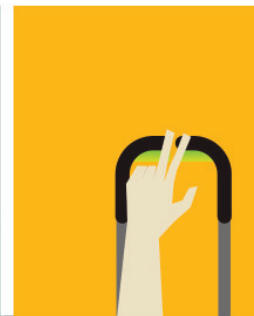
The Walker Advantage: Productivity



We spent two years running the most popular zero-turn mowers through numerous real-world tests trying to find out if there really is a difference when it comes to lawn care equipment. We were surprised by the results.

NOT ALL LAWN MOWERS ARE THE SAME.

Find out more at:
TheWalkerAdvantage.com



compact



agile



steering



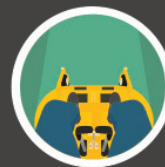
balance



trimming



reach



view



WALKER

walkermowers.com

Find out how much more productive you can be with a Walker Mower and why at TheWalkerAdvantage.com

LET'S GROW

Habits of successful salespeople: lists



BY KEVIN KEHOE

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

Successful commercial landscape salespeople work from lists. In today's hyper-paced world, you cannot keep it all in your head. So unless you have a photographic memory and are a professional juggler, you will drop more balls than you keep in the air. At a more practical level, you can't sell what you can't see. The best salespeople create lists to keep their pipeline visible. They strive to advance opportunities from *cold* to *warm* to *hot* to a *decision*. Without lists, this is simply impossible to do well. In other words, when it comes to making the numbers, organization equals results.

So let's get organized to sell more stuff. Everything starts with The Big List. How do you create this list? First, segment your target market. In the chart below ("The Big List"), the targets are homeowners associations (HOAs) and apartments. Why do we segment? Simple. We target because the decision-making and selling seasons are unique to these segments. This matters because you need to get in front of the right people at the right time of the year to have any hope of a high close rate.

Second, identify those whom you know (or should know) by relationship status. *Hots* are people with whom you have a long working

MAKING A LIST A Customer Relationship Management (CRM) system will help you make your lists and document your 'touches.'



relationship. They are a great source of referrals. *Warm*s are people with whom you have less of that type of relationship, but with a little bit of work they can become *hots*. They are your source of growth. *Cold*s are people new to you and a reservoir of potential leads. The chart demonstrates in very simple terms the process completed. As you can see, the HOA strategy with ABC Property Management is to ask for referrals. The strategy with XYZ Management is to wine and dine. The strategy with Omega is to create awareness of your existence. This is The Big List you start with.

Next you need to create your Little Lists. These lists are dynamic. They change weekly. In simplest

terms, you need three of these lists. The first is the "hot" list. This list documents delivered proposals that require follow-up. The second is your "warm" list. This contains qualified opportunities you want to advance to a proposal. The last is the "cold" list. This contains the names of people you need to hunt down to start a conversation. You may want to create more refined lists. I do, but these three are the minimum requirement.

How do you keep track of all these lists? You need a Customer Relationship Management (CRM) software system to manage your lists and document your "touches" (to-do's, emails, phone calls, documents, photos, appointments and proposals). There is nothing more essential, nor more easily available today, than a CRM system. If you don't have one, get one.

There you have it. Organization produces results. Lists provide organization. If you want to sell more, invest time in your lists. My wish for every salesperson... more organization, not more charisma. (u)

WEB EXTRA

Read Kehoe's "6 habits of successful salespeople" at LandscapeManagement.net/6habits.

The Big List

Segment	Hot	Warm	Cold
HOA (Property management companies/boards of directors make decisions.)	ABC Property Management Co.	XYZ Property Management Co.	Omega Management Co.
Apartments (Regional managers, not site managers, make decisions.)	Capital Group	Southside Apt. Corp.	Camden Realty Group

CASE STUDY: ADD-ON BIZ

Working the land

Large property management provides a robust revenue stream for this New York contractor. **BY CASEY PAYTON**



After graduating from Syracuse University with a background in natural resource management and forestry, Kyle Byrne wasn't so sure what to do with the "rest of his life." While he started out as an arborist, he quickly recognized a hole in the green industry for what he calls "full-fledged land management." The result: He decided to fill it.



Kyle Byrne

The service itself varies from site to site, says Byrne, president of Trec Management, based in the Catskill Mountains region of New York. It could be on the forestry side with jobs including harvesting, seedbed prep or planting. At press time, for instance, Byrne was working on an installation job of 150 white pine and red spruce trees to recreate a woodland environment. Or, the focus could be on encouraging native species. No matter the job description, Byrne says the service is all about looking at a large property as an entire ecosystem—as opposed to just looking at the turf. And it's no small feat. Land management projects typically range from 20 acres to a few thousand acres. Byrne says most jobs are in the 100- to 250-acre range. Three-quarters of his jobs

are residential in the form of large estates or second homes.

"Setting up the client with a long-term management plan that focuses on the property as a working ecosystem is a big part of what we do," Byrne says. "These are structured plans that outline what should be done each year."

Most of Byrne's projects are in the five- to 10-year range, but one's planned as far as 50 years into the future. Those clients are thinking about their grandchildren, as well as their property's impact on the environment on a larger scale.

In terms of pricing these jobs, Byrne says it varies greatly. A low-end job might start at \$50,000, while a large job could quickly go north of \$2 million. The company is on retainer for some clients. Others are on a contract basis.


To service these jobs, Byrne has invested more than \$3 million in equipment, including 35 pieces ranging from "small" units (i.e. compact track loaders) to massive excavators.

Beyond equipment, Byrne says the secret sauce to be successful in this service is knowledge. His background in natural resource management has been critical. Byrne says the philosophy behind land management is looking at the "big picture." How do systems interact with everything from water to vegetation to man-made structures?

"All landscapers could benefit from paying more attention to how

these things work together—even if they're not going to get into full-fledged land management," he adds.

Byrne says his seven-year-old business has grown rapidly by word of mouth—30 percent to 40 percent per year. He attributes this to "creating a market that wasn't there."

"There are some great landscape companies in my region, but nobody was focusing on ecosystems or land management," he says. "Any time you can find a true need, you have the opportunity to create a new market and build business with pretty much zero competition." 

Trec Management uses equipment, large and small, to execute its land management contracts.

Payton is a freelance writer based in Philadelphia.

BUSINESS BREAKDOWN

COMPANY: Trec Management

LOCATION: Tannersville, N.Y.

SERVICE: Land management

ANNUAL REVENUE: Not disclosed

EMPLOYEES: 30 to 35

WHY: To meet a need for a contractor who understands complete ecosystems

BIGGEST CHALLENGE: "My age," President Kyle Byrne says. "At 31, I'm young in the industry and need to be able to convince clients that I'm qualified and experienced."

BEST TIP: "I like the quote, 'See the forest for the trees,'" Byrne says. "Looking at the big picture can help any landscape company do a better job."

PHOTO: TREC MANAGEMENT

GIE+EXPO/HARDSCAPE NORTH AMERICA DEBUTS

SKID-STEER AND COMPACT-TRACK LOADERS

COMPANY: JCB

URL: JCBVision.com

JCB produces 17 skid-steer and compact-track loader models, including nine large-platform and eight small-platform machines—all of which are powered by Tier 4 Final emissions standard engines. JCB's exclusive single-boom design provides enhanced safety, with a wide-opening side door allowing easy access for the operator to enter and exit the cab without having to climb over attachments.



2700K

COMPANY: Kichler Lighting

URL: LandscapeLighting.com

The 2700 Kelvin (K) color temperature option is available for select Design Pro LED products. The warm-white LED light option is ideal for projects where warmer tones are desired, such as enhancing yellow, orange and red hues in foliage or the natural earth tones found in siding or other building materials.

REDESIGNED F-SERIES



COMPANY: Case Construction Equipment

URL: CaseCE.com

Case's F-Series compact wheel loaders—the 21F, 121F, 221F and 321F (pictured)—are completely redesigned to provide improved maneuverability, versatility and performance. The new models feature the "maintenance-free" Tier 4 Final particulate matter catalyst solution and offer a more compact design while simultaneously increasing breakout force and lift capacity. They also offer increased attachment compatibility, exclusive new electronic controls and added cab comfort features to improve machine performance and reduce operator fatigue, the company says.





MT55 MINI TRACK LOADER

COMPANY: Bobcat Co.

URL: Bobcat.com

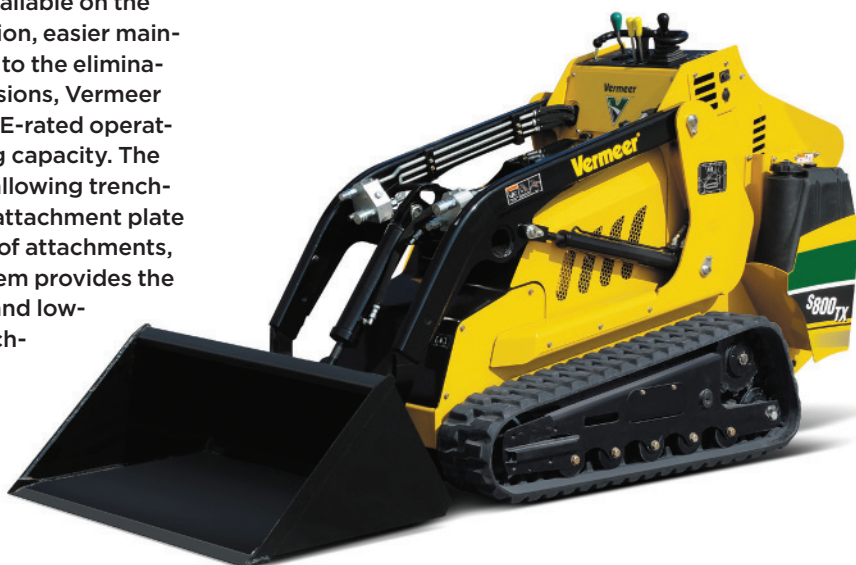
Measuring 3-ft. wide with a bucket, the Bobcat MT55 eliminates the need for wheelbarrows, shovels or other hand tools when you roll onto tight job sites. The mini track loader is designed to fit through gates, doorways or other cramped, narrow spaces. It's ideal for preparing lawns for seeding, to bore under drive-ways for utility lines and more, the company says.

S800TX MINI SKID-STEER

COMPANY: Vermeer Corp.

URL: Vermeer.com

Compared to conventional carbureted engines, the 40-hp Kubota EFI gas engine available on the S800TX offers lower fuel consumption, easier maintenance, improved starting—thanks to the elimination of the choke—and cleaner emissions, Vermeer says. The S800TX has a 840-lbs. SAE-rated operating capacity with a 2,400-lb. tipping capacity. The engine delivers 88.5 lbs. of torque, allowing trenching up to 48 in. deep. The universal attachment plate allows for quick change of a variety of attachments, while an optional dual auxiliary system provides the operator with dedicated high-flow and low-flow circuits to operate certain attachments smoothly and with precision.



E2 SERIES MINI HYDRAULIC EXCAVATORS



COMPANY: Caterpillar

URL: Cat.com

Made in the U.S., the five compact radius Cat E2 Series models— 303.5E2, 304E2, 305E2, 305.5E2 and 308E2 (pictured)— use the new High Definition Hydraulic (HDH) system. The models all include a redesigned operator station, with a wider opening, suspension seat, adjustable arm rests and an ergonomic layout. Other features include a new interlocking front window system, updated operator interface controls and 100 percent pilot controls.





↑ PROSERIES

COMPANY: Techniseal
URL: Techniseal.com

ProSeries is a product line specifically designed for paver professionals. Nearly all protectors in the paver care system are formulated without strong or flammable solvents and emit low volatile organic compound levels in the atmosphere, the company says.

COMPACT WHEEL LOADERS

COMPANY: Takeuchi Manufacturing

URL: Takeuchi-US.com

Equipped with Final Tier 4 engines and a turbocharged, water-cooled Deutz engine, the TW65 SERIES 2 and TW80 SERIES 2 wheel loaders provide reach and dump heights up to 8.5 ft. The TW65 SERIES 2 features an operating weight of 11,354 lbs., rated operating capacity of 4,050 lbs., tipping load of 9,171 lbs., and a bucket breakout force of 11,600 lbs. With an operating weight of 12,700 lbs., the TW80 SERIES 2 has a rated operating capacity of 4,445 lbs., tipping load of 12,700 lbs. and a bucket breakout force of 13,960 lbs.



Be Your Turf's Hero

Deliver a one-two punch to knockout weeds with

Solu-Cal + .13% Dithiopyr

Broad Spectrum Pre-Emergent and Early Post-Emergent Herbicide

For early post-emergent control of crabgrass and pre-emergent control of over 40 grassy and broadleaf weeds.

- Delivers Solu-Cal Enhanced Calcitic Lime + herbicide in a one-pass application
- Outstanding pre-emergent & early post-emergent control of crabgrass & goosegrass
- Season-long control of other grasses and broadleaf weeds
- Non-staining, low odor formulation



www.Solu-Cal.com

Solu-Cal USA 774.678.0288

LAWN & LANDSCAPE • GOLF • HYDRO SEED • WILDLIFE





Use GPS Tracking to **MAINTAIN YOUR VEHICLES FOR LESS**

Take control of vehicle maintenance expenses with Verizon Networkfleet, the GPS tracking technology that drives smart business management decisions. Improve preventive maintenance scheduling. Reduce labor and repair expenses. Minimize vehicle downtime. Whether in your office or on the road, get the data you need to take your business to the next level.

Help decrease maintenance costs while improving customer service. That's powerful.

866.869.1353 | networkfleet.com

LM SHOWCASE

PRODUCTS + SERVICES
FROM LANDSCAPE
INDUSTRY SUPPLIERS

We Make Water Burn![™]

PREtreat your E10
PREvent water problems
PREserve your equipment



E10 fuel is usable in your tools & toys. It's water from contamination or condensation that causes problems. K100 Fuel Treatment prevents the problem by getting rid of the water. **Period.**



800.530.6935 | Eliminating water in fuel since 1965

K-100.COM

FOR INFORMATION ON ADVERTISING IN THE
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.



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

Call now: **802-673-9077**
View it in action:
www.ecolawnapplicator.com

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.

Exceptional

SUPERthrive[®] ~ Maximize water
usage during drought.
~ Always ahead in science and value.

SUPERthrive[®] maximizes potential by quickly building a strong root base. Essential during dry months. Perfect for edibles, landscaping, and transplanting trees of all sizes.

Our timeless formula introduced kelp last year to integrate contemporary research with the existing nutrition that **SUPERthrive[®]** has provided since 1940.

Transplanting ~ 1 tsp. per gallon of water.
Follow up ~ Same dose in one week.
Maintenance Dosage ~ 1/4 tsp per a gallon.
Foliar Spray ~ Spray both sides of leaves for full absorption.

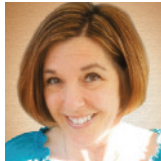


SUPERthrive
1940 WORLD'S FAIR
Gold Medal
The Original[™] Vitamin Solution
Vitamin Institute
www.superthrive.com

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

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)

When responding to an ad, say you saw it in

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 1.3 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

INCORPORATING WHAT'S RIGHT FOR YOU **Save \$25 by scanning this code**

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**

**LANDSCAPEJOBS.COM
IRRIGATIONJOBS.COM**
Jobs & Resumes
for Industry Pros.
1-717-479-1850

DID YOU KNOW?
All Landscape Management classifieds are posted online.
landscapemanagement.net

AD INDEX

Air-O-Lator Corp.....	22
Briggs & Stratton.....	27
Clip Sensible Software.....	21
Dixie Chopper.....	18
Dow AgroSciences.....	17
DynaScape Software.....	37
Ecolawn.....	54
FMC Professional Services.....	8
GEICO Commercial.....	Insert*
GIS Dynamics.....	42
Kinetic Fuel Treatment.....	54
Koch Agronomic Services.....	13
Kubota Tractor Corp.....	CV4
LandOpt.....	CV2
Lebanon Turf.....	3
MistAway Systems.....	2
MSP Sprinter.....	11
PermaGreen Supreme.....	43
PLANET/NMPA.....	5
PLANET.....	38
Power Pusher.....	38
PRO Landscape by Drafix Software.....	29
Progressive Insurance.....	24
Project EverGreen.....	53
Quali-Pro.....	39, CV3
RAM.....	34-35
Solu-Cal USA.....	52
Verizon.....	53
Vista Professional Lighting.....	28
VIT Products Inc.....	54
Vitamer Institute.....	54
Walker Mowers.....	47
Weed Man.....	44

*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 2015] **Contribute to LM!**

We're always looking for reader contributions to LM in our Recommender section. Let your peers know what products you use—and why.

Contact the editors with your recommendations for the following products and services to be included in Recommender (see page 10): irrigation controllers (January), spreader-sprayers (February), mower engines (March), pavers (April), rotors (May), vehicles for turf+ornamental care (June), handheld equipment (July), design software (August), drip irrigation products (September), aerators and renovation equipment (October), vehicles for mowing+landscape maintenance (November), compact construction equipment (December). Email Editor Marisa Palmieri (mpalmieri@northcoastmedia.net) with your recommendation and a high-res headshot.



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

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

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





Donna "DJ" Wood

"I went school to be a dental technician. After a few months I realized I didn't want to spend my life with my fingers in other people's mouths."

"I worked in commercial construction for many years. ... I took a job as a receptionist and through on-the-job training I worked my way up."



"I've been a Buddhist for about 25 years. Meditation is something I do every day. It keeps me from blowing up on a daily basis from stress."

PRESIDENT/CEO, TIERRA MADRE LANDSCAPE SERVICES PHOENIX

EDUCATION

Bourgade Catholic High School
Phoenix
1975 GED

Desert Landscape School
Desert Botanical Garden
Class of 2008

WORK EXPERIENCE

1977-1980
Receptionist, Production Manager,
Meyer & Lundahl
Phoenix

1980-1983
General Manager, B&C Cabinets
Reno, Nev.

1983-1986
Project/Service Manager,
Sierra Elevator
Reno, Nev.

1986-1993
Project Manager, GCI Construction
Phoenix

1993-1999
Director of Facilities & Energy
PetSmart

1995-Present
President/CEO
Tierra Madre Landscape Services

"Here [in Phoenix] we have inversions, which are where the climate traps all the pollution down right over the valley. We came up with the idea that maybe we could offset some of the carbon by planting trees with the Arizona Tree Mission. It's a reward to our clients. Based on how long they've been with us and other factors, we'll plant up to 12 free trees for them per year."



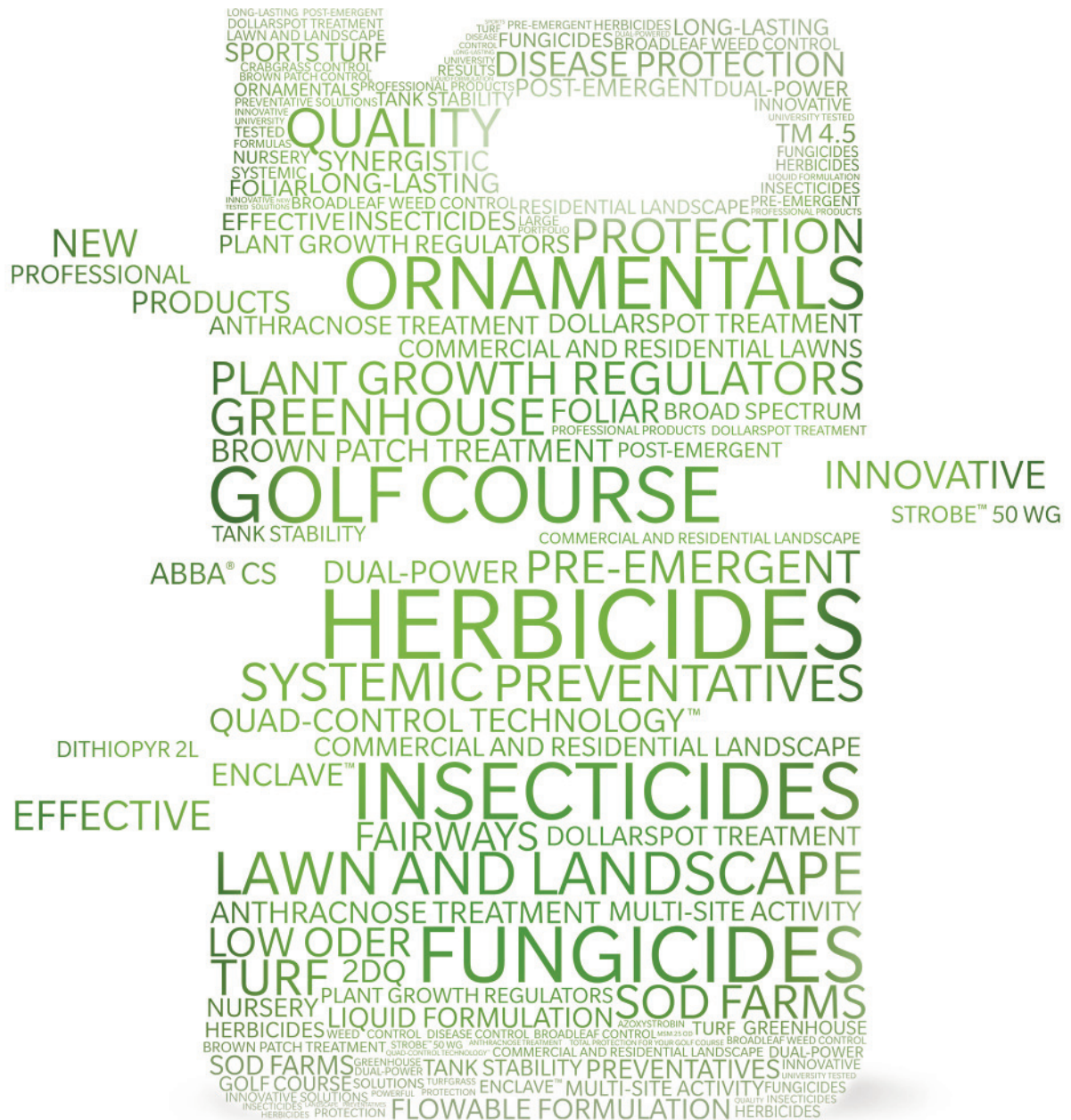
"I helped set up construction, land acquisition and property management. It was crazy. We went from 35 to 500 stores in six years. I was really burned out and basically quit. I wasn't sure what I was going to do."

"You cannot be a slave to technology. I started checking email only three times a day ... so I can avoid distraction and stay focused."



"My ex-husband, who's an amazing horticulturist, wanted to start his own business. As it grew, it became evident he was better off in the field and I got involved with the business side. When we divorced, we decided if the business was going to continue, I was the one who would run it. He was into plants, not lawyers and banks."

WORDS OF WISDOM "What I like to say to our employees is 'I can't guarantee that you're going to have fun, but I'd like to contribute to you going home and feeling proud about what you've accomplished.' When people feel good about their work they take that home, and it affects their lives." • "Embrace co-opetition. There's enough work out there for everybody. I have no problem sharing my knowledge or information. When we do that, we make our whole industry better."



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



ADAMA



**ENGINEERED TO
WORK ONLY TWO SHIFTS.
DAY AND NIGHT.**



Reliable. Durable. Muscle-bound. The Kubota SVL Compact Track Loaders are model employees. And models of engineering. Featuring proven Kubota engines, best-in-class breakout force and a smooth ride, they show up ready to work, day in and day out. Locate your dealer at Kubota.com/Construction.



© Kubota Tractor Corporation, 2014.



Kubota

A SUPPLEMENT TO



**LANDSCAPE
MANAGEMENT**

**EARLY
ORDER
PROGRAM
GUIDE**

Innovation you can apply.



NEGATE® 37WG
Herbicide

1.5 oz. bottle

Commercial Lawns
Golf Courses
Industrial Lawns
Sod Farms
Sports Fields

Strobe™ 50WG
Broad Spectrum Fungicide

1 and 6 lb. bottles

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

ENCLAVE®
Flowable Fungicide

2.5 gal. bottle

Commercial Turf
Golf Courses
Greenhouses
Landscape Ornamentals
Nurseries

2DQ
Herbicide

1 gal. and 2.5 gal. bottles

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

MSM 25 OD
Herbicide




4.5 oz. bottle

Cemeteries
Golf Courses
Aprons
Fairways
Roughs
Ornamental Turf
Sod Farms
Tees

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

QUALI-PRO

Innovation you can apply.

Get connected:   

A SUPPLEMENT TO



EARLY ORDER PROGRAM GUIDE

Just as many lawn care companies send out early renewal letters to their customers—enticing them to prepay to retain last year’s rates or commit now for a discount—some green industry suppliers look to do the same to lock in business for the year to come with their early order programs.

In our first-ever Early Order Program Guide, we present the pros and cons, ins and outs of the programs offered by the chemical manufacturers and distributors serving the turf and ornamental market. You’ll hear from landscape and lawn care operators across the country who prefer to participate in these programs and from some who opt not to go this route. You’ll also see the results of a survey we conducted on early order program adoption among landscape and lawn care professionals.

One thing’s for sure: As you budget and plan for 2015, you’ll be looking for savings. It’s worth at least checking your eligibility for these programs and considering whether they can contribute to a better bottom line.

EOP 4

GET WITH THE PROGRAM

Lawn care professionals share pros and cons of early order programs.

BY CASEY PAYTON

EOP 8

EOP LISTING

PROGRAM SPOTLIGHT ADS

EOP 9

FMC

EOP 10

NUFARM

EOP 11

QUALI-PRO

EOP 12

SYNGENTA

EOP 14

WINFIELD

Get with the program

Turf and ornamental care professionals share their thoughts on the pros and cons of participating in early order programs offered by chemical and fertilizer manufacturers and distributors. BY CASEY PAYTON

If it's true the early bird gets the worm, maybe the turf and ornamental care manufacturers and distributors are on to something with their early order programs. These buying plans, which commonly require companies to commit to purchasing a certain amount of pesticide and/or fertilizer products by mid-December for next year, may offer an array of discounts and other perks.

While the opportunities make sense for some operators, others say they're risky and forgo participating. Here, we take a look at the pros and cons.

ON THE UPSIDE

For many, the financial discount is the main reason for participating in these programs.

Other perks—such as meals, golf or trips—can be a nice add-on but are rarely a cited reason to participate. Keith Bowman, maintenance division manager at McHale Landscape Design, a 100-percent residential company in Upper Marlboro, Md., that does \$20 million in revenue, says those offers may “sweeten the deal,” but he'd never be swayed by a golf outing or a trip. “We participate in early order programs simply based on the dollars saved,” Bowman says. “I've worked hard to build relationships with vendors I trust and a golf outing is not going to sway me a different direction.”

Dan Gordon, a CPA with Turf Books in Newton, N.J., tells his green industry clients to take part in early order programs if they can get a good discount and they've thought through their cash situation carefully. “The real challenge is you're going through the worst part of the year, cash-flow wise, so you can get yourself into a situation where you could deplete your cash until you start up again in the spring,” he says. “There's a bit of an analysis you have to do.”

First, determine how much cash it will take you to get through the off season and what you'll do if you hit a shortfall. “If you don't have the money, can you borrow the money and is the spread such that you're ahead?” Gordon says. “From there, it's really, what's the best deal can you get?”

Ryan Mason, operations manager for Tomlinson Bomberger in Lancaster, Pa., a company that brings in \$10 million in revenue, agrees that the discount is the biggest benefit. It can really add up if you're purchasing a large volume, he says. While getting the best pricing is important, Mason says having “distributors coming out of the woodwork” has



Ryan Mason

been good from an education standpoint.

“Usually we work with a few vendors, but all of the sudden when early order season comes around, they all pop up and want a piece of the pie,” Mason says. “It gives me a chance to not only learn more about all the products out there but also learn about the processes.”

Jeffrey Johns, president and CEO of Coastal Greenery in Brunswick, Ga., says his discounts have been a few percentages and they add up. The terms also have been favorable, sometimes affording him the opportunity to not pay for 90 days to 120-days out, interest free, depending on the minimum quantity purchased.

“We’re going to be buying these products anyway, so it makes sense to buy them in advance and get the discount,” adds William Iddings, co-owner of Advantage Green



William Iddings

Lawn & Pest Solutions

in Summerfield, Fla., a 10-person company with more than \$1 million in revenue.

“It’s also nice to have plenty of product sitting there, ready to go. We find it helps us to be better organized.”

Mason calls it “being prepared.” Using the early order programs and stocking up on chemical products in advance has forced the company to put together advanced plans and projections for the year ahead. “It’s nice to have that focused plan instead of making a last-minute decision,” he adds.

LOOKING DOWN

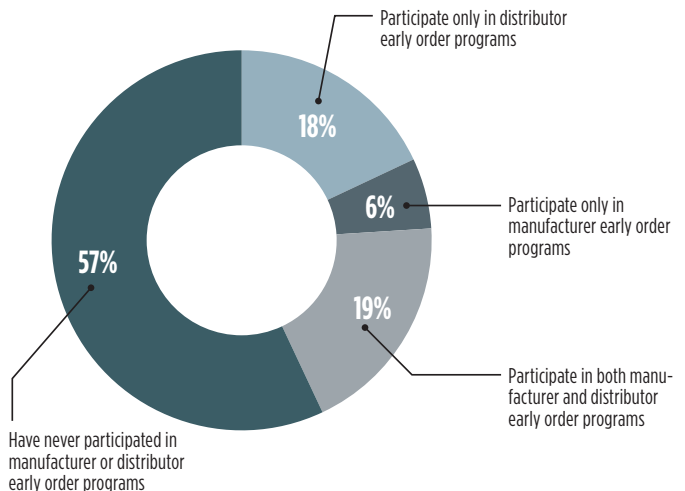
Advanced planning and easy access to supply are two pros that also pose concerns. While Mason says being prepared is a big plus, committing to a program so early also

Survey says...

We take a look at what the research says about turf care pros’ use of early order programs.

PARTICIPATION RATES

Do you participate in distributors’ or manufacturers’ chemical/fertilizer early order programs?



TOP REASONS FOR NOT PARTICIPATING

(asked only of those who don't participate)

- 1 I don't like making my product selections that early.
- 2 Other (responses include n/a, don't buy enough quantity, unfamiliar with the programs, cash/credit concerns and storage concerns).
- 3 It doesn't make sense; I buy from too many vendors.
- 4 I don't see the savings.
- 5 They're too complicated.

EARLY ORDER PROGRAM GUIDE

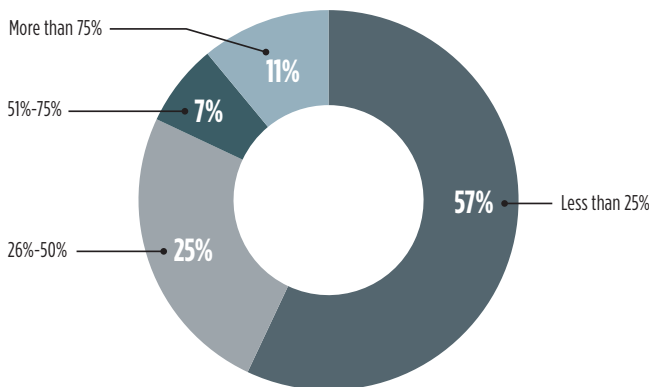
TOP REASONS FOR PARTICIPATING

(asked only of those who participate)

- 1 To lock-in current prices.
- 2 To take advantage of early pay discounts.
- 3 To earn extended payment terms.
- 4 To earn rebates.
- 5 To secure inventory early.

% OF ANNUAL CHEMICAL/FERTILIZER PURCHASES PROCURED THROUGH EARLY ORDER PROGRAMS

(asked only of those who participate)



METHODOLOGY

LM fielded an online survey in September 2014 to subscribers who indicate they purchase pesticide/fertilizer products or perform fertilization, disease/weed/insect control. We assume +/- 5 percent margin of error, based on the audience size and the number of complete responses (314).

may be viewed as a downside. "It depends how you look at it," he says. "It's nice to plan ahead but you also have to realize when you're committed to a program, it doesn't allow you to make some of those tailored changes. You also have to be good at forecasting quantities ahead of time based on historic sales. That's not always easy to do."

Storage also is a concern, adds Johns. If the manufacturer requires you to accept the full amount of pre-purchased product, it can take up valuable storage space. Plus, companies need to factor in potential hazards.

"One of our core values here is safety, so having guys working around product that's just sitting in storage is an issue," Johns says. "Being exposed to chemicals or even just having it block walkways while in storage are two issues we worry about."

In some situations, the storage downside can be resolved. Bowman has worked out an arrangement with his vendor where he participates in the early order program but the vendor delivers him product as needed. Otherwise, storage would be an issue not only because of space, but because of theft.

"When you have a lot of product sitting around, it increases your chance of theft," Bowman says. "We simply can't have product disappearing."



John Prusa

Concerns like this have been enough for some firms to opt out of early order programs. John Prusa, president of Highpoint Lawn Service with six locations in Ohio and New York, says early order programs made sense to him as a smaller company since it allowed him to obtain better pricing and develop relationships with vendors. But as the company grew, the downsides began to tip the balance.



“The benefits of saving a small percentage off do not overcome the negatives,” Prusa says. “By locking in purchases early, we create the associated lack of active market flexibility of choice. Additionally, we see inventory damage and loss while loading up our warehouses with truckloads of product. Plus, we tie up cash.”

Today, Prusa says he works hard at maintaining good relationships with his vendors but does not participate in early order programs.

“I prefer to maintain market, product and delivery timing flexibility in purchasing and to maximize cash retention,” he says. “In other words, having the ability to obtain freshly produced product in a just-in-time manner while still maximizing cash retention is the name of the game.”

RELATIONSHIPS RULE

The vendor/client relationship is really what it’s all about, Prusa says. “Our goal is to always pay on time or early, and by treating our vendors properly and being a valuable client, we gain the benefit of favorable pricing and service,” he adds. “We try to treat our vendors as we would like to be treated by our customers.”

Other landscape business owners find early order programs to be a “game.” Larry




Larry Ryan

Ryan, president of Ryan Lawn & Tree, a 27-year old, employee-owned company based in Overland Park, Kan., is one of them.

“If we’re a good, loyal customer we want the best price regardless,” Ryan says. “I don’t want to feel like we’re being manipulated or have to jump through hoops to get the best price. I want my price based on the quality of customer that I am. I always pay my bills promptly and that should count for more than how much product I am willing to buy in advance.”

Ryan says while he’s open to sitting down with vendors and discussing products and programs, he tries to avoid getting locked into anything that wouldn’t allow him to customize his program and change product on the spot. He’s also found he gets similar pricing to “early order” in the spring.

“Everyone wants to sell in the spring and you can get a similar price simply because the vendors want to stay competitive,” Ryan says. “My advice is to not get too caught up in early ordering.”

Those who do order early say anything that helps them remain competitive in a low-margin market is a plus. Mason’s best advice is to do the research and seek out the best terms. Calculate the rebates based on volume and which products fit best into your program. He adds: “If you’re going to commit yourself to a program, make sure it’s the right one.” 

Payton is a freelance writer based in Philadelphia.

EOP LISTING

Do your homework

Are you considering early order programs? To get you started, we compiled a list of suppliers who offer them.

AQUATROLS

Turf Bucks
Website: **See distributor for booking form.**
Deadline: **Varies by location; see distributor.**

BASF

2015 BASF Early Order Program
Website: **betterturf.basf.us/eop/**
Deadline: **Dec. 12, 2014**

BAYER

2014 Fall Solutions
Website: **myrewards.cropscience.bayer.com**
Deadline: **Dec. 5, 2014**

DOW

The Power of More 2014-2015
Website: **PowerofMORE.com**
Deadline: **Aug. 31, 2015**

FMC PROFESSIONAL SOLUTIONS

2014 FMC Early Order Program
Website: **fmceop.com**
Deadline: **Dec. 12, 2014**

HOLGANIX

2015 Commitment Program
Website: **n/a; see distributors**
Deadline: **Dec. 31, 2014**

JOHN DEERE LANDSCAPES

John Deere Landscapes 2014 Fall EOP
Website: **johndeerelandscapes.com > Resources & Services > 2014-2015 Early Order Programs**
Deadline: **Jan. 11, 2015**

NUFARM AMERICAS

Nufarm Turf Early Order Rewards Program
Website: **NufarmEarlyOrder.com**
Deadline: **March 13, 2015**

QUALI-PRO

Quali-Pro Freedom of Choice EOP
Website: **quali-pro.com**
Deadline: **Nov. 28, 2014**

SYNGENTA

Syngenta GreenTrust 365
Website: **GreenTrust365.com**
Deadline: **Feb. 28, 2015**

WINFIELD

WinField Early Order Program:
2015 Lawn and Turf
Website: **winfieldpro.com/EOP**
Deadline: **Dec. 19, 2014**

SEE THE SAVINGS

For more information on early order program offerings from our sponsors FMC, Nufarm, Quali-Pro, Syngenta and WinField, see the Program Spotlights on pages 9 through 14.

2014 FMC Early Order Program

With more products and incentives than ever before, the FMC 2014 Early Order Program offers significant savings, a Build Your Own Bonus program and extended terms on our most popular turf and ornamental products. The program runs from September 15 through December 12, 2014, allowing program participants to purchase products at current pricing but defer payment for qualifying FMC Agency Products until June 10, 2015.

Popular FMC products included in the program are Dismiss[®], Dismiss South, Dismiss CA, Blindside[®], Echelon[®], Solitare[®], QuickSilver[®] and SquareOne[®] herbicides; Onyx[®], OnyxPro, Aria[®] and Talstar[®] insecticides; and—new this year—Disarm[®] fungicides, Triple Crown[®] insecticides and Xonerate[®] herbicide. A minimum rebate of \$200 is required to participate, which is only an initial purchase of \$2,000 to \$2,500.



NEED TO KNOW

Deadline: **December 12, 2014**

Submit rebates no later than Jan. 16.

Website: fmceop.com



BUILD YOUR OWN BONUS

Turf and ornamental professionals are eligible for a new B.Y.O.B.—Build Your Own Bonus—program this year. Simply purchase combinations of qualifying products from any two or all three FMC product lines (fungicides, herbicides or insecticides) and multiply your entire base rebate by a corresponding percentage—between 5% and 25% of your base rebate. To be eligible for the B.Y.O.B. Bonus, lawn care operators only need to purchase a minimum of \$500 of FMC herbicides or insecticides or \$1,000 of FMC fungicides. By achieving the top rebate level of \$2,500+, companies qualify to earn the November to December Base Rebate per unit on all future purchases through June 30, 2015.

To be eligible to receive rebates, a rebate form must be submitted online at www.fmceop.com no later than January 16, 2015.

B.Y.O.B. – BUILD YOUR OWN BONUS INCENTIVE

Base Rebate Earned	2 Product Lines	3 Product Lines
\$200 to \$999	5%	10%
\$1,000 to \$1,499	10%	15%
\$1,500 to \$2,499	15%	20%
\$2,500+	20%	25%

Minimum Purchase for Product Line to Qualify for B.Y.O.B.:

- Herbicides: \$500
- Insecticides: \$500
- Fungicides: \$1,000



Nufarm Turf Early Order Rewards Program

Maximize profit and reach your potential faster with the Nufarm Turf Early Order Rewards Program. With the innovative and diverse Nufarm product portfolio, you'll have the best chance of reaching your business goals. And with our rewards for ordering early, you'll maximize profit and get there faster.

To earn big rewards in the form of distributor credits, qualify by March 13, 2015.

To qualify, do the following by March 13, 2015:

- Order two full cases of eligible products from Group 1 (full pallet for granular products). Cases do not have to be purchased at the same time.
- Order a total of \$2,500 worth of eligible Nufarm products (Group 1 and Group 2).
- Register online at NufarmEarlyOrder.com (registration open 10/1/14–3/13/15).

Register at NufarmEarlyOrder.com and contact your authorized Nufarm distributor for more program details.

ELIGIBLE PRODUCTS AND REWARDS

Qualify and purchase from these Nufarm products, and you'll receive the listed dollar amount in the form of a distributor credit by the end of June 2015.

For complete terms and conditions, visit NufarmEarlyOrder.com.

Group 1	Pack Size	Reward (Nov. 1-Mar. 13)
3336® F	All pack sizes	\$5.00/gal
Arena® 0.25 G Insecticide	30 lb bag	\$0.05/lb
Arena 50 WDG	4 x 40 oz btl	\$6.00/lb
Change Up™	2 x 2.5 gal	\$3.00/gal
Escalade® 2	All pack sizes	\$3.00/gal
Last Call™	All pack sizes	\$12.00/gal

Group 2	Pack Size	Reward (Nov. 1-Mar. 13)
3336 EG	4 x 5 lb	\$0.50/lb
3336 WP	6 x 2 lb	\$0.35/lb
4 Speed® XT	All pack sizes	\$3.00/gal
BroadStar™ Herbicide	50 lb bag	\$0.05/lb
Cool Power®	All pack sizes	\$1.75/gal
Horsepower®	All pack sizes	\$1.50/gal
Manor®	4 x 4 x 2 oz	\$20.00/case
Minx™	All pack sizes	\$10.00/gal
Nufarm Prosedge™ 2	10 x 1.33 oz	\$20.00/case
Nufarm Prosedge™ 2	30 x 0.9 g	\$5.00/case
Safari® 20 SG	4 x 3 lb	\$6.00/lb
Safari 20 SG	16 x 12 oz	\$5.00/btl
Spectro® 90	All pack sizes	\$0.50/lb
SureGuard® Herbicide	All pack sizes	\$6.00/lb
Tourney® Fungicide	4 x 5 lb btl	\$20.00/lb
Triplet® Low Odor	All pack sizes	\$1.00/gal
TriStar®	All pack sizes	\$20.00/gal

NEED TO KNOW

Deadline: **March 13, 2015**

Website: NufarmEarlyOrder.com



Quali-Pro Freedom of Choice EOP

When purchasing your early order needs, why be forced by other suppliers to purchase products you do not want or need? Purchase your Fall Program needs under the Quali-Pro Freedom of Choice program and receive the following benefits.

Purchasing Quantity	Rebate
\$10,000	\$100
\$20,000	\$500
\$30,000	\$2,000
\$50,000	\$5,000



What's included? All Quali-Pro branded products (except Glyphosate Plus) that are not being submitted under other programs offered by Control Solutions Inc. This offer does not include other CSI or private label brands. The maximum rebate per account is \$5,000.00.

What else is there to know? Bifenthrin, Chlorothalonil 720, Chlorothalonil 82.5DF, Prodiamine 65WDG and Imidacloprid 2F qualify for 50% of the actual purchase quantity.

Plus, the **Fipronil Broadcast Municipal Support Program** has been extended through Nov. 28. Earn a \$15 rebate per bag of Fipronil 0.0143G or Taurus® G purchased for federal and state funded sites, including schools, parks and other municipal areas.



Who qualifies? End-users in all U.S. turf, nursery and ornamental markets who purchase Quali-Pro branded products through authorized Quali-Pro distributors.

NEED TO KNOW
 Deadline: **November 28, 2014**
 Website: quali-pro.com

**EARLY
ORDER
PROGRAM
GUIDE**

Syngenta GreenTrust 365

With the Syngenta GreenTrust™ 365 program, lawn care operators who purchase a minimum of \$5,000 worth of Qualifying Products from a Syngenta Authorized Distributor/Retailer during the Early Order Period (October 1, 2014 through February 28, 2015) are eligible for savings and benefits all year long.

So what can you gain by participating in the GreenTrust 365 program?

GreenTrust 365 offers the best value of the year to you through:

- Up to 9% product rebates
- Up to 14% rebate on Barricade® herbicide brands
- SummerPay™ extended terms
- Multipak Offers (available year-round)
- 10% volume discounts available year-round:
 - Acelepryn® insecticide
 - Monument® herbicide
 - Tenacity® herbicide
 - Barricade herbicide
- Product assurance programs supporting agronomic solutions

PRODUCT REBATES

To get an idea of what your rebate percentage could be, see the chart below for details.

Dollar Value of Qualifying Products Purchased During the Early Order Period	Yearlong Rebate Percentage	Barricade Full-Year Bonus
\$5,000 to < \$10,000	5%	
\$10,000 to < \$20,000	6%	
\$20,000 to < \$30,000	7%	5%
\$30,000 to < \$40,000	8%	
\$40,000+	9%	

For example, if you purchase qualifying products with a dollar value of \$35,000 during the Early Order Period, you'll be eligible to earn an 8% rebate on those purchases and on future purchases you make during the program year (Oct. 1, 2014-Sept. 30, 2015).



NEED TO KNOW

Deadline: **February 28, 2015**
Website: **GreenTrust365.com**



BARRICADE HERBICIDE BRAND BONUS

You can qualify for a rebate of up to 14% on all your purchases of Barricade with the Barricade brand bonus. Rebates are applicable to all formulations of Barricade (including Barricade On-Fertilizer) purchased during the Program Year as long as you purchase a minimum of \$5,000 worth of Qualifying Products during the Early Order Period.

MAXIMIZE PURCHASING POWER WITH ACELEPRYN VOLUME DISCOUNT

Stocking up on Acelepryn insecticide to control grubs next season? Syngenta recently introduced a 10% volume discount on purchases of 10 gallons or more of Acelepryn. If you purchase it before February 28, 2015, this purchase automatically qualifies you for the GreenTrust 365 program. If you maximize your year-long rebate, you can save up to \$335 per gallon.

DEFER PAYMENT WITH SUMMERPAY

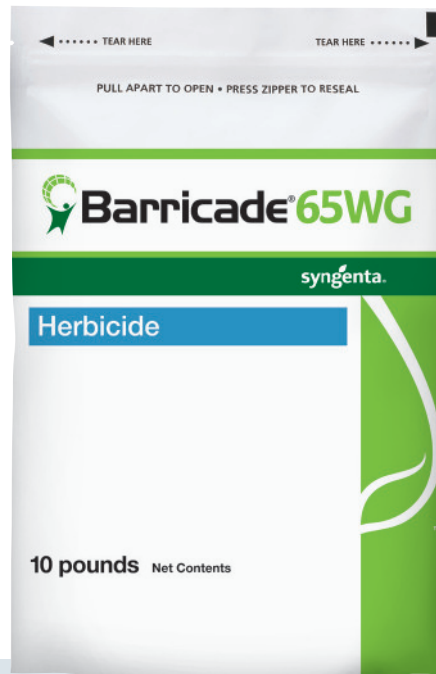
Prefer to pay at a later date? No problem. With SummerPay™, you can order early with no payment until July 10, 2015, strengthening your cash flow. Simply place your orders before February 28, 2015 and defer payment for purchases of Qualifying Agency Products until July 10, 2015.

For complete early-order program details, visit GreenTrust365.com to learn how to receive the best offer of the year on top-performing products.

REST EASY WITH PRODUCT ASSURANCES

Syngenta invests more than \$3 million a day in research and development to ensure product performance is never compromised. Our Product Assurance Programs offer peace of mind – if you don't receive the promised results outlined by the Assurance Program, Syngenta will reimburse you according to the program stipulations. In addition to this promise, Syngenta provides you with excellent agronomic recommendations for applying and using Syngenta products.

For a complete list of Product Assurances, visit GreenTrust365.com/Programs.



GreenTrust 365 Rebate Calculators

The GreenTrust 365 Program Worksheet is now automated with a new Advanced Savings Calculator and is available as part of your GreenCast® account. The new calculator offers several benefits that will save you time and enhance your purchase planning.

- **Savings:** The tool automatically configures your order to help you maximize your savings by recommending the best available package options.
- **Easy to Access:** You have the opportunity to create multiple GreenTrust 365 Program Worksheets that can be saved and accessed at any time. The tool also provides options to export, email or print. Plus, the worksheets will be saved for you to access the following year when they will be automatically updated with the new product selection and pricing in effect for that year's Early Order Program.

Acelepryn is Not for Sale, Sale Into, Distribution and/or Use in Nassau, Suffolk, Kings, Queens Counties of New York State.

©2014 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. Acelepryn®, Barricade®, GreenTrust®, GreenCast®, Monument®, SummerPay®, Tenacity® and the Syngenta logo are trademarks of a Syngenta Group Company.



WinField

WINFIELD™

Early Order Program: 2015 Lawn and Turf

The WinField™ Early Order Program offers lawn care operators (LCOs) exceptional flexibility and multiple rewards when they plan ahead for next season.

“As LCOs prepare for the coming year, they can save money and help manage their bottom line with the WinField™ Early Order Program,” says John Smith, marketing manager for WinField Professional Products. “Our distinctive program allows participants to take advantage of supplier incentives while capturing additional WinField incentives, and helps manage cash flow with extended terms. The more participants buy, the more they save, helping stretch their dollars even further.”

Lawn care professionals may also combine their purchases from industry leading manufacturers, with proprietary products from WinField, to qualify for more rebates and incentives.

ELIGIBILITY REQUIREMENTS

Customers who purchase a minimum of \$4,500 in product from qualifying suppliers during the early order program timeframe (October 1, 2014, through December 19, 2014) qualify. Purchases must include a minimum of \$750 in qualifying WinField branded products. Participants must have purchased products delivered before April 1, 2015.

Qualifying suppliers include: Bayer, BASF, Dow, FMC, Monsanto, NuFarm, SePRO and WinField.

SPEND MORE, SAVE MORE

Qualifying participants earn a rebate in the form of credit to their account on all of their WinField™ Early Order Program purchases, excluding agency or manufacturer suggested retail price products.

Dollar value of qualifying products purchased during EOP	Rebate percentage (credit to account)
\$4,500 to \$7,499 <i>including minimum purchase of \$750 in Winfield branded products</i>	3%
\$7,500 to \$14,999 <i>including minimum purchase of \$1,250 in Winfield branded products</i>	4%
\$15,000+ <i>including minimum purchase of \$1,750 in Winfield branded products</i>	5%

EXTENDED TERMS

The program’s extended terms allow participants to defer payment for purchases of all qualifying products during the program.

Date order placed	Terms
Place order between Oct. 1, 2014 and Oct. 31, 2014	June 25, 2015
Place order between Nov. 1, 2014, and Dec. 19, 2014	April 25, 2015

ADDITIONAL REWARDS

WinField™ Rewards members receive 4X points on qualified Early Order Program purchases. Customers who purchase more than \$2,500 of WinField product during the Early Order Program receive an additional incentive—their choice of four NutriTech Resin Tests or one registration fee for a 2015 WinField™ Academy.

NEED TO KNOW

Deadline: **December 19, 2014**
Website: winfieldpro.com/EOP



IT'S YOUR CALL.

WEED CONTROL THAT GIVES YOU SUMMER HOURS.

Last Call™ herbicide delivers post-emerge control of more than 40 grassy and broadleaf weeds – including mid-tiller crabgrass – when most other herbicides check out. And since Last Call is labeled for most managed areas in cool-season turf, there is no reason to feel the heat this summer. Plan your summer, it's your call.

SEE YOUR DISTRIBUTOR OR NUFARM.COM/USTO FOR MORE INFORMATION ON LAST CALL.

Last Call™

www.nufarm.com/us

©2014 Nufarm. Important: Always read and follow label instructions. Last Call™ is a trademark of Nufarm.





Apply early and the party's over for pests.

A single application of Acelepryn® insecticide in April, May or June gives you season-long control of all key white grub species, plus excellent control of lawn caterpillars such as sod webworms, and other key surface feeding pests. Purchases of 10 gallons or more will receive a 10% volume discount. If that purchase is made before Feb. 28th, 2015 you will receive an additional rebate as part of the GreenTrust™ 365 Early Order program. Now, that is a reason to celebrate.

For complete details, visit GreenTrust365.com.

 @SyngentaTurf

 **Acelepryn**®
Insecticide

syngenta®

Acelepryn® and Acelepryn® G are not for Sale, Sale Into, Distribution and/or Use in Nassau, Suffolk, Kings, Queens counties of New York State.

© 2014 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local Extension Service to ensure registration status.** Acelepryn®, GreenTrust™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. Syngenta Customer Center: 1-866-SYNGENT(A) (796-4368). MW 1LGT4016-ACE-P1 9/14

TM