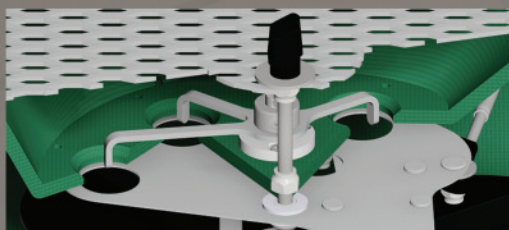


permagreen™

UPGRADE TO THE ALL NEW

BREAKTHRU AGITATOR



Featured on the new 2017 PermaGreen Triumph, the revolutionary **BREAKTHRU** Agitator is guaranteed to reduce clogging of your LESCO® or PermaGreen™ 3-hole spreader or your money back.

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



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



LANDSCAPE MANAGEMENT

YOUR GUIDE TO GROWTH™

A GREAT YEAR

LM Industry Pulse
results reveal
90 percent of landscape
professionals give the
health of the industry
the thumbs-up.

How to ID
turf insects

Tools for property
measurement

Snow+ice
products



December 2017 VOL 56, ISSUE 12
landscapemanagement.net
A NORTH COAST MEDIA PUBLICATION

PROVEN IN THE MODERN WORLD OF BUSINESS.

RAM HEAVY DUTY



**AMERICA'S
LONGEST-LASTING
HEAVY DUTY PICKUPS**

**BEST
-IN-
CLASS
DIESEL TORQUE**

**BEST
-IN-
CLASS
GAS HORSEPOWER**



**COMMERCIAL
VAN SEASON**

If you want to succeed in the new age of the modern landscaping business, efficiency, adaptability, and the strength to shoulder the heaviest loads had better be part of your business plan. With best-in-class 410 gas horsepower or 930 lb-ft diesel torque, Ram Heavy Duty Pickups not only give you the brute strength to outwork your competition, but they're also engineered to help you outsmart it.

RAMTRUCKS.COM/COMMERCIAL

Based on the average of VIO vs New Registrations for each model year within the FCA defined HD pickup segment using IHS Markit data as of July 1, 2017 for Model Years 1988 to 2017. Based on latest competitive information. When properly equipped. Ram is a registered trademark of FCA US LLC.



CONTENTS

DECEMBER 2017 • VOL 56, ISSUE 12

A GREAT YEAR

LM
Industry Pulse

ON THE COVER

LM Industry Pulse results reveal 90 percent of landscape professionals give the health of the industry the thumbs-up.

38

NEWS & HOW-TO'S

10 Leadership Advantage

BY BEN GANDY

12 Step by Step

How to do routine mower maintenance.

14 New Stuff

Three products and services that are fresh to the market.

16 SafetyWatch

Dealing with difficult employees.

PROFIT CENTERS

30 Turf+Ornamental Care

How to identify turf insects.

Learn how one irrigation company embraced a change in its market (page 36).



32 Mowing+Landscape Maintenance

Web-based property measurement tools are changing the game.

35 Design/Build+Installation

Learn how to design to a budget.

36 Irrigation+Water Management

How one irrigation company's mindfulness has ensured success.

BUSINESS INSIDER

46 Business Basics: Planning

Tips for transitioning to the next generation.

BY PHIL HARWOOD

48 Let's Grow

Three ways to ensure your company's success.

BY JEFFREY SCOTT

49 Case Study: Our Way

The benefits of including a hand watering service.

BY CASEY PAYTON

Match prospective clients' dream designs with their budgets (page 35).

IN EVERY ISSUE

2 Online Now

4 Editor's Note

BY MARISA PALMIERI

6 Big Picture

Rocky Mountain Custom Landscapes, Vail, Colo.

50 Product Focus

Snow+ice products

54 Ad Index

55 Classifieds

56 Backstory

Ben Bowen, landscape designer & manager, Ross NW Watergardens

BY LAUREN DOWDLE

ON THE COVER: PHOTOS ©ISTOCK.COM/PHOTOBVIOUS/EASTERNLIGHTCRAFT





SEE GIE+EXPO IN ACTION

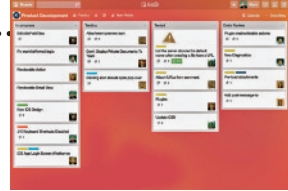


➔ Another GIE+EXPO is officially in the books, and this year's event was bigger than ever. With more than 1,000 exhibits and 20 acres of outdoor demo space to test out

the latest and greatest, it can be easy to overlook something. That's why *LM* talked with a few of the industry's biggest players to get the inside scoop on debut products and to see the newest equipment in action. Head over to **LandscapeManagement.net/video** to check out the full playlist.

WEB PICK

Trello. Are you looking for one place to easily monitor your company's projects? Look no further. Trello is a collaborative workspace designed to help users successfully manage projects. Each project is broken down into "cards," which can be assigned to team members, with to-do lists on each. Team members can see who is working on what and track the project's progression. **Free**



CONNECT

- facebook.com/LandscapeManagement
- twitter.com/LandscapeMgmt
- linkedin.com/company/landscape-management-magazine/
- plus.google.com > Search "Landscape Management magazine"
- instagram.com > @landscapemgmt

LANDSCAPER

FLO

DEFENDER OF SMALL BUSINESSES EVERYWHERE!

**FEATURING
OVER 30
COVERAGE OPTIONS!**

**GENERAL
LIABILITY
WORKERS' COMP
COMMERCIAL
AUTO**

**COLLECT
THEM ALL!**

**1-800-PROGRESSIVE
PROGRESSIVE.COM**

PROGRESSIVE
COMMERCIAL

Progressive Casualty Ins. Co. & affiliates. Business insurance may be placed through Progressive Specialty Insurance Agency, Inc. with select insurers, which are not affiliated with Progressive, are solely responsible for servicing and claims, and pay the agency commission for policies sold. Prices, coverages, privacy policies and commission rates vary among these insurers.



BRUSHLESS
X2
18V + 18V → 36V

CHAIN SPEED UP TO
3,940 FPM
EQUIVALENT TO 32cc CHAIN SAW

GAS PERFORMANCE WITHOUT THE HASSLES

- Designed, engineered, and built by the cordless innovation leader
- Fully compatible with Makita's 18V LXT® cordless system
- Less hassle with no gas, oil mixing, or pull starts with minimized maintenance and reduced costs
- Reduced sound levels and zero emissions

The MAKITA TEAL COLOR is a trade dress of Makita® Corporation and is protected under common law and registered with the U.S. Patent and Trademark Office. 1117 MA-3531-17



**GET TWO FREE BATTERIES OR
A BRUSHLESS ANGLE GRINDER**

IN SELECT KITS WITH QUALIFYING PURCHASE

AT PARTICIPATING DEALERS WHILE SUPPLIES LAST

FIND OUT MORE AT MAKITATOOLS.COM/OPE



EDITOR'S NOTE

MARISA PALMIERI
EDITOR

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



Tough to ignore

It's difficult to ignore the news about prominent people losing their jobs over allegations of sexual misconduct in the workplace. Today it happens to be NBC's Matt Lauer, but in the past few months, many other members of Hollywood, the media, the business world and politics have been accused of sexual harassment and much worse.

You might think, "We've been in business for 20 years and we've never had a complaint, so it won't happen here." Keep in mind, three-quarters of people who experience workplace harassment never make an internal complaint because they fear disbelief, inaction, blame or retaliation, according to the U.S. Equal Employment Opportunity Commission (EEOC). In any case, human resources experts say such "not here" attitudes can be disastrous for potential victims and a company's legal and financial situation.

If you don't think sexual harassment has happened or could happen at your company, you're likely wrong. If you don't think you need to proactively address it, I urge you to reconsider. Considering that nearly every landscape professional I encounter cites hiring and retention to be his or her top challenge, a negative or out-right predatory workplace should be avoided at all costs.

Let's define sexual harassment. The EEOC, which enforces federal laws prohibiting employment discrimination, including sexual harassment, defines it as unwelcome sexual advances, requests for sexual favors and other verbal or physical harassment. It also can include offensive remarks about a person's sex. Both the victim and the


harasser can be either a woman or a man, and the victim and harasser can be the same sex. The harasser can be the victim's supervisor, a supervisor in another area, a co-worker or someone who is not an employee of the employer, such as a client. An instance of simple teasing doesn't count. Harassment becomes illegal when it's so frequent or severe that it creates a hostile or offensive work environment or when it results in negative consequence for the victim, such as being fired or demoted.

ACTION STEPS

So what's a landscape business to do? The EEOC published a report last year based on the findings of its "Select Task Force on the Study of Harassment in the Workplace." It presented the following recommendations for employers to do their part to prevent harassment in the first place.

- Adopt and maintain an anti-harassment policy that includes details about how to report harassment;
- Offer compliance training to all employees and train managers and first-line supervisors about how to respond to harassment they observe or that's reported to them; and
- Foster a company culture that doesn't tolerate harassment.

No surprise, the EEOC report says the last point has the greatest impact.

"The importance of leadership cannot be overstated," according to the report. "Effective harassment prevention efforts, and workplace culture in which harassment is not tolerated, must start with and involve the highest level of management of the company." 



HEADQUARTERS

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

EDITORIAL STAFF

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

Managing Editor Abby Hart

216/706-3756 | ahart@northcoastmedia.net

Associate Editor Sarah Webb

216/363-7932 | swebb@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

Group Publisher Bill Roddy

216/706-3758 | broddy@northcoastmedia.net

Group Associate Publisher Craig MacGregor

216/706-3787 | cmacgregor@northcoastmedia.net

Eastern Regional Sales Manager Dan Hannan

216/363-7937 | dhannan@northcoastmedia.net

Western Regional Sales Manager Jake Goodman

216/363-7923 | jgoodman@northcoastmedia.net

Classified Accounts Manager Chloe Scoular

216/363-7929 | cscoular@northcoastmedia.net

BUSINESS STAFF

Administrative Coordinator Petra Turko

216/706-3768 | pturko@northcoastmedia.net

Sr. Marketing & Event Manager Michelle Mitchell

216/363-7922 | mmitchell@northcoastmedia.net

Marketing & Event Manager Angela Gibian

216/363-7936 | agibian@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

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Brett Petillo

877/652-5295 | bpetillo@wrightsmedia.com

List Rental Brahm Schenkman,

The Information Refinery, Inc

800/529-9020 | bschenkman@inforefinery.com

Subscriber, Customer Service

847/513-6030 | landscapemanagement@omeda.com

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

Director of Audience Engagement Bethany Chambers

216/706-3771 | bchambers@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

The pulse of the landscape industry is _____.

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.

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.

"...beating strong thanks to many educational opportunities, networking events and a growing economy demanding professionalism."

MORE ONLINE

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

"...being driven by the innovators!"

"...full steam ahead in New Jersey."



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



ONE NATION, MADE GREENER

NUFARM IS PROUD TO SERVE AS THE LEADING
SPONSOR OF GREENCARE FOR TROOPS
TO SUPPORT MILITARY FAMILIES.



DELIVERING COMPLETE PLANT PROTECTION

— including —

ALOFT® // ARENA® // CELERO® // ESCALADE® 2

NUFARMINSIDER.COM

©2017 Nufarm. Escalade® is a trademark of Nufarm. Aloft® is a trademark of Valent U.S.A. LLC. Arena® and Celero® are trademarks of Sumitomo Chemical Company, Ltd.



Nufarm

Grow a better tomorrow.



BIG PICTURE

COMPACT COMFORT

LOCATION Vail, Colo.

COMPANY Rocky Mountain Custom Landscapes

THE DETAILS The client wanted a summer getaway that incorporated a saltwater pool, water features, lush flower gardens and fresh vegetables to be used for daily cooking. Another goal was to drown out the noise created from the highway. But there were several obstacles to overcome, including steep grades, a small lot and existing hardscapes.

Still, the Rocky Mountain Custom Landscapes team members prevailed. They designed flower beds to feature both flowers and vegetable plantings. To help alleviate the traffic noise, they installed several water drops, which allowed sound to reverberate throughout the back pool area.

To bring materials to the compact site, the team used a crane. Shoring and retaining walls helped the crews access the site with their equipment.

The project earned Rocky Mountain Custom Landscapes a 2017 Grand Award from the National Association of Landscape Professionals' Awards of Excellence program.

PHOTO Water flow is 120 gpm with a 1,500-gallon system.

See more photos from this project at LandscapeManagement.net/BigPicture.

PHOTO: ROCKY MOUNTAIN CUSTOM LANDSCAPES



Z930M

This spring is looking better already.

**Get \$300 off¹ plus 0% financing for 60 months²
on a new ZTrak™ 915E or Z930M Mower.**

For your business, there is no off-season. We understand that. So until February 28, 2018, we're offering \$300 off any Z915E or Z930M mower plus 0% financing for 60 months. We're also offering \$300 off on our QuikTrak™ 648M and 652M stand-on mowers. So keep your fleet and your dollars working hard, even if spring is still off in the distance. See your John Deere dealer today for a deal on the ultimate zero-turn mower.

Keep Mowing

¹Offer available October 28, 2017– February 28, 2018. Prices and models may vary by dealer. 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.

²Offer available from 28 October 2017 to 28 February 2018. Subject to approved installment credit with John Deere Financial, for commercial use only. Up to a 10% down payment may be required. 0% APR is for 60 months only. Taxes, freight, setup and delivery charges could increase monthly payment. Some restrictions apply, so see your dealer for complete details. Available at participating U.S. dealers. Prices and models may vary by dealer.

John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.



JOHN DEERE



JohnDeere.com/MowPro

72006

ROUTE TO SAVINGS



When Boston-area landscape and tree company Hartney Greymont lost its scheduling manager, who took 25-plus years of routing knowledge with him, the company's staff was thrown for a loop.

Determined to find a solution for the company, which is a division of the Davey Tree Expert Co., Office Team Lead Jennifer Rose came across RouteSavvy—an online route planner for small to midsize fleets.

"The huge thing is that someone like me, who has no routing experience whatsoever, is now a routing genius," Rose says. "Anyone who can see dots on a map and connect them can use RouteSavvy."

The \$10-million company began using RouteSavvy in November 2016 to direct up to 18 crews to approximately 7,500 clients. The system cost \$300 for four user-based licenses, with no monthly fees.

Now, instead of relying on one employee to manually generate routes, Rose inputs the information into a CSV file in Excel, uploads the file to RouteSavvy and connects the dots to

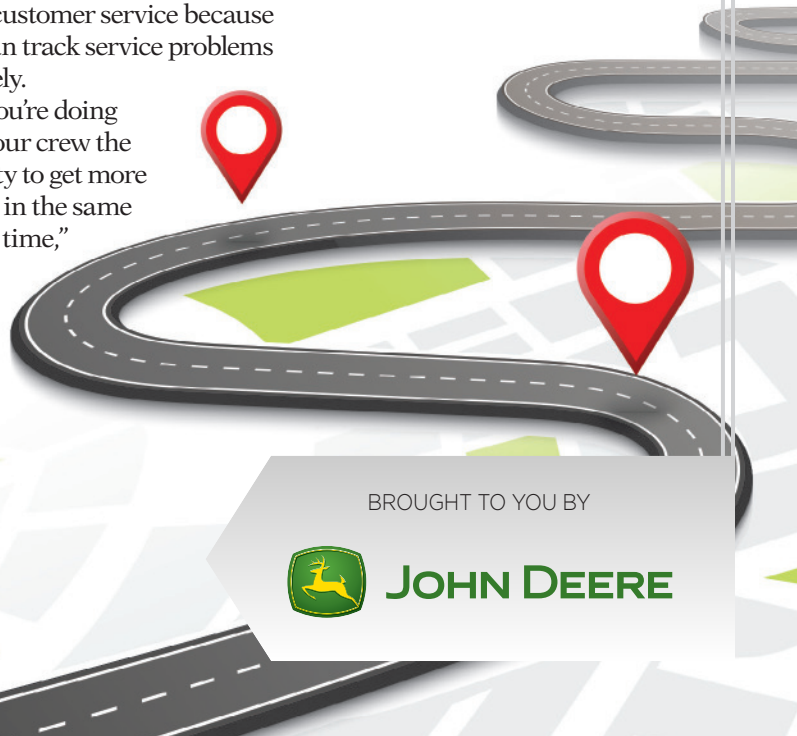
create optimized routes. She can print out the routes or disseminate them to drivers' mobile devices.

The system also gives Rose a way to manage other data, such as call-ahead preferences or the revenue per route. However, it does not yet account for truck routes or construction.

Since incorporating the system, Hartney Greymont has boosted its gross profit, saved on drive time and increased productivity, Rose says. She adds that the system also improves customer service because the user can track service problems immediately.

"What you're doing is giving your crew the opportunity to get more work done in the same amount of time," Rose says.

“Anyone who can see dots on a map and connect them can use RouteSavvy.”



BROUGHT TO YOU BY



JOHN DEERE

LEADERSHIP ADVANTAGE



BY BEN GANDY

The author is principal of Envisor Consulting. Reach him at bengandy@envisorco.com.

AN ENDURING DIFFERENTIATOR

The differentiator in highly competitive industries often comes down to one thing: customer service.

In a competitive marketplace, we generally see one or two providers rising to the top. Consider the fast-food industry. There are fast-food restaurants everywhere and many players in this market. Currently, the leader in this industry is Chick-fil-A. This chain generates more revenue per store in a year than any other fast-food chain in the nation. It also experiences the lowest employee turnover and highest customer loyalty of any other fast-food brand.

How? Hint: It's not the food, and it's not the price. Chick-fil-A separates itself from its competitors through superior customer service.

Price and product quality do matter. If the chain's prices were not comparable to its competitors, or its food was no good, it couldn't compete. But

these are not the things that separate Chick-fil-A.

Consider the convenience store industry. A chain from Oklahoma called QuikTrip (QT) leads the industry. It posts better revenue per "person-hour" than any other convenience store chain surveyed. *Fortune* has ranked QT America's favorite convenience store for five years in a row.

Why? Same hint: It's not the sodas and M&Ms, and it's not the price of gas. Once again, the company separates itself from its competitors through superior customer service.

This same dynamic is found in many industries. We also can name competitive industries where a leader has not emerged. In these situations, competitors are forced to compete on price, driving down margins in ways that take the fun out of doing business.

In the landscape industry, leaders differentiate themselves in the

same way. They acknowledge that there are many competitors who can provide a comparable product at comparable prices. Their strategy is to provide a better experience for their customers. This approach does not happen through good intentions or hope; it happens through preparation, planning and training.


PLAN FOR BETTER SERVICE

This preparation involves proactively planning for routine service, valuing relationships and anticipating service recovery.

What concepts, phrases or prompts can you empower your team with to ensure a good experience for your customers during routine service interactions? Start by asking what your customers value.

Understand that ours is a relationship industry, as opposed to a transactional one. Relationships need management as much as landscapes do. What are the dynamics of great relationships as opposed to those that are not so great?

And finally, have a plan for when things go wrong. A disappointed customer doesn't benefit from blame or condemnation. He or she benefits through a well-thought-out service recovery plan. It's no secret that things will go wrong from time to time, so draft a plan to anticipate it and train your team to the plan.

Customer service is the enduring differentiator in our industry. Use it. 



GET TOUGH ON NUTSEDGE

GO EASY ON YOUR TURF



Sedgemaster

Control both yellow and purple nutsedge in
as quickly as 24-48 hours after application.

QUALI-PRO

Innovation you can apply.

Call 800-242-5562
www.quali-pro.com



Quali-Pro is a registered trademark of the Adama Group Company. 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.

STEP BY STEP


Do routine mower maintenance

It's important for contractors to perform regular maintenance on mowers to ensure their machines perform at peak levels for as long as possible. Routine mower maintenance is also a good way to identify minor issues that can be repaired quickly and inexpensively before they become major problems. There are a number of regular maintenance items that should be performed on mowers before and during each season and prior to storing the machine for the winter.

If a mower is damaged from hitting an object or has complicated engine trouble, it's best to take it to a local certified service dealer for repairs. If there are any safety features missing or broken, have them fixed by an authorized service center as soon as possible.

Before beginning maintenance, contractors should make sure they have all of the tools necessary to complete the project. A notepad and pen are helpful for keeping track of any parts that need to be replaced, and contractors always should observe the safety rules in the owner's manual as they work.

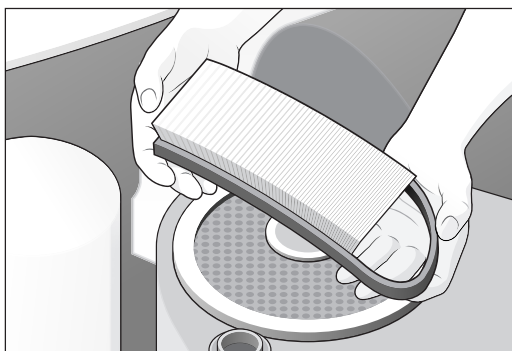
To begin, roll the machine on a flat, level surface and disconnect and ground the spark plug wires. Remove the old spark plug and install a new one. Once maintenance is complete, reconnect the plug wires. Oil changes, discussed in step one, should be performed after every 50 hours of use and prior to storage.

Follow these steps to perform routine mower maintenance. 

SOURCE: MTD Genuine Parts

STEP 1

Drain the engine oil, remove the oil filter and clean any excess oil from the filter housing. Apply a thin coat of oil to the new oil filter gasket and replace the oil filter. Clean any excess oil from around the oil drain plug housing and reinstall the oil drain plug. Refill oil as specified in the owner's manual and replace the oil dipstick. Allow the oil to settle for several minutes, then recheck the level and top off the oil if necessary.

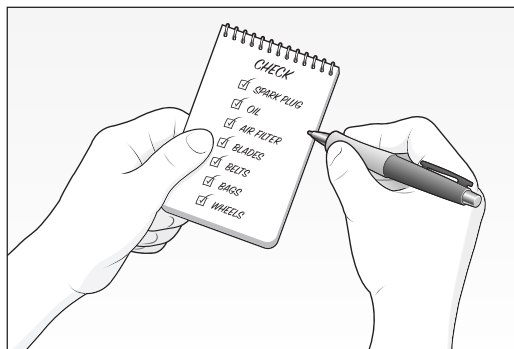


STEP 2

Remove the paper element air filter and foam prefilter (if equipped). Clean the foam prefilter with liquid detergent and water and allow to dry thoroughly. Replace the paper element filter and reinstall the prefilter.

STEP 3

Wearing gloves for protection, inspect the rest of the machine, including mower deck blades, deck and drive belts, the discharge chute, tires and any attachments that are installed. Clean, lubricate and/or replace each part as necessary.



STEP 4

Fill the fuel tank with fresh fuel, which has been mixed with fuel stabilizer. This will prevent hard starts due to fuel degradation.

DOWNLOAD IT

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



**"TRULY AN
OVERALL
IMPRESSIVE
DESIGN!"**



PRO Z™ SERIES



**"MAN,
THIS THING
IS A BEAST!"**

**"I'M TYPICALLY ABLE
TO DO AN EXTRA
ACRE PER HOUR."**



TO PROVE OUT THE TOUGHEST DECK, WE HAD TO FIND THE TOUGHEST CRITICS.

You don't test the strength of a zero-turn on the factory floor — especially not one with the industry-leading triple-7-gauge steel cutting deck. So before launching the PRO Z Series, we gave one to 100 landscapers and asked them to put it through the wringer. After thousands of hours on the job, they proved the PRO Z could handle anything a day of landscaping might throw at it.

Visit your local dealer to demo a PRO Z today.

Cub Cadet

CUBCADET.COM/PRO

© 2017 Cub Cadet

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. ISOTUNES PRO

COMPANY: Haven Technologies

URL: ISOTunesAudio.com

Haven Technologies released the ISOTunes PRO, Bluetooth earplugs that allow workers to connect wirelessly to their phones and stream entertainment on the job. Users also can make clear phone calls because the product's microphone suppresses background noise, the company said. Compliant with Occupational Safety and Health Administration standards, it features a 27-dB noise reduction rating, a 10-plus hour rechargeable battery and a maximum volume of 85 dB. It comes in matte black or safety orange, weighs 17 grams and is sweat- and splash-proof.

2. INFOHUB FOR COMMERCIAL TURF

COMPANY: Briggs & Stratton

URL: BriggsandStratton.com

Briggs and Stratton's InfoHub is an integrated system designed to help landscape owners and managers schedule jobs, prepare bids and deploy crews and equipment efficiently by tracking where equipment is and how it's being used. The system also offers route optimization, allowing professionals to add customers and routes and adjust to weather changes. The system is run through Google Maps, so users can get an accurate square footage of a property.

3. STANDER X GEN 2 MOWER

COMPANY: Wright Manufacturing

URL: WrightMfg.com

Wright Manufacturing introduced the Stander X Gen 2 mower, an improvement on the original Stander X mower. Available with engines ranging from 22-24 hp and Aero Core deck widths of 48, 52 and 61 in., the mower has no seat, seat belts or armrests, allowing for a quick exit. New features include an 8-gal. fuel tank, a 3-in. wider platform, larger frame tubes, more sealed connections in the wiring harness, a push-button deck height adjustment lever and a visible hydro oil cover.

Drivers:

Dave 480-499-8654
Cliff 8644
Sam 8656
Jose 8643 Bill 8648

Find out
why JOBS
are taking
so long

Look into
ways to cut
fuel spend.
vehicle
tracking??

check
odometer
readings
manually on
all trucks

Y routes to
next week

Who are my
best/worst
drivers?

Monthly Fuel Usage

Vehicle	Odometer	Miles Driven	Fuel Cost
121	3854	88	\$263.12
122	199	12	\$35.88
123	32565	398	\$1,190.02
124	10003	100	\$299.00
125	49987	600	\$1,794.00
126	97825	454	\$1,357.46
127	44862	520	\$1,554.80
128	32511	125	\$373.75
130			
131			
132			
133			
134			
135			
136	87111	200	
137	92546	171	
138	33876	161	

HOLIDAY PROMOTION

3 Months Free

Sign up by December 31, 2017 and don't
pay for service until April 1, 2018!

The old way doesn't work anymore.
Automate everything.



Tailored GPS Tracking Solutions

📞 877-477-2690

🌐 GPSINSIGHT.COM

SAFETYWATCH

DIFFICULT EMPLOYEES

There are a few common types of difficult employees, but things are rarely as clear-cut as we might like them to be.

Some employees will be a mix of different types. Others might be completely different types on different days. You have to become good at reading people's signals, stopping problem behavior early and setting the tone for your crew in terms of acceptable behavior.

You also must resist the temptation to be a difficult person yourself. This task isn't

always easy, especially if you have a problem crew and work pressure is mounting. Try to give people the benefit of the doubt and always remember to protect and advocate for crew members who are doing their jobs and doing them well.

Of course, every case is different, and every crew member is an individual. Here are a few general tips to keep in mind when dealing with difficult employees:

- Recognize that an attitude problem exists.
- Try to uncover and acknowledge underlying causes.
- Help the difficult employee take responsibility for his or her behavior and attitude.
- Instill and reward positive attitudes and appropriate behavior.
- Model the right attitude and behavior yourself at all times.

WATCH AND LEARN Visit LandscapeManagement.net/SafetyWatch to view a video about difficult employees and use it as a training tool for your team.

BROUGHT TO YOU BY


GREENIUS™
GOGREENIUS.COM



WILBUR-ELLIS®

Ideas to Grow With®

FROM PEOPLE TO PRODUCTS, WE ARE YOUR PREMIER PROVIDER

When you are short of help, our products will not let you down. From fertilizers to equipment, Wilbur-Ellis has what you need for your business to GROW.

pro.wilburellis.com

Find your local specialist at locations.wilburellis.com



For information only. Not a label. Prior to use, always read and follow the product label directions.

WILBUR-ELLIS logo, Ideas to Grow With, LINK, and WIL-GRO are registered trademarks, and LINK logo, NUTRIO, NUTRIO logo, PURIC and PURIC logo are trademarks of Wilbur-Ellis Company. N-0617-056

 **WIL-GRO**
PROFESSIONAL FERTILIZER

 **LINK®**

 **NUTRIO™**

 **PURIC™**



A SUPPLEMENT TO

LM LANDSCAPE
MANAGEMENT

BATTERY- POWERED EQUIPMENT GUIDE

**EXPERIENCE THE ELECTRIC
MOWER ADVANTAGE!**



Low Noise

No Gas, Oil or Fluids

Clean, Zero Emissions

Powerful

Low Maintenance

**All Day Mowing On
One Charge!**

***Ask us about Federal
Solar Tax Credits**



Made in USA

***Manufacturing a full line of Electric, Commercial,
Lithium Powered Mowers***

www.meangreenmowers.com 513-738-4736



BATTERY BOON

How battery-powered equipment is helping operators save money, win bids and go green.

BY LAUREN DOWDLE

Electric equipment continues to prove its place in the landscape industry. Batteries last longer, equipment is lighter and more operators see these machines as comparable to gas.

Landscape contractors share the benefits, setbacks and trends for battery-powered equipment.

MAKING THE SWITCH

With 90 percent of his equipment being electric, Ron Rose—owner of EQ Grounds in Auburn Hills, Mich.—says it has helped set the company apart.

With \$350,000 in annual revenue, the company maintains both commercial and residential properties, with 90 percent of its services being commercial. Services include maintenance, snow management and lawn care services, which are subcontracted.

EQ Grounds' lineup of electric equipment includes a Mean Green 60-inch ZTR, 33-inch walk-behind, 48-inch ride-on and 20-inch push mowers—as well as blowers and trimmers.

He decided to rely heavily on electric mainly because of the gas and maintenance savings.

“After you pay off the equipment, there are pretty significant savings, considering you have to pay about \$30 a day for one gas mower. You can run for less than \$5 a day with an electric mower,” Rose says.

Electric equipment also has helped differentiate the company from its competition.

“It gives you a little bit of an advantage,” he says.

“People are receptive to eco-friendly and low noise.”

Rose hasn't seen too many major trends with electric mowers, but has noted new updates such as lighter mowing decks and improved battery run times.

To become more efficient, he's in the process of incorporating 220V chargers. “If you charge on 110, it takes about 12 to 15 hours to get a full charge—instead of 220 where it is five to eight hours,” Rose says.

He is adapting to battery-powered equipment, but he says others in the industry aren't as open to the change.

“It's just a change in mindset. The way a lot of guys think is that they're inferior machines and won't be able to do what they need to do with them,” Rose says.

There are differences between battery-powered and gas-powered equipment, so it's important for crews to be educated for safety purposes and to get the most from the electric machines. Manufacturers often offer videos that show how the machines should be operated. Conserving power is important with electric equipment, instead of going full throttle right away.

“Spend more time with employees, enough to put them in the mindset they need to be in to run these machines efficiently with less damage,” Rose says.

Rose and his team have been able to get close to seven hours of mowing out of their electric



Ron Rose

BATTERY-POWERED EQUIPMENT GUIDE

machines, which allows them to make it through a 10- to 11-hour day.

As for maintenance, electric equipment doesn't require as much as gas-powered machines, and problems are easy to diagnose.

The benefits provide savings in the long run that are worth the extra upfront cost, according to Rose. "You have to make it through a season or two to see savings, since they are more expensive," he adds.

LANDING A JOB

For one company, adding battery-powered equipment has had a direct impact on its revenue. It's all about providing sustainable services that align with the customer's requests, says Jason Page, operations manager at Merit Service Solutions in Austin, Texas.

The company works with commercial, industrial and multifamily properties and provides maintenance, snow management, parking lot sweeping and repair, design/build and enhancement services.

Merit Service Solutions uses a variety of electric equipment brands, including Greenworks, Stihl, Echo and Husqvarna. Most of its battery-powered equipment are blowers. It also has some trimmers.

Adding electric equipment was mandatory for Merit to win one large account, which spans about 80 acres. The property required the maintenance company to align with its standards of not having a carbon footprint.

The client has solar panels on all of its buildings, so those provide renewable energy for Page and his team to use.

Merit has another client who requires the electric approach, but Page recognizes this route isn't for everyone. "But for people who care, this is a start," he adds.

There's definitely a different mindset with electric equipment, which requires the contractor to reteach its customers and employees. It also takes time to figure out how many hours a crew will be able to get from a battery pack, because each brand of equipment is different and temperature can affect the run time.

Manufacturers have improved the longevity of the equipment, and run times have gotten better, Page says.

Contractors also can sell electric equipment as an advantage to clients by explaining its benefits.



Jason Page



Sebert Landscape's trailers are equipped with charging stations for electric trimmers, blowers and edgers.

"Yes, there's a little (more) cost. But, companies can roll that into the contract," Page says.

SEEING THE BIGGER PICTURE

The sustainable benefits of electric equipment were especially appealing to Jeff Sebert, president and founder of Sebert Landscape in Bartlett, Ill.

The \$45 million company's services include maintenance, snow removal, sustainable landscapes, design/build and enhancements. It is 95 percent commercial, with a few residential clients.

Sebert Landscape uses Husqvarna trimmers, blowers and edgers, and it's looking to add more this year. The inspiration for using electric machines came from the Leadership in Energy and Environmental Design movement.

"We call ourselves the green industry, but we're not really green when you look at it," he says. "This is one way we can minimize our carbon footprint. We want to provide services that are healthier for the user and people surrounding the user."

Sebert Landscape also installed solar panels on the roofs of its trailers to recharge the equipment on the job site, allowing crews to become more efficient.

Sebert says it's important for contractors to build trailers that can receive a plug-in outlet and recharge batteries. He also recommends that contractors take the time to work with their staffs in the field to get their buy-in with the machines.

"There's a fear factor," Sebert says. "The mentality is if it doesn't make a lot of noise, it's not as good."

He's noticed manufacturers working to improve the longevity of the battery power and life. The only piece of electric equipment he says is lacking, compared to the gas alternative, is the blower.

As a whole, Sebert says it's important for professionals to find sustainable alternatives, if they are truly the green industry. 

Dowdle is a freelance writer based in Nashville.

Greenworks Commercial

82-Volt Outdoor Power Equipment

Greenworks Commercial offers a complete line powered by 82-volt lithium-ion battery for all of your lawn care needs.



When you make a living with your tools, you want something that you can rely on, and will deliver the power and performance you need. The 82-volt lithium-ion battery technology, brushless motors and commercial grade construction of Greenworks Commercial deliver just that - reliable commercial grade power required by landscape professionals without the hassle of gas.

QUIET.

Greenworks Commercial tools are powered by brushless motors, making them up to 50% quieter than gas-powered tools. This quiet operation allows you to work in sites where there are noise restrictions in place. Quieter operation means you can start your day earlier, get to more jobs, and work later – all without disturbing your clients.



Greenworks Commercial GS 180 Chainsaw powers through every job from routine maintenance to felling trees with an 18-inch Oregon® bar and chain.

EASY TO OPERATE.

Greenworks Commercial equipment starts with just the push of a button or the squeeze of a trigger – no more pulling a cord. Start and restart easily. Brushless motor technology drastically reduces vibrations as compared to gas-powered equipment. Light-weight tools with reduced vibrations means less user fatigue, resulting in extended use and an easier week of work.

NO GAS. NO OIL. NO FUMES.

No fluctuating fuel costs. No mixing. No spills. No smelling like fuel and exhaust all day long. Greenworks Commercial tools deliver commercial grade power without the mess and smell of gas and oil, so you can breathe easy. Charging a battery is a fraction of the cost of a tank of gas, significantly lowering operating costs.

LOW MAINTENANCE.

Greenworks Commercial equipment requires less maintenance than gas-powered equipment. No carburetors to service, no lines to be replaced, no oil to change, no replacing spark plugs, no cleaning air filters... means no down time. Greenworks Commercial tools are ready to work when you are.

GREENWORKS COMMERCIAL

Mean Green Mowers

Mean Green Mowers manufactures a full line of powerful, low noise, lithium-electric mowers to the commercial landscape professional and prosumer residential customer! Designed, developed and manufactured in the heart of the USA, our powerful electric products provide zero emissions, extremely low noise, no routine maintenance, all day mowing on one charge, and zero fuel to purchase. Mean Green Mowers provides a complete line of commercial electric equipment including the patent pending CXR 52"/60" ZTR with S.A.M. (Solar Assisted Mower) option, 48" Stand On, 33" WBX-33HD Walk Behind, MGP-20 Push Mower,

NXR 48"/52" Prosumer ZTR and NEW for 2018 the ReVolt 48"/52" Commercial Dual Drive Wide Area Walk Behind!

ReVolt is the latest innovative mower from Mean Green Mowers that fills the final gap in the broad range of Mean Green Mowers. The

ReVolt is an all-

electric 48"/52" cut dual drive wide-area walk behind commercial mower. With the option of up to 2 powerful Green Monster battery packs, the ReVolt can easily get commercial lawn care contractors through a full day of mowing on one charge. With its low-slung, super wide stance, and our powerful battery packs hovering only 8" above the ground, the ReVolt boasts the lowest center of gravity compared to any "gas" powered walk behind available today. This allows the



ReVolt to hug slopes without the worries from loss of control and oil starvation that is common with Internal Combustion Engines. Break away from the traditional. Join the Electric Mower Revolution and show your customers and your employees that you care about emissions and noise. It's time for *ReVolt!*

With fast Return On Investment from fuel savings alone, Mean Green Mowers offer a huge competitive advantage for contractors. Stand out in the crowd with our powerful, quiet equipment!

www.meangreenmowers.com



WHEN YOU WANT CONVENIENCE, WE'RE READY.

Free yourself from fuel costs with Husqvarna's powerful battery products built for professionals. Their advanced ergonomics, rugged construction and innovative features can handle a rigorous pace and demanding environments, without compromising performance. Back that up with our nationwide sales and service centers, and you definitely have the brand that's easy to work with. To learn more visit husqvarna.com



536LiLX
— STARTING AT —
\$299.95
MSRP

EFFICIENT, BRUSHLESS MOTOR

Our advanced brushless motor is 25% more powerful and provides high and consistent torque.

ONE BATTERY FITS ALL*

The 40V battery works with all Husqvarna handheld battery products for easy switching between machines.

LIGHT WEIGHT & WELL-BALANCED

A slim, compact construction with ergonomic handle allows you to work comfortably in all situations.



The savE™ mode maximizes run time by allowing the motor to work more efficiently.

HUSQVARNA DEALERS AND SERVICE CENTERS ARE LOCATED THROUGHOUT THE UNITED STATES AND CANADA

*When using BLi200, battery and charger sold separately. Features shown not available on all models. Specifications and pricing subject to change.

 **Husqvarna**®
READY WHEN YOU ARE

The Oregon logo is a red rounded rectangle with the word "OREGON" in white, bold, sans-serif capital letters. A registered trademark symbol (®) is located at the top right of the rectangle.

OREGON®



120V Professional Series

GET YOUR HANDS ON MORE POWER

Many cordless products have been labeled professional-grade, but until now, cordless power has never measured up to the performance of traditional, commercial gas equipment. The new Oregon 120V Professional Series is engineered with up to 15% more power than gas-fueled equipment — driving more productivity than ever before.

REQUEST A DEMO

OregonProducts.com/120VProSeries

Oregon® 120V Professional Series™

Until now, cordless power has never measured up to the performance of commercial gas equipment. That changes with the Oregon® 120V Professional Series™, a new line of cordless outdoor power equipment with advanced battery technology.

The line has significantly more power and torque compared to gas-fueled equipment – driving productivity and business efficiency. Crews can quickly power through jobs with no refueling stops, so there's less down time or maintenance.

The series offers significant noise reduction, allowing full-speed operation even in noise-sensitive areas. The weather-resistant series is designed to operate safely and effectively in the rain.

The 120V lithium-ion batteries are rechargeable, with higher energy density for a longer life span.

OREGON® 120V PROFESSIONAL SERIES™ BL120VX BACKPACK BLOWER

- Traditional backpack style
- Unmatched power to noise ratio
- Variable speed trigger with throttle lock
- Exclusive Stealth Mode for ultra-quiet operation
- MSRP: **\$499**

OREGON® 120V PROFESSIONAL SERIES™ ST120VX STRING TRIMMER

- Unmatched power-to-weight ratio
- More power and torque than comparable gas models
- Stealth mode for ultra-quiet operation
- Over 4 hours of operation on a single charge
- MSRP: **\$459**

OREGON® 120V PROFESSIONAL SERIES™ HT120VX EXTENDED HEDGE TRIMMER

- Unmatched power-to-weight ratio



- More power and torque than comparable gas models
- Extended reach design for tall and wide hedges
- Nearly 6 hours of operation on a single charge
- MSRP: **\$499**

OREGON® 120V PROFESSIONAL SERIES™ EG120VX EDGER

- World's only professional-grade cordless edger
- More power and torque than comparable gas models
- Stealth mode for ultra-quiet operation
- Over 7 hours of operation on a single charge
- MSRP: **\$459**

OREGON BX650 AND BX975 BATTERIES

- High-capacity for exceptional run time
- Fits backpack and backpack blower
- MSRP BX650: **\$499**
- MSRP BS975: **\$699**

Request a demo and learn more:
OregonProducts.com/120VProSeries



STIHL

STIHL Lightning Battery System™

Portable and quiet, the STIHL Lightning Battery System™ features a full line of products powered by advanced lithium-ion battery technology, delivering professional-grade power for extensive use on a wide range of properties. Designed with pros in mind, the AP Series brings the power of gasoline with long run times to match.

STIHL BGA 100 BLOWER

The lightest, quietest and most powerful handheld blower in the STIHL line.

- Jet engine-inspired axial turbine fan delivers more blowing force (up to 17 Newtons*) than many other battery products on the market – and many gasoline-powered models.
- Elimination of on-board battery reduces weight to only 5.5 lbs., reducing operator fatigue on the job.*
- Variable speed throttle trigger delivers four performance levels; boost mode activates the highest power with air speeds of up to 140 mph for tough blowing tasks.
- Ultimate performance with blowing force rivaling top-rated STIHL backpack blowers.

*Newton is the force needed to accelerate 1 kg of mass at the rate of 1 m/sec². The BGA 100 is designed for use with battery belt or AR backpack battery with connector cable.

WHAT THE PROS ARE SAYING

Mikel Conway • Virginia Zoo • Norfolk, Va.

"We have all the grounds to maintain, and STIHL products have been a huge benefit to our department. We're very mindful of being green and using environmentally friendly products, so STIHL battery-operated products have really helped."



STIHL FSA 90 R STRING TRIMMER

Battery-powered straight shaft trimmer delivers the cutting performance needed for professional landscaping tasks.

- Quiet, yet powerful, this battery-powered trimmer is great for professionals landscaping in noise sensitive or exhaust emission sensitive areas like school grounds, business districts or hospitals.
- Powerful brushless motor delivers a high cutting speed and 15" cutting width, allowing users to complete jobs in a short amount of time.
- Balanced and lightweight, delivering excellent cutting performance and low vibration for easy, smooth operation.





REAL PEOPLE. STIHL PEOPLE.

Michael Byrne | The Patio Company

JOIN US. #RealSTIHL

“My clients expect the best. STIHL helps me deliver.”

Michael Byrne's meticulous dedication to quality and exceeding customer expectations extends to every aspect of his business, from the high-end stones used in his hardscape designs to outfitting his crew with the most innovative equipment the industry has to offer — like the TSA 230 STIHL Cutquik®. Delivering powerful cutting performance in a lightweight, compact package, the world's first battery-powered cut-off machine does more

than exceed expectations. “My crews like that it's lightweight and easy to use. With low noise and zero exhaust emissions, customers — and their neighbors — can enjoy their time at home while we work.”

Legendary STIHL performance. Backed by 9,000 Servicing Dealers Nationwide.

To find a dealer: **STIHLdealers.com**

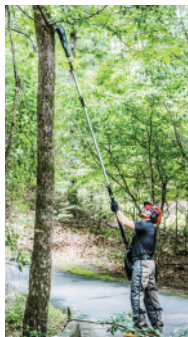
Owner Michael Byrne is not an equipment operator. STIHL recommends operators always wear appropriate personal protective equipment and refer to their product instruction manual for proper operation.



STIHL®



COMMERCIAL GRADE POWER...
FROM A BATTERY.



GREENWORKS
COMMERCIAL

82VOLT
LITHIUM **MAX**

WWW.GREENWORKSCOMMERCIAL.COM

PROFIT CENTERS

IDEAS AND
STRATEGIES
TO KEEP YOUR
DIVISIONS IN
THE BLACK

TURF+
ORNAMENTAL CARE

MOWING+LANDSCAPE
MAINTENANCE

DESIGN/BUILD+
INSTALLATION

IRRIGATION+
WATER MANAGEMENT

GOOD MEASURE

Web-based property
measurement tools
are changing the
game for landscapers.



PAGE 32

HOW TO ID TURF INSECTS

Use these steps to narrow down what's bugging your turf.

BY LAUREN DOWDLE

A brown or abnormal area of turf can mean a few things, including the presence of turf insects. To figure out if that's what's causing a lawn's problems—and if so, what type of insect is present—lawn care operators (LCOs) have to do a little digging.

Common pests and insects include ants, beetles, predatory true bugs, white grubs, chinch bugs, caterpillars, bill bugs, ground-hunting spiders, earthworms and more. Some are more prevalent in certain regions.


The most common sign that a lawn is battling turf insects is a large brown patch of grass. Other symptoms of turf insects include ragged, damaged grass blades and wilting turf. Some insects chew turf foliage, while others feed below ground.

Once the affected turf is identified, LCOs can try to lift up on the dead grass to see what happens. If it pulls up like a rug, the problem is likely white grubs, which destroy roots.

The type of turf in question also can help identify the insect. In zoysiagrass and buffalograss, for example, chinch bugs can create a purple-red hue on the grass. Knowing the type of turf that's being affected, along with what season the problem occurred, will help narrow down the search.

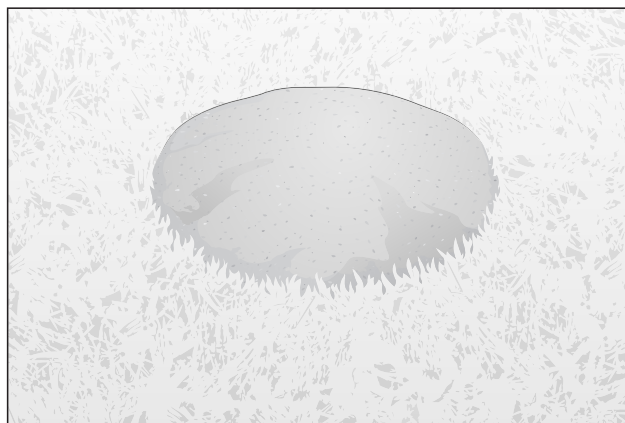
Some insects leave more recognizable signs, including earthworms and ants that both make mounds of soil. But for many others, the only way to find and identify them is to get down and look.

Once the insect is found, examine it. Identifying characteristics should be noted, including color, size, shape, patterns and features. After the general type of pest or insect is determined, LCOs can further specify what they've found. For example, white grub identification relies on using raster patterns on the tip of the grub's abdomen.

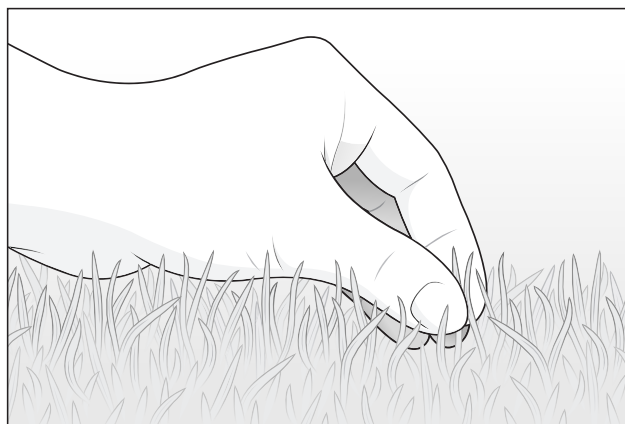
If an area of turf is completely dead, it's unlikely the insect culprit is still in that patch. So, LCOs should examine nearby turf to see if they can find and identify the pest. 



STEP 1: Pull on a patch of dead turf to see if it comes up easily from root-destroying insects.



STEP 2: Look for identifying symptoms like mounds of dirt, purple-red turf or ragged blades to point you toward a specific insect.



STEP 3: Locate the turf insect and research identifying patterns, colors, shapes and features to figure out the insect species.

Dowdle is a freelance writer based in Nashville.

SOURCES: JONATHAN LARSON, EXTENSION ENTOMOLOGIST, UNIVERSITY OF NEBRASKA-LINCOLN; UNIVERSITY OF GEORGIA'S COLLEGE OF AGRICULTURAL & ENVIRONMENTAL SCIENCE; TEXAS A&M AGRILIFE EXTENSION



SOME SECRETS ARE BEST KEPT IN PLAIN SIGHT.

CONTRACTORS ARE SEEING GREEN BY SWITCHING TO PROPANE.

Inside every propane cylinder is the power to win more bids. By increasing productivity, cutting fuel costs, and reducing spills and pilferage — you will have what you need to stand out against the competition. No wonder more businesses are switching to this clean, American fuel to improve both sides of the balance sheet.

Learn more about propane-powered equipment at propane.com/commercial-landscape.



MOWING+LANDSCAPE MAINTENANCE

Measure up

Contractors are using web-based property measurement tools to decrease—and in some cases completely eliminate—the time, money and manpower needed to measure their clients' lawns. **BY EMILY SCHAPPACHER**

Before you can generate a quote, you need to know how much area you're working with. While that typically entails measuring each potential client's property by hand, some landscape contractors are using property measurement tools to calculate that information.

These web-based programs use satellite imagery and point-and-click measuring tools to provide accurate measurements of virtually any property. The types of programs available include free online options and subscription-based services. Three contractors discuss the pros and cons of their chosen property measurement programs and how they use the tools to help streamline their businesses.



Hunt Davis

CUSTOM TECH

Hunt Davis, president of Canopy Lawn Care in Cary, N.C., founded his company last year as a tech enterprise with a mission to reimagine residential landscape maintenance. The company built most of its software programs, including its property measurement tool, which is integrated into the company's overall selling process. After plugging in the client's address, several satellites provide images of the property, which the software then measures. Using an algorithm, the software can determine how long it will take to perform each service based on the size of the property, and a flat hourly rate is applied to that figure to generate a quote. Davis says the whole process takes just



a few minutes and has played an integral part in the company's growth.

"We are adding a thousand new customers a year, so the logistics of going out to each home and doing in-person estimates would be a nightmare," says Davis. "Our turf measurement tool is one step in the quoting process."

Despite its capabilities, the property measurement tool isn't effective in every instance and an in-person site visit is sometimes required, Davis says. Although the software pulls in imagery from multiple satellites, some views, particularly on heavily wooded properties, are better than others depending on the season. Sometimes satellite imagery on new developments hasn't been updated yet, so all Davis sees is an empty lot. Significant renovations or large landscape installations that alter the property's size and shape also may not be reflected in the satellite imagery. And some jobs, such as enhancements, pruning and hardscaping, simply make more sense to quote in person.

"Those jobs are much more subjective in terms of customer expectations," Davis says. "We have figured out which services we can sell and quote remotely and those we cannot."

One challenge to providing virtual quotes using property measurement tools is getting clients comfortable with the process, Davis says. Some customers aren't used to interacting with service providers strictly electronically. He says contractors should manage the process thoughtfully so they can still build relationships with their customers while saving time and money with property measurement tools.

"It's still new for some customers to get a quote for services over the phone or through email, chat or text," Davis says. "One reason why landscapers would meet a customer in person

Continued on page 34

HIGH TECH
Satellite imagery is changing the way contractors measure properties.

NEWSFEED

AIRLESS TIRE EXPANSION

John Deere and Michelin are offering the X Tweek Turf Airless Radial Tire on

2018 R Series QuikTrak stand-on mowers or as a standalone parts purchase. The Michelin X Tweek Turf lasts two

to three times longer than a pneumatic tire with equal tread depth, according to the companies.

SPIDER ZERO-TURNS

Dvorak released the

Spider ILD02, a remote-controlled slope mower with a 4-foot cutting width and the ability to climb slopes up to 55 degrees. It also unveiled the Spider 2SGS, a

remote-controlled mower designed for maintaining turf areas around photovoltaic panels on solar farms. It features a low profile for maneuvering around the panels.

WHEN YOU WANT **DURABILITY**, WE'RE READY.

We know, one key to surviving the toughest winter storms is reliable, powerful and efficient machines. That's why Husqvarna snow blowers with premium engines, precision controls and heavy-duty construction will help you power through winter. Combine that with our nationwide sales and service centers, and you definitely have the brand that's easier to work with. To learn more visit husqvarna.com

ST330P
— STARTING AT —
\$1,899.95
MSRP



HUSQVARNA ENGINES

Engineered for extreme winter applications with, intuitive controls and quick-response safety features.

INDUSTRY-LEADING WARRANTY

Get peace of mind with our exclusive 5 year limited engine and 5 year GS (Guaranteed to Start) warranty.

DURABLE CAST IRON GEARBOX

Improves the durability of your machine, requires less servicing and provides more stable operation in all conditions.

EFFICIENT POWER STEERING

Choose drive/traction on either left or right wheel to improve maneuverability, efficiency and reduce operator fatigue.

HUSQVARNA DEALERS AND SERVICE CENTERS ARE LOCATED THROUGHOUT THE UNITED STATES AND CANADA

Features shown not available on all models. Specifications and pricing subject to change.

 **Husqvarna**
READY WHEN YOU ARE

MOWING+LANDSCAPE MAINTENANCE

Continued from page 32

would be to develop a relationship. When you quote remotely, you have to be really thoughtful that you don't lose any of that. You can make it too cold of a process and not have that relationship piece."

PAY TO PLAY

Jon Stanton, owner of Dream Greener Lawn & Landscape in Bethel Park, Pa., began exploring property measurement tools in 2013 and started using Go iLawn in 2015 with the hope that it would help the company streamline the sales and service process and eliminate the need to physically measure each property with a hand wheel. Stanton says the program provides clear property images, is easy to use and allows him to save the images to the client's file. Go iLawn charges a yearly subscription fee based on the number of property searches. Packages range from \$150 for 25 searches to \$3,000 for 5,000 searches.



Jon Stanton

Matt Green of Green's Lawncare & Property Services recommends starting with a fee-free tool.



"Test the free programs available and evaluate the quality of their images first," Stanton says.

He uses his property measurement tool for maintenance and snow and ice management estimates, but he says the hills of western Pennsylvania can sometimes make it difficult to get a clear visual on rear lawn elevations. He continues to estimate design/build projects in person because his clients expect a face-to-face conversation about jobs of that nature.

"Because every property is unique, it's difficult to quantify the time savings (of remote property measurement)," Stanton says. "Logistically, our property measurement tool saves us manpower, as well as measurement and travel time."

FEE-FREE

Matt Green, president of Green's Lawncare & Property Services in Indianapolis, began using the property measurement tool FindLotSize.com this year to quote his aeration and overseeding services.

Green decided to go this route after he determined that only 30 percent of his aeration and overseeding quotes resulted in jobs, so he saves time, money and vehicle wear and tear by not measuring all those properties by hand. He also notes that these annual services don't require the precise measurements that are necessary to accurately quote routine maintenance jobs. Green still quotes all of his mowing jobs in person to ensure he's getting the most accurate measurements possible. He says that the satellite imagery may not show obstacles such as a newly installed fence or exactly how many trees are on a hill, which would affect mowing time.

"As a smaller company, I want to go out and see every property," says Green. "If it's a property I'm going to every week, I want to make sure my bid is as accurate as possible, and if I have to spend \$5 on gas to measure it in person, it's worth it. Also, I have actually been hired because I was the only person who would come out and take a look."

While tools like FindLotSize.com are free to use, Green says the imagery isn't as clear as he would like it to be.

"A program like Go iLawn is a bit more expensive, but they take their pictures in the fall so there are no leaves on the trees and you can see the property borders a lot easier," he says. Green suggests contractors upgrade to a higher-quality service that provides clearer images once they can justify the fee. He plans to upgrade once his company begins providing 100 or more aerations per year. 

Schappacher is a freelance writer based in Cleveland.

PHOTO: GREEN'S LAWN CARE & PROPERTY SERVICES

52"
ALSO IN 48", 60" DECKS

DIAMONDBACK

Zero Turns. No Pit Stops.

New for 2017, experience WorldLawn's elite lineup of zero-turn commercial riding mowers. Including the 52" Diamondback XL. Industry-leading components and rugged engineering ensure you'll stay on schedule and out of pit road.

Never has premium performance come at such an exceptional value.

WORLDLAWN
See our full line up at worldlawn.com
800.267.4255
Beatrice, Nebraska

Design to a budget

Use this strategy to match your prospects' dream designs with their budgets. **BY JODY SHILAN**

Let's imagine for a moment that at your initial design consultation, your prospect actually gave you a budget number. Some of you may be thinking, "That would be awesome. Now all I need to do is design to that budget (plus or minus), and I'll have no problem getting the project."

The rest of you are wondering, "How the heck do you even get a budget?"

For those of you who believe that getting a client's budget makes the installation a sure thing, I can assure you it doesn't. For the rest of you wondering how to get a budget from a potential client, I suggest you visit Landscape-Management.net/author/jshilan/ for some of my previous articles that cover this topic and more.

While initially you may be as excited as Charlie Bucket, the young boy who found the last golden ticket in the movie *Willy Wonka & the Chocolate Factory*, the reality is that, just like for Charlie, there are still many hurdles to pass to win.

You must still beat the competition by creating a well-thought-out design and then properly apply your client's

budget to the design—which is much easier than it sounds. Here's why.

At the initial meeting with prospective clients, my philosophy is to first take a walk around the property and listen to their goals and objectives, and not sit at the kitchen table and tell them how wonderful your company is. As you do the walk-through, taking pages of notes about their hopes and dreams, which may include a swimming pool, an outdoor kitchen, a new paver patio, privacy plantings, plus lighting and irrigation, all you see are dollar signs, big dollar signs.

Upon completion of the property tour, you ask the most important question: "What type of budget will we be working with?" or my favorite, "How much would you like to invest?"

We all know that homeowners are often unwilling to give you a budget or range, but for today's exercise, we will assume they do. And here is where the trouble begins.

While you were doing some quick math during the walk-through and estimated a number of \$150,000-\$200,000 in your head, the clients burst your bubble by telling you their budget is \$40,000-\$50,000. By no means is this a small amount of money, but it certainly isn't enough to create a plan that includes all of the work listed in your notes, let alone enough to make a profit.

You leave their home trying to remain positive, but you're thinking, "How can I possibly do all of that work for \$40,000-\$50,000?" So now what?

Option 1: Blow off the prospect and the project since you've been here before and

believe it to be a no-win situation. Unfortunately, all this move will do is give them ammunition to bad-mouth you to their friends or online.

Option 2: Try to spread their budget across their entire wish list, knowing that if they do sign the proposal, you will end up with a dissatisfied client and an unprofitable job, not to mention a lot of negative publicity.

Option 3: Price the project the right way and end up with a proposal that is four to five times their budget. This approach will also guarantee you a dissatisfied customer, no work and a different type of negative publicity.

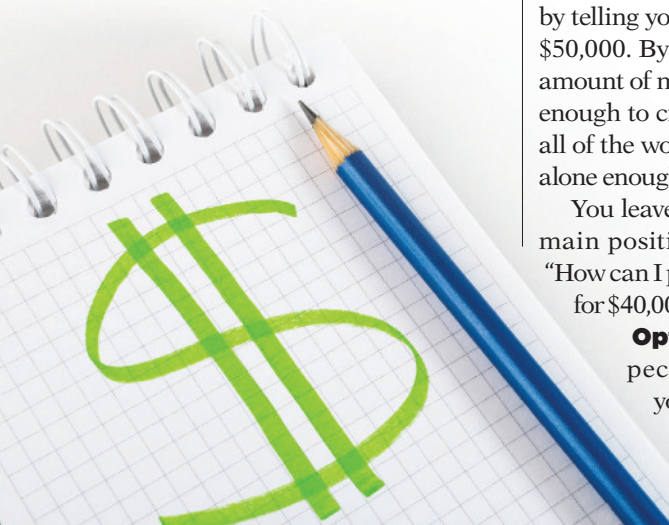
Option 4: While still at your initial meeting, take a few minutes and review all of the items on their wish list. Do this for two reasons. The first is to show them that you listened and to make sure that you didn't miss anything. The second reason is to subtly point out that it's a very big list that will probably be very expensive.

Next, ask them what their budget is or how much they would like to invest. Instead of failing with options 1-3, follow up with, "That's a great budget. Which phase would you like to start with?" This one simple question changes everything. Your clients quickly realize something they already knew, which is that \$40,000-\$50,000 won't buy them the entire chocolate factory, but it will certainly get them phase one. ☺



Jody Shilan

Shilan is a landscape design/build sales consultant, editor of *FromDesign2Build.com* and former executive director of the New Jersey Landscape Contractors Association. Reach him at jshilan@gmail.com.



IRRIGATION+WATER MANAGEMENT

Thinking it through

The team at Andy's Sprinkler, Drainage & Lighting uses a thoughtful, deliberate approach to ensure **SUCCESS.** BY EMILY SCHAPPACHER



When Andy Hulcy's grandfather died, the job of maintaining the family's lakefront property was passed on to Hulcy and his father, Deck. This included teaching themselves how to operate and maintain the dual-pump system Hulcy's grandfather had engineered to bring water up from the lake to irrigate the property, which was situated on a small cliff. Learning the ins and outs of the homemade system was no easy task, but Hulcy put in the time and effort it took to figure it out, and he ultimately discovered a new career path.



Bryan Lester

"Word spread within the family that Andy and Deck knew how to install sprinkler systems, so they did just that for a couple family members in town," says Bryan Lester, senior marketing executive for Andy's Sprinkler, Drainage & Lighting, based in Carrollton, Texas. "Neighbors of those family members

began requesting the same service, and the business was born."

The thoughtful approach Hulcy used to figure out his grandfather's irrigation system has stayed with him throughout his career. Andy's Sprinkler, Drainage & Lighting was founded in 1987 as a part-time endeavor by Hulcy and his father who were both looking to leave the corporate world. They began by specializing in major irrigation system installations, as well as repairs and maintenance services, and became a full-time operation in 1993.

Over time, Lester says the market for older homes needing an irrigation system naturally declined due to irrigation companies like Andy's retrofitting sprinkler systems for those homes. He adds that beginning around 1990, it became standard for new homes built in Texas to come equipped with sprinkler systems, and it was difficult for the company to compete with builders' margins. So about 10 years ago, the company began to move away from installations to focus on system repairs and maintenance. Lester says the company occasionally does a new installation on a case-by-case basis.

"It's not that we didn't enjoy offering new installs, but the market changed," Lester says. "It was a business decision to focus on repairs and maintenance, rather than compete for low-margin new installations."

Lester says Andy's Sprinkler, Drainage & Lighting is first and foremost an irrigation company, but the firm has methodically added services that fit into its portfolio. In the early 1990s, Hulcy learned about drainage at an irrigation conference, and he believed the service was a natural complement to irrigation. He began offering the service in 1995. The company also added low-voltage lighting services in the late 1990s to help fill the downtime of the colder winter months. Today, Andy's Sprinkler, Drainage & Lighting is a \$15 million company that provides 60 percent irrigation system repairs and maintenance, 30 percent drainage and 10 percent lighting services to a 70 percent residential, 30 percent commercial clientele.

MINDFUL HIRING

Andy's Sprinkler, Drainage & Lighting

PHOTO: ANDY'S SPRINKLER, DRAINAGE & LIGHTING

NEWSFEED

HUNTER'S HPC FACE PANEL

Hunter Industries released the HPC Face Panel, a Wi-Fi-enabled upgrade for Pro-C

modular and fixed controllers manufactured since March 2014. The face panel uses Hydrowise tech-

nology to offer automatic watering schedule updates based on real-time climate data. It also delivers instant alerts to contractors in the event of a problem in the system.

TRAINING DATES SET

Rain Bird Training Services will host more than 60 irrigation training events throughout the U.S. now through May. These classes are open to irrigation

professionals at all experience levels and are eligible for Irrigation Association continuing education units. Visit RainbirdServices.com for dates and details.



NEW DIRECTION
When the market no longer demanded installations, Andy's focused on irrigation system repairs and maintenance.

is also mindful when it comes to its hiring practices. The company recruits from the college of Agriculture and Life Sciences at Texas A&M University and the Agriculture Sciences College at Texas Tech University. Students majoring in business and other degrees from the University of North Texas are also part of Hulcy's

team. All the company's service technicians hold either a Texas irrigator's license or an irrigation technician's license and are required to receive ongoing education and training. The company has a robust internship program, and Lester says at least 15 to 20 former interns have joined the company full time and are now in leadership roles.

"The home is very important to a person, so (he) wants to trust the people providing (his) services," Lester says. "Establishing trust begins with how we present ourselves—how we are dressed, our technicians' facial hair, the appearance of our trucks. That kind of stuff is very important to us and helps us build a rapport."

Despite the company's focused approach to hiring, Lester says the seasonal nature of the irrigation business makes staffing an ongoing challenge. For this reason, the company has relied heavily on the H-2B guest-worker program for the past 10 years. The temporary workers come from Mexico and learn the business, return home for the holidays and are back to kick off the new season in January. The company is an active supporter of H-2B—in fact, Lester was recently in Washington, D.C., for a fly-in event to help "influence the powers that be" to continue to support the program.

"Labor is a struggle we've had for many years because the caliber of person we're looking for isn't going to be OK being laid off after 10 months of work," Lester says,

adding that members of the company's management team are employed year-round. "It's a process that works for us because we can't seem to fill our labor voids with the American workforce."


FRANCHISE OFFERINGS

A few years ago, Hulcy began contemplating the idea of taking his brand to the national level in the form of franchises. The company went through the proper Federal Trade Commission protocols and legalities and officially began marketing its franchise operations in 2016. The first location opened this year in Charleston, S.C., and Lester says the company has potential opportunities percolating in Georgia, Florida, Colorado and Texas.

"We are looking nationally, but there are some parts of the country where an irrigation company makes sense and

parts where it doesn't," Lester says. "We do a screening process for each applicant, too. We want that new franchise owner to be successful. It reflects badly on us if we allow a franchise to open and then it fails."

Going forward, Lester says the company will focus on perfecting and growing its franchise process, while continuing to improve internal systems.

"Sprinklers, drainage and lighting are a good combo, but who knows, we may add to that in the future," Lester says. "It's not about quantity and money, but seeing it through and doing it to its fullest. Andy wants it done right." 



Andy Hulcy

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



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

ANOTHER GREAT YEAR

LM Industry Pulse results show 90 percent of landscape professionals give the health of the industry the thumbs-up.

BY MARISA PALMIERI

"It's an incredible market." "I don't see it slowing." "There's lots of work out there."

These are just a few comments we received anecdotally from readers when conducting our annual *LM* Industry Pulse report.

The survey results displayed within this story's charts back up these remarks. The landscape market is on a roll with no sign of slowing down, landscape professionals say.

Ninety percent of respondents to the *LM* Industry Pulse survey call the industry very or relatively healthy—five points higher than last year and by far the highest number of respondents to answer that way since *LM* first started asking this question in 2011.

WHAT'S HELPING

Some people point to the national economy to explain why things are going so well.

"If you look at the stock market, it's the highest it's ever been," says Benjamin Bodnar, owner of Integrity Landscape Management in Stockbridge, Ga., referring to the Dow

Jones Industrial Average's highest closing record, set in early November.

Consumer confidence is also up. As of press time, the Conference Board's Consumer Confidence Index is at a 17-year high and the University of Michigan's Index of Consumer Sentiment has been at its highest levels since 2004, indicating future income and job prospects are driving discretionary purchases like landscaping.

Construction spending, a leading indicator for the landscape industry, was up about 4 percent for the first nine months of this year, compared to the same period in 2016, according to the U.S. Census Bureau. Though that growth is slightly less than expected, combined public and private construction spending has steadily climbed since 2012 and is expected to continue in 2018.

Other landscape professionals prefer to focus on their strong state or local economies to explain why they're doing well.

"We are exploding," says Hunter Blair, CEO of Yellow Rose Landscape



Methodology

For the 2017 Industry Pulse report, *LM* surveyed subscribers online in October and November, garnering 436 responses. Respondents were offered the chance to win one of three \$100 gift cards as an incentive. Based on the number of responses, we assume a +/- 5 percent margin of error. Unless otherwise noted, all charts and figures in this report come from this survey.

Services in Carrollton, Texas, near Dallas. “There is so much construction going on here, and it’s been that way for the past three or four years.”

Texas state officials are actively recruiting companies to relocate there. It’s working—and it’s boosting business for Blair and others in the landscape industry.

Toyota, for example, is moving its North American headquarters to North Texas from Southern California.

“There’s a lot of housing going in in West Michigan,” Ben Kloosterman, vice president of Kloosterman Landscaping in Caledonia, Mich. “That’s usually what we go by to gauge things. Landscaping is at the tail end of home building.”

The \$1.5-million company is up about 15 percent over last year.

In East Greenbush, N.Y., just outside of Albany, things are going well for Brad Rose Landscaping and the landscape industry as a whole, says co-owner and vice president Stephanie Leonard.

“If you have a good track record and you do right by your customers, you can have a booming business here,” she says, noting the economic stability is helped by the fact that the state government is located there. “We’re in a great area of the landscaping market.”



Ben Kloosterman

The same rings true in Washington state, according to Brian McKenna, team leader at Nature’s Caretaker, based in Belfair, Wash., with locations in other states, including Oregon, Idaho, Colorado, Texas and the Carolinas.

“Our local economy is very strong here,” he says. “It’s been on the upswing for about the last two years. Since 2010, it’s been progressively going up, but especially this year, it seems that people have wanted to invest more in their properties because they realize landscaping is considered an asset to their properties and increases the value.”

He recently spent several weeks at the company’s South Carolina

location and observes “there’s more work there than there are companies to do the work.”

Such demand should pique price increases, and most contractors we spoke with say they had no problem bumping up prices in one area of their business or another.

In Grandview, Mo., near Kansas City, Terry Shaffer got no pushback on the price increases he implemented at Summit Lawn & Landscape this year. He increased hourly rates on irrigation maintenance by \$5 per hour, and he also hiked wage rates on residential landscape maintenance services like mulching and shrub trimming.

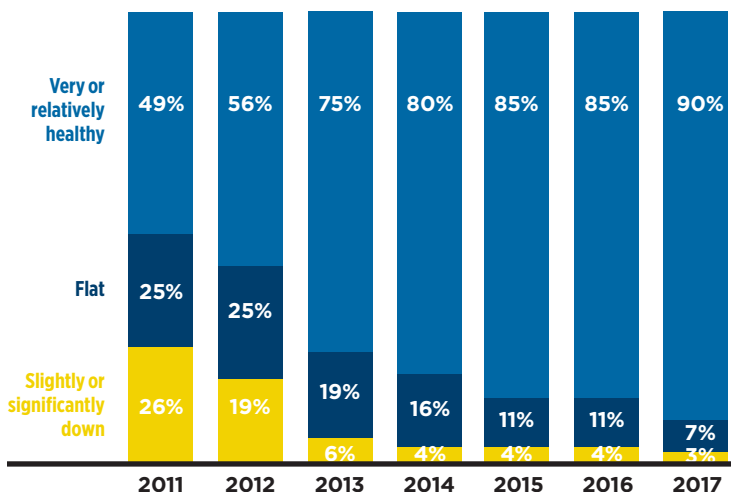
Matt Medlock, owner of Backyard Retreats, Patios & Ponds in Westerville, Ohio, near Columbus, increased prices about 5 percent over last year and another 2.5 percent for 2018 and is satisfied with the results.



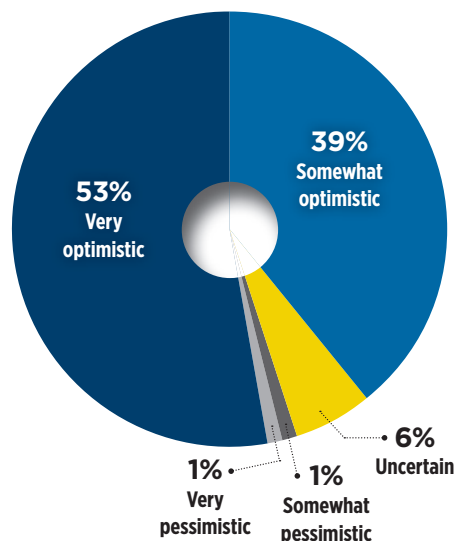
Matt Medlock

STRONG AS EVER

How landscape professionals describe the state of the market.



What’s your 2018 business outlook?



"I don't get every project that I bid, but I've been really, really busy," he says.

Derek Taussig, who calls the market in his area "booming," raised residential mowing prices this year in line with demand with no problems.

"I plan to raise my landscape labor prices next year and to increase my markup on materials," says the owner of Taussig Landscape, a full-service business in Manhattan, Kan. His plan is to combat increasing overhead costs and to increase pay as he closes in on the \$1 million mark.

Taussig, who grew 30 percent in 2017, says he's pulled back on advertising heading into 2018 because of his fast growth and backlog heading into next year.

He's not alone. Other contractors report forgoing traditional advertising in favor of facilitating word-of-mouth marketing and being selective about clients in this time of high demand.

This year also seemed to be a year of no surprises in terms of operating costs. There were a few reports of persisting plant material shortages causing price increases, but no one cited major swings in fuel prices or other products that fluctuate with petroleum prices, like fertilizer or irrigation supplies.

"We started out this year in the spring at \$2.15 per gallon, and then because of the hurricanes (Harvey, Irma and Maria), we were bumped up to about \$2.70, and then it fell back to about \$2.50," Leonard says. "We're creeping back up because it always goes up in the winter months, but compared to what I was paying

in 2013-2014, I'm not complaining about gas prices at all."

The U.S. Energy Information Administration's Short-Term Energy Outlook forecasts that U.S. regular gasoline retail prices will average \$2.40 per gallon in 2017 and \$2.45 per gallon in 2018. The agency is projecting diesel to come in at \$2.65 and \$2.83 this year and next.

Even insurance prices—including workers' comp and liability—were predictable for the companies LM spoke to. Health insurance is often unpredictable and known for double-digit increases, but this year companies are finding ways to absorb or mitigate the costs to retain the benefit for their employees.

"Health insurance is pretty high, and it's been progressively going up, but we're not willing to cut the benefits to the team members that utilize it," McKenna says. "We're hoping to work with the insurance company on a more proactive basis on keeping people healthy."



Benjamin Bodnar

WHAT'S HURTING

Despite the vitality of the industry and economy, there are challenges.

Not surprisingly, labor leads the way.

Companies large and small alike report that labor is their primary obstacle to growth.

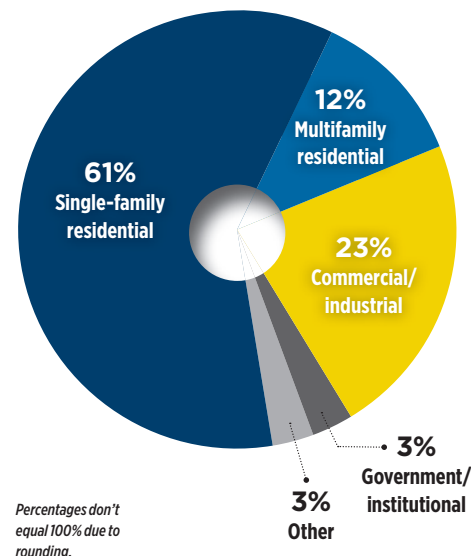
Bodnar, for one, opted to downsize his company to be a one-man operation two years ago after struggling to retain a crew.

"Getting the new work isn't that much of a challenge," he says. "It's getting the help on board that wants to stay for the long term. I'm finding that it's more profitable right now for me to operate as a solo operator."

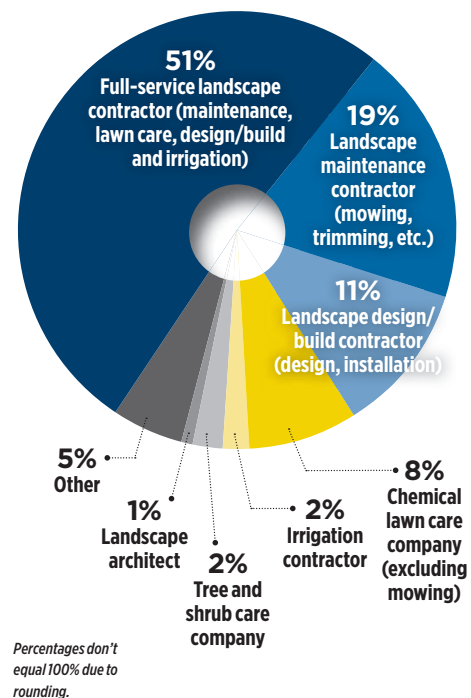
Continued on page 42

BY THE NUMBERS

Customer mix



Service mix



Annual revenue change

2015-2016 – Reported

+20% Total

Mowing+Landscape Maintenance
+13%

Design/Build+Installation
+14%

Turf+Ornamental Care
+8%

Irrigation+Water Management
+9%

2016-2017 – Anticipated

+21% Total

Mowing+Landscape Maintenance
+13%

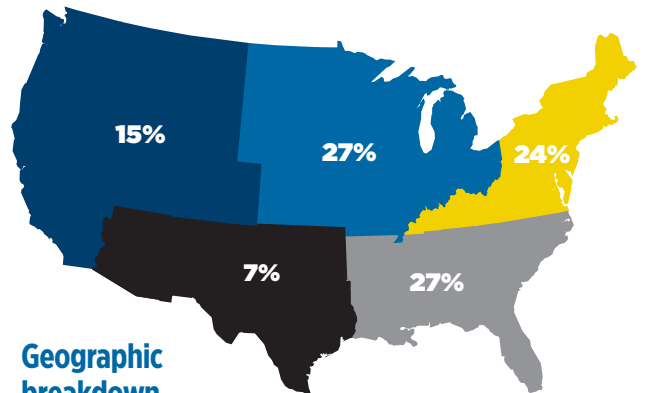
Design/Build+Installation
+19%

Turf+Ornamental Care
+18%

Irrigation+Water Management
+10%

2018 – Projected

+21%

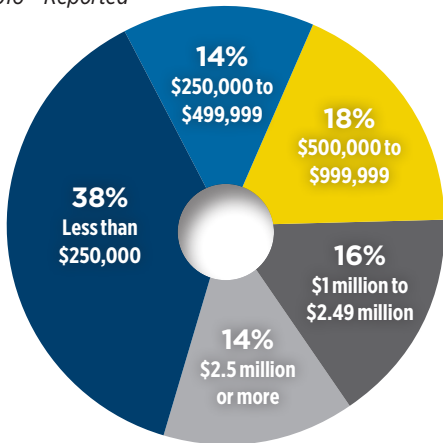


Geographic breakdown

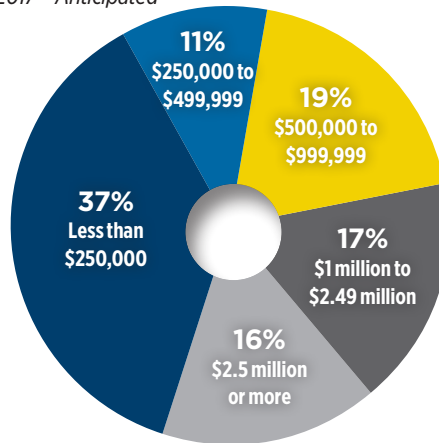
- Midwest (OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS)
- West (AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)
- Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
- Southwest (AZ, NM, OK, TX)
- Northeast (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.)
- Canada/other — Less than 1%

Annual revenue

2016 – Reported



2017 – Anticipated



How does your expected 2017 revenue compare to what you budgeted for the year?

We won't make our revenue goal.
14%

We'll just meet our revenue goal.
35%

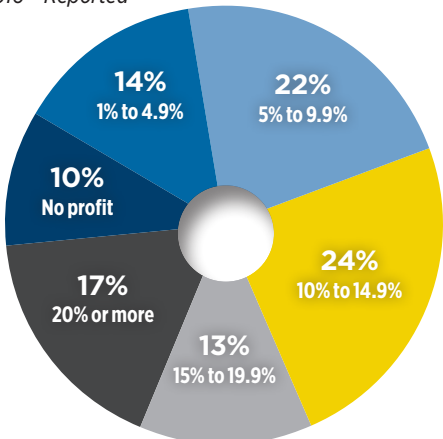
We'll beat our revenue goal.
41%

What budget? We don't have one.
11%

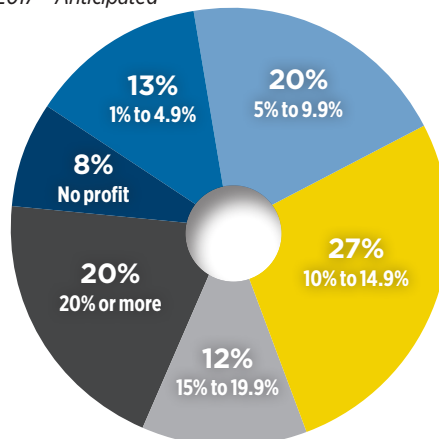
Percentages don't equal 100% due to rounding.

Profits

2016 – Reported



2017 – Anticipated



How does your expected 2017 net profit compare to what you budgeted for the year?

We won't make our net profit goal.
21%

We'll just meet our net profit goal.
38%

We'll beat our net profit goal.
31%

What budget? We don't have one.
11%

Percentages don't equal 100% due to rounding.



GIE+EXPO: A TELLING TRADE SHOW

If the landscape industry's largest trade show is any indication of how the market is doing, things are going well.

This year's GIE+EXPO, held annually in Louisville, Ky., topped the last three years' records in both attendance and exhibitors with more than 24,000 people from around the world, representing a 7 percent increase over 2016. Additionally, exhibit space grew 9 percent.

There were more than 1,005 indoor and outdoor exhibits at GIE+EXPO and the co-located Hardscape North America (HNA), including 226 new exhibitors. The indoor show floor was 50,000 square feet larger than in 2016. The outdoor demonstration area covered 20 acres, and attendees had two full days to test equipment. Compared to 2016, HNA increased in size by more than 16 percent.

EQUIPMENT TRENDS

Several product categories stood out as ones to watch: battery-powered equipment, including robotic mowers, and connected equipment.

More suppliers than ever touted their battery-powered handheld products. Notably, Oregon released a 120v line of battery-powered handheld tools, and Super Lawn Technologies exhibited the Super Mobile Solar Powered Charging System, a truck designed to power a three-man crew using commercial-grade, battery-powered equipment for a full work day.

Robotic mowers, once considered just a fad for homeowners, also made a big appearance at the show this year. Manufacturers including Stihl, Honda and Husqvarna showed off their automated mowing products, which recharge in their docking stations.

The turning point for the professional market, according to Kris Kiser, CEO of the Outdoor Power Equipment Institute, is the advent of the first North American robotic lawn mower standard.

"It's a big deal," he says, noting it should be released in early 2018. "Once there is a standard, it will change how robotic mowers are marketed."

Several manufacturers debuted "Internet of things" platforms for connecting contractors to their equipment in the field, allowing insight into real-time data that can potentially boost productivity and profitability. Briggs & Stratton's InfoHub for Commercial Turf rolled out at GIE+EXPO after two years in development, and Husqvarna's Fleet Services system will launch in 2018.

Honda's
Miimo robotic
lawn mower



Continued from page 40

Shaffer agrees. "Our biggest setback is staffing," he says. His company will gross about \$5.5 million this year. "I can hire salesmen and management positions all day, but we just can't keep up with filling the crews. That's why we have to stay with a slow 7-10 percent growth rate."

It's a challenge for McKenna, too. "Finding the right people is our limitation," he says, reporting his company has been on a rocket ship ride nonetheless, growing from zero to \$10 million at the company's primary location alone in just a few years.

Shaffer has used the H-2B seasonal guest-worker program in the past, but he did away with it when the government nixed the returning-worker exemption, lowering the cap on the number of workers permitted per year. He may consider going back to it in the future to accommodate growth, but he decided to "sit tight" this year, considering potential changes in how the government handles the program, he says.

Yellow Rose, which has not used the H-2B program before, also may consider it next year, but Blair is hesitant. "You hear a lot of negative things about it," he says, referring to the program's constant changes and the uncertainty about whether or not government delays will prevent workers from arriving on time. "I'm not sure if that's the route we want to go."

The National Association of Landscape Professionals and other industry associations continue to lobby for "cap relief" for



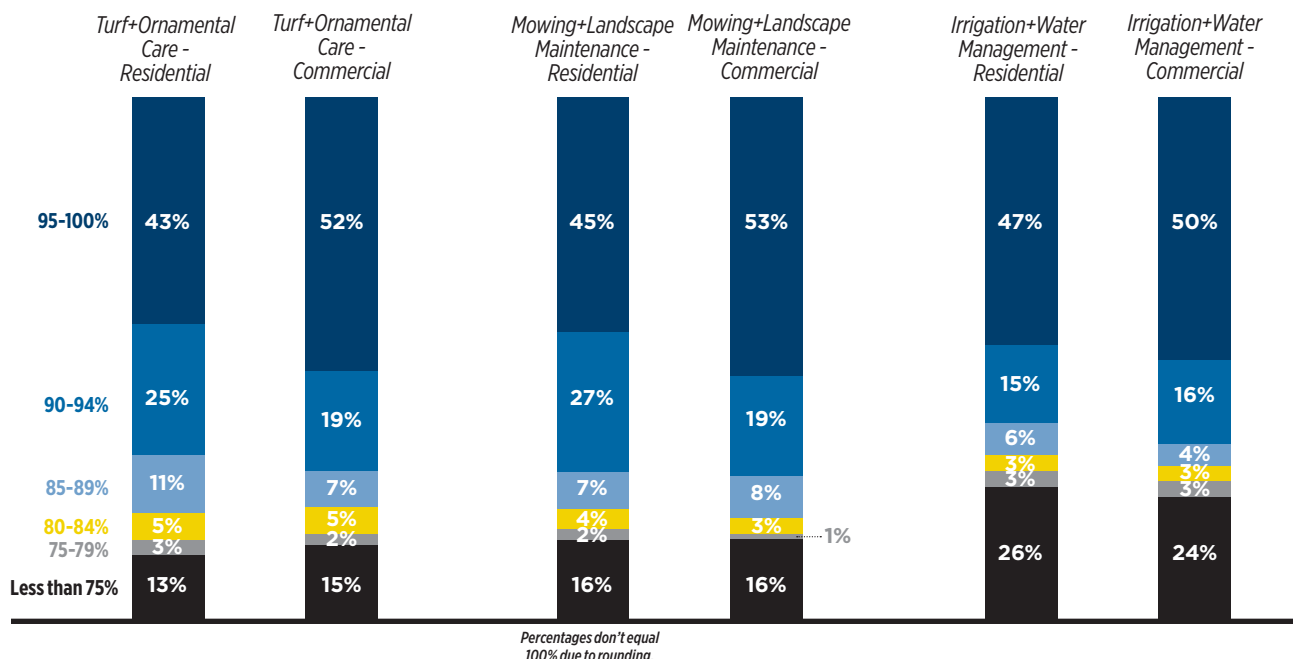
Terry Shaffer



Hunter Blair

PHOTOS: LM; HONDA

CLIENT RETENTION OVER THE LAST 12 MONTHS




next year and permanent improvements to the program to make it more reliable for employers.

Regulations closer to home are another obstacle. For example, Nature's Caretaker has all but opted out of doing business in the city of Seattle due to its employment restrictions. Because of the company's size, it's mandated to pay \$15 per hour minimum wage and contribute to employees' medical benefits, both of which McKenna says it does anyway. The stinger is the addition of a Paid Sick and Safe Time (PSST) Ordinance, which requires employers to offer employees additional paid leave that accrues at one hour of leave per 40 hours worked.

Others, like Leonard, see a higher minimum wage coming down the pike, as well.

"We're in one of the states where they want to move minimum wage up to \$15 per hour; and they have done so for fast food and national companies, where the mom and pops are on a five-year plan to move up incrementally."

Mandated or not, she says, it makes sense to increase pay when you're battling to attract employees.

"The pay is what gets people through the door, and what keeps them is how you treat them," Leonard says. 



Stephanie Leonard

OPERATING COSTS

Average % change in costs

	Projected 2016-2017	Projected 2017-2018
TOTAL	14%	11%

WAGE REPORT: HOURLY

	<5 years experience	% change over last year	>5 years experience	% change over last year
Mower operator	\$12.45	6%	\$14.99	7%
Construction worker	\$13.72	6%	\$17.50	6%
Lawn care tech	\$14.72	4%	\$18.54	3%
Irrigation tech	\$14.91	8%	\$19.95	15%

WAGE REPORT: SALARY

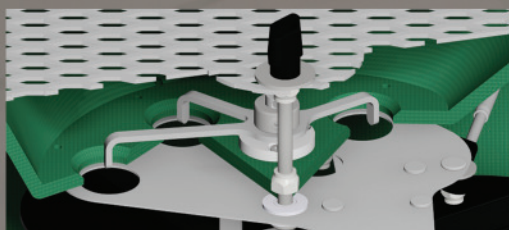
	Average salary	% change over last year
Crew foreman/team leader	\$36,490	5%
Salesperson	\$46,895	-10%
Equipment mechanic	\$39,553	-7%
Landscape designer	\$51,046	11%
Landscape architect	\$64,000	1%
Account manager	\$50,972	5%
Supervisor	\$47,674	4%
Operations manager	\$65,015	1%
Office manager	\$41,298	-1%
Owner/president	\$96,096	11%
Branch manager	\$80,520	12%

Associate Editor Sarah Webb contributed to this report.

permagreen™

UPGRADE TO THE ALL NEW

BREAKTHRU AGITATOR



Featured on the new 2017 PermaGreen Triumph, the revolutionary **BREAKTHRU** Agitator is guaranteed to reduce clogging of your LESCO® or PermaGreen™ 3-hole spreader or your money back.

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



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

BUSINESS INSIDER

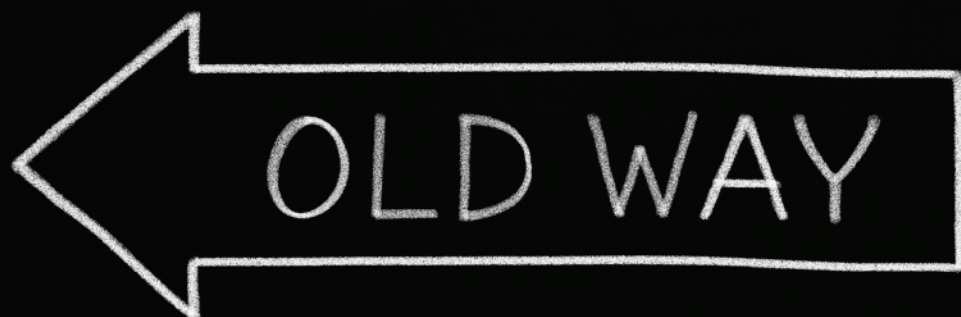
PRACTICAL
ADVICE FOR
RUNNING A
PROFITABLE
COMPANY

BUSINESS BASICS: PLANNING

LET'S GROW

CASE STUDY: OUR WAY

IN WITH THE NEW



A few ways to
plan for your
company's next
generation.



PAGE 46

BUSINESS BASICS: PLANNING

Planning for the next generation



BY PHIL HARWOOD

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

Many landscape industry businesses are expected to undergo a major transition as the baby boomer generation ages and owners seek to sell their businesses, if they are able to do so. However, statistics show that most businesses aren't sold but liquidated and not according to the preferred timing of the owner. In other words, an unplanned event (disability, divorce, death, etc.) caused the sale or liquidation. Based on these stats, many boomers are in for an unpleasant surprise.

Those businesses that are successfully sold or transitioned are most likely going to someone from the next generation, which may or may not include family members. Business owners would be wise to plan now to prepare their businesses for such a sale or transition, even if the planned sale or transfer is years or decades from now. The inevitable may occur sooner than you think.

Begin by putting yourself in the shoes of a member of a younger generation. What would you want to see in a business you're going to acquire? Of course, you would want to see a profitable company with a stable customer base, as well as all the other normal things that would show up on a buyer's checklist. But, what else? Keep in mind, most businesses don't sell. The basic buyer's checklist might not be sufficient to prepare your business to be attractive enough to be purchased.

Many of our clients are in the process of such a transition to the next generation. These experiences have provided me with some additional insight, which I'm pleased to share with you. This list isn't meant

to be an exhaustive one. It's simply a list of items I've encountered. You may decide what's relevant to your situation.

TECHNOLOGY

The next generation wants to see technology in place and effectively utilized—business management software, paperless time reporting, GPS, equipment tracking, mobile applications, automation and more. They don't want to take over a business with outdated technology where big investments would be required to get up to speed.

If family members are the next generation in your situation, it's best to invite them to participate in the process of technology selection, deployment and usage. By doing so, they will fully buy into these solutions. If they are left out of the process, they may harbor resentment about getting stuck with technology solutions they can't embrace or easily change.

LONG-TERM STRATEGY

Implement a solid strategic plan and a commitment to an ongoing strategic planning process—hallmarks of high-performing businesses. The next generation wants to know what "the plan" is and how it affects them. This is especially true for family members. They want to have some insight into the timing of an intended transition. This knowledge brings peace of mind and a sense of security.

It's been my experience that many owners hold on tightly to their long-term plans, unwilling to share them with anyone other than their closest advisors. I think it's a mistake to keep these plans a mystery. Instead of keeping everyone in the dark, it's

“Begin by putting yourself in the shoes of a member of a younger generation.”


much better to be transparent with key people and to use your remaining time to prepare the next generation by investing in their development.

PROFESSIONAL DEVELOPMENT

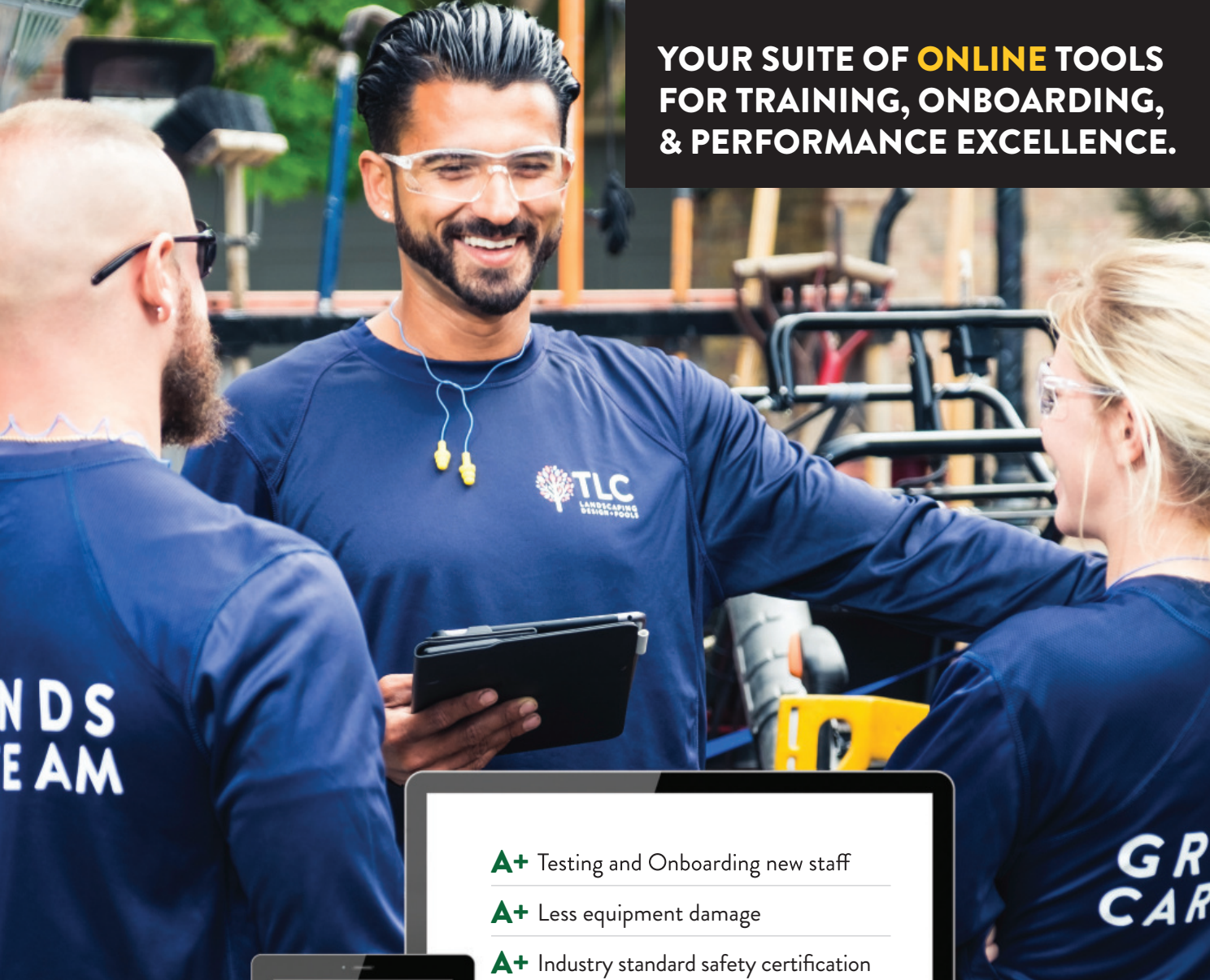
Next-generation buyers also want to see a proactive and robust professional development plan in place. They recognize they aren't ready to take over yet, even though it may seem like it at times. Despite their abundance of energy and ambition, they understand their need to be nurtured along, invested in and developed.

There are two dimensions of professional development. The first is external to the business in the form of higher education, performance coaching, involvement in peer groups and other options. There is great value in these forms of professional development because they provide outside input, fresh ideas, best practices and accountability for development.

The second dimension of professional development occurs within the business itself. In many situations, there is an opportunity for the older generation to begin to let go of certain things, with oversight and guidance. Take the training wheels off and allow mistakes to be made so hands-on learning in real time is possible. Once the transition occurs, the next generation needs to be ready.

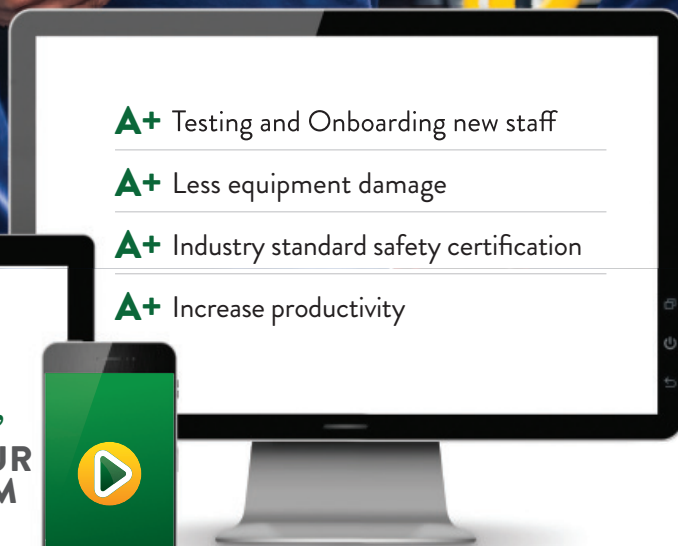
The next generation is waiting. Will it be ready? 

YOUR SUITE OF **ONLINE** TOOLS
FOR TRAINING, ONBOARDING,
& PERFORMANCE EXCELLENCE.



- A+** Testing and Onboarding new staff
- A+** Less equipment damage
- A+** Industry standard safety certification
- A+** Increase productivity

IT ALL
ADDS
UP TO
MORE
'GREEN'
ON YOUR
BOTTOM
LINE.



- 8 online crew leader videos • 40+ online equipment videos with exams
- 100% Industry certified • Online. On the go. On site.



GREENIUS™

BY LS TRAINING SYSTEM

Online training for landscape crews

gogreenius.com • 1.877.482.2323

LET'S GROW

Recipe for success: work hard, play hard, study hard



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.

I'm in awe of my grandfather. He lived the true American dream. He dropped out of school after his parents died and eventually built up a business that allowed him to ski the Swiss Alps in winter and retire a true millionaire (back in the days when a million bucks meant something).

My grandfather taught me the foundation of being an entrepreneur. He always told me to "work hard and play hard, but do them separately."

He built his business initially by cleaning septic systems (by hand!), snow plowing, gardening and

“The times may have changed, but the road to success requires the same three ingredients: hard work, a studious approach and taking the time to celebrate one's success.”

eventually by becoming the first gunite pool builder in Connecticut.

My grandfather left school in eighth grade to become the breadwinner in his family. But it wasn't until us grandchildren started attending college that he updated his motto of work hard/play hard to include "study hard." It's the trifecta of success.


He ingrained in me a work ethic that is both simple and profound, yet rare in its application.

One example of a strong work ethic is A+ Lawn & Landscape in Des Moines, Iowa, operated by Shawn Edwards. This company has achieved a high level of success by working hard, being accountable every day and celebrating its employees and team spirit every month. One of Shawn's monthly festivities includes a dunk-the-boss (and managers) tank. If you have problems getting employees to show up to a party, read this article featured in *LM* a few months ago: LandscapeManagement.net/case-study-appreciation-celebration.

I have gotten to know Shawn very well over the years. He's a member of both my Leader's Edge landscape peer group and Irrigation Leaders peer group, and my company awarded his firm The Mighty Oak award last year for outstanding achievement. He embodies the work-hard/play-hard spirit. While spending a few days with Shawn and my Irrigation Leaders in Las Vegas, I usually needed a nap!

The times may have changed, but the road to success requires the same three ingredients: hard work, a studious approach and taking time to celebrate one's success.

Shawn and his partners follow this simple recipe, with brilliant success and high-profit results.

What is your philosophy that drives your team forward toward success? 



Irrigation Leaders peer group in Las Vegas. Shawn Edwards in middle (in red).

CASE STUDY: OUR WAY

Water works

A hand watering service can be a valuable upsell. **BY CASEY PAYTON**

Watering is an essential aspect of maintaining a landscape—but not all clients have an irrigation system or the time to keep up with watering by hand.

Level Green Landscaping, based in Upper Marlboro, Md., discovered many of the commercial properties it served in the Washington, D.C., area did not have an irrigation system. And rainfall often wasn't enough for clients with seasonal color installations. That's why Level Green created a hand watering service. It's been a profitable upsell that also provides value for commercial clients. About 5 percent of the company's accounts opt for this service.

The company has two ways of billing for watering services, according to Brad Sarno, operations manager. If the client already has a spigot, then the Level Green team arrives on site with hoses and diffusers and handles making the connection and watering. When done this way, Level Green charges an hourly labor rate. If the client doesn't have a spigot or doesn't want to use it, Level Green also owns water trucks and tanks that use municipality water. The company charges a premium for this approach. It covers the use and maintenance of equipment and the cost of purchasing water from the municipality, measured by a water meter.

Sarno says the company has a good mix of clients who use the water trucks and those who use their own spigots. Of course, some scenarios warrant one over the other. For instance, in the case of a large commercial town center that the company serves, Sarno says

it couldn't be done the right way without a water truck.

"On a large property like that, we may need to move the truck multiple times," Sarno explains. "We bill by hour for the work."

Level Green also bills clients for travel to their locations. Hand watering crews (typically just one man) are routed by area to create dense routes, which eliminate excessive drive time from job to job.

Investing in water trucks is the largest cost associated with this service, Sarno says. A new truck suitable for carrying the required amount of water with a tank likely costs more than \$50,000. Another option is to employ a "water wagon"—a tank and pump on a trailer, which would cost about \$10,000 and could be pulled behind a heavy-duty pickup truck.

One tip Sarno shares for hand watering is to start early. Level Green watering trucks leave by 6:15 a.m.


"The morning is best because the winds are calmer," he says. "Wind can cause evaporation. You also don't want the foliage to be unnecessarily wet in the evening hours. Extra moisture at night can set up fungus."

In terms of which clients use this service, Sarno says it's a variety. The list includes some homeowner associations, universities, office complexes, residential housing complexes and shopping centers.

It's a relatively easy service to sell, he says, because many clients simply don't have the time to keep up with



watering. He calls the service a "protection of their investment." While Level Green offers warranties on the plants it installs, the warranties are contingent on clients keeping up with irrigation.

"As we talk to clients about the importance of watering and how often it should be done, they often decide to defer to us to handle it," Sarno says. "It ends up being a win-win scenario." 

A hand watering service is a good option for firms that have commercial clients with seasonal color.

Payton is a freelance writer based in Philadelphia.

BUSINESS BREAKDOWN

COMPANY: Level Green Landscaping

HEADQUARTERS: Upper Marlboro, Md.

SERVICE: Hand watering

REVENUE: Not disclosed

EMPLOYEES: Approximately 200

SERVICE MIX: Mostly maintenance

CUSTOMER MIX: 100 percent commercial

WHY? Clients weren't following through on watering plant installations.

BIGGEST CHALLENGE: Parking. Many clients for this service are based in the city, and parking the water truck and dragging hoses through crowded walkways is challenging.

BEST TIP: Train well. Everyone thinks they understand watering and that it's simple to do, but often people don't realize just how long it takes to give plants a good, rainlike soaking.

PRODUCT FOCUS

SNOW + ICE PRODUCTS



SECTIONAL SNOW PUSHERS

COMPANY: Case Construction Equipment

URL: CaseCE.com

The line of six heavy- and light-duty pushers is compatible with both current and older model wheel loaders, skid-steers, compact track loaders and backhoes. The moldboard sections move independently, allowing each section to shift up and down in response to uneven pavement or obstacles.

SNOW THROWERS



COMPANY: Grasshopper

URL: GrasshopperMower.com

The power takeoff-driven snow throwers feature a discharge spout controlled from the operator's seat that rotates 180 degrees to propel snow up to 30 ft. away. They feature heavy-gauge welded steel construction, a high-speed 12-in.-diameter auger and a heavy-duty replaceable scraper blade. Options include a winter enclosure and heater.



1500 SERIES TERRAINCUT FRONT MOWERS



COMPANY: John Deere

URL: JohnDeere.com/MowPro

For cold-weather jobs, the 1575 and 1585 models are available with a factory-installed ComfortCab equipped with standard heating, ventilation and air conditioning; front work lights; flashers, turn signals and a windshield wiper; an upholstered air suspension seat; and tilt steering. Snow blowers, brooms, blades and more are available.

PROFESSIONAL 21



COMPANY: Ariens Co.

URL: AriensCo.com

The Professional 21 single-stage snow thrower features a spring-loaded scraper bar that self-adjusts to follow the contours of the ground; a thick paddle that cleans to the surface; and optimal handlebar positions. It also features an open engine design and an hour meter to help keep maintenance schedules on track.



UTV STRAIGHT BLADE PLOW



COMPANY: SnowEx

URL: SnowExProducts.com

The plow measures 6 in. wide and can angle to 5 ft., 4 in. wide for narrower applications. It contains four vertical ribs and is constructed of high-strength, low-alloy steel. It features a full-trip moldboard, a high-strength base angle, an A-frame, a 5-in. hardened steel cutting edge and a PowerCoat finish.



BACKED BY A
10 YEAR
WARRANTY

MEET THE

#1 SELLING CONTAINMENT SNOW PLOW IN AMERICA



PRO-TECH®

Pro-Tech: Built to humble Mother Nature.

(844) 204-8210 protechsnopusher.com



SALTDogg PRO SERIES SPREADERS

COMPANY: Buyers Products

URL: BuyersProducts.com

The electric PRO Series features either a full-length auger or 12-in. pintle chain. A high-flow chute and a 14-in. spinner provide velocity to maintain consistent coverage at high speeds. The chute swings away for bulk unloading. All models include a top screen, stainless-steel inverted Vs and a fitted tarp for material protection.



POWER MAX HD 1028 OHXE

COMPANY: The Toro Co.

URL: Toro.com

Standard on the 1028 OHXE (38806) two-stage snow-blower are drift breakers and a reinforced handle, as are a 28-in.-wide swath and 21.5-in. cutting depth. It's equipped with a Toro Premium 302cc, OHV four-cycle engine. The Quick Stick chute control system allows the operator to easily change chute direction and deflection with a single control.



ILD02 SNOW PLOW

COMPANY: Spider

URL: Slope-Mower.com

The Spider ILD02 remote-controlled slope mower is now available with a 55-in. snow plow. Speed, direction, height of cut and safety cutout are all controlled from the unit, which has a top speed of 5 mph, average mowing capability of 1.73 acres per hour and fuel consumption of 0.95 gallons per hour.

MIDWEST GREEN INDUSTRY EXPERIENCE

Presented by Ohio Nursery & Landscape Association

JANUARY 15-17, 2018 • COLUMBUS, OHIO

Start off the new year right.

Get inspired, discover new products, build relationships, and make smarter business decisions at MGIX.



Check out this year's exhibitors, networking events, and 90+ education sessions
www.mgix18.com • #mgix18 • 800.825.5062

Tackle weeds in the *COOLER TEMPS*



FahrenheitTM

Apply year-round with temperatures above 50°F

Visible activity in 7-10 days

QUALI-PRO

Innovation you can apply.

Call 800-242-5562
www.quali-pro.com



Quali-Pro is a registered trademark of the Adama Group Company. 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.

LM SHOWCASE

PRODUCTS + SERVICES
FROM LANDSCAPE
INDUSTRY SUPPLIERS



INSTANT GRATIFICATION

Your customers want it,
PRO Landscape lets you deliver it.



In the office or on the go, PRO Landscape has all
the tools you need to create winning designs.

LEARN WHY PRO LANDSCAPE DOES IT BETTER

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

PRO Landscape

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

Jake Goodman

jgoodman@northcoastmedia.net, 216-363-7923

Craig MacGregor

cmacgregor@northcoastmedia.net, 216-706-3787

Chloe Scoular

cscoular@northcoastmedia.net, 216-363-7929



Turf Pros' #1 Top Dresser
Since 1994

THE ECO 75 IS A UNIQUE ATTACHMENT

LET'S SPREAD WITH EASE!

- ✓ Compost
- ✓ Pelletized Products
- ✓ Sand
- ✓ Crumb rubber



1-866-ECO-LAWN (326-5296) | www.ecolawnapplicator.com

AD INDEX

Cub Cadet.....	13
EcoLawn.....	54
GPS Insight.....	15
Greenius.....	47
Husqvarna.....	33
John Deere.....	8
Kubota Construction.....	CV4
Makita.....	3
Nufarm.....	5
Ohio Nursery & Landscape Association.....	52
PermaGreen Supreme.....	44
PRO Landscape by Drafix Software.....	54
Pro-Tech.....	51
Progressive Insurance.....	2
Propane Education & Research Council.....	31
Quali-Pro.....	11, 53
RAM Commercial.....	CV2
SnowEx.....	CV3
TurfEx.....	37
Wilbur-Ellis.....	16
Worldlawn Power Equipment.....	34

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

[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 2017 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 OPPORTUNITIES

**Grounds Maintenance/
Landscape Business for Sale**

Great company with 18+ years of business located in Parker/Castle Rock, CO

5-year average of \$614,000 in revenue with small workforce

Asking \$210,000 with Equipment.

Ready to generate revenue!

Contact: 303-808-4061

Professional Business Consultants
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 pbcsmello1@aol.com

**PLACE YOUR
AD TODAY!**

BUSINESS OPPORTUNITIES

**NORTH TEXAS BASED
COMMERCIAL LANDSCAPE
CONTRACTOR**

44 Year Old Stable/Successful Business

Nice Stable Client Base

Serious Inquiries Only

Confidentiality Agreement Required

*Please send questions & contact info to
rosie41@tx.rr.com*

Sale of Business

Sunny South, Progressive Gulf Coast City.

Year-Round Lawn Maintenance,
Landscaping etc.

Estate with Home, Office, Shop Area
and Stunning Landscaped Grounds,
with ponds.

No Owner Financing.

For more information call:
251.402.8663 or
companyforsale@yahoo.com

HELP WANTED



Full-service irrigation company located in Youngstown, Ohio are looking to hire full-time, experienced technicians. Must have minimum 3 years industry experience.

Positions require valid driver's license, ability to diagnose and solve problems in the field, and communicate issues and solutions to customers on site.

Background check and drug testing required.

Pay hourly commensurate with experience and ability.

Email resume to AmericanLawn@sbcglobal.com
2560 Main Ave. SW, Bldg. C
Warren, OH 44481

**Job Boards
For Industry Professionals**
LANDSCAPEJOBS.COM
IRRIGATIONJOBS.COM
TREECAREJOBS.COM
GREENINDUSTRYJOBS.COM
1-717-479-1850 - info@jobhill.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

PLACE YOUR AD TODAY!

**SAVE
SAVE
SAVE**

**IN ADDITION TO SAVING YOU
MONEY, FREQUENCY ADVERTISING
HELPS PROSPECTIVE CLIENTS
RECALL YOUR SERVICES WHEN
THEY NEED YOU MOST.**

Please email Chloe Scoular at
cscoular@northcoastmedia.net
for rates and additional information.

BACKSTORY

INTERVIEW BY LAUREN DOWDLE



Ben Bowen

**LANDSCAPE DESIGNER & MANAGER
ROSS NW WATERGARDENS
PORTLAND, ORE.**

"My favorite part of the job is visiting a property that we transformed years ago and seeing how it has matured into something truly special."

"I give my dad, Ross Bowen, credit for our success. He has always been willing to do whatever is needed to keep clients and employees happy."

"My family moved to Portland when I was 17. Rather than start fresh in a new school, I finished out high school using a correspondence course."

"I have a wonderful wife of 16 years and four boys. We are heavily involved in volunteer work, spend time with extended family and are always planning our next vacation."

EDUCATION

Home-school
Portland, Ore.
Class of 1996

WORK EXPERIENCE

1992-1996

Summer Laborer
Bowen's Inc.
Phoenix, Ariz.

1996-1998

Owner/Operator
Bowen's Landscape
Maintenance
Portland, Ore.

1998-2001

Full-Time Volunteer
Watchtower Bible
& Tract Society
Brooklyn, N.Y.

2001-2004

Stone Mason Helper
Greenwich, Conn.

2004-Present

Landscape Designer
& Manager
Ross NW Watergardens
Portland, Ore.

"I worked summers for my grandfather, installing irrigation timers in big subdivisions in Phoenix, Ariz. From that point forward, it seemed natural for me to work with my hands—and my family."

"Portland is a city of trees and water—a beautiful place to be a landscaper. And our food culture is fantastic. My only complaint is that I don't have enough time to eat at all the places I want to."



WORDS OF WISDOM: "Price your services so you can afford to be flexible with clients and generous with employees." • "Don't worry too much about the problems of today—just work through them." • "If you are in business for years, you will have many bad days and even some entire projects that go completely sideways. Just accept it as part of the job." • "We often take responsibility, blame even, for issues that are not necessarily our fault. But the result is an intensely loyal group of employees and clients. Basically, we are willing to lose the battle but feel like we are winning the war."



SCRAPE MAXX

Unleash Your Plow's **SCRAPING POTENTIAL**



Available on ALL SnowEx® Truck Plows

Want a plow that can apply down force to bust through hard pack and achieve down-to-the-pavement scraping performance? Then you need a SnowEx plow and the **New Scrape Maxx™ Down-Force Kit**.

Scrape Maxx can be engaged on all SnowEx truck plows. Installs in minutes to turn Light Truck and Regular-Duty plows into commercial-grade performers, and allows Heavy-Duty plows to deliver superior back dragging results.

Visit scrapemaxx.com to learn more.

SNOWEX✓

Light Truck / Regular-Duty / Heavy-Duty / SPEEDWING™ / POWER PLOW™ / HDV™

**OPERATOR RULE #1:
NEVER LET THE REST OF THE CREW KNOW HOW COMFORTABLE IT IS.**



While a wider 36" cab entrance, optimized AC and full-suspension seat are just a few of the comfort-driven features operators won't talk about, the Kubota SSV75's hinge pin height of 128.3 inches, the proven 74.3 HP Kubota engine, and 5,884 pounds of breakout force will have them bragging all day long. Locate your dealer at KubotaUSA.com.



© Kubota Tractor Corporation, 2017.



Kubota