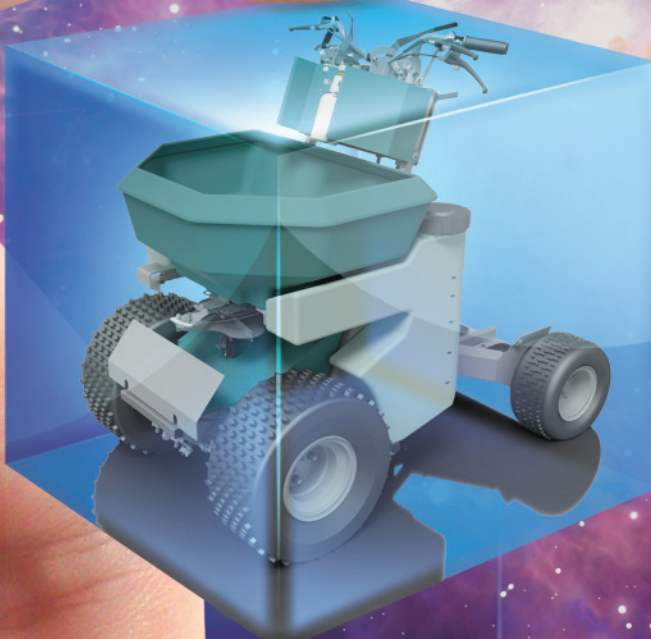


It's your future. Look closely. Choose wisely.



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.



LANDSCAPE MANAGEMENT

YOUR GUIDE TO GROWTH™

LET'S

Use Operating Cost Study data and ratios

COMPARE

to make informed business decisions.

NUMBERS

AN LM EXCLUSIVE

Innovative, triple-threat fire ant control for residential lawns and commercial landscapes



Taurus® Trio G formulated with three active ingredients: **Fipronil**, **Bifenthrin** and **Lambda Cyhalothrin** for fast and long-lasting fire ant control.

Powered by **three active ingredients**, Taurus® Trio G from Controls Solutions and Quali-Pro, brings you the **latest** and most **powerful** insecticide when it comes to residual fire ant control. For the first time ever, **three different active ingredients**, Fipronil (.0143%), Bifenthrin (.023%), and Lambda Cyhalothrin (.059%), have been combined in one uniform granule to deliver **fast** and **long-lasting** fire ant control. No other insecticide granule combines two unique



modes of action to maximize results in a **single application**. The **Verge®** Technology Granules ensure uniform distribution and **accurate** coverage as well as a clean, **dust-free**, easy-to-apply treatments for any rotary or broadcast spreader to **residential lawns**, recreational areas, golf courses, commercial and industrial **landscapes**.

For more information call **800-242-5562** or visit **www.quali-pro.com**



Taurus Trio G is available in convenient **30 lb.** resealable bags. Application rate is 2 lbs per 1000 sq. ft.

QUALI-PRO®

Innovation you can apply.

Contact your local distributor or Quali-Pro representative for more information. This product may not be registered in all states. Please check the Quali-Pro website or the state's department of agriculture for registration information.

Quali-Pro is a registered trademark of Adama Group Company. Taurus is a registered trademark of Control Solutions Inc. Verge is a registered trademark of Oil-Dri Corporation.



CONTENTS

SEPTEMBER 2016 • VOL 55, ISSUE 9

LET'S COMPARE NUMBERS

AN LM EXCLUSIVE

ON THE COVER

Use Operating Cost Study data and ratios to make more informed business decisions.

32

NEWS & HOW-TO'S

10 Recommender
Irrigation controllers

10 Issue Brief
BY MISSY HENRIKSEN

12 Step by Step
How to safely mow a slope.

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

16 SafetyWatch
Safe spreading.

PROFIT CENTERS

18 Turf+Ornamental Care
Slow and steady wins the boss's heart at Kathleen's in Evans, Ga.

Find out how attachments let installation contractors do more with less. (page 26).



24 Mowing+Landscape Maintenance
Summer's over. It's time to think about adding winter services.

26 Design/Build+Installation
Attachments are the lifeblood of many design/build firms.

30 Irrigation+Water Management
A look at the EPA WaterSense Program in its 10th year.

BUSINESS INSIDER

44 Business Basics: Planning
Before the fourth quarter begins, commit to finishing strong.
BY PHIL HARWOOD

46 Let's Grow
Don't let short-term goals get in the way of long-term planning.
BY JEFFREY SCOTT

48 Case Study: Our Way
A benevolent company benefits by involving employees in donations.
BY CASEY PAYTON

Find out what it takes to add two winter services. (page 24).



IN EVERY ISSUE

2 Online Now

4 Editor's Note
BY MARISA PALMIERI

6 Big Picture
Hidden Creek Landscaping, Hilliard, Ohio.

50 Product Focus
Trucks and trailers; aerators

54 Classifieds/Ad Index

56 Backstory
William Dellecker, EVP, Yellowstone Landscape
BY MARISA PALMIERI

ON THE COVER: PHOTO ©ISTOCK.COM/123DARTIST



NEW VIDEO ON LANDSCAPEMANAGEMENT.NET



➔ Couldn't make it to the National Association of Landscape Professionals' (NALP's) 20th Annual Renewal & Remembrance? Want to show the folks at home what you did on your trip to Washington D.C. this summer? Relive the milestone event with videos featuring NALP CEO Sabeena Hickman and Weed Man's Phil Fogarty discussing the event and how it's changed over its 20-year history.

APP PICK



Proven Hiring is a pain but doesn't need to be inefficient. Proven lets you post openings to 25 job boards with one click. From any device, manage the process from initial contact to scheduling interviews. You can even analyze posts, design a careers page and organize applicants into yes, no and maybe bins. Users pay per post—each one lowers the cost—but don't pay subscription or download fees. **Posts start at \$40 • iOS, Android, desktop**

CONNECT

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



BECOME A DEALER TODAY!

Sell and service our innovative misting systems that effectively control mosquitos and other annoying flying insects.

1-866-485-7255
WWW.MISTAWAY.COM/GOODBIZ

**GREAT
MARGINS &
RECURRING
REVENUES!**

**Are you misting
a great business
opportunity!**

permagreen™

THE GOLD STANDARD OF SPRAYER SPREADERS



The Triumph Ride-On Sprayer Spreader delivers the most even and accurate spray pattern, more than any other spray system tested

Visit permagreen.com/gold to see for yourself why PermaGreen is the **GOLD STANDARD** of sprayers



TAKE THE 60-DAY CHALLENGE

TRY THE PERMAGREEN ON YOUR TOUGHEST PROPERTIES FOR 60 DAYS. IF YOU DON'T **LOVE** IT, WE'LL BUY IT BACK!

CALL FOR DEALER LOCATIONS &
REGISTER TO WIN A TRIUMPH

800.346.2001 permagreen.com

© 2015 PermaGreen Supreme, Inc. PermaGreen™ is a registered trademark of PermaGreen Supreme, Inc. The Triumph is protected by patents 6,336,600 and 7,954,573. Always follow safety and operating instructions in the Triumph Operator's Manual. Giveaway rules are available upon request by contacting PermaGreen at Attn: Giveaway Rules, 5609 Murvihill Road, Valparaiso, IN 46383-6315, e-mailing info@permagreen.com or online at permagreen.com

EDITOR'S NOTE

MARISA PALMIERI
EDITOR

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



Do you ADOD?

I don't know about you, but this time of year—back to school—always makes me recognize how quickly the years go by. No matter how awesome the summer was I'm left wondering, "Where did it go?"

By the time this issue hits your desk, the kids will have been in school for several weeks, pumpkin-spice everything will be on store shelves and football season will be in full swing.

My family and I had a great summer. We did so much: we swam, we beached, we grilled, we camped, we gardened (sort of). Still, I can't help but think about the things on our summer bucket list that we didn't get to, like visiting the Cuyahoga Valley National Park, which is less than an hour's drive from us.

"Time flies" is a cliché, but it's true and it somehow always leaves me surprised and wishing I'd spent some of my hours differently.

“‘Time flies’ is a cliché, but it's true and it always leaves me wishing I'd spent some of my hours differently.”

I recently came across a quote from personal achievement coach Michael Altshuler that resonated: "The bad news is time flies. The good news is you're the pilot."

He's right. There are always ways to be more efficient and effective so we can do what brings meaning and value to our lives and businesses.

In my attempt to become a morning person, I started listening to a podcast

called "The 5 a.m. Miracle with Jeff Sanders." A recent guest of his, business coach Kelly Roach, talked about a concept she calls ADOD. It's something she encourages entrepreneurs—or anyone looking to be more productive—to think about every day.

ADOD stands for automate, delegate, outsource, delete.


"You never put anything new on your plate unless you get rid of something else," she says. "Because when there is no white space in your life or in your business, you will become stagnant and you cannot grow."

By "getting rid of something," she means using ADOD to determine what tasks you can take off your plate to make room for something more important and valuable.

Maybe that means finally hiring someone to answer the phones, getting a bookkeeper or finding an assistant (or virtual assistant?) to put together job packets.

Questions to ask yourself when you're going through the ADOD exercise: Is this task necessary? Do I need to be the one doing it? Is it contributing to our success? Is it a profitable expenditure of our time or can it be ADOD'd?

She added, "If you choose to spend your time on \$10 an hour tasks, then you're choosing to have your income align with that hourly rate."

If you spend two minutes a day considering what you could ADOD, she says, your business will grow faster and be more profitable. And you just may feel like next summer goes by a little bit slower. 



HEADQUARTERS

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

EDITORIAL STAFF

Editor Marisa Palmieri

216/706-3764 | mpalmieri@northcoastmedia.net

Associate Editor Dillon Stewart

216/706-3756 | dstewart@northcoastmedia.net

Art Director Tracie Martinez

216/280-6127 | tmartinez@northcoastmedia.net

Graphic Designer Courtney Townsend

216/363-7931 | ctownsend@northcoastmedia.net

Digital Media Content Producer Kelly Limpert

216/363-7933 | klimpert@northcoastmedia.net

ADVERTISING STAFF

Publisher Bill Roddy

216/706-3758 | broddy@northcoastmedia.net

Associate Publisher Craig MacGregor

216/706-3787 | cmacgregor@northcoastmedia.net

Account Manager Jake Goodman

216/363-7923 | jgoodman@northcoastmedia.net

Classified Accounts Manager Chloe Scoular

216/363-7929 | cscoular@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

Manager, Meetings and Events Kyle Castro

216/706-3772 | kcastro@northcoastmedia.net

Marketing Manager Scott Gebler

216/363-7932 | sgebler@northcoastmedia.net

Manager, Production Services Terri Johnstone

216/978-9622 | tjohnstone@northcoastmedia.net

Senior Audience Development Manager

Antoinette Sanchez-Perkins

216/706-3750 | asanchez-perkins@northcoastmedia.net

Digital Operations Manager Bethany Chambers

216/706-3771 | bchambers@northcoastmedia.net

Web Developer Jesse Malmacher

216/363-7925 | jmalcmacher@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Brett Petillo

877/652-5295 | bpetillo@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins

216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847-513-6030

For current single copy or back issues



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 Directors Marty Whitford & Marisa Palmieri

216/706-3766 | mwhitford@northcoastmedia.net

216/706-3764 | mpalmieri@northcoastmedia.net

EDITORIAL ADVISORY BOARD

Q+A

What operating cost metric is most important to track to ensure a landscape company's success?

Landscape Professionals

Richard Bare

Arbor-Nomics Turf
Norcross, Ga.

Bill Bemus

Bemus Landscape
San Clemente, Calif.

Chris Joyce

Joyce Landscaping
Cape Cod, Mass.

Adam Linnemann

Linnemann Lawn Care & Landscaping
Columbia, 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 Consulting
Trumbull, Conn.

Jody Shilan

FromDesign2Build.com
Upper Saddle River, N.J.

Bruce Wilson

Bruce Wilson & Co.
Scottsdale, Ariz.

"Tracking your budgeted hours versus actual hours and adjusting your bidding accordingly."

"Exact cost of goods sold. Job cost percent and gross margin percent."

"I prefer revenue per hour. It's virtually infallible in measuring job profitability."

"Cost of sales, which includes direct labor and cost of materials. Those are huge variable costs."

"Net marketing contribution is one of the most insightful and underutilized metrics in the landscape industry. It measures profit after relationship costs are deducted."

"There are two: Payroll percentage and daily/weekly production."

MORE ONLINE

See more great advice and complete answers from our Editorial Advisory Board in the online version of this feature at LandscapeManagement.net.

LEARN HOW A SMALL PART MADE A BIG IMPRESSION ON BILL



BILL BRAMBLE

CEO, WinLAWN MANAGEMENT
CUMMING, GA

When a failed part in a non-Graham rig kept Bill Bramble from running his ornamental tree and shrub routes, it reinforced the value of his Graham rigs. That's because he knows when properly maintained, a Graham rig can offer reliable service for 15 to 20 years or longer.

Downtime is not an option for Bill – or you. It's not an option for us either. That's why we offer lifetime phone support and next-day delivery on any parts we have in stock. And all of that is why Bill already has plans to buy another rig from us.

To learn more about what makes us such a reliable partner, visit GrahamSE.com or call us for a quote.



YOUR IDEAS ARE WHERE WE START™

© 2016 Graham Spray Equipment

(770) 942-1617 | (800) 543-2810 | GrahamSE.com



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





BIG PICTURE

COASTAL VIBES IN THE MIDWEST

LOCATION Central Ohio

COMPANY Hidden Creek
Landscaping, Hilliard, Ohio

THE DETAILS Having relocated from California, the client wanted to create an oasis in Ohio reminiscent of home. This meant creating a large outdoor living space with a pool, spa, outdoor kitchen, fire pit and a variety of seating and dining areas. The client also wanted a formal front auto court, enhanced driveway and improved pedestrian circulation around the property.

The project's biggest challenge was construction on a 20-ft. slope down to an existing pond, seen here in a view from the patio. Addressing the extreme grade change required extensive planning and coordination among designers, engineers and other professionals on-site, as the house was also going through an extensive interior renovation and addition.

This project earned Hidden Creek Landscaping a Grand Award last year from the National Association of Landscape Professionals' Awards of Excellence program.

PHOTO As seen lit at night, the rear pool deck and patio consists of 4,000 sq. ft. of travertine and 700-plus sq. ft. of custom travertine coping.

*See more photos from
this project at [Landscape
Management.net/BigPicture](http://LandscapeManagement.net/BigPicture).*

PHOTO: ARCHITECTURAL PHOTOGRAPHY BY TREVOR BOYLE STUDIO

Stay Yards Ahead Next Year With a Great Deal This Fall.

0% FOR 48 MONTHS
AND **\$300 OFF***

+

\$400 OFF**
with GreenFleet™



Get \$300 off* plus 0% financing for 48 months on any new Z920M Mower.

Maybe the season is starting to wind down, but a deal on a terrific ZTrak is just starting up. Right now, until October 28, we're offering \$300 off any Z920M Mower plus 0% Financing for 48 months. Better yet, if you're a GreenFleet Platinum 1 member, you can get an additional \$400 off instantly.** See your John Deere dealer today for a deal on the ultimate zero-turn mower.

Keep Mowing



JOHN DEERE



JohnDeere.com/MowPro

*\$300 off and 0/48 National Offer: Offer ends October 28, 2016. Subject to approved installment credit with John Deere Financial, for commercial use only. \$300 off and fixed rate of 0.0% for 48 months available August 1, 2016 through October 28, 2016. Savings based on the purchase of eligible equipment. Offers available on new equipment and in the U.S. only. Prices and savings in U.S. dollars. See your dealer for details.

**GreenFleet discount offer expires October 28, 2016. GreenFleet level savings are based on total units purchased. A member's per unit discount for an eligible sale will be based on the highest accumulated qualifying equipment purchased at the time of an eligible sale. See terms and conditions at JohnDeere.com/GreenFleet for details. JohnDeere.com/GreenFleet for details.

NEWS HOW-TO'S

LANDSCAPE
INDUSTRY
TRENDS,
VIEWS
AND TIPS

RECOMMENDER

ISSUE BRIEF

STEP BY STEP

NEW STUFF

SAFETYWATCH

T.G.I.F.

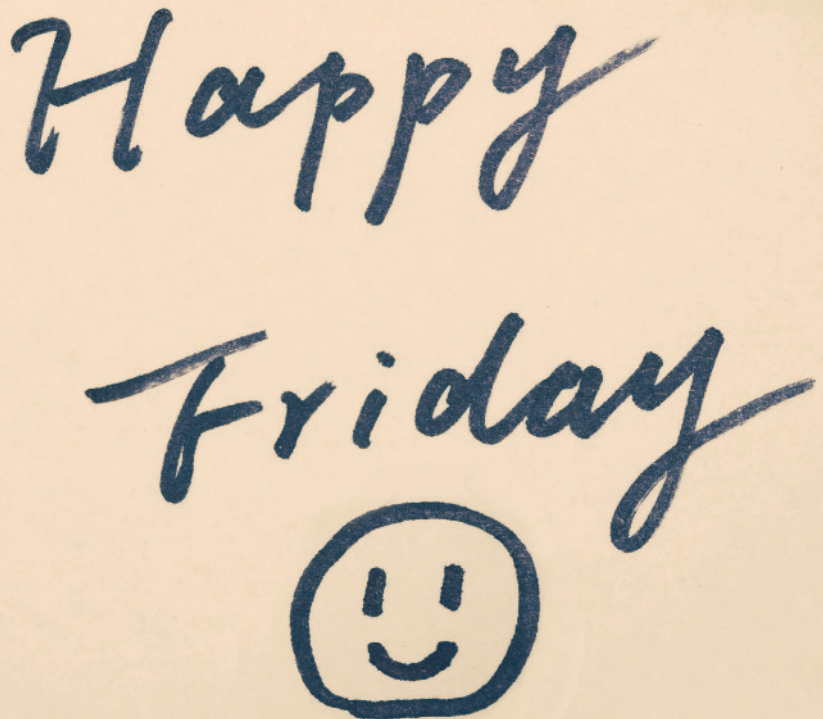
To quell unproductive Fridays, Outback Landscape, a \$2.5 million mostly design/build company in Idaho Falls, Idaho, went to a four-day workweek for its production staff.

"A lot of times that five hours on Friday afternoon was fluff," says Operations Manager Tyler Washburn. "Now, guys push themselves to have the job done by Thursday night so they don't have to come in on Friday."

Now on Fridays, the rest of the staff prepares for the upcoming week. An on-staff mechanic performs routine maintenance, extending the life and performance of the equipment. The administrative staff coordinates the week's job packets and handles customer concerns. Leadership can pause and focus on big picture issues. The operation is leaner and more customer-focused than ever, Washburn says.

Crews now work four eight- to 10-hour days, amounting to about 40 hours instead of 50-55 hours in a five-day week. Reducing windshield time also cut overtime and fuel costs.

"Keeping the trucks in the garage for an extra day each week saves \$12,000-\$14,000 a year," he estimates.



Happy
Friday
😊

EFFICIENCY
TIP

“A lot of times that five hours on Friday afternoon was fluff.”

BROUGHT TO YOU BY



JOHN DEERE

RECOMMENDER

What irrigation controller do you prefer and why?

Sunshine Landscape is working on its first installation with a Baseline product, Levi Duckett says, and he's impressed so far.



LEVI DUCKETT
PRESIDENT AND OWNER,
SUNSHINE LANDSCAPE
MERIDIAN, IDAHO

"We've found the Hunter X Core to be a great controller for new residential construction. They are small, easy to install, inexpensive, reliable and very easy to use, which is nice for training homeowners. We use the Hunter Pro C on smaller commercial sites for most of the same reasons as the X Core. It's very easy to operate, and it's dependable. The Rain Bird ESP is usually our choice for needs over 12 stations, whether commercial sites or developments, because of the ease of use. The fact that they are so versatile is also nice and having the Spanish function is great for our crews."



CHRIS HUSBAND
PRESIDENT AND CO-OWNER,
LIQUID TECHNOLOGIES
GLENDALE, ARIZ.

"It depends on the application. I'm not a landscaper but a water manager. The real question is what irrigation controller is scalable throughout an entire book of business. Which system can one manage thousands of controllers with?"

ISSUE BRIEF



BY MISSY HENRIKSEN

The author is vp of public affairs, National Association of Landscape Professionals (NALP).

PROMOTING THE BENEFITS OF LANDSCAPES IS CRUCIAL

In some communities, managed landscapes are under attack—by leaf blower or other noise bans, pesticide bans, code changes, water restrictions or other regulations. If this isn't happening in your area right now, it may happen in the future. At the very least, the contributions of landscape and lawn care companies are underappreciated and undervalued. People take their sports fields, parks and backyard landscapes for granted, and they don't understand the environmental and social benefits these spaces bring.

It's the responsibility of every company and organization working in our industry to promote the value of managed landscapes. By doing so, you'll help build support in your community so, if and when negative regulations are proposed, you'll have the public on your side. By educating the public, you'll also help increase the demand for managed landscapes.

NALP's efforts to educate the public about the benefits of managed landscapes are spearheaded by its Public Affairs Advisory Council, who see it as crucial to the future of our industry. It's a core part of the public affairs strategic plan.

We've created a number of fact sheets and a video you can use and share with clients and the public, found at bit.ly/2asvBqO. We encourage professional landscape and lawn care companies to make it part of their company missions to not only design and manage clients' landscapes but also to educate their communities about how those landscapes help their health, the environment and their community. 

THE POWER TO MAKE THINGS GROW

KOCH
TURF & ORNAMENTAL



If you didn't get the nutrition you expected, you'd send it back.

Your turfgrass doesn't have that option. Here's why knowing what's in the bag is important. Fertilizers with high filler content have less of the nutrients that you want. More filler means more bags, more handling, more spreading and more transportation.

Ask the Experts in Booth #9168 at GIE+EXPO to show you why replacing filler with enhanced efficiency fertilizers (EEFs) delivers more nutrition to help support healthy, vigorous and sustained growth. Not only is this better for the turfgrass, it's A Better Way to Fertilize™, saving you time and money.

Savor This.

After exploring how EEFs can assist in maximizing your nutritional investment, take a minute in the booth and qualify for a chance to win one of these sizzling prizes.

Koch and the Koch logo are trademarks of Koch Industries, Inc.
A Better Way to Fertilize is a trademark of Koch Agronomic Services, LLC.
The Omaha Steaks logo is a registered trademark of Omaha Steaks International, Inc.
© 2016 Koch Agronomic Services, LLC. T&O-15-12022

*Product shown may not be actual prize



High-Performance Gas Grill*



1 of 8 \$50 Gift Cards

STEP BY STEP


How to safely mow a slope

Mowing on a slope is a dangerous but often necessary part of the job. The loss of traction and stability adds a level of risk for the operator as well as extra strain on the machine. While safety should always be a top priority when operating a mower, extra precautions should be taken when mowing on a slope.

When purchasing a mower that will be used to mow slopes, look for one that provides the option of added traction. If the mower is wheeled, a differential locking option can provide the added traction. A mower with tracks also will provide extra traction. If you are using a riding mower to mow a slope, choose one with a low profile that will hug the slopes and be less likely to tip over. Even with these precautions, be sure to assess a lawn's condition before mowing a slope. A mower can lose traction on wet or extremely dry grass.

Read the operator's manual that comes with your mower for tips and guidelines on best mowing practices. The manual will indicate what grade of slope the mower can handle and provide instructions for how to best operate the machine on a hill.

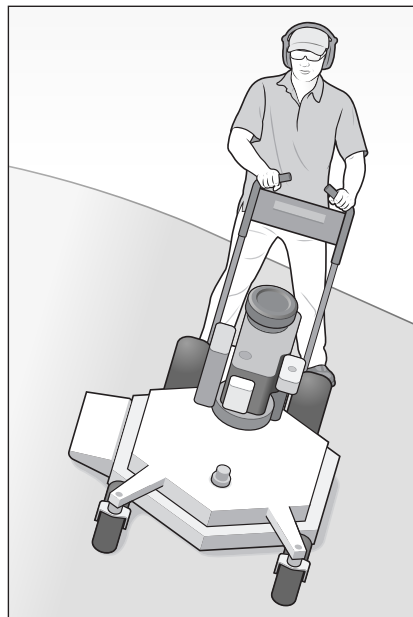
Regardless of the machine's abilities, stop mowing a sloped area if you begin to feel unsafe. It's better to leave an area uncut than risk harming yourself or your machine.

The following steps will help you safely mow a slope using a walk-behind mower. 

SOURCE: Orec America, www.orecamerica.com

➡ STEP 1

When using a walk-behind mower, cut back and forth across the hill, instead of up and down. This helps prevent the mower from rolling over when going uphill or getting away from you when going downhill.

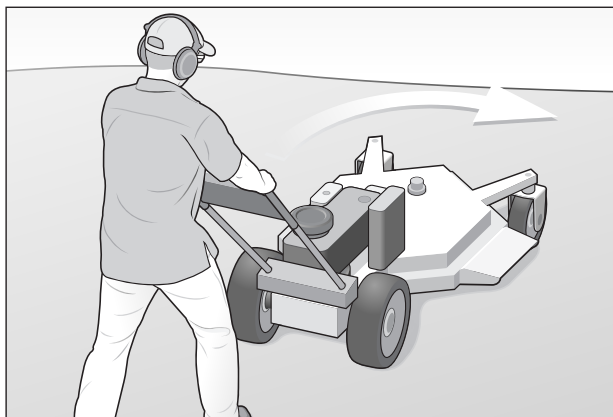


DOWNLOAD IT

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

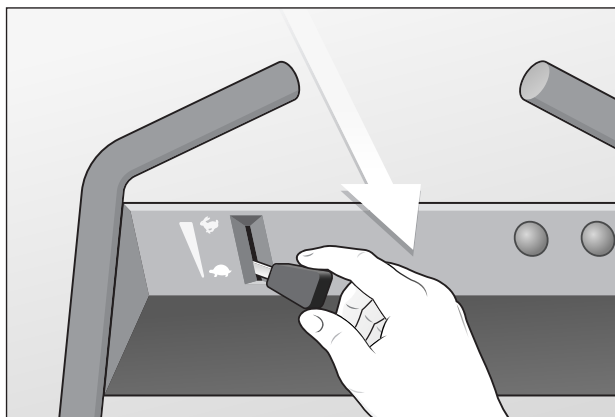
⬅ STEP 2

If possible, avoid turning on a hill. If turns can't be avoided, turn the mower as it moves uphill.



➡ STEP 3

Take it slow when mowing on a slope. A slower speed will give you more time to identify and avoid obstacles or holes, and it will make it easier to keep control of the mower.



PROGRESSIVE
COMMERCIAL

1-800-PROGRESSIVE
PROGRESSIVE.COM

LANDSCAPER

FLO

DEFENDER OF SMALL
BUSINESSES EVERYWHERE!

FEATURING
OVER 30
COVERAGE OPTIONS!

GENERAL
LIABILITY
WORKERS' COMP
COMMERCIAL
AUTO

COLLECT
THEM ALL!



FOR USE WITH ALL MIDSIZED
COMMERCIAL VEHICLES!



NEW STUFF

**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.

1. PRO Z SERIES ZERO-TURN MOWER

COMPANY: Cub Cadet

URL: CubCadet.com

The mowers in the redesigned Pro Z Series, powered by Kawasaki engines, feature a three-layer 7-gauge deck with a 1/4-in. leading edge and 5/16-in. side reinforcements. High-back suspension seats with lumbar support and padded arm rests come standard, and a front axle dampening system, which absorbs impact on rough terrain, provides additional comfort.

2. HAVEN MOSQUITO REPELLENT SYSTEM

COMPANY: NuTone

URL: NuTone.com

Haven is a backyard lighting and mosquito repellent system that repels more than 90 percent of mosquitoes. The odorless vapor it emits lasts up to 90 days at 2.4 hours per day, according to NuTone. It can be installed alone or as an add-on to existing low-voltage lighting.

3. QUICKCAT 36-IN. STAND-ON MOWER

COMPANY: Bob-Cat

URL: BobCatTurf.com

Joining the 48-, 52- and 61-in. QuickCat models, the 36-in. QuickCat Mower is designed to mow smaller properties and navigate tighter spaces. The stand-on mower hits a mowing speed of 7 mph and a transport speed of 9 mph. Its 5.1-gal. fuel tank is designed for all-day mowing without refueling. The DuraDeck mowing deck is backed by a lifetime warranty.

**ERASES FOUR-LETTER WORDS,
SUCH AS SNOW**



The pressure of waking up to a thick, white blanket of snow can make anyone's language more colorful. Stay calm. Stay warm. You're using Bobcat® equipment. You've got power, maneuverability, more snow removal attachments, and a comfortable heated cab – so you can keep it clean.

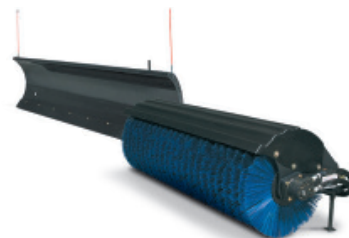
► **Build the ultimate snow removal machine
at Bobcat.com/Erase5**

1.877.745.7813



Bobcat®

One Tough Animal.



Bobcat®, the Bobcat logo and the colors of the Bobcat machine are registered trademarks of Bobcat Company in the United States and various other countries.
©2016 Bobcat Company. All rights reserved. | 1309

SAFETYWATCH

SAFE SPREADING

A fertilizer spreader, which is used to apply fertilizer and other granular products to surfaces, poses several personal and bystander hazard risks.

Fertilizer is typically labeled as a possible dust inhalation hazard. Certain types of fertilizer or opening bags indoors may create dusty conditions, and you may need a dust mask. Fertilizers mixed with pesticides or granular pesticides may pose a toxic dust inhalation hazard. Follow the safety instructions on the pesticide label and ask your supervisor.

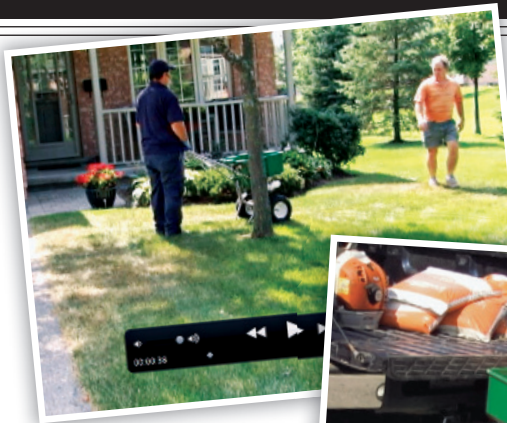
Fertilizers may irritate your skin, especially if you cover sweaty parts of your body, like your forearms, with the material. Wash your hands and other bare skin after contact. Pesticide labels may require you to wear gloves when handling raw product; however, there is usually no need to touch these granular products if you handle the bags carefully.

Handling fertilizer bags carefully is also important because they are awkward, heavy and can cause straining injuries if you try to do too much or go too fast when handling.

When it comes to bystanders, be sensible and courteous. Stop and allow others to pass before resuming fertilizing.

WATCH AND LEARN

Visit LandscapeManagement.net/SafetyWatch to view a video about safe fertilizer handling and use it as a training tool for your team.



When Productivity Counts, Count on Billy Goat!

Did you know you have to go over a lawn two times with a stand-on aerator to get the same quantity of holes of a reciprocating aerator, plus you have to lift the tines to turn, slowing your productivity?

VS



ONE & DONE
AERATION

TWENTY
2015

EASY AS
1-2-3
FINANCING!

What a stand-on drum aerator **can't** do that Billy Goat reciprocating aerator can:

- Vary hole density and speed—including patch and repair
- Turn in the ground
- Provide high visibility to the tines
- Fit through at 36" gate
- Offer a fraction of the tines to service
- Save you a couple thousand \$\$\$\$\$
- K-Turn in the ground
- Offer simple operator controls

Find your local Billy Goat Dealer at www.billygoat.com or call

1-800-776-7690

Visit us at GIE+EXPO
at booth #10168 &
outside at 7340-D

POWERED by
HONDA

www.billygoat.com



Take the chore out of the chore with Billy Goat!

PROFIT CENTERS

IDEAS AND
STRATEGIES
TO KEEP YOUR
DIVISIONS IN
THE BLACK

TURF+
ORNAMENTAL CARE

MOWING+LANDSCAPE
MAINTENANCE

DESIGN/BUILD+
INSTALLATION

IRRIGATION+
WATER MANAGEMENT

WITHIN REACH



Contractors are using
attachments to stay
ready for anything
on the job.



PAGE 26

TURF+ORNAMENTAL CARE

Keeping it real

Michael Rogers strives to manage growth while maintaining his Georgia-based lawn care company's small-town roots.

BY EMILY SCHAPPACHER



HIGH STANDARDS
Kathleen's employees don't earn points for speed. The focus is on quality.

Michael Rogers has never told his technicians to work faster. Instead, he encourages them to spend as much time on each client's property as necessary to do the job right the first time. Perhaps it's

them to hurry up could jeopardize the job and the relationship."

This philosophy is the backbone of Kathleen's Lawn & Ornamental Pest Control, or Kathleen's for short. Since launching in 2006, the \$600,000 company has strived to grow without letting go of its small-town identity. The company keeps it simple—with practices like issuing hand-written invoices and referencing the Old Farmer's Almanac to help predict next season's weather—while delivering services to its 60 percent residential, 40 percent commercial clientele in more than 20 counties throughout eastern Georgia and western South Carolina.

Kathleen's, which does 85 percent lawn care, 10 percent shrub and tree care and 5 percent pest control, is also a subcontractor for several of the area's larger landscape maintenance companies.

"We are trying to grow but still retain that small, comfortable feel of a locally-owned company," Rogers says. "I want our customers to know they can always call and get ahold of someone. I still want that local feel and that personal one-on-one touch."

For 20 years prior to becoming Kathleen's, the company operated as Rogers Services and offered landscape maintenance and lawn care. But six years ago, Rogers, who has been a licensed chemical applicator since 1992, decided to sell the maintenance side of the business and focus primarily on lawn care, which intrigues him more. To differentiate the new lawn care business, the company now does business as Kathleen's Lawn & Ornamental Pest Control with its

Continued on page 20

WEB EXTRA

Learn about an additional service Kathleen's offers during The Masters in the Web Extras section at LandscapeManagement.net



Michael Rogers

a reflection of his southern roots, or maybe it's just his way of doing business, but this slow and steady pace works for the president of Kathleen's Lawn & Ornamental Pest Control in Evans, Ga., who has always appreciated quality over quantity.

"I've never asked my guys to hurry up," says Rogers. "Part of their job is to get the job done right, and telling

PHOTO: KATHLEEN'S LAWN & ORNAMENTAL PEST CONTROL

NEWSPEED



ANUVIA GROWS IN FLORIDA
Anuvia Plant Nutrients is building a \$100 mil-

lion production plant in Orange County, Fla. It plans to break ground on a second plant by 2018. The two

facilities will create more than 60 jobs.

HAPPY 75TH, HARRELL'S

Harrell's, a distributor and manufacturer of liquid and granular products, celebrated its 75th anniversary in

August. The family-owned company grew from one feed store to 18 locations, 320 employees and more than



10,000 customers.

It's led by third-generation owner Jack Harrell Jr., who employs his sons Jack Harrell III and Will Harrell.

NOW APPROVED FOR CALIFORNIA



There's a new and better way to kill weeds.*

Corner the weed-free market with this affordable and effective hybrid selective herbicide.

Weeds are nothing new. But everything about CIVITAS WEEDfree BRAND™ Concentrate is. This hybrid herbicide kills more than 60 listed broadleaf weeds without harming lawns.† The innovative Microtechnology enables the product to penetrate more efficiently into broadleaf weeds, resulting in no offensive odor and significantly less active ingredients required to kill weeds right down to the root.

Take advantage of the first hybrid selective herbicide featuring Microtechnology. Stake your claim for a better solution with CIVITAS WEEDfree BRAND Concentrate today.

Civitaslawn.com



*Compared with other products using the same actives.

†Important: Do not apply to Bentgrass and Floratam.

See full list of controlled weeds and use directions on peel away label.

Patent(s): www.suncor.com/patents

™Trademark of Suncor Energy Inc. Used under license.

intelligro
Smarter growth for a better world



POWERED
BY AMBIENT LIGHT



Reliable, trouble-free irrigation control that requires absolutely...

- No AC Power
- No Batteries
- No External Solar Panels



Now for every application, use any of these advanced, waterproof, water-management controllers, powered by ambient light:

- LEIT 4000
- LEIT X
- LEIT XRC



Call 1.800.322.9146
today for a catalog
www.digcorp.com



PROFIT CENTERS

TURF+ORNAMENTAL CARE

Continued from page 18
signature ladybug logo. Named after his wife, who doesn't work in the business, Rogers says the name presents the company in a softer, less industrial light and is easier for customers to recognize and remember.

"She kind of flinched at it at first, but she understood what we were going for," Rogers says. "People see the logo and recognize it. They say, 'Hey, call Kathleen's.' We knew it would run off the tongue much easier than our old name."

Rogers says there was a lack of lawn care companies that did more than just "throw down iron or nitrogen," and he wanted to offer services that focused on improving the health of the soil. His interest in the scientific side of lawn care led him to an organic plant probiotic product called Holganix, which he says uses a diverse list of beneficial microorganisms, microbial food sources and organic additives to build strong roots and grow healthier, more resilient plants, balancing the soil's ecosystem. The company uses a bridge system of Holganix and synthetic fertilizers. It also practices integrated pest management.

"I knew there was a niche there," Rogers says. "I knew if I could get people to build up and take care of the soil we could make a difference."



HEALTHY DIRT

Kathleen's services are designed to improve the health of the soil, Rogers says. The company uses the organic plant probiotic Holganix.

A DIFFERENT WAY TO GROW

So far, the company has done just that. Clients' lawns look so good that Kathleen's has experienced 90 percent growth through word-of-mouth marketing and customer referrals, Rogers says. Other than a website, Facebook page, yard signs and truck wraps embellished with the company's recognizable ladybug logo, Rogers does not buy in to traditional marketing methods. He particularly dislikes the postcards many companies use, which he says "slam" homeowners' mailboxes January through March. The company gives customers \$25 gift cards for referrals, and it has no intention of competing with larger companies that are more focused on price.

"We grow more in the months of July and August because our yards look so good," he says, adding that the company boasts a client retention rate of 98 percent. "We are not the cheapest, and we never will be. We set high standards and goals, and we tell our employees that people are paying more for our services so we have to make sure they get what they pay for."

Rogers is quick to point out that a great looking lawn requires participation from the homeowner. His technicians spend time educating customers on how to water and mow their lawn based on the time of year. Their efforts, combined with the products and the company's expertise, are what keeps their lawns green and healthy year-round. Rogers doesn't hesitate to walk away

Continued on page 22

THE BIG KID ON THE BLOCK JUST GOT SMARTER.

BIG BLOCK NOW WITH VANGUARD EFI. PROVEN POWER AND UP TO 25% FUEL SAVINGS.**



Our new Big Block engine with Vanguard EFI combines up to 37 gross hp* with the smart technology of automotive-based, closed loop electronic fuel injection. It delivers just the right amount of fuel needed to power through even the heaviest of grass. You get easier starting and superior load pickup for a more consistent quality of cut. Rule your turf with more get up and go, reduced fuel costs and maximum productivity.

**UP
TO 25%**
FUEL SAVINGS**

* Based on 3600 RPM per SAE J1940

** Savings will vary based on cutting conditions and operator usage

EXPERIENCE THE POWER. CONTACT YOUR DEALER AND ASK FOR VANGUARD EFI.

VANGUARDEFI.COM

TURF+ORNAMENTAL CARE

Continued from page 20

from customers who don't hold up their end of the bargain. Such a relationship would be a waste of time and money for everyone involved, he says.

"It's truly a joint measure," Rogers says. "Our services don't work well if someone doesn't know how to mow or water their lawn. Each customer's lawn is an advertisement for us, so we don't want to work with people who aren't going to do their part."

Education is ongoing at Kathleen's, both in the field and in the office. In addition to teaching homeowners how to properly care for their lawns, Rogers holds weekly meetings with his staff to make sure everyone is on the same page. The company enforces a strict policy that any concern reported by a customer will be checked out within 48 hours. Being informed and prepared helps his staff stay on top of potential problems.

"We have different phases of different pests and weeds that come in, so we want to have a heads-up when we start to see different things," Rogers says. "If customers see some-

EDUCATIONAL →

Kathleen's educates employees, who in turn educate homeowners on proper lawn care.



Venture 220 (shown)

INTRODUCING THE VENTURE SERIES


ZERO-TURN SPREADERS AND SPRAYERS

GROUNDLOGICINC.COM | 877.423.4340

thing, I want them to call me. I would rather spend the time to come check it out to make sure it's not a problem than to have to fix a problem later."

Like many lawn care operators, Rogers cites pesticide regulations as one of his company's top challenges, and he spends a lot of time testing and researching new products. He says he's lucky the Augusta region has not yet faced fertilizer restrictions, but he continues to see chemicals being taken off the market, and he often has difficulty finding adequate replacements.

Going forward, Rogers wants to continue to grow in the Augusta market, while never losing site of what has made his company successful—honesty, loyalty and patience.

"I'd love to know that in five to 10 years from now, someone will say, 'Wow y'all really did it,'" he says. His advice? "You must practice the following at all times, and you'll continue to grow: Be honest with your customers, be honest with your employees and be honest with yourself." 

Schappacher is a freelance writer based in Cleveland.

Azoxystrobin + Tebuconazole = Excellent preventative and curative fungal control for lawns



Strobe® T broad-spectrum, fungicide combines two active ingredients, **11% Azoxystrobin** and **18.35% Tebuconazole** for powerful plant pathogenic disease control.

Strobe® T preventively and curatively protects golf courses, turf and ornamentals from over 70 fungal diseases including anthracnose, dead spot, brown patch, dollar spot, fairy ring, snow mold, rust, blight and many more. Strobe T is a suspension concentrate product containing two fungicides with multiple modes of action, that provides broad-spectrum preventative and curative control of all major diseases that injure field,

nursery and container ornamentals, and commercial and residential landscapes. Strobe T can also be used for disease control in cool- and warm-season golf course turf.

Strobe and Quali-Pro are registered trademarks of ADAMA Group Company.

Call 800-242-5562

www.quali-pro.com



QUALI-PRO

Innovation you can apply.

Contact your local distributor or Quali-Pro representative for more information. This product may not be registered in all states, please check the Quali-Pro website or the state's department of agriculture for registration information.

MOWING+LANDSCAPE MAINTENANCE

Working for the winter

Do you have what it takes to launch one of these winter services? BY DILLON STEWART

	Snow + Ice Management	Holiday Lighting Installation
BIGGEST CHALLENGE	High risk and low margin for error. All clients must be serviced at same time.	Limited time frame—October-January. Must be efficient.
TRAINING	Snow & Ice Management Association offers webinars, classes, certification and adviser program.	Suppliers offer seminars lasting a few hours or a few days. The Décor Group offers five-day seminars and other training for franchisees.
EQUIPMENT/OVERHEAD	A tough, reliable truck with a snow plow package, spreaders, salt, shovels, blowers, extra truck batteries and warm clothing for employees.	Orchard or other large ladders, occasional bucket trucks, holiday lights, reliable supplier of wreaths and other high-quality decorations, and storage for decorations.
STAFFING	At least one driver and one shoveler for residential/small commercial jobs. Crews up to 10 for larger commercial jobs.	Three-man crews, maybe two three-man crews for larger jobs.
LICENSING REQUIREMENTS	None, but certain vehicles require commercially licensed drivers. Must follow Department of Transportation regulations.	None. Some tasks require electrician or qualified professional to ensure decorations don't exceed supportive weight.
INSURANCE	\$3 million-\$5 million coverage amount—auto, umbrella and workers' comp policies. Make sure you're covered for snow. Landscape insurance often excludes snow.	At least \$1 million coverage amount—more for commercial. No standardized code. Work with agent to formulate.
HOW TO SET YOURSELF APART	"A lot of companies are slow to service, slow to respond. Do that better to set yourself apart," says Neal Glatt, account executive for Case Snow Management.	"Don't just sell lights and convenience. Sell service packages that transform a property," says Brandon Stephens, president of the Décor Group.
CONTRACT TYPES	Per hour, per storm or per season. Rarely one-offs.	Residential and commercial contracts are typically seasonal. Some commercial clients take advantage of cheaper prices with multiyear contracts.
OTHER CONSIDERATIONS?	Have a phone tree or 24/7 call response system for off-hours.	Offer customers financial incentives for early set-ups or late tear-downs.

PHOTO © iSTOCK.COM/JOE FAY WORLD

NEWSFEED

PERC LAUNCHES DEALER SEARCH TOOL

The Propane Education & Research Council (PERC) launched its Propane Equipment Dealer Point, an online search tool that lets commercial landscape contractors find the nearest dealers offering propane-powered mowers. Propane equipment dealers also can sign up to be listed for free as a propane equipment supplier on the Dealer Point. Dealers who sign up will have access to educational materials on propane equipment and the benefits of the fuel, such as reduced greenhouse gas emissions and low maintenance costs.

ON-DEMAND LEAF REMOVAL SERVICE

Leavz, an on-demand leaf removal service launched by Plowz and Mowz, the lawn and snow plow service often called “the Uber of landscaping,” is entering its second year in operation. The service, which is coupled with a mow, earns contractors about \$150 per job. The app’s co-founder Wills Mahoney says the company’s goal is to help contractors weave extra jobs into existing routes. Mahoney says Leavz was “very successful” in its first season. To sign up for Plowz and Mowz or for more information, visit PlowzandMowz.com.

SITEONE RELEASES Q2 EARNINGS REPORT

SiteOne Landscape Supply reported earnings for its second quarter, which ended July 2. Net income for the second quarter was \$26.9 million, compared to \$33.2 million during the same period from the prior year. The company attributed the decrease in net income for the second quarter to debt recapitalization and IPO-related costs of \$7.4 million on an after-tax basis. During the second quarter SiteOne also completed the acquisition of Blue Max Materials in April. In August, it added Bissett, the company’s first nursery and equipment distribution locations in the Long Island/New York City area. The Roswell, Ga.-based landscape products distributor went public in May.

“A LOT OF COMPANIES ARE SLOW TO SERVICE. DO THAT BETTER TO SET YOURSELF APART.”

—NEAL GLATT, CASE SNOW MANAGEMENT



SPECIFICALLY DESIGNED FOR THE NEEDS OF PROFESSIONALS

- Advanced genetics provide exceptionally high turf quality and density
- Water Star® varieties require up to 40% less water than ordinary grass seed
- Persistent turfgrass quality under heavy use

Water Star
QUALIFIED GRASS SEED

To learn more about our selection of professional turfgrass products:
CALL: 1.800.588.0512 | EMAIL: proturfsolutions@penningtonseed.com

PENNINGTON

Pennington is a trusted manufacturer and distributor of grass seed since 1945
pennington.com

Pennington, Pennington with design, Smart Seed and Water Star are trademarks of Pennington Seed, Inc. ©2014 Pennington Seed, Inc. SSP22_v3

Your Swiss Army knife

Compact equipment attachments expand a contractor's toolbox and create the opportunity for creative solutions when on-the-job problems arise. BY DILLON STEWART

Attachments are like a third arm for The Bruce Co. in Middleton, Wis. In fact, Operations Manager Barry Paar struggles to think of a time the company was "saved" by attachments—most jobs are centered around them in the first place.

"Oh boy, let me think about that," Paar says. "Once you're all familiar with the attachments and the capabilities, it becomes part of the thought process. Knowing you have that stuff in your back pocket changes how you plan to do a job."

Attachments are most frequently paired with skid-steers, compact excavators and compact track loaders, which are among the fastest growing product segments in landscaping, JCB Sales Manager George Chaney says. Today's machines, which offer high performance and power while maintaining transportability, are essential for design/build firms. Equipping these power units with attachments augments their capabilities.

"A well-paired attachment can improve versatility, delay the purchase of a dedicated piece of equipment and—more importantly—open new revenue sources," says Bobcat Market- ing Manager Chris Girodat. "Attachments



George Chaney



Chris Girodat

maximize existing machine assets for more than one purpose."

Though they've been around for decades, attachments are benefiting from an increased focus by manufacturers. Recent models are bigger, more durable and more powerful. Options are also more abundant. JCB has 31 attachment products designed for landscape contractors. Bobcat and other manufacturers offer dozen more. The ability to mix and match all these options is an X-factor for design/build firms.

"People used to have to get a separate dedicated machine," says Chaney. "They would buy dedicated trenchers. It just trenches; that's all it does. Now, attachments provide the landscape contractor with a Swiss Army knife."

Also, integrated technology makes the tools more sophisticated. Bobcat recently developed a depth check system, which pairs with a bucket. The operator can measure depth and grade without exiting the power unit. Sensors detect the exact position of the bucket's teeth, and the depth check system allows operators to set a desired digging depth and work toward that benchmark.

Now, let's take a look at how two landscape companies use these tools and why they're raving about them.

THE BRUCE CO.

Attachments have been an integral part of The Bruce Co.'s operation for years, but increased technology, power and performance have propelled the tools' influence on the company.

Continued on page 28

PHOTO: BOBCAT

NEWSPEED

EQUIPMENTWATCH.COM

Penton's Equipment-Watch relaunched its software-as-a-service platform at

EquipmentWatch.com. In addition to an improved interface, the new platform builds on its database of histori-

cal equipment information with insights into relative asset utilization, transparent pricing data, value and rental rate trending. New workflow tools were also introduced.

HNA BRIEFING SESSIONS

Hardscape North America (HNA) is introducing briefing sessions for contractors and dealers at the 2016 GIE+EXPO in Louisville, Ky., Oct.

19-21. They will address profitability, risk management, technology, employee management and other key issues that have an impact on company success.

PRODUCTIVE. PROFESSIONAL. PROSERIES.

*Introducing The
All-New Jacobsen®
ZT Pro Series™*



WZT PRO SERIES™



SZT PRO SERIES™



ZT PRO SERIES™

DISCOVER THE TRUE POWER OF ORANGE.

Equipped with your choice of a 25 or 27 horsepower Kawasaki FX engine or a 27 horsepower Kohler EFI engine, the ZT Pro Series can power you up to an **ultra-productive speed of 5.8 acres per hour*** to ensure you spend less time cutting. The SZT stand-on proves its industrial strength with a **7-gauge steel deck** that processes large volumes of grass without slowing you down. Rounding up the lineup, the WZT walk-behind slices through grass quickly while providing easy access through narrow gates. The brand new line-up of zero-turn mowers offers something for everyone. Learn more at Jacobsen.com.

1.888.922.TURF | www.jacobsen.com

JACOBSEN®

*at 12 mph and 80% efficient ©2016 Jacobsen division of Textron. All rights reserved.

Continued from page 26

"As long as I can remember, 35-plus years, the availability and diversity of the attachments have been increasing every day," Paar says. "People are coming up with new tools every day and performance is increasing."

The \$28 million company, which performs about 50 percent landscape construction for a commercial and high-end residential clientele, operates Bobcat attachments on a Bobcat skid-steer about 95 percent of the time.

The Bruce Co. has an attachment for just about everything, even snow blowing. Augers help the company dig holes, and sweepers let its workers easily transport and collect dirt. Soil conditioner attachments, of which Bobcat offers eight, are key to soil preparation efforts. If a crew

has a skid-steer but needs the capabilities of a mini excavator, the backhoe attachment transforms the machine. Tree grabbers and pinchers make material handling manageable, and trail mowing is made easy by rough mowers. These only scratch the surface of the company's inventory.

The machines have become second nature for management, and crew members also have become comfortable with the tools. Consistency in control from attachment to attachment makes training easy, Paar says.

Once crew members have a general understanding of the power unit, they can easily adapt to different attachments. In fact, a crew member becoming too comfortable is a bigger concern than an inadequately trained employee.



"If you get too comfortable, you might forget that you don't have a bucket attached. So, safety is the primary concern," he says. "We go through safety issues with them with a lot of hands-on learning, pointing out ins and outs of a new piece."

Even as vital as attachments are to the company, Paar acknowledges some pitfalls. For one, skid-steers can have accessibility issues and are sometimes unable to fit in tight spaces.

Also, attachments often don't afford the ability to multitask. A crew might have three or four attachments available on-site, but if it only has one power unit available, it can only use one attachment at a time. This limitation might be a

PHOTO: JCB

A large, textured, grey background resembling a lunar surface with footprints and a central white box containing the text "SIMA membership".

SIMA
membership

OUR GIANT LEAP



CREATIVE SOLUTIONS

Once contractors have experience with attachments, their capabilities extend far beyond the tasks they were created to perform.

problem if a company needs the tool for 10 hours a day. The Bruce Co. typically only uses an attachment for less than an hour at a time, so the power units are not tied up for too long. Standalone machines would not add any efficiency, Paar says.

The tasks also have an element of unpredictability, which creates the perfect environment for attachments.

"You don't know what lies below the surface of the soil when you get to the site," he says. "Having additional attachments available that can cut through more difficult media is critical to being efficient and moving forward. We may even choose to do some stuff by hand, but you want to have (the attachments) available because you just don't know."

HEAVILAND LANDSCAPE MANAGEMENT

Heaviland Landscape Management uses attachments to increase efficiency, but along the way, they have been helpful in

managing cash flow, too.

"You're not only reducing labor costs but also the overhead that goes along with labor," says Rajan Brown, vice president of design, construction and sustainability for the company based in Vista, Calif. "We're definitely seeing a benefit to having equipment and a few qualified equipment operators over a lot of labor because labor is a problem all across the U.S."

The \$10 million company performs about 70 percent landscape maintenance and 30 percent construction/enhancements for a primarily commercial clientele. It owns grapple bucket and rototiller attachments. Quick Attach manufactures both, which hook to Bobcat T180 skid-steers and E32 excavators.

The grapple bucket is the company's most valuable piece, says Brown. It's typically used for moving materials.

For example, when performing fire brush abatement or demolishing an

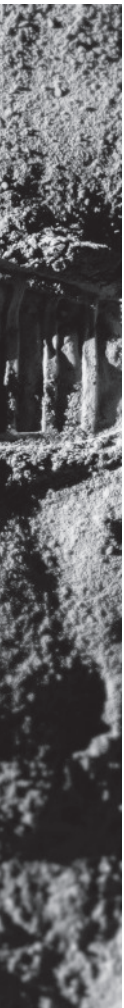
existing landscape, the company uses the grapple bucket to load debris into a dump truck. These jobs took multiple workers and many hours when the company leaned on manpower. The attachment reduces trips and cuts labor to just one person, while also reducing safety risks and fatigue. On average, Brown says attachments make the company 80 percent more efficient.

The rototiller attachment provides similar benefits to the company's turf removal renovations and water savings projects. The attachment is used to prepare the soil. Once the turfgrass is removed, this attachment provides deep rototilling. The job is completed

Continued on page 53



Rajan Brown



This fall, SIMA is launching a new membership structure designed to empower members for success and move the industry forward.

You need a more skilled workforce and resources to build stronger businesses. Why do it alone? SIMA can help. Together we will ensure that **Membership Matters** in the snow industry.

Learn more & sign up for *Snow Business* magazine at sima.org/giant

SIMA[®]
snow & ice management association

A decade of savings

EPA
WaterSense



The EPA's WaterSense program has placed the topic of water conservation on the forefront for 10 years and counting. BY EMILY SCHAPPACHER

In its 10 years, WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), has helped save 1.5 trillion gallons of water and \$32.6 billion in water and energy bills for consumers across the country.

The program has established partnerships with 1,700 manufacturers, retailers, distributors, state and local governments, utility agencies, home builders and trade organizations that have an interest in efficient water use. It has certified 2,200 irrigation professionals to design, install and maintain efficient irrigation systems. Perhaps most importantly, the program has placed the topic of water conservation on the forefront and has inspired irrigation contractors to make long-term changes toward sustainable water use.

"Very few people were taking about water conservation 10 years ago and a great many are talking about it now," says John Taylor, president and CEO of Taylor Irrigation Service in Houston. "The WaterSense program has raised the bar and has created the momentum and

synergy to allow the right people to put water conservation on their shoulders and carry it forward."

The WaterSense program, which celebrated its 10th anniversary in June, was established by the EPA in 2006 with a mission to protect the future of the nation's water supply by offering simple ways to use less water. Through water-efficient products, homes and services, the program helps consumers make smart water choices, which save money and maintain high environmental standards without compromising performance. The WaterSense label appears on products and services certified to be at least 20 percent more efficient than their traditional counterparts. Many people compare it to the EPA's Energy Star label, which identifies energy-efficient products, homes and buildings.

"I'm proud that the WaterSense label has become an international symbol that consumers and businesses can rely on for superior performing water efficiency products," writes Joel Beauvais, deputy assistant administrator for the EPA's

Office of Water, in a recent blog post on the EPA's website. "Through the power of partnerships, the WaterSense program has transformed the marketplace for products that save water, save Americans money and protect the environment."

An EPA official could not be reached for comment for this story.

WaterSense offers programs and online resources for contractors looking to practice sustainable irrigation, including WaterSense certification programs. Contractors can be certified in three areas: irrigation system design, system installation and maintenance, and system auditing. WaterSense certification programs are offered by regional and national certifying bodies throughout the country, such as the California Landscape Contractors Association, the Texas A&M School of Irrigation and the Irrigation Association (IA).

"I think it has been a healthy and collaborative partnership," says Brent Mecham, industry development director for the IA. The association was recognized as a WaterSense Partner of the Year award two years in a row.

Taylor, whose \$1.2-million company offers 60 percent irrigation to an

WEB EXTRA

For more information about how to get WaterSense-certified, visit the Web Extras section at LandscapeManagement.net.

NEWSFEED

SPRINKLER RECYCLING

Hunter Industries and Ewing Irrigation & Landscape Supply expanded their sprin-

kler recycling program to select Colorado locations. Plastic Hunter rotors and sprayhead sprinklers

without stainless steel sleeves will be collected. Reusable materials from the collected sprinklers will be reclaimed and used by Hunter to manufacture new products.

WATERSENSE LABEL SECURED

Netafim USA's NLC-100S Conventional, NLC-100D Decoder and NCL-100S Hybrid were approved to carry the EPA WaterSense Label.

IRRIGATION PEER GROUP

Consultant Jeffrey Scott launched a new Irrigation Leaders Peer Group, specifically designed to grow irrigation professionals' businesses.



Brent Mecham

80-percent residential clientele, was selected as the WaterSense Partner of the Year in 2013. The company was recognized for moving its entire business model away from traditional irrigation system installations and toward efficient systems and smart technology.

"If we are serious about water conservation we needed to stop offering systems that waste water," Taylor says. "We were selected for having the vision and the courage to lead by example and to move forward doing the right thing, even if that meant changing the way we do business."

The biggest challenge was learning how to sell these more efficient, more expensive systems. The company previously considered smart systems to be the top-of-the-line option. When homeowners were given the choice, Taylor says they would typically choose the mid-level option that was cheaper to install but more costly to operate in the long term. He had to focus on selling the return on investment to get homeowners to understand the benefits of the more efficient systems.

"We had to reevaluate how we sell and promote irrigation," Taylor says. "One of the mistakes we were making was we were banking on people wanting to go green and care for environment. And I think people do, but the money speaks a lot louder than the green movement."

Drastically changing the company's direction seemed like a risk, but the company has since carved out a reputation for being water-conscious. It uses the educational programs and resources available on the WaterSense website, displays the recognizable WaterSense logo on the Taylor Irrigation Service website and has been a panelist during a WaterSense webinar. Taylor says the decision has been "beyond worth it."


"Being associated with the EPA certainly adds to your reputation and validates you as a professional," he says. "The WaterSense wave has pushed

us forward. Without it we wouldn't have the brand or the identity we have now. Our focus on water conservation and management not only sets us apart but makes us a well-respected company in our market."

WaterSense has been very successful with its indoor water saving efforts, with products like WaterSense-labeled toilets, faucets and shower heads. So in 2016, WaterSense has taken its focus outdoors. The program has a new "Find a Pro" directory of certified irrigation professionals. It's also drafting a WaterSense specification for pressure-regulating sprinkler bodies. "The impact of WaterSense has been helpful in creating a demand in the marketplace for better quality irrigation controllers that are capable of improving system efficiency,"

Mecham says. "The market was going that way, but the EPA has been able to push it more."

The IA works closely with WaterSense to develop protocols for how water-saving products are tested, and Mecham says that, as long as contractors embrace the new technology and commit to selling it, there is a lot of potential for contractors to make a big difference in water conservation efforts.

"We couldn't have accomplished our successes without the strong partnership we have built with our network of partners representing all sectors of the economy," says Beauvais. "Working hand-in-hand with these partners helps this nation protect our water supply and meet the challenges of climate change." 

Schappacher is a freelance writer based in Cleveland.

STEP UP TO BIGGER PROFITS

By Stepping Onto the New **TT5000**

The TurfEx TT5000 Ride-On Spreader/Sprayer caters to nearly any sized property... sprays and spreads materials faster, yet more precisely... and empowers you to do more jobs in less time, with less manpower and equipment. It's one small step for your operator, but one giant leap for your operation.

Height adjustable boom kit

17-gallon capacity tank

3.0-cu-ft capacity hopper

Adjustable-pressure electric spray pump

Learn more about the full line of TurfEx equipment solutions at turfexproducts.com

TurfEx
INNOVATIVE TURF SOLUTIONS

Ride-On Spreader & Sprayer | Spreaders | Sprayers | Zero-Turn Mower Attachments | Accessories & Mounts

The background of the entire page is a dense, overlapping field of 3D numbers in various shades of green and teal. The numbers are of different sizes and are scattered across the frame, creating a textured, data-driven aesthetic.

LET'S

Use Operating Cost Study data and ratios

COMPARE

to make informed business decisions.

NUMBERS

AN LM EXCLUSIVE

BY DAN GORDON

How would you like to understand your company's strengths and weaknesses compared to others in the landscape industry? And how about gaining insight into efficiency and your financial position to potentially attract financing or outside capital?

With goals like these in mind, we created this report to help you make more informed decisions to grow and prosper.

Measuring performance using key performance indicators (KPIs) and ratios from the immediate past history provides great insight into the current health of individual companies and the collective industry.

Let's get into the numbers.

RATIO ANALYSIS

Financial ratios are used widely to evaluate business performance and to identify possible trouble areas that could result in reduced profits or even business failure.

Industry indicators of financial performance are useful to those lending money or to those thinking about investment

because they allow comparison of the firm under consideration with the industry in general.

Managers and owners also use industry data to evaluate their own situations and to develop internal plans in which they might compare current and past performance.

For example, is cash flow getting tight? Are accounts receivable taking longer to collect? Is additional debt being incurred? People have a tendency to improve what is being measured. Call it competition; call it business acumen or whatever you'd like, but most people want to be part of a winning team. So, looking at proper metrics with an eye on improvement is helpful to winning the game of business.

Ratio analysis helps to quickly analyze the business.

In the Operating Cost Study, we used ratio analysis in the following areas: profitability; financial position; liquidity; activity; leverage; and other important ratios. Liquidity, leverage and other important ratios are not included in this excerpt but are available in the full report.

Editor's Note/Methodology

This article is an excerpt from the "Operating Cost Study for the Landscape Industry," conducted and prepared by Dan Gordon, a certified public accountant and managing member of Turfbooks. It's brought to you by LM and the National Association of Landscape Professionals (NALP). Information for the preliminary results included in this article were collected in May, June and July from members of the landscape industry. It was submitted in Excel or a hard copy format. The incentive to participate is a free digital copy of the final report, due out later this year.

Data collection for the complete report is ongoing. Those interested in participating should visit bit.ly/nalpbookstore. The survey is presented as a consolidation of the group of participants and individual data will not be disclosed to any other party or used for any other purpose.

Participant profile

The study contains data from 60 firms reporting in 32 states. The median employee count, revenue per employee, revenue per customer and mix of services were tabulated from the data reported:

Service	Total reported revenue - all firms	Mix from reported*	Median revenue per firm	Breakdown of median
Design/Build (%)	\$45,114,161.29	17%	\$2,549,930.86	19%
Bid/Build or Landscape Construction (%)	\$23,849,488.57	9%	\$2,186,203.12	16%
Commercial Maintenance (%)	\$131,204,948.59	50%	\$5,466,872.86	41%
Residential Maintenance (%)	\$13,865,542.33	5%	\$602,849.67	4%
Lawn Care (Fertilization/Chemical Application)	\$23,917,193.59	9%	\$1,195,859.68	9%
Irrigation (%)	\$3,734,874.74	1%	\$233,429.67	2%
Snow Removal (%)	\$8,765,982.25	3%	\$486,999.01	4%
Other (%)	\$9,699,603.30	4%	\$692,828.81	5%
Total	\$260,151,794.66	100%	\$13,414,973.68	100%

*"Mix from reported" column does not equal 100% due to rounding.

General Information	Design/Build	Bid/Build	Comm. Maint.	Residential Maint.	Lawn Care	Irrigation	Snow	Other
Total # of active customers	326	280	479	529	2,640	726	421	548
Annual revenue 2015 (\$)	\$2,549,930.86	\$2,186,203.12	\$5,466,872.86	\$602,849.67	\$1,195,859.68	\$233,429.67	\$486,999.01	\$692,828.81
Annual revenue per customer	\$7,821.88	\$7,807.87	\$11,413.10	\$1,139.61	\$452.99	\$321.53	\$1,156.77	\$1,264.29
Number of production employees (FTEs)	25.0	21.0	65.0	8.0	8.0	2.0	5.0	5.0
Number of sales employees (FTEs)	1.5	1.0	3.0	0.5	1.0	0.0	0.0	1.0
Number of office staff (FTEs)	3.0	3.2	8.7	2.0	2.0	1.0	0.0	1.0
Number of managers (FTEs)	2.0	2.0	7.0	1.0	1.0	0.0	1.0	1.0
Total FTEs	31.5	27.2	83.7	11.5	12.0	3.0	6.0	8.0
Revenue per employee	\$80,950.19	\$80,375.11	\$65,315.09	\$52,421.71	\$99,654.98	\$77,809.89	\$81,166.51	\$86,603.61

*FTE = Full Time Equivalents. An FTE equates to the hours worked by one employee on a full-time basis. The concept is used to convert the hours worked by several part-time employees into the hours worked by full-time employees. On an annual basis, a FTE is considered to be 2,080 hours, which is calculated as: 8 hours per day x 5 work days per week x 52 weeks.



Description	Design/Build	Bid/Build	Commercial Maintenance	Residential Maintenance	Lawn Care	Irrigation	Snow Removal	Other
Total Direct Costs	62.02%	61.12%	66.69%	65.96%	52.94%	56.60%	66.16%	52.97%
Gross Profit	37.98%	38.88%	33.31%	34.04%	47.06%	43.40%	33.84%	47.03%

Specific direct cost category breakdowns (labor, fuel, vehicle, materials, workers' comp, liability and other costs) are available in the full report.

Description	Design/Build	Bid/Build	Commercial Maintenance	Residential Maintenance	Lawn Care	Irrigation	Snow Removal	Other
Total Sales & Marketing	5.31%	4.37%	4.13%	4.94%	11.03%	8.61%	3.94%	8.80%

Description	Design/Build	Bid/Build	Commercial Maintenance	Residential Maintenance	Lawn Care	Irrigation	Snow Removal	Other
Total General & Admin	24.89%	28.80%	25.27%	25.64%	25.31%	24.06%	20.77%	25.11%
Operating Profit	7.77%	5.71%	3.91%	3.46%	10.72%	10.73%	9.13%	13.12%
Profit before Taxes	7.42%	5.36%	3.56%	3.11%	10.32%	10.33%	8.80%	12.74%

Specific G&A category breakdowns (owner/management/office labor, payroll taxes, health insurance, etc.) are available in the full report.

PROFITABILITY

The income statement is one of the major financial statements used by accountants, financial institutions and business owners to determine entity profitability.

The income statement is sometimes referred to as the profit and loss statement (P&L), statement of operations or statement of income. It's important because it shows the profitability of a company during the time interval specified in its heading.

In the tables above, the medians of each market segment were taken and converted into percentages for presentation. Of the 60 companies that reported, there were none that reported working only in one segment. Each participant provided two or more services with 82 percent of the respondents reporting at least four of the services.

While the financial performance varied from company to company, the tables above depict the median company results for each category. These results are in line with the percentages we see for the various service lines among the clients in our accounting practice.

FINANCIAL POSITION OR BALANCE SHEET

The balance sheet report summarizes all of an entity's assets, liabilities and equity as of a given point in time. It's typically used by lenders, investors and creditors to estimate the liquidity of a business.

Typical line items included in the balance sheet by general category are:

- **Assets:** cash, accounts receivable, inventory; property, plant and equipment; and other assets.
- **Liabilities:** accounts payable, short-term debt and long-term debt; and
- **Shareholders' equity:** stock and retained earnings.

At right is the raw data with regard to financial position that was collected for the study, expressed as percentages.

An important distinction: A balance sheet is not a statement of net worth, as assets are recorded at historic costs and may have appreciated or depreciated since being recorded. In addition, intangibles such as the value of customer relationships—which can be significant—for the most part will not be on the balance sheet.

For this study, every respondent provided services in multiple service

lines, but balance sheets were reported on an entire entity basis. This means the ratios calculated from balance sheet results should be interpreted on a companywide basis as opposed to a particular service segment.

Continued on page 36

Description	Amount
Cash & Marketable Securities	12.77%
Accounts Receivable	27.51%
Cash+ AR	40.28%
Inventory	4.15%
Other Current Assets	4.96%
Total Current Assets	49.39%
Net Fixed Asset	38.55%
Other Assets	12.06%
Total Assets - Calculated	100.00%
Accounts Payable	15.33%
Other Payables - Due in less than 1 year	12.18%
Customer Deposits (Prepays)	5.44%
Total Current Liability	32.95%
Long Term - Notes Payable	28.88%
Loans to Shareholders	0.53%
Total Liability	62.36%
Owner Equity	37.64%
Total Liabilities & Equity - Calculated	100%



Without a
Honda
Engine,
your customers see this:



Weekend warriors know the difference between lawn mowers that make child's play out of yard work and those that are mere toys. They trust the equipment backed by a reliable Honda Engine. That's because Honda GCV160 engines pack power, legendary performance and quiet operation into a lighter weight that increases fuel efficiency, and user satisfaction. Go with the engine that tells your customers they're getting the very best — Honda Engines.



Learn more at
engines.honda.com

HONDA
ENGINES

Built like no other.



Continued from page 34

ACTIVITY RATIOS

Activity ratios indicate how efficiently a firm uses and manages its resources, including cash, accounts receivable, salaries, inventory and property, plant and equipment. Higher ratios may signify efficient use of those resources, while lower ratios may signify inefficient use of those resources. Activity ratios provide an indication of how efficiently a firm runs its operations. For example, all other factors being equal, a firm that keeps a very modest amount of inventory is usually in better shape than a firm that has to keep (store, manage, warehouse, insure and so forth) a large quantity of inventory.

Some activity ratios are operational as opposed to financial. One such activity ratio would be revenue per employee.

Activity	Formula
Revenue per Employee	Revenue / FTEs
Revenue per Customer	Revenue / # of Active Customers
Profit per Employee	Net Income / FTE
Collection Period / Days	A/R / (Annual Sales / 365)
Asset Turnover	Net Sales / Average Assets
Inventory Ratio	Revenue / Inventory
Payable Period / Days	COGS / Average A/P

COGS = Cost of Goods Sold or direct costs; A/R = Accounts Receivable; A/P = Accounts Payable

Here’s a look at key activity ratios:
Revenue per employee (FTE): The more revenue we
Continued on page 40

Description	Design/Build	Bid / Build	Commercial Maintenance	Residential Maintenance	Lawn Care	Irrigation	Snow Removal	Other
Revenue per Employee	\$80,950.19	\$80,375.11	\$65,315.09	\$52,421.71	\$99,654.98	\$77,809.89	\$81,166.51	\$86,603.61
Revenue Per Customer	\$7,821.88	\$7,807.87	\$11,413.10	\$1,139.61	\$452.98	\$321.53	\$1,156.77	\$1,264.29
Profit Per Employee	\$6,476.01	\$4,822.51	\$2,612.60	\$1,572.65	\$10,962.05	\$8,559.09	\$7,304.99	\$11,258.47

Jerry Likes It!

“It’s the software we trust to run our business.”



Visit: www.youraspire.com

Contact: Kevin Kehoe
kevin.kehoe@youraspire.com

Jerry Schill
President,
Schill Grounds Management

Fleet Intelligence

For Your Landscape Business



VEHICLE & ASSET TRACKING SOLUTIONS

GPS Insight works with landscape businesses that have fleets of vehicles and other mobile assets to solve your unique business challenges through increased revenue, reduced costs, and reduced risk.



STOP BY AND SEE OUR MAGICIAN!



BOOTH #

10057

📞 866-477-4321 🔗 GPSINSIGHT.COM

YOU DECIDE IF THIS IS THE BEST OF BOTH WORLDS



5000 Series Up & Accent Fixtures with Factory-Installed Vista MR-16 LED Lamps:

- » **Performance:** 4.5 watt or 5.5 watt lamps optimize light output, maximize energy savings and minimize maintenance
- » **Convenience:** Fixtures are shipped with lamps installed; no hand assembly is required, saving you time and labor
- » **Water-tightness:** A patent-pending silicone diaphragm gasket allows the fixture to breathe during thermal cycling to prevent moisture from being drawn into the lamp and socket
- » **Options:** A wide selection of standard colors is available, along with a choice of accessories, including lenses and louvers

EXPERIENCE THE VISTA DIFFERENCE.

Consult with your sales representative or visit vistapro.com for product details.



**LANDSCAPE
LIGHTING**



800-766-8478
www.vistapro.com

Terms to know

Use the follow definitions to understand the data presented in this report.

RATIO: A ratio is the relationship of two quantities expressed as the quotient of one divided by the other. For example, if there are 10 people, six who have blue shirts and four who have red shirts, the ratio of blue shirts to the population would be six-tenths or 60 percent. The ratio of red shirts to the entire population would be four-tenths or 40 percent. Most of the KPIs in this report are expressed as ratios.

MEDIAN: The value of a set of data that falls at the midpoint of the data, assuming the data is ordered lowest to highest. The median does not give value to the values themselves but rather to their ordering.

MEAN: The mean is the mathematical average calculated by adding up all data points and dividing by the number of data points.

This report uses medians for the majority of reported results to limit the impact of data from outliers that can skew the data.

CURRENT ASSETS: Current assets are all assets on a balance sheet that can be converted into cash quickly (usually one year or less). Examples include cash, accounts receivable, inventory and marketable securities.

CURRENT LIABILITIES: Current liabilities are the company's debts or obligations that are due in the short term (usually one year or less). Examples include accounts payable, credit cards payable, payroll taxes payable and credit lines payable.

EBITDA: This term is short for earnings before interest, taxes, depreciation and amortization (earnings while adding back noncash charges, so the number gets closer to cash provided by operations).

FIXED ASSET: Also known as property, plant and equipment (PP&E). These are assets that cannot easily be turned into cash. Some examples include vehicles, equipment and real estate.

REVENUE: The amount of money earned in a given period.

COST OF GOODS SOLD (COGS): Generally accepted accounting principles don't provide a detailed description of COGS, as they can be made up of many items. In our context, think of them as all direct costs or those costs that happen away from the office and rise and fall with the volume of business completed. Examples include technician labor, vehicle costs, materials, etc.

EQUITY: The difference between assets and liabilities on a balance sheet. In this case assets are recorded at historic costs. Therefore, true equity would not be measured from the balance sheet as assets appreciate and intangibles, such as customer lists, grow. These items can be significant and are excluded, as a balance sheet is historic but should be considered in any analytic exercise.

GROSS PROFIT: The difference between a firm's revenue and its direct costs. Gross profit is the most important KPI when running a business. Gross profit is key to finding out a firm's breakeven point using breakeven analysis.

OPERATING EXPENSES: Operating expenses are those used to run the business that are not associated directly with production of service. Some examples include office rent, utilities, marketing and sales, office staff, etc. Many refer to operating expenses as fixed costs because many of these must be paid at any volume of business and can be seen as fixed over a range of business activity.

GREENWORKS
COMMERCIAL



Now available at
SiteOne[™]
LANDSCAPE SUPPLY

COMMERCIAL GRADE **POWER**

...from a
BATTERY



**COMMERCIAL
GRADE POWER**



**FUEL AND
MAINTENANCE
SAVINGS**



**CLIENT
FRIENDLY**



**ECO
FRIENDLY**

***The Most Powerful
Cordless Commercial
Tools on the Market***

Find out more at www.greenworkscommercial.com





Continued from page 36

produce per employee, the more efficient we're using the resources (in this case people resources) we have.

Revenue per customer: Obviously, you need to have a consistent definition of what a customer is (not just a name in your database but rather someone you continue to do business with). I love this ratio because you can review the number with your sales team and create very specific future goals.

For example, say your average lawn care customer yields \$500 per year. Let's increase that figure by 10 percent to \$550 per customer. It's very easily measured.

Collection period / days: This ratio tells us how efficient we are at collecting our money or holding our customers to our credit terms.

For example, a company producing \$365,000 in sales (which translates to \$1,000 per day) that grants its customers 30-day terms should have \$30,000 in A/R.

Be careful when using this ratio: Make sure all prepaids/customer deposits are backed out of your accounts receivable number so that it's a true A/R number.

Asset turn-

over: Generally, the higher the asset turnover ratio, the better the company is performing, since higher ratios imply the company

is generating more revenue per dollar of asset. This ratio can vary widely from one industry to the next. While this is a widely used KPI in the finance world, it works best in industries where there is a heavy investment in assets. With the exception of landscape construction, most firms in our industry use labor to a much higher degree than fixed assets; therefore, I don't put as much emphasis on this ratio as I do some of the others. Again, this is just another tool in the financial tool chest.

Inventory ratio: Inventory turnover is a ratio showing how many times a company's inventory is sold and replaced over a period. The days in the period can then be divided by the inventory turnover formula to calculate the days it takes to sell the inventory on hand or

Balance Sheet Ratio

Collection Period / Days	21.6 days
Asset Turnover	27.2
Inventory Ratio	15.6
Payable Period / Days	37 days



1-800-270-6782
www.goilawn.com

Know the job.
Show the client.
Guide the crew.

Quote With Confidence:
Use Go iLawn

With Go iLawn, you'll really know your jobsites, so you'll have the confidence to quote your work aggressively. Your customers can see exactly what you're quoting them, and they'll have the confidence to choose you.



Bid with facts, not guesses



Sell better using images



Execute faster using maps



Market yourself to the neighborhood



See the whole job



Visit more jobs in less time

Try Go iLawn for Free today: | Visit www.GoiLawn.com/promo and use the code LM169



“inventory turnover days.” A low inventory ratio is usually a bad sign. Inventory may be over ordered or sales may not be as robust.

Here’s a big caveat: Many times at year-end—for both tax reasons and the fact that many distributors give great year-end incentives—many firms purchase large amounts of inventory, which will drive up the inventory account in a big way. Carefully consider this abnormality when making comparisons.

Profit per employee: Again, this is not straight off the financials (as the financials don’t note FTEs). However, this is an especially useful ratio. Often in the heat of battle we start adding employees without a proper plan or the real-time information to determine if it’s a good idea. This ratio helps to determine if you’re making an acceptable profit for each employee. If you benchmark profit per employee, you can make decisions about human resources and determine if you can afford an increased head count.

Payable period days: Similar to days of sales in A/R, this data point measures a firm’s payment history as a number of days, letting you know if you’re meeting your obligations in a timely manner. If your vendors give 30-day

terms and you’re paying in 25, you’re able to meet your obligations within terms. If you pay in 35 days, then you’re not meeting your obligations in a timely manner. If you have the ability to consistently pay your vendors quickly, many vendors may offer a discount. Terms such as “2/10 net 30” can save you a significant amount of cash. These terms would be to take a 2 percent discount if you pay within 10 days or else pay in full by 30 days.

PROFITABILITY RATIOS

Profitability ratios reflect the overall effect of a firm’s managerial efficiency. These ratios are indicators of a firm’s breakeven point and the amount of money that’s made once breakeven is achieved given a certain level of sales. They reflect the results of decisions that management

**PEOPLE
HAVE A
TENDENCY
TO IMPROVE
WHAT’S
BEING
MEASURED.**

new Humic PLUS Activated Humic Acid with Solu-Cal
Humic Acid. Actively Better.

New HUMIC Plus from Solu-Cal combines the power of Activated Humic/Fulvic Acid with Solu-Cal Soluble Calcium in a dust-free pellet for active plant nutrition. The wet chemistry alkaline extraction behind HUMIC Plus is the preferred method for refining the natural benefits of organic plant matter humus into an effective Humic Acid treatment. Without this process, raw Humic Acid material is inactive and could take years to produce results in the soil.

- 6% Activated Humic/Fulvic Acid • 30% Solu-Cal Soluble Calcium • 9% Plant Based Organic Acid
- Economical delivery of Activated Humic/Fulvic Acid
- Essential Carbon source to stimulate and improve soil microbiology
- Promotes super aggressive seedling turf

Coarse Grade 210 SGN • 50lb bag covers 11,000 sq.ft.

www.Solu-Cal.com • 774.678.0288

Lawn & Landscape • Golf • Hydro Seed • Food Plots

Solu-Cal



Description	Build / Design	Bid / Build	Commercial Maintenance	Residential Maintenance	Lawn Care	Irrigation	Snow Removal	Other
Gross Profit %	38%	39%	33%	34%	47%	43%	34%	47%
Operating Expense %	30%	33%	29%	31%	36%	33%	25%	34%
Profit Margin	8%	6%	4%	3%	11%	11%	9%	13%
EBITDA	11%	9%	7%	7%	15%	16%	11%	17%

Profitability	Formula
Gross profit %	GP / Revenue
Operating expense %	Operating Expenses / Revenue
Profit margin	Net Income / Revenue
EBITDA	Earnings before Interest, Taxes, Depreciation and Amortization
Return on assets	Net Income / Total Assets
Return on equity	Net Income / Total Equity

Profitability (Balance Sheet Items)	Mean	Median
Return on Assets	21%	20%
Return on Equity	51.50%	47.20%

has made in order to maximize profitability. They are also a class of financial metrics that are used to assess a company's ability to generate earnings compared to its expenses and other relevant costs incurred during a specific period of time.

Gross profit %: This ratio shows us how efficient a firm is at providing services before paying sales, marketing and fixed costs. In my opinion gross profit is the single most important financial ratio.

Operating expense %: If operating expenses exceed gross margin you will operate at a loss. If they are truly fixed, the fixed cost percentage will fall as a firm grows.

Profit margin: This is what you work for—net income.

EBITDA: Earnings before interest, taxes, depreciation and amortization. This is cash flow!

Return on assets: This is one that for comparison purposes may work for companies that employ a high value of assets. From my prospective this ratio is better suited to looking at your portfolio of investments as opposed to fixed assets. My reasoning is that our biggest asset in the service business is our people. With the exception of construction, most firms don't employ high values of assets, but rather they use a high value of direct labor.

Return on equity: This ratio answers the question, "What is the return on that piece of the balance sheet called equity?" Again, it's great to do comparisons with other firms, but equity is such a loose concept in small, privately held businesses. ☺

EarthWay®
EV-N-SPRED®
FLEX-SELECT

The F80S Adaptable Broadcast Spreader System with interchangeable application trays.

**You have never seen anything like it!
Seed, Fertilize, Topdress
All with one spreader!**

OPTIONAL TRAYS INCLUDE:
HIGH-OUTPUT: Blue for top dressing, rock salt
LOW-OUTPUT: Black for grass seed, chemicals

MADE IN THE USA

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

Gordon, a CPA, is managing partner of Turfbooks. Reach him at dan@turfbooks.com.

BUSINESS INSIDER

PRACTICAL
ADVICE FOR
RUNNING A
PROFITABLE
COMPANY

BUSINESS BASICS: PLANNING

LET'S GROW

CASE STUDY: OUR WAY

VISION CHECK

Jeffrey Scott explains why landscape company owners need a 'bifocal' mentality.

 **PAGE 46**

BUSINESS BASICS: PLANNING

Q4: Crunch time or time to relax?



BY PHIL HARWOOD

The author is president and CEO of Pro-Motion Consulting. Reach him at phil@mypmcteam.com.

Sports fans know the fourth quarter is crunch time. With the game on the line and time running out, things get really interesting. The greatest and most memorable plays occur in the fourth quarter—often to win the game. In many games, the first three quarters almost feel like a scrimmage, with both teams playing it safe and waiting until it's crunch time to elevate their performance. The level of play in the last quarter is unmatched earlier in the game. It's the game within the game.

In business, the fourth quarter (October, November and December) also should be crunch time, but often it's not, especially in the green industry. It's often a time to kick back. It's a time for relaxation, vacations, holiday partying and basically coasting until January. After demanding spring and summer seasons, it seems perfectly natural to just take it easy for a while. What's wrong with that?

As you can see, there's quite a contrast between the "leave it all on the field" sports analogy and the "foot off the pedal" approach many landscape companies take in the fourth quarter.

Perhaps these are two extremes and there's some middle ground that needs to be found—a place where there's both a time for rejuvenation and focus on finishing strong. I think so.

There are many things to focus on in the fourth quarter. Financials and tax planning are on this list. Strategic planning retreats are commonly scheduled during this time of year, which leads into preparing goals, budgets and tactical plans for the upcoming year. Companies that

invest in these areas in the last quarter are poised to hit the ground running in January, while their counterparts may be hibernating during the late fall and winter months.

The most progressive companies take it one step further. They spend the fourth quarter focusing on making improvements in their operations, like reducing inefficiencies, implementing industry best practices and tightening process documentation. There is no hibernation period for these leaders. A new season is coming soon, and they're taking advantage of Q4 to get ready. For them, it's crunch time.

Even the smallest improvement in an operational process has the potential to make a significant impact on the bottom line. This is due to the multiplication effect of the process being repeated throughout the season hundreds, if not thousands, of times. Think about it. If a process change resulted in the savings of only \$20 a day per person, a three-person crew working a 30-week season would save \$9,000 for the season. If this company had 10 crews, it would save \$90,000 for one season.

Benchmarking studies are a great way to uncover potential operational improvements. By comparing a specific company's information to others in the same industry, you can discover new insights, root out

inefficiencies and implement more cost-effective methods.

A classic example is in the area of equipment maintenance and repair. Companies that hold on to old, junky equipment have much higher equipment costs than others. They also have more disgruntled employees and unhappier customers. However, they believe that getting one more year out of a 10-year-old mower will save them money—until they see the benchmarking study and realize their equipment costs are way out of line. Once the realization sinks in, they'll embark on a journey of learning what industry best practices are, discovering cost calculators and putting changes in place.

Comparing actuals to benchmarking study results produces powerful information since it allows a company to see beyond its own four walls. Comparisons to last year or to budget are important, but they are completely internal in nature. By comparing to other companies in the same industry, additional insights are revealed.

So, with the fourth quarter approaching, what time is it going to be—crunch time or hibernation time? 🐻



COMING IN OCTOBER



VERTWARE

An Automated Landscape Industry Consultant

WHAT IS IT?

VertWare is a comprehensive data management solution designed to better manage your company, improve profitability and grow your business. Because VertWare seamlessly integrates every aspect of your operation, Landscape Contractors will see an across-the-board impact on:

- » Sales
- » Scheduling
- » Operations
- » Inter-departmental Communication
- » Financial Planning

WHY WE'RE DIFFERENT

The VertWare team understands the unique needs of this industry because we are part of it. We're green industry veterans who are deeply experienced in owning and managing businesses just like yours. We'll help you and your team to critically analyze business inputs and illustrate how you can best utilize our tool to create the outputs you desire. VertWare ensures consistency in data and service delivery, along with an unobstructed view of the sales pipeline, sales and revenue data, dollars managed per individual and real-time account performance data, to name a few.

KNOWING YOUR BUSINESS IS OUR BUSINESS

We're excited to formally unveil VertWare at the 2016 GIE+Expo in Louisville. Be sure to visit us in Booth #3030 to learn how the VertWare solution can make an impact on the growth and profitability of your business!

www.vertware.net • info@vertware.net

Why you need bifocals



BY JEFFREY SCOTT

The author is owner of Jeffrey Scott Consulting, which helps landscape companies grow and maximize profits. Reach him at jeff@jeffreyscott.biz.

It's deep in the middle of the season, and it's a grind. You have to ensure you're filling the pipeline, retaining employees, not burning them out, getting bids out on time and keeping clients happy.

You're juggling many issues and problems—the irony is that the more you focus solely on solving your short-term pain, the more likely your short-term pain will repeat itself.

To move past short-term pain and create an abundant future, you need to employ a bifocal growth strategy.

The lower lens of your bifocal focuses on the short-term goals and obstacles, making sure this year's budget and goals come to fruition. The upper lens looks into the future and plans for growth above and beyond this business year.

To successfully create the bifocal growth strategy you must be able to operate in all four quadrants of what I call the Innovation Path (see figure.)

- 1. Current budget** is today. This area is where your lower lens focuses to ensure you retain clients and meet your sales goals.
- 2. Next year's budget** is where your key account managers and salespeople are building relationships with current clients to understand tomorrow's needs and how you can fulfill them. This quadrant is also where new product ideas are born and ideas are formed for future revenue.
- 3. Long-term growth** is where the leader (or business developer) needs to spend time to develop new relationships with potential clients to help them meet their current and upcoming needs. This area helps fill

the pipeline and maintain future growth.

4. The big idea is one of the leader's most important jobs. This is where new opportunities for growth are uncovered that will stretch your company beyond its status quo and plant the seeds of growth for years to come. Operating in this quadrant requires an open and creative mind to lead these conversations and to understand what the future brings.

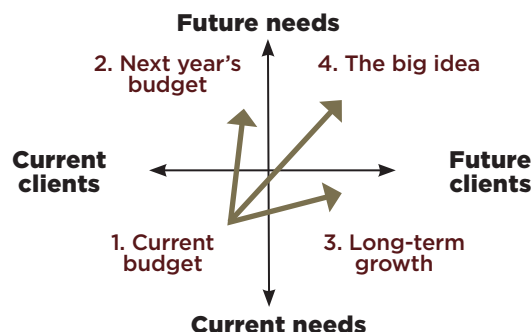
SPREAD OUT YOUR ACTIVITY

Your company should dedicate someone to each quadrant. Some companies only operate in quadrant one or two. The key is to move into all quadrants—growing your company's skills from bottom left to top right. To do so, the leader must delegate relationships with current clients to spend time with possible future clients. The owner can stay in touch with some important current clients, but at a higher level.

For example, the owner stays in touch with the owner or top leader of the client's organization while company managers are serving the property/project managers from the client's organization. If you hire and train well, you won't be pulled down into fire fighting, and you can spend your time in the future-oriented quadrants.

Here's an example: I'm working with a \$5 million company that's

INNOVATION PATH



Source: © 2016 Jeffrey Scott Consulting

growing steadily and has greatly improved profitability, and yet leadership is overly focused on today (quadrant one). The company is doing well at the expense of its future. The challenge to the owner is to uproot himself from his comfort zone, change his focus and delegate more of the day-to-day to his capable leadership team. Doing so will allow him to create and ensure long-term success.

Breakthrough idea: A measure of success for the leader is widening the top of the sales funnel with new, high-profit opportunities.

Take action: Answer these questions and reflect on where you need to spend more time:

- 1.** In which quadrant do you spend most of your time? Do you need to shift?
- 2.** Have you successfully widened the top of your funnel with new high-profit opportunities?
- 3.** If it's not you as owner widening the funnel with new opportunities, then who in your company is doing it?

BIGGEST SHOW EVER

GIE+EXPO

THE GREEN INDUSTRY & EQUIPMENT EXPO

OCTOBER 20-21, 2016



BIG INNOVATIONS

Compare & test new products, equipment and technology in 750 exhibits.



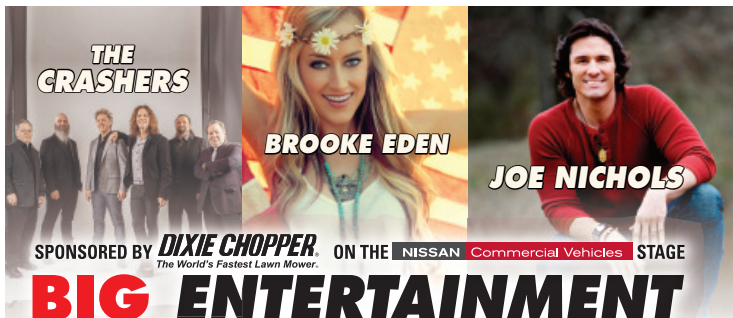
BIG SAVINGS

Save time and money by seeing all suppliers in 1 mega marketplace.



BIG IDEAS

Grow your business with education & training for ALL industry segments.



SPONSORED BY **DIXIE CHOPPER** ON THE **NISSAN** Commercial Vehicles STAGE
The World's Fastest Lawn Mower.

BIG ENTERTAINMENT

Network and have fun with three nights of free concerts.

sponsored by



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS



OUTDOOR POWER EQUIPMENT
INSTITUTE



professional grounds
management society

Kentucky Expo Center • Louisville, KY

**ALL THIS \$15 BEFORE
& MORE SEPT. 9**

(800) 558-8767 • WWW.GIE-EXPO.COM

CASE STUDY: OUR WAY

Giving back

How one landscape company involves employees in its charitable donations. BY CASEY PAYTON



Dennis Dautel wanted to get employees involved in his company's ongoing charity efforts. So five years ago, the CEO of Landscapes USA, headquartered in Austin, Texas, launched the Giving Back Program, which lets employees choose the recipient of a weekly company donation.

"This is really the employees' program, and I stay out of it," Dautel says. "The whole idea is that it's not my decision where our charitable giving goes."

Team members across the company, which has locations in multiple states, submit nomination forms weekly via email, suggesting where to donate. The company, which did not disclose its annual revenue, donates an average of \$1,000 a week, though certain needs have warranted more, Dautel says. Since the program started, the company has given away a six-figure dollar amount.

Contribution requests vary. Many are for nonprofit organizations employees are involved with, but the program also assists specific needs of employees' families and friends. Mike Salceanu, a partner with the company's San Diego branch, serves on the selection committee. He has made several requests on behalf of employees over the years. In his time on the committee, money has gone to spouses and children battling cancer, an employee who needed emergency surgery for blood clots and countless nonprofit organizations.

To keep things fair, the three-person committee changes every six months. An effort is made to have

employees from different locations and different departments serve on the committee, which meets once a week, usually by conference call.

"I think we do a good job of choosing a committee that spans different locations and positions within the company so that varying viewpoints can be considered," says Jacqui Stenglin, human resources director. "It's hard to turn anyone down, but we have to consider the gravity of each situation and what each approval opens up in terms of future requests."

The committee reviews each submittal to determine whether it's an extreme need and could be well-served with the one-time donation, Salceanu says. Of course, many nonprofits need ongoing donations, and the company has revisited some organizations in subsequent years.

"The idea is to give a lot of people in the company an opportunity to give to organizations that they care about," Salceanu says. "I submitted one for a veterans' organization that provides meals within the community, and it's something I may submit again down the line. But we want to give everyone a chance to have their organizations and needs considered."


The Giving Back Program exists on top of other donations the company already makes. One of the company's core values is to be profitable in order to be charitable. Dautel says that he knows that many landscape firms already give back, but it's the employee involvement that makes this program different. In fact, the company was already donating money before the program had employee involvement.

He says other companies could benefit from involving their employees, too.

Company leaders say this program has improved employee relations.

"Employee loyalty has been strengthened across the board," Salceanu says. "It's humbling to see how much need is out there and even more humbling to be able to do something about it."

Dautel says the program is important to everyone but seems to resonate strongly with millennial team members.

"We have a lot of employees in their 20s and 30s here, and research has shown that millennials rate the overall experience of their job as being very important—perhaps more than salary," Dautel explains. "Being involved with charitable giving is one such way that our employees like coming to work here." 

One donation recipient was employee Geovany Maldonado's San Diego ministry, which provides meals to children in Tijuana, Mexico.

Payton is a freelance writer from Philadelphia.

BUSINESS BREAKDOWN

COMPANY: LUSA Holdings, which owns eight different LLCs including Landscapes USA

HEADQUARTERS: Austin, Texas

EMPLOYEES: 750

REVENUE: Not disclosed

SERVICE MIX: 95% landscape maintenance; 5% irrigation and enhancements for maintenance clients

CLIENT MIX: 95% commercial



LANDSCAPE MANAGEMENT

LAWN CARE FORUM 2016



Interested in attending?

Visit landscapemanagement.net/lawncare-forum and click the "Complete Our Application" button.

November 15-17, 2016 • Reunion Resort • Orlando, Fla.

PRODUCT FOCUS

TRUCKS, TRAILERS & ACCESSORIES



TOOLBOX/FUEL TANK COMBO

COMPANY: Transfer Flow

URL: TransferFlow.com

A 70-gallon, aluminized steel toolbox and fuel tank combo is now available for 1999-2016 Ford, Ram and GM full-size diesel trucks. It sits on the bed rails and has an adjustable toolbox storage box that adjusts to the depth of a short bed or long bed pickup. Storage area ranges from 5.5 to 8 cu. ft.



2018 ISUZU FTR

COMPANY: Isuzu Commercial Truck of America Inc.

URL: IsuzuCV.com

An all-new entry in the Class 6 medium-duty truck segment, this F-Series truck is slated to go into production in the U.S. in mid-2017. It will be powered by Isuzu's 4HK1-TC 5.2-liter turbocharged four-cylinder diesel engine, a first in the segment.

AERATORS



30-IN. STAND-ON AERATOR

COMPANY: Toro

URL: Toro.com/

professional. Featuring ground speeds of up to 7.5 mph and the ability to adjust plug length on the fly, this unit also has an ergonomic foot pedal to raise and lower tines easily. The floating operator platform isolates vibrations, reducing operator fatigue, Toro says.



TURNAER XTS

COMPANY: Turfco

URL: TurfcoDirect.com

This patented, steerable and reversible aerator has fingertip controls and dual fuel reserve tanks. Its hydrostatic drive system features two covered drive chains located outside of the unibody steel frame for durability.



2016 Irrigation Show & Education Conference

Las Vegas Convention Center
Las Vegas, Nevada

Irrigation Show 2016
Conference
Education

CO-LOCATING WITH:



Irrigation Show | December 7 – 8
Education Conference | December 5 – 9

30-IN. STAND-ON AERATOR



COMPANY: Exmark

URL: Exmark.com

With a top speed of 7.5 mph, the aerator can deliver productivity of up to 1.7 acres per hour. The compact unit features a split-tine design for easy tuning and replacement. Mass is centralized over the 48 hydraulically actuated coring tines.



TOW-BEHIND AERATORS

COMPANY: Maxim

URL: MaximMfg.com

Available in 36- (pictured) and 48-in. widths, Maxim's units are designed to easily attach to a riding lawn mower. The aerators are available in either a plug or spike style.



HOOKER AERATOR



COMPANY: JRCO

URL: JRCOInc.com

Aerate 66,000 sq. ft. per hour as the unit's tines pierce deep into the soil, hooking and lifting loose plugs. The lifting action prevents soil compaction that's common with hollow tine aerators, allowing air and water filtration into the lawn.



www.turfbooks.com

Accountants to the Lawn Care Industry

Does Your Accountant understand the Lawn Care Industry?

- ▶ Accounting / Bookkeeping Services
- ▶ Tax Preparation and Audit Representation
- ▶ Bank and Credit Card Reconciliations
- ▶ Outsourced CFO Services
- ▶ A / P and A / R Management
- ▶ Fast, Reliable, Affordable

Serving Lawn Care Companies Nationwide

Want Better Financial Information? Call Turf Books Now

Ph: 973-300-0288



Daniel S. Gordon, CPA

As an Owner, Manager, CFO and Industry Consultant, Dan has been involved with the development of several service companies from inception to \$15 million in annual sales levels and beyond.

What Others are Saying:

Dan has helped take my business to a new level with focus on improving accounting, operations and financial management. If you are looking for one of the finest accounting service providers in the industry, Dan is your guy! He listens, is down to earth, and provides crucial feedback to help your business grow!

Matt Jesson
President, Green Lawn Fertilizing, Inc



TRIDENT

COMPANY: Graham Spray Equipment

URL: GrahamSE.com

The compact, all-steel unit is a coring-type aerator designed for tight spots. Three steel prongs penetrate dense, compacted soil, removing 3- to 4-in. plugs to let air, water and nutrients travel to the root system of turf. It features a foam handle for comfort and a lifetime warranty.



SA30 STAND-AER

COMPANY: Classen

URL: ClassenTurfCare.com

The stand-on unit's features include zero-turn agility, a 15-hp Kawasaki engine and a lock-in tine depth of 2 to 5 in. Its top speed is 7.4 mph forward and 3.5 mph reverse. Automatic chain tensioner and flip-up rider platform are standard.

Your Swiss Army knife

Continued from page 29

faster and the finished product is of a higher quality with only one laborer performing the task.

"The rototill it produces is very uniform and thorough, no dirt clogs, no debris," Brown says. "Plus, if we bought a large (standalone) tiller, it would cost \$12,000 to \$14,000. The rototiller attachment cost \$5,000."

Using attachments helps the company control its costs in other ways, too. The company often rents attachments, like a mower attachment, an auger attachment and a breaker attachment (similar to a jack hammer). The latter two are used with the company's excavator. Renting lets the company plan its purchases and better manipulate its budget.

"You don't have the capital expense right up front," Brown says. "You can come up with a long-term budgeting plan and prioritize what you want to buy next by budgeting a little bit of capital each year and in the meantime continue to rent them."

Renting an attachment for a day costs under \$100, Brown says. The rental company picks it up and drops it off, and Heaviland calls to log the time on the attachment. Often, if Heaviland plans to use it later in the week, the rental company leaves it on-site and Heaviland clocks in when it needs it again.

This approach lets the company test the attachments it's considering purchasing. Its next purchase will likely be the auger attachment, which is used for digging holes for planting, soil preparation, digging holes for fence posts and many less traditional uses.

"When you own the equipment, you use it for things you wouldn't have thought of renting it for," Brown says. "You start realizing all the different uses there are for these pieces of equipment."



Visit us at
GIE+EXPO
THE GREEN INDUSTRY & EQUIPMENT EXPO
INDOOR BOOTH
#8054
OUTDOOR BOOTH
#6017D

With a single mount bar, you can add on any JRCO attachment!



AERATOR



DETHATCHER



BLOWER BUGGY



LEAF PLOW



SPREADER

JrcO
Heavy-duty Attachments
for Commercial Mowers

(866) 537-6238 | JRCOINC.COM/LMM

Flexible. Powerful.
Profitable.



Software that's flexible enough to design on any platform, powerful enough for any job, and created so that your profits are as beautiful as your proposals.

This is PRO Landscape.

prolandscape.com | 800-231-8574

sales@prolandscape.com

PRO Landscape

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

Craig MacGregor

cmacgregor@northcoastmedia.net

216-706-3787

Jake Goodman

jgoodman@northcoastmedia.net

216-363-7923

ECOLAWN APPLICATOR **Turf Pros' #1 Top Dresser**

Great performance and maneuverability!

ECO 75 Top Dresser

The Eco 75 is a unique Walker Mower attachment!

The PTO drive hook up takes topdressing to a whole new level, making this combo smooth and fast for big or small jobs.

www.ecolawnapplicator.com

AD INDEX

Aspire Software Co.	36
Billy Goat	16
Bobcat Co.	15
Briggs & Stratton	21
Chevrolet	CV4
DIG Corp.	20
EarthWay Products	42
EcoLawn	54
GIE+EXPO	47, Insert*
GIS Dynamics	40
GPS Insight	37
Graham Spray Equipment	5
Greenworks Commercial	39
Ground Logic	22
Honda Engines	35
Intelligro	19
Irrigation Association	51
Jacobsen	27
John Deere	8
JRCO	53
Koch	11
MistAway Systems	2
NuTone	CV3
Pennington Seed	25
PermaGreen Supreme	3
PRO Landscape by Drafix Software	54
Progressive Insurance	13
Quali-Pro	CV2, 23
Snow & Ice Management Association	28-29
Solu-Cal USA	41
Turfbooks	52
TurfEx	31
Vertware	45
Vista Professional Lighting	38

*denotes regional advertisement

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

RESOURCES

[Online]

Be featured in Landscape Management!



We're always looking for great reader stories to tell. That's why we've created a space on our website to invite you to share your article ideas, growth stories, letters to the editor, press releases and more.

Visit LandscapeManagement.net/BeFeatured for more information or email your thoughts to LM Editor Marisa Palmieri at mpalmieri@northcoastmedia.net.



LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, Suite 1070, Cleveland, OH 44114. Subscription rates: For US, Canada and Mexico, 1 year \$59.95 print and digital; two years \$95.95 print and digital. All other countries, 1 year print and digital \$169.95; two years \$255.95. For air-expedited service, include an additional \$75 per order annually. Single copies (prepaid only) \$10 plus postage and handling. For current single copy or back issues, call 847-513-6030. 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 2016 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 847-513-6030 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.



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 Chloe Scoular
at 216-363-7929,
FAX: 216-706-3711,
E-MAIL: cscoular
@northcoastmedia.net



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

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

BUSINESS FOR SALE

**FOR SALE:
COMPLETE LAWN/LANDSCAPE/
SNOW REMOVAL BUSINESS
PRIME LOCATION NORTHERN WEST VIRGINIA**

Owner wanting to retire. A premier company with excellent reputation. Over 30 years in business. A fully staffed efficient experienced team. Approximately 200 weekly/bi weekly commercial and residential accounts. Year round income includes snow removal. Average annual gross sales are 700k - 800k a year with a net income averaging 200k - 225k a year. Sale price 995k includes trucks, lawn, landscape, snow equipment and 2 properties. 1 property includes commercial building. Prime location in Northern West Virginia. Owner will help with transition. Asking 995k. Price is negotiable.
Call 1-681-315-8803.

BUSINESS OPPORTUNITIES

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

708-744-6715 • Fax 508-252-4447
E-mail pbc_mello1@aol.com

**PLACE YOUR
AD TODAY!**

HELP WANTED



IRRIGATION TECHNICIAN

5151 Pedley Road, Riverside, CA 92509

Large Landscape company is seeking experienced Irrigation Technicians with a driver's license. Must have a minimum of 3-5 years of previous experience. Bilingual a plus. Must have a valid driver's license for a minimum of 3 years but currently hold a valid driver's license and a clean driving record. Qualified females are encouraged to apply.

(\$500.00 cash signing bonus)
\$14-\$18/HR
Full-Time

INTERVIEWS: Wednesday's at 1:00pm other interview times available

RESUMES email to: john@fslandscape.com

Call (925) 786-2780



Irrigation Technician Working Supervisor

5151 Pedley Road, Riverside, CA 92509

Large landscape company is seeking experienced Irrigation Technician working supervisor with a driver's license. Must have 5-10 years of previous commercial irrigation experience. Bilingual a plus. Must have a valid state driver's license for a minimum of 3 years but currently hold a valid CA driver's license and a clean driving record. Qualified females are encouraged to apply.

(\$750.00 cash signing bonus)
\$18-\$20/HR
Full-Time

INTERVIEWS: Wednesday's at 1:00pm other interview times available

RESUMES email to: john@fslandscape.com

Call (925) 786-2780



**NOW HIRING!!!
ACCOUNT MANAGER**

5151 Pedley Road, Riverside, CA 92509

Meet with clients and provide landscape upgrades, and estimates.
Run small crew of the three to complete work.
Knowledge of plants and sprinklers required. 10 years of experience, and need clean driver's license.

Salary: \$70,000/year
Full-time

Call John (925) 786-2780 or john@fslandscape.com

FLORASEARCH, INC.

In our fourth 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
TREECAREJOBS.COM
GREENINDUSTRYJOBS.COM
Jobs & Resumes
for Industry Pros.
1-717-479-1850

**Keep your
business growing.**

**Advertise in
Landscape Management**
Call Chloe Scoular
216-363-7929
Fax: 216-706-3711
E-Mail: cscoular@northcoastmedia.net

Issue Date	Ad Closing
November	10/10
December	11/3

BACKSTORY

INTERVIEW BY MARISA PALMIERI



William Dellecker

Dellecker with his wife, Karen, and sons Brett (left) and Drew. "My family is central to my life."



"I live on a small Central Florida lake—my very own golden pond. I enjoy water and the peace that it brings."

"I joined my father-in-law's business. Six months into my career there we had a horrible freeze. It shut down the packing house business."

"The agricultural tragedy led to creation of ferneries, agricultural production and FernTrust. We joined with other growers and collectively we were able to create something that was a force in the market."



YELLOWSTONE
LANDSCAPE

Austin Outdoor and BIO Landscape combined to form Yellowstone in 2008. They dropped their legacy brands in 2015.

EXECUTIVE VICE PRESIDENT YELLOWSTONE LANDSCAPE BUNNELL, FLA.

EDUCATION

Wolfson High School
Jacksonville, Fla.
Class of 1974

Stetson University
Bachelor's in Business
Administration
Class of 1977
Master's in Business
Administration
Class of 1978

WORK EXPERIENCE

1978-1983

AT&T
Various positions
Southeast Florida

1983-2002

General Manager
McBride Packing Co.
President
Seville Agricultural Services
Seville, Fla.

1986-2002

Executive Vice President
FernTrust
Seville, Fla.

2002-2010

Senior Vice President

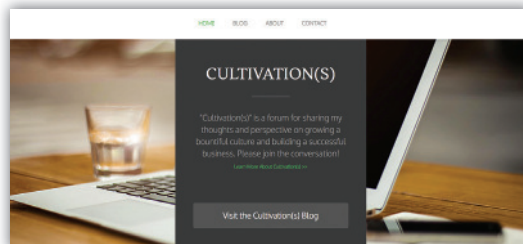
2010-2015

President
Austin Outdoor
Bunnell, Fla.

2015-Present

Executive Vice President
Yellowstone Landscape
Bunnell, Fla.

"I credit being an RA with teaching me early lessons about people. It was fun."



Since 2012, Dellecker has been posting weekly on his blog, Cultivation(s), located at BillDellecker.com. "It's a personal pursuit, but it certainly does touch on work. It's aimed at the foundation of a business: leadership teamwork, relationships, success."

"I was introduced to a young man who was growing his landscape business in East Central Florida in 2002. I was looking for a new challenge, and it was the intersection of my interests and abilities."

WORDS OF WISDOM "Anyone around me very long is going to hear 'First who, then what?' which I happily borrowed from (author) Jim Collins. The most critical decisions involve people—those we hire and those with whom we associate." • "People first. Purpose second. Details always." • "Growth for the sake of growth doesn't really mean anything, but growth creates opportunity for people. I share this often, 'Good people will join a company for a job, but they will stay for opportunity. If you cultivate people, they will grow.'"



**Now backyards have a powerful new weapon
in the fight against mosquitoes.**

Introducing NuTone® Haven™. The first, and only, low-voltage mosquito repellent system. With just the flip of a switch, Haven releases an odorless, invisible vapor that repels up to 92.5% of mosquitoes. Each fixture provides 110 square feet of protection that lasts all season long.* Finally, backyards have a better way to defend themselves. See how to defeat mosquitoes at nutone.com/haven.

*90 days at 2.4 hours per day.

NuTone
haven™
Mosquito Repellent System



EVERY DAY IS BRING YOUR MOWER TO WORK DAY.



For nearly 100 years, Chevy has helped landscaping professionals do whatever it takes to get the job done. Our dealers can show you how our complete line of commercial vehicles, including Silverado 1500 and Silverado 2500 HD — the most dependable, longest-lasting full-size pickups on the road¹ — can help your business run more efficiently. For more info, go to ChevyCommercial.com.

THE INDUSTRY'S MOST
COMPREHENSIVE COMMERCIAL LINEUP

FIND **NEW** ROADS™



COMMERCIAL
VEHICLES

¹ Dependability based on longevity: 1987–July 2015 full-size pickup registrations.

ADVERTISING SUPPLEMENT TO



**LANDSCAPE
MANAGEMENT**

See
DEMO MAP
on center
spread!

OFFICIAL

OUTDOOR MUST-SEE EXHIBITS GUIDE

Test-drive equipment from more than 100 exhibitors in Louisville, Ky., Oct. 20-21.

IN PARTNERSHIP WITH



CO-LOCATED WITH



Visit us at
GIE+Expo

INDOOR
BOOTH 7148

OUTDOOR
BOOTH 7600-D



HARD-CORE COMFORT



Long days will feel shorter with the all-new, amazingly comfortable **MyRIDE™ suspension system** on select Toro Z Master® mowers. The adjustable operator platform is suspended to isolate bumps and vibrations so you don't feel the rough terrain. It's the Toro toughness you expect with a ride you won't believe.

FEEL THE MyRIDE DIFFERENCE. DEMO ONE TODAY!
LEARN MORE AT TORO.COM/MYRIDE-LM

TORO®

Count on it.

BOB-CAT Mowers

OUTDOOR BOOTH 7506D • INDOOR BOOTH 3052



Test drive BOB-CAT'S new line of QuickCat™ Stand-On Mowers at GIE+ EXPO, including the all-new QuickCat™ 36" model.

The new QuickCat 36" takes its place alongside the existing 48", 52" and 61" QuickCat models. It features a compact 36-inch deck ideal for mowing smaller properties, where larger decks can't go. The 36" deck also gives you more room on your trailer.

Built on 60 years of engineering and manufacturing excellence, the QuickCat™ is the best performing, most reliable stand-on mower ever. All QuickCat™ mowers feature an 8 mph mowing speed and 10.5 mph

transport speed for productive mowing. QuickCat™ stand-on mowers have extra large drive tires for a smooth ride and reliable traction, and high ground clearance to help you transport safely over curbs. The operator is positioned at the center of the pivot axis for excellent balance and visibility, while a low fuel tank placement provides optimum stability. A large 6.5-gallon gas tank (a 5-gallon tank on the QuickCat™ 36") with a built in reserve tank lets you mow longer without stopping, to help you finish jobs faster.

Powered by durable Kawasaki® FX engines, the QuickCat™ delivers on quality-of-cut with a true float-



ing, extra-strong DuraDeck™ mower deck, backed by a limited life-time warranty on deck, deck cradle and engine deck.

And when it comes to reliability, the QuickCat™ is backed by the BOB-CAT® MOW WITH CONFIDENCE™ limited 6-year/2000-hour warranty. Be sure to test drive one of our full line of QuickCat stand-on mowers at GIE+EXPO. QuickCat™ – the stand-on mower that gives you stand-out performance.

Learn more or find your nearest BOB-CAT® dealer at bobcatturf.com.



**GIE+EXPO 2016
DEMONSTRATION AREA**
KENTUCKY
EXPO CENTER



**SCHILLER GROUNDS
CARE, INC.**

One BOB-CAT Lane, Johnson Creek, WI 53038

Phone: 920-699-2000 / 866-469-1242

Website: BobcatTurf.com

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

CASE Construction Equipment

OUTDOOR BOOTH 7546D • INDOOR BOOTH 7216

CASE Construction Equipment will again host its popular outdoor demo area at GIE (#7546-D) where landscapers get to operate the latest earthmoving equipment, including skid steers, compact track loaders and compact wheel loaders. CASE product experts will be available to discuss the right match of equipment and attachments for each visitor's application. This year's display will also feature the introduction of a brand new model to one of the most important product categories to landscapers – *available for the first time ever at GIE.*

Also available for testing in the CASE lot will be its popular F Series compact wheel loader line. CASE compact wheel loaders feature CASE's proven "maintenance-free" Tier 4 Final particulate matter catalyst solution, and offer a more compact design while simultaneously increasing breakout force and lift capacity. Offering either standard auxiliary hydraulics or a high-flow option, the 221F and 321F models provide the option of increased power for auxiliary attachments that require greater flow, such as grinders and planers. Further, a new horizontal pin coupler gives users

the ability to operate a greater range of attachments. Optional creep speed provides maximum hydraulic flow at constant speeds up to 3.2 mph, which is ideal for running high-powered attachments.

Landscapers who work in snow removal will also be interested in CASE's indoor booth (7216) where they can check out the new CASE sectional snow push. These new snow attachments are compatible with both current and older model wheel loaders, skid steers, compact track loaders and backhoes. The independent moldboard sections move independently, allowing each section to shift up and down in response to uneven pavement or



CASE

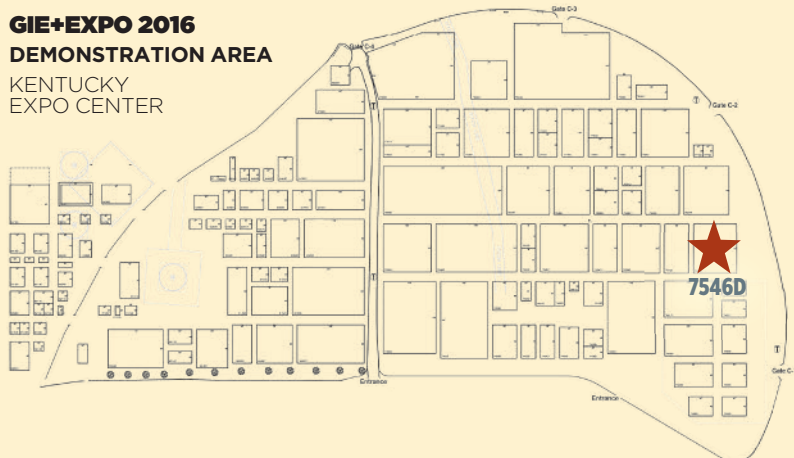
CONSTRUCTION

obstacles. The light-duty models, designed for compact equipment and backhoes, feature pushers up to 13-feet wide. The heavy-duty line offers pushers up to 17-feet wide for full-sized wheel loaders. These new snow attachments are compatible with both current and older model wheel loaders, compact wheel loaders, skid steers, compact track loaders and backhoes.

GIE attendees are encouraged to visit CaseCE.com/landscaping for the latest in equipment and product news pertaining to the landscape industry. This includes job stories, product walkarounds, best practices and tech stories for the landscaping industry. To find a CASE dealer near you, visit CaseCE.com/dealer.



GIE+EXPO 2016 DEMONSTRATION AREA KENTUCKY EXPO CENTER



CASE CONSTRUCTION EQUIPMENT

621 State St., Racine, Wis. 53402

Phone: 866-542-2736

Website: CaseCE.com

[CaseConstructionEquipment.usandca](https://www.facebook.com/CaseConstructionEquipment.usandca)

[@CaseCE](https://twitter.com/CaseCE)

[CaseCE.na](https://www.instagram.com/CaseCE)

Classen

OUTDOOR BOOTH 7506D • INDOOR BOOTH 3052

CLASSEN... SERIOUS LAWN CARE MADE EASY

For more than 35 years, professional landscapers and homeowners alike have trusted the Classen brand to help transform and maintain their landscapes, and, for good reason. At Classen, we make serious lawn care easy. We pride ourselves on innovation, manufacturing cutting-edge, durable and easy-to-use equipment that our customers feel comfortable operating and that truly make the tough job of lawn and turf care easier.

WE'RE SERIOUS ABOUT SIMPLICITY

Our goal is to make lawn care easy for everybody. Classen equipment is built with the professional in mind with quality components, productivity features you can't find anywhere else, and the service and maintenance ease professionals need to be profitable. But, we keep it simple so that the most novice user can feel like a pro with simplified control mechanisms, clear setting and adjustment levers, and folding handles for compact transport and storage. Simplicity is the principle that guides everything we do. From equipment to customer service, you'll find Classen an easy

brand to work with and come back to season after season.

PRODUCTIVE. PROFITABLE. PROVEN.

Every commercial landscape contractor knows that completing more projects leads to more revenue. Our PRO line offers value-added features to help contractors complete projects quickly and increase profits. The PRO line's proven productivity-enhancing features include hydrostatic transmissions, anti-vibration grips, power steering, and more.

The Classen PRO line includes two aerators, an overseeder, sod cutter and turf rake;

- SA30 Stand-Aer® Stand-on Aerator
 - Step up to high productivity, zero-turn agility and low maintenance
- TA25 PowerSteer™ Aerator
 - The only walk-behind aerator with power steering
- HSC18 PRO Hydro-Drive Sod Cutter
 - The industry's smallest, fastest and most versatile



- HTS20 PRO Hydro-Drive Overseeder
 - The tightest seed placement in the industry, 13 rows per swath
- TRS20 PRO Hydro-Drive Turf Rake
 - Dethatch large areas, hills, and slopes quickly and easily

In short, if you're a professional, you'll be able to perform serious lawn care services and make serious money with our equipment. If you're a first-time equipment user, you'll find that we've made it easy for you to achieve professional results.

Constructed for heavy-duty daily use and **crafted with pride in the USA**. Classen equipment features premium components, steel construction and commercial engines for industry-leading long lasting power and reliability. Now that's **Serious Lawn Care Made Easy**.

GIE+EXPO 2016 DEMONSTRATION AREA KENTUCKY EXPO CENTER



CLASSEN

1028 Street Road, Southampton, PA 18966

Phone: 877-596-6337

Website: ClassenTurfCare.com

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

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

Ditch Witch

OUTDOOR BOOTH 7634D • INDOOR BOOTH 1096

"WE'RE IN THIS TOGETHER"

From the rental store or dealership to the job site, a successful project relies on dependable equipment and knowledgeable operators. Proving that "We're In This Together," Ditch Witch continues to provide landscape professionals with innovative equipment to increase their project ROI and get any landscape project done on time and on budget.

DITCH WITCH® C-AND CX-SERIES WALK-BEHIND TRENCHERS

New to this year's event, Ditch Witch will feature a new line of walk-behind trenchers to provide landscape contractors and rental companies with greater performance, reliability and serviceability. The C-Series models, the C12, C14 and C16, feature no flat rubber-tires that use a pivoting trail wheel that rotates with the operators' path of motion, encouraging smooth operation on rough terrain or pavement and new ergonomic controls

that increase the ease-of-use and responsiveness for operators.

The CX-Series trenchers, the C16X, C24X and C30X share a common, compact frame, equipped with powerful engines ranging from 16 to 30 hp and offer up to 48 inches of digging depth depending on the model. Designed with an exclusive, patent pending CX track system with a longer right-side track, the trenchers increase job-site traction and production. The tighter design also improves versatility, allowing the machines to maneuver in confined spaces, and easily fits on a variety of trailer options.

Both the C- and the CX-series trenchers can be equipped with the new OptiCut™ digging system. With 19,000 pounds of tensile strength, the digging system is equipped with a smooth, rapid chain which greatly reduces friction, boosts available horsepower for digging and eases operator maintenance.

DITCH WITCH® SK752 MINI SKID STEER

Ditch Witch will also showcase its SK752 mini skid steer which features an improved operator station with customer-driven control placement and exceptional ground clearance for

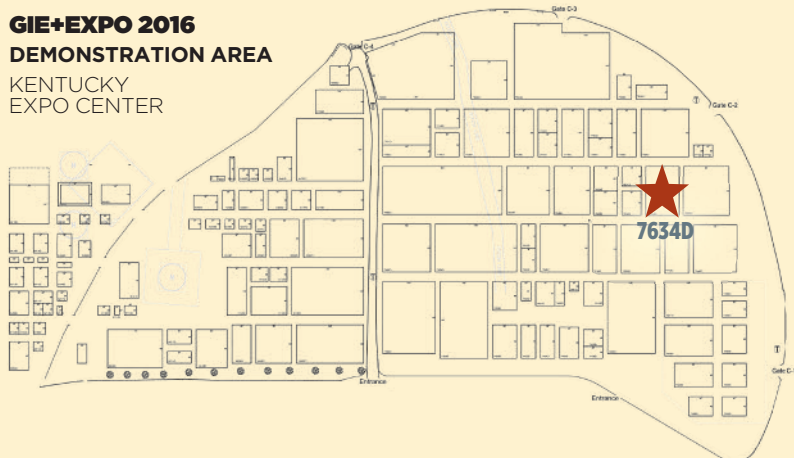


better visibility. The machine's rugged design leverages construction-grade components, delivering long-lasting performance on even the toughest landscape jobs. Operating with a low-maintenance Kubota® diesel engine, the machine provides exceptional power to the attachment for a wide range of landscaping tasks.

Ditch Witch designs, manufactures and markets the most complete line of underground construction equipment, including trenchers, chain, teeth and sprockets, mini-skid steers and attachments to meet the needs of a variety of landscaping tasks. Visit ditchwitch.com or stop by indoor booth #1096 or outdoor booth #7634D at the event to learn more.



**GIE+EXPO 2016
DEMONSTRATION AREA**
KENTUCKY
EXPO CENTER



DITCH WITCH

1959 W Fir Ave, Perry, OK 73077

Phone: 800-654-6481

Website: DitchWitch.com

- [Facebook.com/DitchWitch](https://www.facebook.com/DitchWitch)
- [Twitter.com/DitchWitch](https://twitter.com/DitchWitch)
- [YouTube.com/DitchWitch](https://www.youtube.com/DitchWitch)
- [Instagram.com/DitchWitch](https://www.instagram.com/DitchWitch)
- [Flickr.com/DitchWitch](https://www.flickr.com/DitchWitch)

ECHO/Shindaiwa

OUTDOOR BOOTH 7451D • INDOOR BOOTH 5112

ECHO AND SHINDAIWA FLEET DISCOUNT PROGRAM

The best Fleet Discount Program dedicated to Landscapers! The ECHO and Shindaiwa Landscaper Fleet Discount Program is open to any green industry professional including landscapers, parks and recs, municipalities, and school grounds management.

The program rewards your commitment to ECHO and Shindaiwa quality with deep product discounts and “no-hassle” financing on ECHO and Shindaiwa units, attachments and accessories. Save

on future purchases with two levels of discount – starting at 16% – with a low qualifying purchase of \$2,500 and even higher discounts with a \$5,000 initial purchase. Discounts apply for 12 months from initial date of purchase. Simple financing gets you the equipment you need quickly and painlessly. Why not save money on equipment purchases you’re making already? Stop by the ECHO/Shindaiwa indoor booth (#5112) to learn more.

ECHO and Shindaiwa’s equipment line-up includes Chain Saws, Power Pruners®, Grass Trimmers, Leaf Blowers, Hedge Trimmers, Edgers, Sprayers, and Spreaders as well as complementary accessories and parts. All ECHO and Shindaiwa equipment is backed by a 2-year commercial warranty (except for chain saws which carry a 1-year commercial warranty).

WHAT’S HAPPENING IN OUR OUTDOOR BOOTH?

Be sure to stop by ECHO/Shindaiwa’s outdoor booth (#7451D – a new location for this year) and try our new ProXtreme Series™ of handheld equipment including the



SRM-2620 Trimmer, SRM-2620T High-torque Trimmer, SRM-2620U Brushcutter, and PE-2620 Edger. And for work in noise-sensitive environments, demo the Shindaiwa Lithium-Ion battery-powered cordless models! Of course, we’ll have plenty of other equipment you can try including chain saws, blowers, hedge trimmers and ECHO Bear Cat chippers and chipper/shredders.

WIN A CHAIN SAW CARVING!

Watch world-renowned and ECHO-sponsored chain saw carver Bob King wield his chain saws to create an incredible piece of sculpture from a non-descript log. Try an ECHO or Shindaiwa chain saw and you will be entered in a raffle to win one of the sculptures.



GIE+EXPO 2016 DEMONSTRATION AREA KENTUCKY EXPO CENTER



ECHO INCORPORATED

400 Oakwood Road, Lake Zurich, IL 60047

Phone: 800-432-3246

Website: Echo-USA.com

Website: Shindaiwa-USA.com

Facebook.com/ECHOUSA

YouTube.com/ECHOUSA

Instagram.com/ECHOUSA

Facebook.com/ShindaiwaUSA

YouTube.com/c/ShindaiwaUSA

Instagram.com/ShindaiwaUSA

Husqvarna

OUTDOOR BOOTH 7800D •

INDOOR BOOTH 9094

INNOVATIVE, PROFESSIONAL-GRADE EQUIPMENT FROM HUSQVARNA

Husqvarna's latest offerings provide consumers and professionals alike with the productivity, dependability and ergonomics they need.

P-ZT 60

Designed by landscapers, the Husqvarna P-ZT 60 zero-turn features a 10-gauge steel deck, a commercial-duty chassis, cast-iron front casters, and a clean open design for unparalleled service access. The quick-adjust decklift and intuitive interface make the mower easy to use and maintain. All these features combine to offer one high-value commercial performance package.



AUTOMOWER 450X

Husqvarna's latest robotic mower blends ease-of-use with advanced technologies to produce a carpet-like lawn with minimum interaction needed from users. Automower 450X has a



mowing capacity of 1.25 acres and is compatible with Automower Connect, a smartphone app that allows users to monitor and control their robotic mower from anywhere.

536LI XP

Powered by Li-ion battery technology, the 536Li XP chainsaw provides professional customers with a high-performance, light-weight machine. Its ergonomic shape and high chain speed is perfect for carpenters, contractors and arborists.



GIE+EXPO 2016 DEMONSTRATION AREA KENTUCKY EXPO CENTER



HUSQVARNA PROFESSIONAL PRODUCTS

9335 Harris Corners Parkway, Suite 500,
Charlotte, NC 28269

Phone: 704-921-6975

Website: Husqvarna.com/us

- [Facebook.com/HusqvarnaUSA](https://www.facebook.com/HusqvarnaUSA)
- [Twitter.com/HusqvarnaUSA](https://twitter.com/HusqvarnaUSA)
- [Instagram.com/HusqvarnaUSA](https://www.instagram.com/HusqvarnaUSA)
- [Pinterest.com/HusqvarnaUSA](https://www.pinterest.com/HusqvarnaUSA)

A WELL-RUN BUSINESS RUNS ON HUSQVARNA.

© 2016 Husqvarna AB. All rights reserved.

INDUSTRY-LEADING INNOVATION

Over 325 years building tools that are powerful, ergonomic and packed with innovation.

AUTHORIZED DEALERS, TRAINED TECHNICIANS AND GENUINE PARTS

Providing sales and service excellence with quick access to genuine Husqvarna parts.

HUSQVARNA FLEET DISCOUNTS*

Provides commercial customers a volume discount on major purchases of new Husqvarna equipment.



WHY HUSQVARNA FOR YOUR BUSINESS?

Simply put, we make it easy on you. We pride ourselves in offering superior products, the most variety, and one of the best fleet programs around. Our dealer support is extensive, because our team needs the right tools to position you for success. We have an extensive sales and servicing dealer base that exceeds 5,000 locations nationally. All our Husqvarna Dealers are well trained and able to provide quick turn-around service so your business does not have to stop.

Visit our booths for product demonstrations and exciting prizes | **BOOTH #9094** INSIDE | **BOOTH #7800D** OUTSIDE

*Some restrictions apply. Ask your dealer for complete program details.

Husqvarna
READY WHEN YOU ARE

MAP

your visit!

GIE+EXPO 2016

OUTDOOR DEMO AREA

KENTUCKY EXPO CENTER

OUTDOOR DEMO AREA HOURS:

Thursday, Oct. 20
9 a.m.-5 p.m.

Friday, Oct. 21
9 a.m.-4 p.m.



Alliance Designer Products.....	5524D
Altos.....	6700D
Arctic Snow & Ice Control Products.....	6030D
Ardisan.....	6368D
Ariens and Gravely.....	6160D/6262D
AS Motor Germany.....	7250D
Atlantic Water Gardens.....	5015D
Avant Tecno USA.....	7720D
Bad Boy Mowers.....	7528D
Billy Goat Industries.....	7340D
Bobcat Co.....	7701D
Boxer Equipment/Morbark.....	7524D
Briggs & Stratton Yard Power Products.....	6470D
Brown Products.....	7432D
Buffalo Turbine.....	6356D
Burr King Mfg. Co.....	6460D
Bwise Manufacturing - Bri-Mar Trailers.....	6462D

Canycom USA.....	7631D
Case Construction Equipment.....	7546D
Caterpillar.....	7650D
Chapin International.....	7434D
Coastal Source.....	5108D
Concrete Developments.....	5532D
Cormidi USA.....	7439D
Country Clipper.....	7534D
Cub Cadet/MTD Products.....	6052D
Dewalt/Stanley Black & Decker.....	6154D
Ditch Witch.....	7634D
Dixie Chopper.....	7500D
DR Power (Country Home Products).....	7745D
Dyna.....	5214D
Earth & Turf Products.....	6241D
Echo.....	7451D
Ecoturf Midwest.....	6450D

Eliet USA.....	7438D
Empire Distributing/Warming Trends.....	5528D
Epic Manufacturing.....	7836D
Exmark Mfg. Co.....	7444D
Finn Corp./Express Blower.....	7700D
Flip Screen.....	7435D
Fort SRL Unipersonale.....	7525D
Frictionless World.....	7463D
General Transmissions.....	6248D
Giant.....	7460D
Grammer Inc.....	6136D
Grasshopper Co.....	7542D
Green Climber of North America.....	6256D
Greenman Machinery Co./Evergreen Turf.....	7744D
Ground Logic.....	7443D
Hasegawa USA.....	7441D
Honda Power Equipment.....	6046D

Hulten Tool Co.....	5102D
Husqvarna Professional Products.....	7800D
Hustler Turf Equipment.....	7762D
Hydro-Gear.....	6018D
IQ Power Tools.....	5520D
Jacobsen, a Textron Co.....	7428D
John Deere.....	7834D
JRCO.....	6017D
Kage Innovation.....	6014D
Kawasaki Motors Corp. USA.....	7422D
Kohler Engines.....	7626D
Kubota Tractor Corp.....	7400D
Lastec.....	6358D
Li'l' Bubba Curb Machines.....	6458D
Makita Power Products.....	7714D
Maruyama US.....	6251D
Masport Limited.....	7728D



BIGGEST SHOW EVER

GIE+EXPO

THE GREEN INDUSTRY & EQUIPMENT EXPO

OCTOBER 20-21, 2016



BIG INNOVATIONS

Compare & test new products, equipment and technology in 750 exhibits.



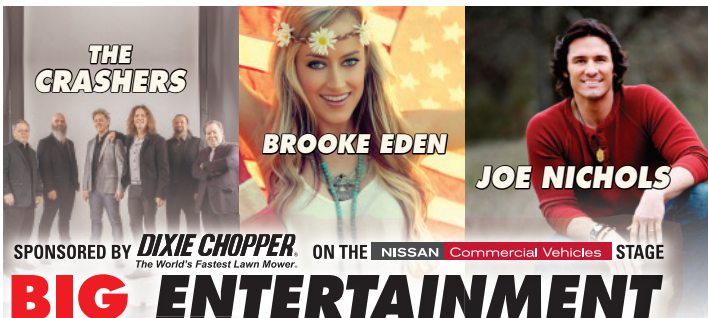
BIG SAVINGS

Save time and money by seeing all suppliers in 1 mega marketplace.



BIG IDEAS

Grow your business with education & training for ALL industry segments.



SPONSORED BY **DIXIE CHOPPER** ON THE **NISSAN** Commercial Vehicles STAGE
The World's Fastest Lawn Mower.

BIG ENTERTAINMENT

Network and have fun with three nights of free concerts.

sponsored by



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS



OUTDOOR POWER EQUIPMENT
INSTITUTE



professional grounds
management society

Kentucky Expo Center • Louisville, KY

**ALL THIS \$15 BEFORE
& MORE SEPT. 9**

(800) 558-8767 • WWW.GIE-EXPO.COM

John Deere

OUTDOOR BOOTH 7834D • INDOOR BOOTH 1110

John Deere will be showcasing its latest equipment offerings during the 2016 GIE+EXPO show in Louisville, KY. In the outdoor exhibit area, professional landscapers will be able to test a variety of commercial mowing and commercial worksite product offerings, including zero-turn, stand-on and walk-behind mowers, compact utility tractors, skid steers, compact track loaders and compact excavators.

Several models from John Deere's expansive line of zero-turn mowers will be showcased in the demo area, including the Z925M equipped with the Michelin® X® TWEEL® TURF™, an airless radial tire sold exclusively for John Deere ZTrak 900 Series models with 54-, 60- and 72-inch deck sizes.



Unlike traditional pneumatic tires, the MICHELIN X TWEEL TURF virtually eliminates tire downtime and is nearly maintenance free. The X TWEEL TURF has the same dimensions and bolt pattern as a standard 24x12x12 tire, and features automotive rubber technology, allowing the tread to last up to three times longer than standard turf tires.

Attendees will be able to take the Commercial Walk-Behind Mowers for a spin, testing the easy-to-use controls and experiencing the great maneuverability firsthand. The 652R MOD QuikTrak model will be onsite, which offers landscapers a powerful machine that easily switches between mulching and side-discharge without leaving the mower, improving productivity.

Demand for compact machines that maximize productivity and uptime at low daily operating costs is growing, and John Deere is growing with it by adding powerful new options to its commercial worksite products lineup. Highlights on display



JOHN DEERE

and demoed at the show include the new small and large-frame G-Series skid steers and compact track

loaders. With bigger fuel capacity, serviceability, durability, and competitive pricing, these machines stack up favorably against the competition.

The G-Series machines were inspired by extensive feedback from John Deere customers looking for more productivity, better visibility and simplified service to remain competitive in their businesses. John Deere not only answered by improving in these areas, but also added a host of new features to make the G-Series machines easier to run and maintain on jobs of every scale.



**GIE+EXPO 2016
DEMONSTRATION AREA**
KENTUCKY
EXPO CENTER



JOHN DEERE

2000 John Deere Run, Cary, NC 27513

Phone: 800-537-8233

Website: JohnDeere.com

 Facebook.com/JohnDeereUSCA/

 Twitter.com/JohnDeere

Kubota Turf Equipment

OUTDOOR BOOTH 7400D • INDOOR BOOTH 5094

Kubota Tractor Corporation stands out in the turf industry with a complete line of tractors, zero-turn and walk-behind mowers, utility vehicles, pendulum spreaders and construction equipment—each engineered to help you do more.

KUBOTA ZERO-TURN MOWERS

All-new ZD Series commercial-grade, zero-turn mowers were built for turf care and landscaping professionals.

With bigger engines, wider mower decks and our advanced technology built into every detail, this new mower series provides the power, coverage, comfort and capabilities you need.

ZD SERIES

- Diesel Kubota Engines up to 24.8 HP*
- 48", 54", 60" or 72" Mower Decks, 5.5-6" Deep
- Available Kubota ProDeck
- Precision Cutting up to 10.6 MPH
- 2-Pedal Hydraulic Lift System Helps Dodge Obstacles

KUBOTA UTILITY VEHICLES

A utility vehicle is ideal for getting you, your crew and your equipment around on the job, and Kubota's con-

vertible RTV has space for all.

Built with a simple 3-step K-Vertible™ design, the RTV-X1140 easily converts from 2 to 4 seats in less than 1 minute**— without any tools! That means more room for cargo when you need it and more room for crew when you don't.



RTV-X1140

- 1-Row and 2-Row K-Vertible™ Seats with Expandable Cargo
- High Torque, 24.8 HP* Kubota Diesel Engine
- Variable Hydro Transmission (VHT-X) with 2-Range Shift
- High Ground Clearance—10.8" with 8" Suspension Travel
- Up to 1,300 lbs. Towing Capacity

KUBOTA SKID STEERS

The SSV65 and SSV75 come with a wide variety of standard features and options that make them perfect for your landscaping needs.

Two-speed travel comes standard (only offered as optional by the competition). Additionally, you'll find greater value in the available high-



flow hydraulics, as well as the impressive lift capacity.

SSV65 & SSV75

- 64/2700-74.3/2600 (HP/RPM)
- Tier 4 Final, Turbocharged Engine
- Dust-Resistant, Pressurized Cabin with Climate Control System
- Optional Multi-Functional Lever Allows Fingertip Control of All Major Vehicle and Attachment Operations
- Ideal for Auger Drilling or Grapple Bucket Work

CONTACT KUBOTA

With more than 1,100 dealerships nationwide, learning more about Kubota is simple. Visit kubota.com to find a dealer near you and **be sure to stop by a Kubota booth at the show!**

**For complete warranty, safety and product information, consult your local Kubota dealer and the product operator's manual. Power (HP/KW) and other specification are based on various standards or recommended practices.*

***Timeframe depends on the individual converting the seats.*

**GIE+EXPO 2016
DEMONSTRATION AREA
KENTUCKY
EXPO CENTER**



**KUBOTA
TRACTOR CORP.**

3401 Del Amo Blvd. Torrance, CA 90503

Phone: 888-4-Kubota

Website: Kubota.com

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

Little Wonder

OUTDOOR BOOTH 7506D • INDOOR BOOTH 3052

We're Little Wonder®, and we've commanded attention in the green industry for more than 90 years.

Our hand-cranked hedge trimmer made headlines in 1922 as the first of its kind. Today, alongside our legendary trimmer, we design and develop the most trusted landscaping and debris management equipment in the world. In fact, **we offer more debris management equipment than any other manufacturer in this category**, including our world-famous line of Optimax™ walk-behind blowers and the industry leading TruckLoaders. We know how to use

air power to move and collect debris better than anyone else. But enough about us,

Let's talk about you. As a professional, you put in long hours and expect your equipment to do the same. If your equipment can't perform the toughest of jobs—be it clearing, edging, trimming, hauling

and/or dumping—they are not worth your time or investment, right? We understand completely and engineer our powerful equipment to stand up to your needs, day in and day out, season after season.

OUR PROMISE

Quality you can rest your reputation on

We've built our proven reputation on helping you build yours. For nearly 100 years, we've crafted outdoor power equipment to the top performance and reliability standards professionals demand to achieve the superior results their customers desire.

OUR PRODUCT

Crafted to be the finest in the world and toughest in the industry

Little Wonder equipment is designed stronger, faster and better to outperform every other...

- Optimax™ wheeled blowers move 38% more air than competitive units
- BedShaper® edges up to 100 feet per minute
- Pro Crack Cleaner/Edger features dual belts for twice the power to the cutter head
- Pro Vac carries twice the load of other walk-behind vacuums



LITTLE WONDER®

- Little Wonder Monster TruckLoaders devour debris up to 15 to 1 for the best reduction ratio in the industry
 - And our Hedge Trimmers feature blades that are up to 10 times stronger than steel to maintain top cutting speed through thick growth
- Known for our legendary hard-working durability, our equipment won't quit on the coldest of mornings or the dirtiest of jobs, giving you the ability to get more work done in less time.

Constructed for heavy-duty daily use and **crafted with pride in the USA**. Little Wonder equipment features premium components, steel construction and commercial engines for industry-leading long lasting power and reliability.

Get Proven Results. Get Little Wonder™

**GIE+EXPO 2016
DEMONSTRATION AREA
KENTUCKY
EXPO CENTER**



LITTLE WONDER

1028 Street Road, Southampton, PA 18966

Phone: 877-596-6337

Website: LittleWonder.com

YouTube.com/LittleWonderPower

PermaGreen Supreme

OUTDOOR BOOTH 7436D • INDOOR BOOTH 1030



ONE MACHINE. ALL PROPERTIES. EVERY DAY.

PermaGreens come closest to the money-making goal of one machine, all properties, every day. Bigger sprayer spreaders on the market tend to be too large and cumbersome for the majority of accounts, which means your hard-earned dollars would be wasted sitting on the truck half the week. PermaGreens work perfectly on both small residential lawns and sprawling multi-acre complexes, ensuring you receive a fast return on your investment.

WE DON'T JUST SELL A MACHINE... WE SELL A PERMAGREEN

Based on over 100 years of combined,

on-the-job turf care experience, the PermaGreen was the first and remains the premier way to apply turf products in today's market. It takes the guesswork out of the job by employing fixed speeds and spread and spray patterns, resulting in more-accurate applications and fewer service calls.

PERMAGREENS FEATURE:

- 5.5 HP Honda Engine with Wet Clutch
- 150-Pound Hopper
- 12-Gallon (1-Acre) Spray Tank
- Exclusive Patented Features:
 - SmartSteer Power Steering
 - Low-Volume Spraying
 - Drop-down Handlebars
 - Articulated Frame

PermaGreens are backed by a **60-day, 100% money-back guarantee** and a 15-month warranty, plus 24 months on the frame against corrosion.

Stop by our booths to enter the 2017 PermaGreen Complete Giveaway, including a 2017 Triumph, the new PermaGreen Rechargeable Spray Kit with LESCO push spreader, a B&B Transport Rack and much more, valued at over \$15,000.



perma**green**



GIE+EXPO 2016 DEMONSTRATION AREA KENTUCKY EXPO CENTER



PERMAGREEN SUPREME, INC.

5609 Murvihill Road, Valparaiso, IN 46383

Phone: 800-346-2001

Website: PermaGreen.com

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

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

permagreen

THE GOLD STANDARD OF SPRAYER SPREADERS



The Triumph Sprayer Spreader delivers the most even and accurate spray pattern, more than any other spray system tested

Visit permagreen.com/gold to see for yourself why PermaGreen is the **GOLD STANDARD** of sprayers



TAKE THE 60-DAY CHALLENGE

TRY THE PERMAGREEN ON YOUR TOUGHEST PROPERTIES FOR 60 DAYS. IF YOU DON'T **LOVE** IT, WE'LL BUY IT BACK!

CALL FOR DEALER LOCATIONS &
REGISTER TO WIN A TRIUMPH
800.346.2001 permagreen.com

Turfco

OUTDOOR BOOTH 6152D • INDOOR BOOTH 7040

At the 2016 GIE+EXPO, Turfco is again featuring two machines that lead the industry in its lineup: the T3100 Spreader & Sprayer and the TurnAer XT5 aerator.

T3100 SPREADER & SPRAYER

Come by and see the machine that does it all, featuring an industry-leading spray system, larger capacity tank, hands-free speed control and the industry's most accurate hard trim. The T3100 is the culmination of more than seven years of research and in-field customer experiences.

With the T3100, landscape contractors and turf managers have:

- The only machine that fits through a 36-inch gate with up to 33 gallons of spray capacity.
- The optional 3-in-1 tank that acts as an auxiliary tank, allows operators to spray two separate liquids without switching equipment and increases spray area from 72,000 to 132,000 square feet.
- A spray wand that offers more control and better calibration to eliminate over-application.
- A pivoting front axle and unique steering wheel design offers more control on uneven ground and hills.



- Reduced operator fatigue with a comfortable, ergonomic platform.
- Hard trim and application rate control to eliminate off-target prills, while maintaining a matched application rate, to dramatically reduce cleanup time and wasted fertilizer.

TURNAER XT5

The TurnAer XT5 is so smooth, you'll forget it's an aerator. Its revolutionary TurnAer Technology allows operators to turn even with tines in the ground, eliminating the need to stop and lift.

The XT5 offers an unsurpassed level of profit-building productivity with:



- Steerable and reversible aeration that increases productivity by 50 percent over traditional aerators.
- A new hydrostatic drive system that is easy on turf, and durable with covered drive chains and a rugged uni-body steel frame.
- Patent-pending EasyChange tines.
- Fingertip controls that make operation easy and intuitive.

ABOUT TURFCO

Based in Minneapolis, Minnesota, Turfco Manufacturing has been involved in the turf industry since 1919, releasing the industry-leading Mete-R-Matic topdresser in 1961. The company continues as the first choice of professional turf managers and landscapers worldwide.

GIE+EXPO 2016 DEMONSTRATION AREA

KENTUCKY
EXPO CENTER



TURFCO

1655 101st Avenue NE
Minneapolis, MN 55449

Phone: 800-679-8201

Website: turfco.com

 @turfkogolf

The first thing it spreads is the distance between you and your nearest competitor.

LEARN MORE AT OUR
GIE+EXPO BOOTHS:

- ▶ INDOOR: #7040
- ▶ OUTDOOR: #6152-D



It can treat everything from small lawns to sprawling commercial properties. It has the industry's simplest, most intuitive controls. It holds a hill like no other machine. With its 3-in-1 tank, it can treat up to 132,000 sq. ft. Yet still fits through a 36" gate. The industry-leading Turfco T3100. Sold direct to shorten the distance between our customers and us. Go to turfcoirect.com or call 800-679-8201 today and get the full story from a product expert.



We have a vision to create spectacular spaces.

As landscape professionals and nursery experts, we shape the earth and find beauty in the soil.

We tame wild terrain with industry-proven equipment, engineered to deliver performance, comfort and versatility.

Our vision becomes reality as we craft breathtaking landscapes.



We are Kubota. | This is what we do.



kubota.com



© Kubota Tractor Corporation, 2016

For Earth, For Life
Kubota