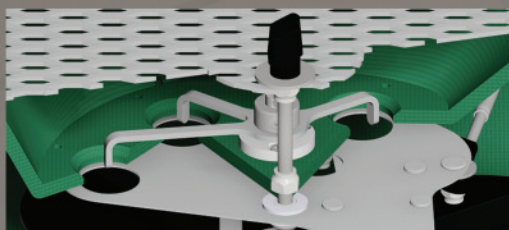


permagreen™

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

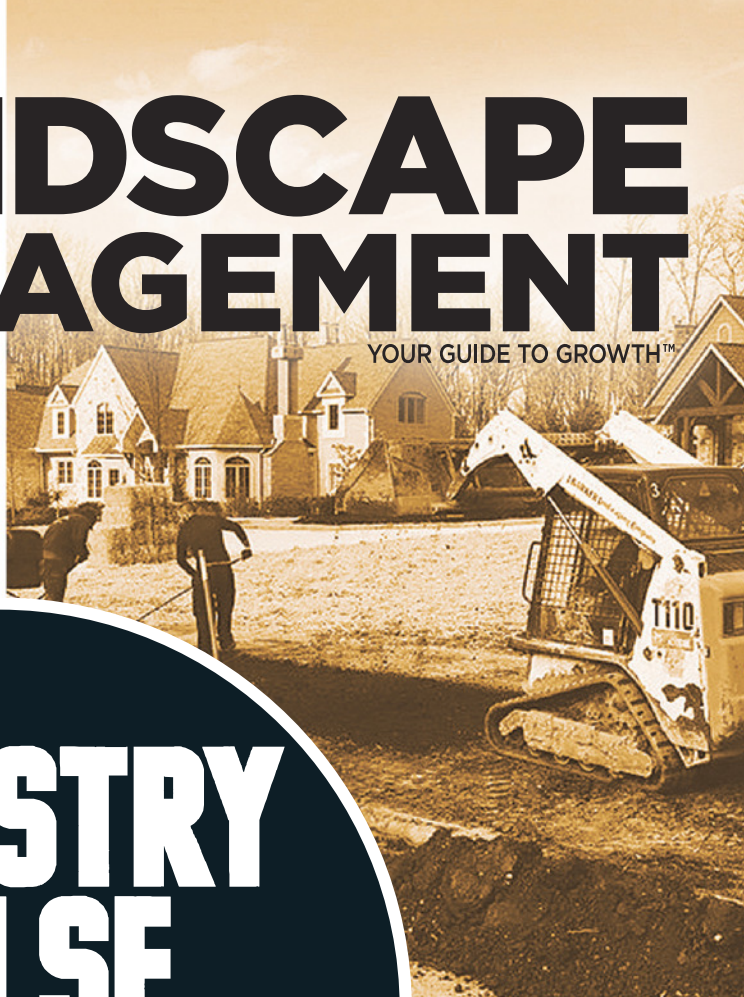


LANDSCAPE MANAGEMENT

YOUR GUIDE TO GROWTH™

INDUSTRY PULSE REPORT

Despite a tight labor market,
92 percent of landscape
pros are optimistic
about 2019.





SERVICE

8,000+

DIESEL-TRAINED

TECHNICIANS

SUPPORT

700+

DEALER LOCATIONS

LARGEST DEALER NETWORK

INTRODUCING THE NEW INTERNATIONAL® CV™ SERIES

READY TO GROW YOUR BUSINESS



To take your business to the next level, you need a truck designed by commercial truck experts who know it takes a rugged, versatile, and driver-focused truck to step up your game. With standard holes pre-drilled for a snow plow mount bracket, you'll have everything you need for off season work. You'll also gain access to dedicated diesel technicians and expert salespeople at North America's largest commercial dealer support network. It's time to grow your business with the new International® CV™ Series – a truck that's built for what's next.

Visit InternationalTrucks.com/COMMERCIALCV
for more information.

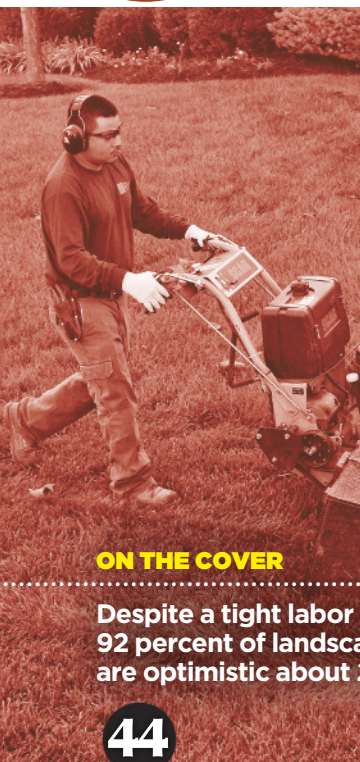


IT'S UPTIME™



CONTENTS

DECEMBER 2018 • VOL 57, ISSUE 12



ON THE COVER

Despite a tight labor market, 92 percent of landscape pros are optimistic about 2019.

44



NEWS + HOW-TO'S

12 Leadership Advantage

BY BEN GANDY

14 Step by Step

How to identify trees.

16 New Stuff

Six products and services that are fresh to the market.

18 SafetyWatch

Plan for snow plowing.

PROFIT CENTERS

20 Turf+Ornamental Care

Find out what a new Bayer survey reveals about the turf industry.

22 Mowing+Landscape Maintenance

A look at battery-powered handheld equipment that gets the job done.

24 Design/Build+Installation

What the new OSHA silica standards mean for your company.

42 Irrigation+Water Management

A sneak peek at what's to come on the updated Certified Irrigation Contractor exam.

BUSINESS INSIDER

52 Business Basics: Planning

The lowdown on next-gen planning.

BY PHIL HARWOOD

53 Let's Grow

Why growth requires ownership at all levels.

BY JEFFREY SCOTT

Why positive reinforcement goes a long way (page 56).

IN EVERY ISSUE

4 Online Now

6 Editor's Note

BY MARISA PALMIERI

8 Big Picture

Plants Creative Landscapes, Decatur, Ga.

55 Classifieds/Ad Index

56 Grow with Grunder

How to lead with the positives.

BY MARTY GRUNDER

ON THE COVER: PHOTOS (CLOCKWISE FROM TOP LEFT): SITEONE LANDSCAPE SUPPLY, J. BARKER LANDSCAPING CO., PBI-GORDON CORP. AND NALP/PHILIPPE NOBILE PHOTOGRAPHY

Check out what battery-powered handheld equipment is on the market (page 22).



QUALI-PRO

STROBE® PRO G SUPERIOR RESULTS.



Includes
Azoxystrobin &
Propiconazole

Strobe® Pro G Granular Fungicide is a combination of two broad spectrum, preventative and curative fungicides with systemic properties for the control of many important turfgrass diseases.

Make it simple, make it Quali-Pro!



quali-pro.com



TRAINING VIDEOS AT YOUR FINGERTIPS

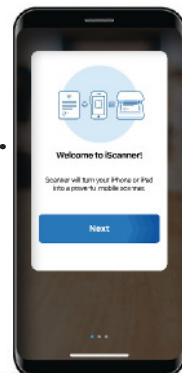


→ Everyone needs an educational review session from time to time. Next time you find your team in need of a safety training refresher, head over to

LandscapeManagement.net/SafetyWatch.

With content provided by Greenius, a company that specializes in online training for landscape crews, we have stockpiled safety videos on a variety of topics.

APP PICK



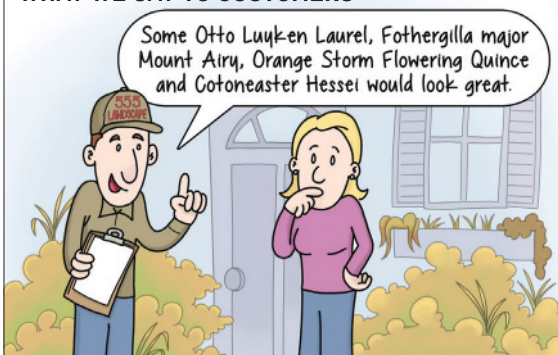
Scanner App. Ever need to scan a document from the field? This handy app turns your iPhone or iPad into a mobile scanner. Scan anything you need, including receipts, documents, paper notes, fax papers, etc., and store your scans as multipage PDF or JPEG files. Since all the scans are stored locally on your device, the app doesn't require an internet connection. Need to protect select scans? Users can set up a password for the whole app or lock individual folders or documents. **Free. Available for iOS only.**

CONNECT

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

PHOTOS: GREENIUS; ISTOCK.COM/ONSTON

WHAT WE SAY TO CUSTOMERS



WHAT THEY HEAR



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

Start Speaking Their Language Today!

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

PRO Landscape
DESIGN SOFTWARE

Industry-Leading Landscape Design Software

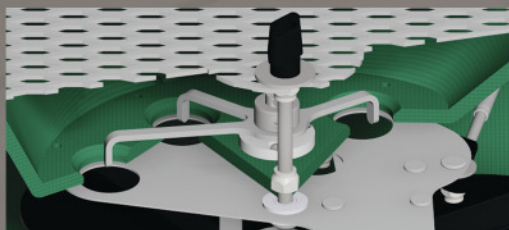


Photo Imaging | CAD | Lighting | Estimating | 3D Rendering | Tablet Apps

permagreen™

UPGRADE TO THE ALL NEW

BREKTHRU AGITATOR



Featured on the new 2017 PermaGreen Triumph, the revolutionary **BREKTHRU** 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

EDITOR'S NOTE

MARISA PALMIERI
EDITOR

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



Thanks to you

I love the landscape industry, which I've been fortunate to cover for about a decade, all told. I love my team at *LM*. Of course, I love my two daughters and husband more, and it is time for me to tip the scales on work/life balance in my family's favor. So, in 2019, I'm taking a step back from my full-time role as editor of *LM* and editorial director of North Coast Media. I'll be working part time from home as special projects editor for *LM*. I'll also be helping second and third graders with their writing at my daughters' school, coaching my girls' sports teams and volunteering with their Girl Scout troops.

As I've shared my career change with people over the past few months, so many of you have shared with me that your family made a similar decision at one point or that family flexibility was the reason you started your own business in the first place. Thank you for the encouragement.


If it's true, as motivational speaker Jim Rohn is credited with saying, that we are the average of the five people we spend most of our time with, I'd like to think I've picked up a little bit of what the landscape industry has to offer during the years I've been immersed in it. I realize an industry isn't the same as a person, but the landscape market does have a distinct *persona* that I respect, admire and have learned so much from.

LESSONS LEARNED

For instance, I'm so grateful to have learned that we control our own destinies. Many of the most successful, most interesting landscape professionals I know have prospered with no formal education or training in business or in landscaping. They simply started

mowing lawns and never looked back. When my 9-year-old daughter, Sadie, asked me how she could earn her own money this summer, I steered her away from a one-time lemonade stand or rummage sale. Because I've had the opportunity to interact with so many inspiring entrepreneurs, I knew to encourage her to think bigger (i.e., recurring revenue). She came up with the idea to take out and bring in our neighbors' trash cans for a dollar apiece. She is happy to collect \$3 per week from a few neighbors, and she knows she can earn more if she wants to just by getting more customers. This is just one small example, but my point is the American dream is alive, and I'm thankful to have witnessed it firsthand from you so I can pass the message along.

I'm also grateful for learning that it's OK to shift gears in business and in life. I've met business owners who have transformed their companies and their lives when they saw new opportunities. Maybe they started in mowing and changed to lawn care when they learned there were higher margins to be had. Maybe they began working for someone else, learning and saving, until they could make it on their own. Or maybe they worked in a different field entirely but followed their heart to launch a landscape company doing what they loved. These transformation stories instilled in me the confidence to make a career change and the knowledge that if it doesn't work out, I can change my mind again.

I'm so grateful to have learned these lessons so I can pursue a slower pace of life with the people I love. Thank you. 



HEADQUARTERS

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

EDITORIAL STAFF

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

Senior 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

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

Account 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

What's your outlook for the landscape industry in 2019?

Landscape Professionals

Richard Bare
Arbor-Nomics Turf
Norcross, Ga.

Bill Bemus
Bemus Landscape
San Clemente, Calif.

Chris Joyce
Joyce Landscaping
Cape Cod, Mass.

Jerry McKay
McKay Landscape Lighting
Omaha, Neb.

Greg Winchel
Winchel Irrigation
Grandville, Mich.

Industry Consultants
Dan Gordon
TurfBooks
Newton, N.J.

Marty Grunder
The Grow Group
Dayton, Ohio

Kevin Kehoe
3PG Consulting
Laguna, Calif.

Phil Harwood
Pro-Motion Consulting
Grand Rapids, Mich.

Frank Ross
3PG Consulting
Alpharetta, Ga.

Jeffrey Scott
Jeffrey Scott Consulting
Trumbull, Conn.

"Full
speed
ahead."

"The economy
is cooperating,
so I think we are
all going to have
enough work;
hopefully we
have enough
workers."

"There is
growth
everywhere—
good pricing,
too."

"Every indicator
supports a very
strong year.
Now, let's find a
solution to the
labor issue."

"...for labor-
based
services, it's
time to raise
fees."

MORE ONLINE

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



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

SERVICE IS IN THEIR DNA. IS IT IN YOURS?



"IT'S VERY IMPORTANT
FOR US TO BE ENGAGED AND
TO LET MILITARY FAMILIES
AND VETERANS KNOW WE
APPRECIATE THEM."

— RODNEY CREECH
Lawn Plus, West Alexandria, OH

★ CHOOSE ★
YOUR SERVICES



★ RECEIVE ★
MATCH ALERTS

THROUGH A NETWORK OF VOLUNTEERS,
GreenCare for Troops provides complimentary
basic lawn and landscape services to deserving
military families with a deployed service member.

BECOME A VOLUNTEER.
PROJECTEVERGREEN.ORG / 888.611.2955



PRESENTED BY



©2018 Project EverGreen. All Rights Reserved.





BIG PICTURE

INDOOR LIVING IN THE GREAT OUTDOORS

LOCATION Decatur, Ga.

COMPANY Plants Creative
Landscapes

THE DETAILS The homeowner wanted multiple outdoor themed rooms, connected with seamless sightlines. Bluestone, painted brick, concrete countertops and steel were used to unify the spaces.

A bluestone patio connected to the home forms the main living area and features an outdoor kitchen, dining area and fireplace lounge. The recreation area off the patio offers a lawn, vegetable garden, custom steel bocce court and 18-foot steel water feature and boxwood planters.

The property was flat, so the Plants Creative Landscapes team created three distinct grade changes to separate the areas. The team constructed a large French drain system and gravel sump pit underneath, and the entirety of the backyard drainage was directed to the low point of the backyard.

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

PHOTO This photo showcases the three individually themed rooms: the main living area, the play area and the relaxation area.

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

PHOTO: DRY BRANCH PHOTOGRAPHY

ON JANUARY 9 - 11, PLEASE VISIT, THANK, AND SUPPORT ALL OF THE SPONSORS AND EXHIBITORS WHO CONTINUE TO MAKE
MANTS® THE MASTERPIECE OF TRADE SHOWS™

CHARLES STREET LOBBY

Coffey's 3RD Generation Nursery

Coffey's 3rd Generation Nursery
 Booth #: CSL-A • Hall: CSL
www.3rdgenerationnursery.com



Nicolock Paving Stones
 Booth #: CSL-B, 2126, 2128, 2130 • Hall: CSL/D
www.nicolock.com



Roger Coffey and Sons Nursery
 Booth #: CSL-A, 2328, 2330 • Hall: CSL/D
www.rogercoffeyandsons.com



Valley View Nursery
 Booth #: CSL-A • Hall: CSL
www.valleyviewnurseries.com

GOLD



Angelica Nurseries
 Booth #: 333, 335, 337 • Hall: F
www.angelicanurseries.com



Bloomin' Easy
 Booth #: 2448 • Hall: C
www.bloomineasyplants.com



Foxborough Nursery
 Booth #: 726, 823, 825, 827 • Hall: G
www.foxboroughnursery.com



J. Berry Nursery/Simpson Nursery
 Booth #: 1315, 1317 • Hall: I
www.blackdiamondblooms.com



Landscapehub
 Booth #: 2775 • Hall: A
www.landscapehub.com



Manor View Farm
 Booth #: 530, 532 • Hall: F
www.manorview.com



OHP
 Booth #: 1626, 1725, 1727 • Hall: J
www.ohp.com



Perdue AgriRecycle Compost
 Booth #: 563 • Hall: E
www.perdueagribusiness.com



Power Planter
 Booth #: 3109 • Hall: A
www.powerplanter.com



Rapid Garden POS
 Booth #: 2952 • Hall: B
www.rapidgardenpos.com



Security Equipment Company
 Booth #: 1340, 1341, 1342 • Hall: H
www.securityfnh.com



Tree Town USA / Hines Growers
 Booth #: 1813, 1815, 142, 243 • Hall: J
www.treetownusa.com



Van Belle Nursery
 Booth #: 2444, 2446 • Hall: C
www.vanbelle.com



Zanfel
 Booth #: 1312 • Hall: A
www.zanfel.com

SILVER

Arborjet/Ecologel
 Booth #: 272, 274 • Hall: E
www.arborjet.com

Cambridge Pavingstones
 Booth #: 2660, 2662, 2761, 2763 • Hall: B
www.cambridgepavers.com

Coastal Source
 Booth #: 2607, 2608 • Hall: B
www.coastalsource.com

Greenleaf Nursery Company
 Booth #: 728, 829, 831, 833 • Hall: H
www.greenleafnursery.com

Star Roses and Plants
 Booth #: 228, 230, 329, 331 • Hall: F
www.starrosesandplants.com

Ball Seed
 Booth #: 2232, 2233 • Hall: E
www.ballhort.com

Coast of Maine / Frey Group
 Booth #: 416, 418 • Hall: G
www.freygroupsoils.com

Country Springs Wholesale Nursery
 Booth #: 2157, 2159, 2161 • Hall: C
www.countryspringswholesale.com

Perennial Farm
 Booth #: 539, 541, 543 • Hall: F
www.perennialfarm.com

Techo-Bloc Corp
 Booth #: 2850, 2852, 2951, 2953 • Hall: B
www.techo-bloc.com

PHONE CHARGING STATIONS

Hortica
 Booth #: 1032 • Hall: H • www.hortica.com

SHUTTLE BUS SPONSORS

Olney Gardens Wholesale
 Booth #: 449, 451 • Hall: F • www.olneygardenswholesale.com
Van Belle Nursery
 Booth #: 2444, 2446 • Hall: C • www.vanbelle.com

AKEHURST MEMORIAL SCHOLARSHIP

Babikow Greenhouses • Booth #: 2400, 2402, 2501, 2503 • Hall: D • www.babikow.com
Cavano's Perennials • Booth #: 2201, 2203, 2205 • Hall: D • www.cavanos.com
Le Primitif Galleries • Booth #: 18, 19, 20 • Hall: G • www.leprimitifgalleries.com

BENCH SPONSORS

All About Groundcover
 Booth #: 844 • Hall: H
www.allaboutgroundcover.com

Ball Horticultural Company
 Booth #: 2230, 2331 • Hall: E
www.ballhort.com

Bennett's Creek Nursery
 Booth #: 1328, 1330, 1429, 1431 • Hall: H
www.bcnursery.com

Brock Farms Nurseries
 Booth #: 1107, 1109 • Hall: I
www.brockfarmsnurseries.com

Cavano's Perennials
 Booth #: 2201, 2203, 2205 • Hall: D
www.cavanos.com

David's Nursery
 Booth #: 828, 830, 929, 931 • Hall: H
www.davidsnursery.com

Eastern Shore Nursery of VA.
 Booth #: 926, 1027 • Hall: I
www.esnursery.com

Foxborough Nursery
 Booth #: 726, 823, 825, 827 • Hall: G
www.foxboroughnursery.com

King's Tree Farm
 Booth #: 1106 • Hall: I
www.kingstreefarm.com

Lancaster Farms
 Booth #: 428, 430, 529, 531 • Hall: F
www.lancasterfarms.com

May Nursery
 Booth #: 1026, 1125, 1127 • Hall: I
www.maynursery.com

Odum Nursery Company
 Booth #: 562, 564 • Hall: E
www.odumnursery.com

Phillips & Turman Tree Farms
 Booth #: 327 • Hall: G
www.phillipsandturmantreefarms.com

Saunders Brothers
 Booth #: 424, 426, 525, 527 • Hall: G
www.saundersbrothers.com

Shreckhise Nurseries
 Booth #: 526, 627
 Hall: G • www.shreckhise.com

Sporticulture
 Booth #: 2138 • Hall: C
www.sporticulture.com

Surface Nursery
 Booth #: 1324 • Hall: J
www.surfacecnursery.com

Tuckahoe Nurseries
 Booth #: 1126, 1227 • Hall: I
www.tuckahoenurseries.com

Walnut Springs Nursery
 Booth #: 2136 • Hall: C
www.walnutsprings.com



P.O. Box 818 • Brooklandville, MD 21022
 410-296-6959 • fax 410-296-8288

www.mants.com



@mantstbaltimore
 #mantst2019

MARK YOUR CALENDAR:
 JANUARY 8 - 10, 2020
50TH ANNIVERSARY SHOW!
 BALTIMORE CONVENTION CENTER

Sponsors listed are those who committed and paid by October 31, 2018.

FUEL MARKER



Bill Stone, owner of Swede's Plant Maintenance in Hillsboro, Ore., needed a better system for differentiating between fuel types when his company's chainsaws began to seize up and his crew began to show up to job sites with the incorrect type of fuel.

That's why Stone decided to use carabiners from the dollar store to tell the difference. Containers with two-stroke fuel for the company's chainsaws are marked with a carabiner, while containers with four-stroke fuel for its sprayer remain bare.

"It's a pretty simple system, but it works well," Stone says. "It's really important that we make sure we're putting the right gas in the right engine."

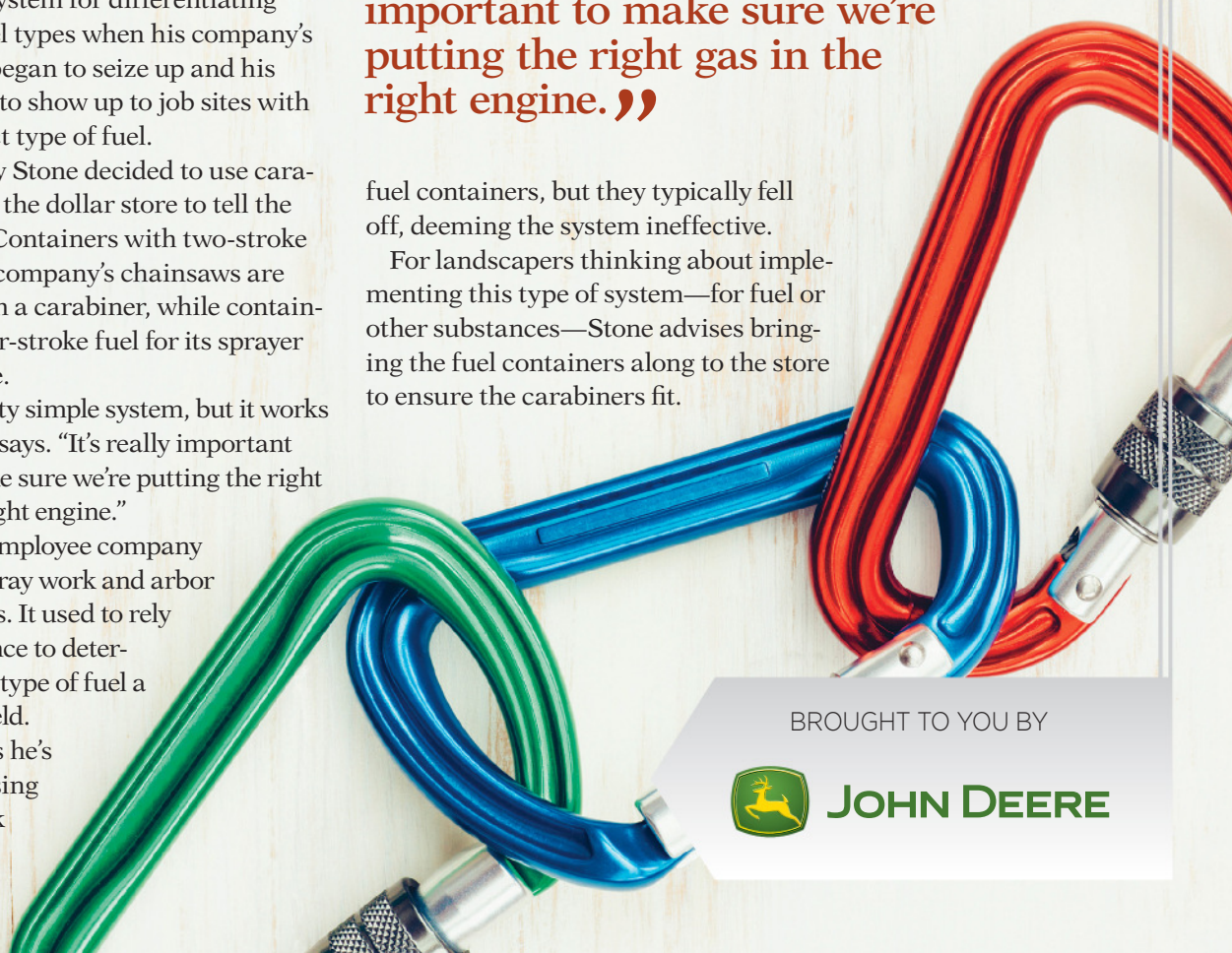
The two-employee company performs spray work and arbor care services. It used to rely on appearance to determine which type of fuel a container held.

Stone says he's also tried using tags to mark

"It's a pretty simple system, but it works well. It's really important to make sure we're putting the right gas in the right engine."

fuel containers, but they typically fell off, deeming the system ineffective.

For landscapers thinking about implementing this type of system—for fuel or other substances—Stone advises bringing the fuel containers along to the store to ensure the carabiners fit.



BROUGHT TO YOU BY



JOHN DEERE

LEADERSHIP >>> ADVANTAGE



BY BEN GANDY

The author is principal of Envivor Consulting. Reach him at bengandy@envivorco.com.

THE 'WHAT' AND THE 'HOW'

Strategy is the “how.” Strategy equals the specific plans for hitting your goals and achieving your vision. The term comes from military use: The plans for defeating the enemy and winning the war represent the “strategy.”

As you look forward, it's essential to develop or revisit your organization's vision or picture of success. The vision acts as the destination point for your organization. Once the future target is established, the strategy can be developed.

Your company needs a strategy, a specific plan that defines your current position against your future destination, accounts for your weaknesses and strengths and outlines actions needed to move your organization forward. Effective strategic plans become the common denominator that aligns the team around a focused effort.

Two key components of a strong strategic plan are cost and customer value. Properly defining your organization's approach in these areas can separate your company from your competitors.

The organization that offers greater value to its customers becomes the company of choice. Greater value doesn't mean just offering more of the same things that your competitors offer. More service, more quality and

“There are far greater opportunities in redefining customer value than in doubling down on industry standards.”


more offerings aren't necessarily greater value, and it's almost impossible to offer those things with fewer costs. Consider Amazon. It doesn't offer anything that brick and mortar retailers don't already offer; it offers a different way to shop. It has a different strategy, and customers choose Amazon because of the value in the difference.

Seeking a competitive strategy that offers greater customer value often starts with reducing or even eliminating the things that customers don't really value. In our industry, we place great value in laser straight, diagonal mow lines, deep, sinuous bed edges and string trimming that leaves no edge untouched. But do our customers value these things? I'm not trying to be heretical, I'm just asking, “Do we really know what our customers value (versus what we value)?”

There are far greater opportunities in redefining customer value than in doubling down on industry standards. What can you offer your customers today that your competitors are not offering? What single value is more important to them than anything else?

The other side of a strong strategy is to pursue a path of reduced costs compared to your competitors. Lower costs can come through greater productivity, selling a different scope or lower overhead. Any cost reduction strategy that includes shortchanging the customers or just working harder will never be sustained. Greater productivity through employment of lean manufacturing principles and/or reduced overhead through redefining customer value may represent a real advantage.

Where do you start?

Start with a vision—the “what.” In other words, answer what you are trying to achieve in terms of revenue, market segments, geography, profits and quality of life. Once the vision is clear, it's time for the how: a strategy. 



THE POWER AND DURABILITY TO MAKE THE TOUGH JOBS EASY



© 2018 Husqvarna AB. All rights reserved.



525LST FEATURES:

- Intuitive controls
- Auto return stop switch
- X-Torq® engine
- Air Purge
- Tap 'n Go trimmer head
- Efficient 2-stage air filter
- Stand-alone starter



WHEN YOU WANT EXPERT SERVICE, WE'RE READY.



Specially trained technicians maintain optimal performance and extend the life of your equipment using genuine Husqvarna parts.

HUSQVARNA 525LST TRIMMER FOR THE PERFECT FINISHING TOUCH.

If you need a commercial trimmer without compromise, pick up a powerful and reliable Husqvarna's 525LST. It features state-of-the-art ergonomics, rugged construction and innovative controls that are designed to get jobs done swiftly and effortlessly. [HUSQVARNA.COM](https://www.husqvarna.com)

Connect with
HusqvarnaUSA



Husqvarna®
READY WHEN YOU ARE

STEP BY STEP


How to identify trees

There are an estimated 23,000 different kinds of trees in the world. While it's impossible to know them all, it's important for landscape contractors to be familiar with the varieties found in their parts of the country to ensure proper treatment and care.

To begin the identification process, contractors should thoroughly inspect the tree, making note of its prominent features, such as the leaves, bark, canopy, fruit and blooms. There are many resources available for contractors to then determine what kind of tree they are working with. The Arbor Day Foundation's "What Tree Is That?" online quiz identifies trees based on a user's location and information about the tree leaf's shape, size and characteristics. The resource is available both online and as a portable pocket guide.

Smartphone apps also can help contractors identify trees while in the field. Leafsnap, created by researchers at Columbia University, the University of Maryland and the Smithsonian Institution, is a helpful resource for iPhones. Users input their location and upload a picture of the leaf taken on a white background, and the app then identifies the type of tree.

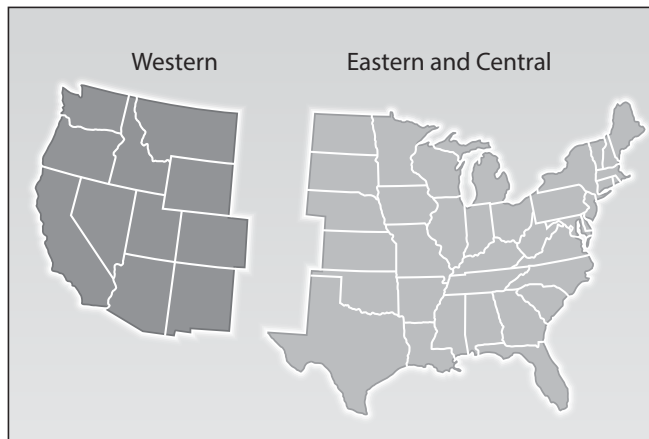
VTree, an app created by Virginia Tech's Department of Forest Resources and Environmental Conservation, is an option for Android users. Users enter their location and answer qualifying questions about the leaf and tree. The app provides thousands of photos of leaves, flowers, fruits and twigs to make identification simple.

Follow these steps to begin the tree identification process. 

SOURCES: The Davey Tree Expert Co.; The Arbor Day Foundation, ArborDay.org/trees/WhatTree

DOWNLOAD IT

Cut along the dotted line or visit LandscapeManagement.net/StepbyStep to download a PDF of this page to save for reference or to use as a training tool for your team.

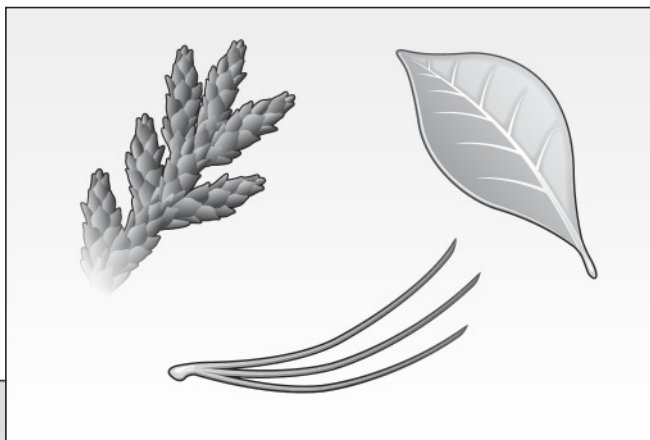


STEP 1

Choose your region.

STEP 2

Begin by studying the tree's leaves. Determine if the leaves are needlelike, scalelike or thin and flat.



STEP 3

If no leaves are present, try to identify the tree by bark, zeroing in on the twigs and buds. Use available resources and apps for specific identification.



YOU COULD LOSE HALF YOUR CUSTOMERS TO DANDELIONS.

Up to 50 percent* of customers who call to complain about dandelions cancel their service. Protect their lawns, and your business, with Defendor® specialty herbicide. It works when nothing else does. Apply Defendor in early spring or late fall to stop dandelions, clover and other broadleaf weeds before they cost you a client. That way, the next time your phone rings, you'll be saying hello to more business. Learn more at www.FewerCallbacks.com.

Defendor®

SPECIALTY HERBICIDE

*Jefferson Davis, 2012

®Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow
State restrictions on the sale and use of Defendor apply. Consult the label before
purchase or use for full details. Always read and follow label directions.
©2015 Dow AgroSciences LLC T38-900-003 (10/15) BR DATOTURF5061



Dow AgroSciences

Solutions for the Growing World

NEW STUFF

1



2



3



1. D902-T-E4 ENGINE

COMPANY: Kubota Engine America

URL: KubotaEngine.com

The D902-T-E4 is a three-cylinder, 0.9-liter displacement engine that's EPA Tier 4 Final and EU Stage V compliant. It offers an output of 18.5 kW at 2800 rpm and a maximum torque of 78 Nm at 2000 rpm, according to the company. It produces minimum noise, features a mechanical fuel injection system and is designed for use in the turf industry and applications including utility vehicles, mini excavators, mini track loaders, trenchers and welders.

2. LESCO CARBONPRO-L WITH MOBILEX

COMPANY: SiteOne Landscape Supply

URL: SiteOne.com

A liquid biological soil amendment, the product can be tank mixed with fertilizers, herbicides and insecticides. It deepens and strengthens roots; helps with stress recovery and prevention; improves greening; assists with seed establishment; prevents chlorosis; supports establishment of new turf through accelerated seed germination; and increases turf quality through remediation and restoration from saline soils and salt toxicity, the company said.

3. I-80 COMMERCIAL ROTOR

COMPANY: Hunter Industries

URL: HunterIndustries.com

Designed for sports turf and large park applications, the I-80 is built with a dirt-tolerant gear drive that offers a high torque output and a radius range up to 97 ft., according to Hunter Industries. The no-dig device features dual-trajectory, wind-fighting nozzles and provides total top serviceability via its integrated, surface-mounted snap ring. The I-80 also includes the ProTech Turf Cup system, through which living or synthetic turf is retained in a cup mounted to the top of the rotor and installed flush to the surrounding turf.



4



5



6

CHECK OUT MORE NEW STUFF ONLINE

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

4. LUXOR CONTROLLER

COMPANY: FX Luminaire

URL: FXL.com

In addition to incorporating zoning, dimming and color into a single controller, Luxor can now create up to 40 distinct themes and comes preset with calendar-based programming, timed sunrise and sunset offsets and dual 15-v outputs. The new Luxor app provides total cloud-based remote system control and the ability to set schedules directly from a smartphone, eliminating the need to interact directly with the controller facepack to make changes. It's compatible with Luxor Satellites, Cubes and ZD MR-16 LED lamps.

5. MULCH MATE DS1000

COMPANY: Mulch Mate

URL: MulchMateUSA.com

The Mulch Mate DS1000 mulch delivery system can be mounted to an existing truck—no dump bed is required. The product's dual pivot hinge enables full access to the truck bed. All-electric and self-contained, the DS1000 allows contractors to load a wheelbarrow in 3 seconds at the touch of a button. It requires no fuel or oil, only two on-board 12-v batteries and a charger. The system is compatible with shredded mulch, wood chips, pine bark, wood shavings, pea gravel, masonry sand, low-moisture topsoil and more.

6. Z994R COMMERCIAL ZTRAK ZERO-TURN MOWER

COMPANY: John Deere

URL: Deere.com

The Z994R commercial ZTrak is powered by a three-cylinder, liquid-cooled diesel engine with gross 24.7-hp rated power at 3200 rpm that meets Tier 4 Final emission standards. It comes in three deck options: the 54-in. and 60-in. 7-Iron PRO side-discharge mower deck and the 60-in. 7-Iron PRO Mulch On Demand mower deck. It features three available seat options, all of which feature ComfortGlide fore/aft suspension that provides up to 2 in. of fore-and-aft travel.

SAFETYWATCH

PLAN FOR PLOWING

When performing snow removal services, it's important to plan ahead for your crew's safety and your clients' safety.

The first step is to take a look at a site plan, either on the computer or on paper. It's especially helpful to see a plan where pavement markings and obstructions haven't been covered over by snow. Google Earth can be a good place to start. Sometimes, clients will provide an official overview of the site for you to use.

On certain sites, you may plan to plow when all the businesses are closed. An after-hours plan can be called a "full push" or "full plow," meaning the entire lot will be plowed when the business is closed. A full push is typically the easiest plan to perform because there usually aren't cars or pedestrians in the way.

Secondary plans can have different names. For example, you may have one for keeping the traffic

lanes passable during a daytime snow event, or you may have another plan called "rush open," which goes into effect when snow falls around opening time and you have to make a quick pass before moving to another site.

WATCH AND LEARN

Visit LandscapeManagement.net/SafetyWatch to view a video about planning for plowing.

SOURCE: Greenius

NEW 2017 EMPLOYEE COMPENSATION REPORT RELEASED

Visit bit.ly/nalpempcomp to purchase the e-book.



NATIONAL
ASSOCIATION OF
**LANDSCAPE
PROFESSIONALS**

Employee Compensation Report for the Landscape & Lawn Care Industry

2017

Bringing to you by
NATIONAL ASSOCIATION OF
LANDSCAPE PROFESSIONALS

LANDSCAPE
MANAGEMENT

Presented by
TURF
BOOKS

The
Harvest Group

PROFIT CENTERS

IDEAS AND
STRATEGIES
TO KEEP YOUR
DIVISIONS IN
THE BLACK

TURF+
ORNAMENTAL CARE

MOWING+LANDSCAPE
MAINTENANCE

DESIGN/BUILD+
INSTALLATION

IRRIGATION+
WATER MANAGEMENT



BREATHE EASY

Brush up on OSHA's
Respirable Crystalline
Silica standard and
how it affects you.



PAGE 24

Team challenge

A new survey confirms that hiring and retention are the top struggles for the turf and ornamental care side of the industry.

BY MARISA PALMIERI

A recent survey of lawn care and landscape professionals by Environmental Science, a business unit of Bayer Crop Science, revealed that lawn care operators (LCOs) are struggling with the same primary challenge as the larger green industry: lack of qualified team members. Here's a look at some of the survey's findings.

40% Percentage of respondents who said “a shallow bench”—or not enough team members—is the challenge with the most impact on their business. This was particularly true for companies with 10 or more employees. Approximately the same amount, or 43 percent, of participants ranked “an unhappy fan base” as having the least impact on their business.



Number of respondents who say they have die-hard customers. Maintaining strong customer satisfaction doesn't appear to be a key challenge for lawn and landscape companies. Others reported having fair-weather fans (31 percent) or noncommittal fans (11 percent).

NEWSPEED

J.R. SIMPLOT CO. TO EXPAND

The J.R. Simplot Co., a diversified, global food and agriculture company headquartered in Boise,

Idaho, is expanding its turf, horticulture and specialty plant nutrition business to the southeastern U.S. Simplot Partners has

locations in 16 other states, all in the West, as well as two locations in Australia.

NEW SITEONE SPRAY SYSTEM

SiteOne Landscape Supply released its new LESCO Smart

Guided precision spray system, a GPS-guided system. Designed for turf spaces where a commercial spreader would be used, the system can connect with most common sprayers.

The system's Terra-Star GPS satellite technology allows the system to spray within a 2-inch level of accuracy. Precise control of each separate nozzle reduces overspray.



27%

The percentage of time LCOs say they would prefer to tackle turf problems curatively. In reality, respondents reported they do so 37 percent of the time.

“It’s easy to understand why this preference for a strong offense is top of mind,” says Bayer’s Rob Golembiewski, Ph.D., Green Solutions Team specialist. “With the right product portfolio and the right strategy at the right time, there’s a lot lawn and landscape companies can do to reduce repeat applications, callbacks and other activities that increase costs in the long run.”

<\$1 million in revenue

Companies with annual revenue below \$1 million appeared more confident, with 62 percent believing they have “die-hard” customers. Those with annual revenue above \$1 million appeared slightly less confident, with 53 percent believing the same.



Fun fact

According to the survey, the ability to build and operate a team likely comes second nature to lawn and landscape professionals. Eighty-four percent of respondents reported that they played a team sport in high school or college.



ILLUSTRATIONS: ISTOCK.COM/BROWNDOGSTUDIOS, EXTRACORN, APPELZUR





Want Superior Back Dragging Results?

DOUBLE-DOWN

WITH *SCRAPE MAXX*™ DOWN-FORCE.

Add the Scrape Maxx Down-Force Kit to any SnowEx® truck plow for maximum scraping power. It gives you the extra down-force to break through hard pack, especially when back dragging. Don't cover the same ground twice—just double down with Scrape Maxx.

Available On All SnowEx Truck Plows.





Visit scrapemaxx.com

MOWING+LANDSCAPE MAINTENANCE

Plugged in

A look at battery-powered handheld equipment designed to help pros get a grip on any job.

130 R KOMBIMOTOR



COMPANY: Stihl

URL: StihlUSA.com

Stihl's KMA 130 R KombiMotor gives professionals the ability to trim, prune, edge, clean, cultivate and more with 13 optional attachments—without gas or exhaust emissions. It comes with a commercial-grade brushless electric motor and a variable speed throttle trigger with three performance levels. Other features include a straight, solid steel drive shaft; a multifunction control handle that can be adjusted with one hand; an ergonomic rubberized loop handle; a toolless quick-release coupling system to switch between Kombi attachments or to dismantle the device into two parts; a water-resistant design; and a vertical hanging slot.



EGO COMMERCIAL SERIES BACKPACK BATTERY

COMPANY: EGO

URL: EGOPowerPlus.com

Providing 56 v of power, EGO's backpack battery features a run time of up to seven continuous hours, can be completely recharged in about 3.5 hours, measures around 80 decibels during use and weighs 20 lbs. The backpack battery can power EGO's 15-in. string trimmer, 600 CFM blower and 25.5-in. hedge trimmer. It also earned an IPX56 rating, meaning it can be submerged in water for several minutes without harm.

NEWSPEED

LDI ACQUIRES NEWTEX

Enhanced Landscape Management (ELM), the maintenance division of Landscape

Development Inc. (LDI), based in Valencia, Calif., acquired New-Tex Landscape in Las Vegas. LDI ranked No.

18 on the 2018 *LM150* list with \$79.5 million in 2017 revenue. Current annual revenue is now more than \$110 million. NewTex is expected to retain its brand identity for now.

NEW JOHN DEERE MOWERS

John Deere's new line of M and R Series Commercial Walk-Behind Mowers includes six models—the W36M, W48M, W36R, W48R, W52R

and W61R. The mowers address customer needs of productivity, operator comfort, weight distribution and ground clearance, according to the manufacturer.

BLI950X BACKPACK BATTERY →

COMPANY: Husqvarna

URL: Husqvarna.com

The BLI950X (pictured) and BLI550X can power equipment with battery capacities of 550 watt-hours and 950 watt-hours, respectively, while offering a design that's comfortable to wear through long shifts, according to the manufacturer. The large lithium ion battery provides long-lasting power and allows users to work with fewer breaks for battery changes, Husqvarna said. Other features include wide, padded straps and a hip belt for harness comfort and multiple adjustments to fit both tall and short users. The battery adapter fits all Husqvarna handheld battery products.



GS 110 10-IN. BRUSHLESS TOP HANDLE SAW

COMPANY: Greenworks Commercial

URL: GreenworksCommercial.com

The GS 110 10-in. brushless top handle saw is powered by Greenworks Commercial's proprietary 40-v lithium-ion battery and brushless motor technology. It yields 50 percent less noise and five times less vibration than gas equivalent products, according to the company. Additional features of the saw include a lightweight and compact 10-in. bar and chain design for ease of use in tight spaces; the ability for one-hand cutting operation; a chain brake; an automatic oiler; and steel bucking spikes to help prevent kickback out of the wood.



A collage of various photographs showing landscape professionals at conferences, workshops, and outdoor events. The photos include groups of people, individuals working, and large gatherings. Overlaid on the collage is the text 'THIS IS US WE ARE' in large white letters, followed by the NALP logo and the text 'NATIONAL ASSOCIATION OF LANDSCAPE PROFESSIONALS'.

Be a part of something bigger; connect and learn from peers from across the nation. Join over 100,000 landscape industry professionals by becoming a NALP member.

800-395-2522 • landscapeprofessionals.org

Dust off your safety plan

What OSHA silica standards mean for your company and the industry. **BY LAUREN DOWDLE**

Landscape contractors who work with hardscape materials are taking note of the Occupational Safety and Health Administration (OSHA) Respirable Crystalline Silica standard, which affects the type of equipment and practices they use on the job site.

Crystalline silica is a mineral found in materials like stone, concrete, brick, sand and mortar. Respirable particles are created from the crystalline silica when workers cut, drill, crush or grind these materials.

The particles can get into workers' lungs and cause an incurable and sometimes deadly lung disease called silicosis, as well as lung cancer, other respiratory diseases and kidney disease. More than 200 workers die each year from silicosis, according to the National Association of Landscape Professionals (NALP).



To limit workers' exposure, OSHA passed two new standards—one for construction and the other for general industry and maritime—that reduce the permissible exposure limit for respirable crystalline silica to 50 micrograms per cubic meter of air, averaged during an eight-hour day. Construction employers (including landscape contractors) were required to comply by Sept. 23, 2017.

The standard includes implementing an exposure control plan for projects with crystalline silica, training employees to safely work around silica and keeping records of the compliance practices. See the sidebar on page 41 for more details.

Here's a look at what industry experts are saying about the new standards and what landscape business owners can do to comply.

INDUSTRY IMPACT

The three experts we interviewed agree that the new silica standard is good for the industry because it helps create safer work environments.

However, that doesn't come without extra effort and resources.

"This new standard may be a bitter pill for some to swallow now due to new equipment costs and added safety protocols," says Sarah Hurtado, marketing communications manager for iQ Power Tools. "But it will be very beneficial in the future by improving the health of contractors and will increase the longevity of their careers."



Sarah Hurtado

Landscapers who work with affected hardscape materials, such as Caleb Auman, owner of Auman Landscape, are making the changes a daily part of their job site routines to protect their companies and, most importantly, their employees.

"It's something you know that's terrible for you and can get in your lungs," Auman says. "The more I've read, it really drives home the fact that it's serious."

Continued on page 41

NEWSFEED

BLUE THUMB ACQUISITION

Blue Thumb, a water feature supplier headquartered in Saginaw, Mich., acquired Bacti-

Twist, a manufacturer of filtration media supplying the water garden and aquaculture industries in Frankfort, Ky.

CV SERIES TRUCK LAUNCH

International Truck, a subsidiary of Navistar, launched its International CV Series, a Class 4/5 truck that is designed, distributed and supported by a manu-

facturer specializing in commercial vehicles.

HNA SEES HIGH PARTICIPATION

Hardscape North America, held in Louisville, Ky., Oct. 17-19, welcomed 50 new ex-

hibitors. The co-location with GIE+EXPO provided HNA exhibitors exposure to more than 12,000 hardscape and landscape pros. Total participation in the two events was 24,796.

A SUPPLEMENT TO



**LANDSCAPE
MANAGEMENT**



BATTERY- POWERED EQUIPMENT GUIDE

MEAN GREEN MOWERS



LOW
NOISE



LOW
MAINTENANCE



ZERO
EMISSIONS



ZERO
GAS

THE FUTURE IS GREEN

www.meangreenmowers.com

513-738-4736

ELECTRIC AVENUE

Landscape contractors using battery-powered equipment say the ROI comes down the road.

BY EMILY SCHAPPACHER

Dan Delventhal, founder of MowGreen in Fairfield, Conn., has been using battery-powered landscape equipment since 2006 in an effort to lighten his environmental impact. Dan Mabe, former owner of The Greenstation in Los Angeles, used electric equipment because he says it's much quieter than gas versions. David Mitchell, owner of Mitchell Landscaping in Amarillo, Texas, began converting his gas-powered handheld equipment to electric versions about two years ago because he says they cost less to operate and require less maintenance.

While contractors have different reasons for investing in battery-powered equipment, there are

many factors for them to consider to ensure they purchase the right machines for their needs.

"Figure out how these electric machines will fit in your system," Mitchell says. "Work out the details before you go full-blown."



David Mitchell

SMART PARTNERSHIP

Mabe, who is now the president of the American Green Zone Alliance (AGZA), a member-based organization that provides certification and accreditation in zero-emission landscape maintenance strategies, says



Some contractors opt for battery-powered tools because they say they produce less noise.

“Contractors should choose a tool that can rival the performance of a gas-powered machine, but they also need to look at the manufacturer’s whole scorecard.”

—DAN MABE, AMERICAN GREEN ZONE ALLIANCE

contractors should research equipment manufacturers and invest in one that’s going to do more than simply sell them a product. First, check the company’s safety record. If there have been more than three product recalls in a two-year period, Mabe suggests moving on to another option. Make sure the company offers at least a two-year warranty on the battery, the charger

and the tool itself. Perhaps most importantly, contractors should choose a manufacturer that offers a strong aftermarket service program to minimize downtime when a machine is in need of repair or maintenance.

“Do your research and see which manufacturers have good infrastructures in place to help with aftermarket issues,” Mabe

says. “Contractors should choose a tool that can rival the performance of a gas-powered machine, but they also need to look at the manufacturer’s whole scorecard.”

CHARGED UP

Recharging options were an important factor for Mitchell when he began converting to battery-powered handheld equipment. While run times vary based on the type of machine, he says one blower battery lasts long enough to service four to five residential properties, one trimmer battery can service eight properties and one edger battery can be used on about six properties.

To avoid having a battery die in the middle of a job, his crews aim to never fully deplete a battery and switch them out at each new

Experts say crew members should ensure equipment is charged before setting foot on a property.

property. Mitchell also installed solar panels and power converters on his trucks, so the batteries are constantly charging throughout the day. Because his trailers are enclosed, he’s able to simply leave the batteries on the trucks at the end of the day so they can continue charging overnight. Mitchell Landscaping is a \$1-million company that provides 60 percent maintenance/tree care and 40 percent hard-scape installation/irrigation to a 70 percent residential, 30 percent commercial clientele.

“One of our biggest struggles was overcoming the issue with batteries,” Mitchell says. “You either have to buy a bunch of them—and they are expensive—or you have to keep them constantly charged.”

SET THE STANDARD

Delventhal has been using battery-powered equipment since he started his company in 2006. Today, all of the company’s equipment—including handhelds,



Dan Mabe



PHOTO: AMERICAN GREEN ZONE ALLIANCE



MowGreen's Dan Delventhal says an all-electric fleet is a competitive advantage.

mowers, sprayers and aerators—is battery operated. MowGreen is a \$250,000 full-service maintenance and organic lawn care company that serves a mostly residential clientele.

“There isn’t much work we can’t do with battery machines,” Delventhal says.

For his equipment to provide maximum efficiency, Delventhal says it’s important to find a manufacturer that offers a comprehensive line of products and invest in machines that share batteries. Being able to use the same batteries for multiple pieces of machinery simplifies the recharging process and ensures that his crews always will have the right battery available.

“Standardization and simplification are key,” he says. “You don’t want to have a mixed bag of equipment.”

PAY THE PRICE

While battery-powered equipment costs more upfront than gas-powered equipment, contractors agree that price should not be a deterrent. Delventhal urges contractors to consider the return on investment (ROI) they will see when they invest in electric equipment.

“When it comes to value, it’s not always about price,” he says. “Even though the price is higher on

high-quality commercial electric gear, there is payoff in investing in it.”

Mitchell agrees. One of the most obvious savings is the elimination of fuel costs. He adds that his electric machines have fewer replaceable parts and require less maintenance, which adds up to additional long-term cost savings.

“You will pay a bit more for battery-powered equipment right now, but the cost savings and maintenance savings will make up for that in about a year,” Mitchell says. This ROI is not yet the case for all electric equipment, he says. Commercial-grade electric mowers are still too costly for some contractors to invest in.

“We just purchased a 60-inch mower for about \$13,000—the same battery-powered mower would have cost about \$25,000,” Mitchell says. “I cannot justify enough fuel and maintenance savings to purchase

that mower at this time, but I would like to go that route in the future.”

AGZA also places price near the bottom of the list of factors contractors should consider when investing in electric equipment. However, Mabe stresses that the ROI will be determined by how well contractors take care of and maintain their electric equipment.

“Battery is more expensive upfront, and to make this a winning proposition, contractors will have to get into the right platform and really take care of their products,” Mabe says. “It’s delayed gratification—contractors will have to wait longer for the ROI than if they were purchasing a gas fleet. But it’s so clear that gas is much more expensive to operate.”

For contractors interested in investing in battery-powered equipment, Delventhal suggests getting started sooner rather than later.

“Understand that the demand is there and that the ROI will pay off,” he says. “It will be better for your workers, the future of your landscape company and the future of the planet and will also give you a competitive advantage to being committed to the maximum benefit for all.”

Schappacher is a freelance writer based in Cleveland.

EGO POWER+ Commercial Series

The number one rated brand in battery powered outdoor power equipment is now targeting the professional landscaper with their latest line-up of products, the EGO Commercial Series. The Commercial Series is an all new line of battery powered outdoor power equipment that delivers the power of professional gas equipment and all day run time but without the noise, fuss and fumes.

The new line-up is up to 64 times quieter than gas and features a battery backpack that's IPX56 rated – completely water and dust proof. This groundbreaking platform is a true alternative to gas for professional users. Best of all, landscapers will save thousands each year in operating expense as they no longer need to purchase gas and oil.

COMMERCIAL SERIES BATTERY BACKPACK

The EGO Commercial Series is powered by the most advanced backpack battery on the market offering the following advantages:

- Industry Leading Power – 1568WH (56-volts, 28Ah)
- All Day Run Times – Up to 7 continuous hours
- Fast Recharging – Just 3.5 hours from 0 to 100%
- Quiet Operation – Measures around 80 Decibels during use
- IPX56 Rating – Weatherproof construction for durability

15" COMMERCIAL STRING TRIMMER

- Runs Up To 5-1/2 Hours
- Durable Carbon Fiber Shaft
- Powerful Brushless Motor

600 CFM COMMERCIAL BLOWER

- Runs Up To 5-1/2 Hours
- Quiet Operation – Registers At Just 80 db
- Powerful Brushless Motor

25" COMMERCIAL HEDGE TRIMMER

- Runs Up To 7 Hours
- 1-1/4" Cut Capacity
- Powerful Brushless Motor



EGO™
POWER BEYOND BELIEF™

Chervon North America | 1203 E Warrenville Rd, Naperville, IL 60563

egopowerplus.com | [Instagram.com/egopowerplus](https://www.instagram.com/egopowerplus) | [Twitter.com/egopowerplus](https://twitter.com/egopowerplus) | [Facebook.com/egopowerplus](https://www.facebook.com/egopowerplus) | [YouTube.com/egopowerplus](https://www.youtube.com/egopowerplus)

INTRODUCING



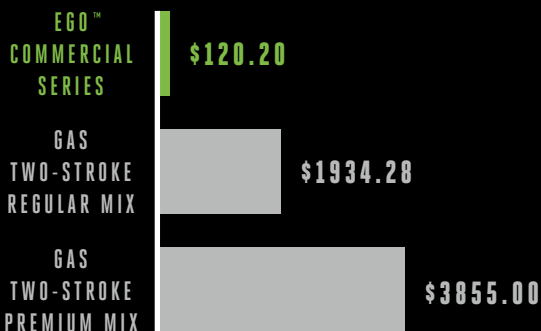
COMMERCIAL SERIES



LANDSCAPING TOOLS THAT GO THE DISTANCE

The EGO™ POWER+ Commercial Series is the first professional cordless platform as powerful as gas. It runs all day without the noise, fumes, and maintenance of gas-powered tools — plus you'll save thousands of dollars each year.

ESTIMATED ANNUAL COST OF OPERATION



Cost of charging according to KW pricing in U.S. Cost of gas mix based on published U.S. pricing. Gas equivalent of .8 gallons per day. Run time may vary and depend on the battery used, charge level of battery, condition of hedge/grass and user's operation technique.

LEARN MORE AT COMMERCIAL.EGOPOWERPLUS.COM

BATTERY SERIES CHARGED WITH PERFORMANCE AND CONVENIENCE



© 2018 Husqvarna AB. All rights reserved.



HIGH PERFORMANCE BRUSHLESS MOTOR.

Husqvarna motors provide full torque at low revs and 25% higher efficiency than a standard brushed motor. Ideal for precision cutting and professional results.



ONE BATTERY FITS ALL.

All professional Husqvarna battery-powered products use the same, quick-charging 40 V Li-ion battery pack, so you can easily switch your battery between machines.

HUSQVARNA 536Li XP® CHAINSAW BOOST YOUR EFFICIENCY.

Husqvarna's 536Li XP® is a powerful and quiet chainsaw ideal for professional tree care, and is an excellent alternative to gasoline powered saws. With high chain speeds, saveE™ functionality for maximum runtime and lightweight design for superior maneuverability, you can expect smooth cuts and professional results every time. HUSQVARNA.COM

Connect with
HusqvarnaUSA



Husqvarna®
READY WHEN YOU ARE

Mean Green Mowers

Evolution Series ZTR mower - EVO-72



The powerful, patented EVO-72 electric zero turn mower is built with pride in the heart of the USA. With its aerospace designed chassis contributing to the low weight and the lowest center of gravity of any 72" ZTR on the market, the EVO-72 zero turn performs staunchly on both level terrain and sloping hills while still providing cutting heights up to 5.5" on its fully adjustable floating deck. This super quiet mower can equal or exceed the production of loud gas and diesel engine mowers without disturbing the neighbors! Powered by your choice of 3-6 Mean Green pure Green Lithium Energy Modules, the 72" cut cordless mower can easily mow ALL DAY ON ONE CHARGE.

With available horsepower exceeding most commercial gas and diesel mowers in its class and maximum torque from the start, the EVO-72 proves that cordless electric mowers can indeed be very powerful! Mean Green's EVO-72 zero turn is constructed of a thick 7 gauge aluminum chassis and a thick 1/4" welded aluminum deck and steel structures in critical areas. Multiple angular bends, high strength aluminum alloy panels, and lightening holes borrowed from the aerospace industry make for the lightest, strongest, commercial electric 72" mower on the market today.

The EVO-72 also makes good economic sense! With zero fuel, zero oil, zero hydro-static systems,



and minimal routine maintenance, the EVO-72 will save you up to \$9 per hour compared to a similar gas and diesel engine mower! Now is the time to be the first to operate a powerful, quiet, zero emission EVO-72 zero turn mower that will quickly pay for itself in savings and new opportunity costs. Available summer 2019!



Mulch Mate

What would it do for your company if you could increase your mulch jobs by 30 to 50 percent without hiring more people? Mulch Mate doesn't just eliminate the guy in the truck, it speeds up your entire crew, getting your crew on to the next job faster. With a touch of the joystick you can load a wheelbarrow in about 3 seconds.

- Mulch Mate can mount to the Class 4/5 truck you already own with simple hand tools. No dump bed required.
- All electric operation means no idle, low maintenance.
- Virtually silent means start early - work late.
- Safer for your employees. Less fatigue and injury.
- Large lockable tool basket to protect your equipment.

HOW IT WORKS

To load your truck, simply unwind the tarp material across the bed of your truck using the wireless remote controller. Load mulch into truck. At the job site, simply turn on the unit with the key and start the system with two green lights. You're now ready to dispense mulch directly into your wheelbarrow in less than 3 seconds with the touch of a joystick. You can unload 10 yards of mulch in 10 minutes.



WHAT IT CAN MOVE

- Bulk Mulch
- Wood Chips
- River Rock up to 3 inch
- Masonry Sand
- Bulk Salt

WORKER SAFETY

Mulch Mate is a safer, faster way to get more done. 75% of injuries are caused by people jumping in and out of the truck. Mulch Mate reduces that by taking the shovelers out of the back of the truck and filling the wheelbarrows on the ground with the touch of a joystick.

Help reduce sore backs and time lost from work with a Mulch Mate today.





Helps your **ENTIRE** crew
TO FINISH 30 TO 50% FASTER



***ALL
ELECTRIC***



***ZERO
EMISSIONS***



***RUNS
QUIET***

MULCHMATEUSA.COM

 **MULCH MATE®**

Oregon® 120V Professional Series™

Many cordless products have been labeled professional-grade, but cordless power has never measured up to the performance of traditional, commercial gas equipment, until now. The new Oregon 120V Professional Series is engineered with up to 15% more power than gas equipment – driving more productivity than ever before. Tested tough to endure the rigors of professional use, the 120V Professional Series has an IP56 rating so you can work rain or shine. And because the equipment is also low noise, you can extend your work hours to have your work seen and not heard.

The Oregon 120V Professional Series features:

Backpack Blower (BL120VX) – Built to get the job done quickly and quietly.

- Maximum bystander noise rating of 59 dB(A)
- 22 N of force (200MPH and 526 CFM)
- UL & IP56 Rating
- Certified Professional Grade Zero Emission Equipment by the California Air Resource Board

String Trimmer (ST120VX) – Designed with exceptional torque to offer uncompromising performance

- 16.5" cutting swath
- UL & IP56 Rating
- Certified Professional Grade Zero Emission Equipment by the California Air Resource Board

Hedge Trimmer (EHT120VX) – Extended-reach design and articulating head make short work of topping hedges or trimming ground cover.

- 22" precision blades
- UL & IP56 Rating
- Certified Professional Grade Zero Emission Equipment by the California Air Resource Board



Edger (EG120VX) – Constructed with the power and torque to beat many mid-range gas tools

- 8" steel blade
- UL & IP56 Rating
- Certified Blue Sky by the California Air Resource Board

Batteries – Engineered to offer the run time required by professional landscapers.

- BX975 - 9.0 amp hours of capacity for 972 watt-hours of power
- BX650 - 6.0 amp hours of capacity for 648 watt-hours of power

Learn more at Oregon120V.com

Oregon Professional Series – This is Real Power.



A black and white photograph of a man wearing a baseball cap, sunglasses, and a safety vest, using a long-handled trimmer tool in a field of brush. The Oregon logo is in the top right.

OREGON®

REAL POWER

Oregon® 120V Professional Series

Finally — Battery Technology with Real Power

Our advanced battery technology offers no compromises when it comes to power, and it's free of the inconveniences of gas tools, including fuel mix, spills, emissions, gas maintenance and of course, noise.

Blower BL120VX
String Trimmer ST120VX
Hedge Trimmer EHT120VX
Edger EG120VX



Visit Oregon120V.com to request a demo

Battery Power, Made by STIHL

Designed with professionals in mind, the STIHL AP Battery Series delivers professional-grade performance and run times to match.

STIHL FSA 130 R STRING TRIMMER

Most Powerful Battery-Powered String Trimmer in the STIHL Line

- Provides landscaping professionals optimal power and durability, comparable to professional gas-line-powered trimmers, while utilizing common components such as gearheads, deflectors and cutting attachments.
- Low noise output compared to gas-line-powered models allows for use in noise-sensitive areas and offers professionals the flexibility of working during early mornings, evenings and weekends.

STIHL KMA 130 R KOMBIMOTOR

Provides professionals the largest selection of battery-powered yard care solutions by powering 13 separate tools in one.

- Features instant starts for a fast and easy start of the product, ideal for professionals who need to move quickly between landscaping tasks.
- Variable speed throttle trigger with three performance levels allows user to

select the operation speed that is best for their needs and the job at hand to conserve battery energy and allow for maximum run times.

- Compatible with up to 13 existing attachments for bed redefining, blowing, cultivating, edging, cutting brush, trimming, pole pruning, hedge trimming and more, streamlining operations and saving on storage space.

For more information, visit STIHLusa.com.



NEW FSA 130 R 



NEW KMA 130 R KombiMotor



Combine one of
thirteen KombiSystem
attachments and you're
ready to go.



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®

UNRIVALED LITHIUM POWER

**LITHIUM Z 48-IN
STAND ON MOWER**
Also available in 52-in

**LITHIUM Z 60-IN
RIDE ON MOWER**
Also available in 52-in



82
VOLT
LITHIUM **MAX**

GREENWORKS
COMMERCIAL



Greenworks Commercial has all the tools and power you need in our 82 Volt Lithium-Ion Battery System; including our expanded Lithium Z zero-turn line. These UL-Certified, battery-powered machines are designed to provide your crew with day-long power and runtime for a full day of efficient operation. Visit your local dealer today for a test drive and to demo the full line of Greenworks Commercial 82 Volt tools.

Visit www.greenworkscommercial.com to find a dealer near you.

 **WARNING:** Cancer and Reproductive Harm - www.P65Warnings.ca.gov

Continued from page 24

He encourages others in the industry to educate themselves on what silica is, what the rules are, what the standards apply to and exposure limits.

"Inform yourself what's actually at stake and what you need to do," Auman says. Auman's customers are 90 percent residential and 10 percent commercial, and they primarily focus on design/build projects—especially hardscapes. Located in Lancaster, Ohio, the firm has an annual revenue of \$500,000.

"We've always known silica dust isn't good for you," Auman says. "We tried to limit exposure to it in the past. Since the rules have come out, we're more adamant about cutting wet to control the dust."

He bought specialized cutting saws this year to capture dust, along with personal protective equipment masks.

"Always buy the best equipment you can afford at the time," Auman says. "Maybe start with dust masks and cutting wet and then go to dust-capturing equipment—or do what you need to do to get in compliance."

In addition to wet saw technology and wearing a respirator, Sam Steel, NALP safety adviser, says landscapers need to instruct crew members to remove excess dust with a vacuum (instead of blowing a site clean), add a warning barrier around the immediate area, shower and change clothes before going home (if possible), see a doctor if they've been exposed to silica and refrain from eating, drinking or smoking in the exposure area.

The National Institute for Occupational Safety and Health provides recommendations for the type of respirators employers should use.

PREPARATION IS KEY

It's critical for owners to train their teams and educate new employees as they are hired during the year, Steel says. The employer is responsible if the workers aren't using the proper tools and



Sam Steel

practices. "The training needs to be done before the workers are exposed to the hazards," Steel adds.

Landscapers must document training efforts, including the title of the training, the date it was done and which employees were present, and then have everyone who was present sign a document saying they participated.

"OSHA will want to know that (information) if they come to do a visit," Steel says. "If you aren't doing the training under the new standard, that's a serious violation. Training is very critical."

Owners also need to create their exposure control plan, Steel says, which should include items like their methods on how to protect workers from silica dust; which saws and grinders are being used; if they're using wet saw technology or dust-control equipment; the water supply around the cutting or grinding wheels; available respirators; and any other steps taken to protect workers.

"Be smart about your health and job site," Hurtado says. "Staying in compliance is going to keep you and your team healthier, increase your efficiency and, ultimately, grow your business."

It isn't only landscapers who are taking steps to encourage compliance. Many tool manufacturers are also working to create add-ons such as vacuum hoses to their existing tools, Hurtado says. For example, iQ Power Tools offers tools with an integrated vacuum system, filter system and dust containment.

Manufacturers should also provide safety data sheets if their products contain silica, including information on how to safely handle hazardous components, health concerns associated with the materials and any other specific instructions, Steel says.

COST OF NONCOMPLIANCE

Of course, these changes come at a cost.

HOW TO COMPLY

There are six requirements employers must meet to comply with the new crystalline silica standards, according to OSHA:

- Establish and implement a written exposure control plan.
 - Appoint someone to implement the written plan.
 - Restrict housekeeping practices that expose employees to silica where other alternatives are available.
 - Offer medical exams every three years for workers who are required by the standards to wear a respirator for 30 or more days a year.
 - Train crew members on projects that result in silica exposure.
 - Record exposure measurements, objective data and medical exams.
- For more details, visit [OSHA.gov/dsg/topics/silicacrystalline](https://www.osha-slc.gov/dsg/topics/silicacrystalline).

OSHA predicts the new standard will result in an annual cost of about \$1,242 for the average affected workplace, with the cost being around \$550 for companies with fewer than 20 employees.

Beyond the equipment, there's also the direct cost of additional labor involved with complying, Auman says. Crews have to spend more time cleaning up any slurry produced by wet cutting, for example.

"Yes, there is a cost upfront, but it is viewed more as an investment," Hurtado says. "These contractors are improving their respective workforces, as well, by simply keeping their teams healthy."

However, the cost to comply doesn't compare to what companies can face in penalties from OSHA if they are noncompliant. Each serious violation results in a nearly \$13,000 fine. After a serious violation, they can face a willful violation if they don't comply, and those fines are about \$130,000 per violation.

Continued on page 55



Caleb Auman

IRRIGATION+WATER MANAGEMENT

Up to date

The Irrigation Association Certification Board will introduce an updated Certified Irrigation Contractor exam at the 2018 Irrigation Show and Education Conference. **BY EMILY SCHAPPACHER**

To remain fresh and relevant to the changing industry, the Irrigation Association (IA) Certification Board has updated the exam content outline for the landscape Certified Irrigation Contractor (CIC) exam. The revised exam will launch during the 2018 Irrigation Show and Education Conference taking place Dec. 3-7 in Long Beach, Calif.

"It's important to perform exam updates to keep the test relevant to any changes in the industry, as well as to ensure the certification exams are legally defensible," says Corinne Butler, professional development director for the IA.

Butler spoke with *LM* about the revised exam and how irrigation contractors can best prepare for certification.

Q: WHAT INSPIRED THE CHANGE TO THE EXAM?

A: In order to ensure the exam con-

tent is current with the trends and job responsibilities in the industry, a job task analysis was conducted and finalized in June 2018. Irrigation contractors were surveyed in October 2017 regarding the importance and frequency of their job responsibilities. The results of the survey and analysis led to a revised exam content outline.

The primary purpose of a job task analysis in certification is to determine the nature and emphasis of the exam content. By linking exam content to a job analysis, the exam gains content validity, which is the most important trait of a high-stakes exam. The ranking of combined frequency and criticality means comparing the content items that are deemed most and least important based on the professional experience and expertise of the survey respondents. Domain emphasis is then determined by the number of content items and their relative importance.



STAY FRESH

The updated Certified Irrigation Contractor exam will help irrigators stay on top of the most up-to-date techniques.

Q: WHAT IS NEW ABOUT THIS EXAM?

A: As a result of the job task analysis, the primary domains of the exam have remained the same. However, the subdomains, or subcategories, have expanded. The exam has six main categories, each with a number of subcategories. For example, under the main exam category of "Irrigation Design," the exam content outline drills down into further detail among eight subdomains, such as "Educate Client," "Perform Site Analysis" and "Determine Point of Connection."

NEWSFEED

IA WELCOMES NEW WATER LAW

America's Water Infrastructure Act of 2018—legislation that was supported by the

Irrigation Association (IA)—was signed into law on Oct. 23. Included in the bill is the congressional

authorization of the WaterSense program. The bill also expands water storage capabilities; removes "pilot" designation from and reauthorizes the Water Infrastructure Finance

and Innovation Act program; and authorizes federal funding for water infrastructure projects.

MUNRO'S ANTIFREEZE FLUID

Munro added a new

Freeze Defeat pump winterization fluid, designed to prevent freeze damage, including cracked cases and damaged impellers. It provides protection up to -25 degrees F.



Q: CAN YOU PROVIDE AN EXAMPLE OF SOMETHING IN THE NEW EXAM VERSUS THE OLD EXAM?

A: The updated exam will introduce new items for beta testing. Of the 150 questions on the exam, a few questions will be introduced that have never appeared on previous exam forms. The new items will not be scored and will not statistically alter the quality of the exam, but they will allow us to gather results data that can then be further analyzed for performance of each new question.

Q: HOW CAN CONTRACTORS BEST PREPARE FOR THIS EXAM?

A: The CIC exam is considered self-study. It's recommended that candidates review the exam specifications and exam content outline found on pages 36-40 of the certification candidate handbook. Additional exam study resources, including a formula sheet, are available on the Irrigation Association website.

Q: WHAT ARE THE BENEFITS OF BECOMING CERTIFIED?

A: There are a number of benefits that come with getting certified. One is credibility. Becoming certified means a contractor has demonstrated performance as an effective steward of land and water resources. Certification also connects contractors to the EPA WaterSense Program, which promotes water-efficient products, programs and practices to protect future water supplies. CICs qualify to use the EPA WaterSense labeling program logo and are listed in the EPA's directory of certified professionals. Lastly, certification provides professionals with increased job opportunities and raises the bar for the CIC's professional image, as well as the image of the industry.

Q: WHAT STEPS CAN A CONTRACTOR TAKE TO BECOME CERTIFIED?


A: Steps for becoming a CIC are outlined on our website (Irrigation.org). Contractors should first register for the exam. We

“Certification connects contractors to the EPA WaterSense Program, which promotes water-efficient products, programs and practices to protect future water supplies. CICs qualify to use the EPA WaterSense labeling program logo and are listed in the EPA's directory of certified professionals.”



—CORINNE BUTLER, PROFESSIONAL DEVELOPMENT DIRECTOR FOR THE IRRIGATION ASSOCIATION

recommend participants have at least three years of irrigation-related field experience before taking the exam. They then must pass the exam. The exam includes 150 equally weighted, multiple choice questions on irrigation design, installation and scheduling; water management and conservation; maintenance and repair; federal laws and codes; and general business management. Candidates have 3.5 hours to complete the exam.

After passing the exam, they have to agree to comply with the Code of Ethics established by the IA Certification Board. This requires them to, among other things, uphold the integrity of the irrigation industry; protect public health and safety; and comply with all local, state and national laws and regulations. Then they must make sure to remain in good standing by submitting 20 continuing education units per two-year cycle and paying an annual renewal fee. 

Schappacher is a freelance writer based in Cleveland.



Industry Pulse



CLIPPIN' ALONG

Despite a tight labor market, landscape pros report healthy business conditions, resulting in high optimism.

BY MARISA PALMIERI

The percentage of landscape professionals calling the industry “healthy” has increased for the ninth year in a row—since we began asking the question for our *LM* Industry Pulse report in 2010, about a year after the official end to the Great Recession.

The green industry’s steady climb over the last decade mimics the trajectory of the Dow Jones Industrial Average, which has more than doubled during that time.

Optimism about the following year’s outlook also has improved dramatically during these years, rising from 67 percent of respondents in 2010 saying they were “somewhat” or “very optimistic” about the following year to 92 percent giving it that rating for 2019—an all-time high.

Rob Kurtz started his business in 2007. His experience is a testament to the rise of the market.

“This has been by far the best year we’ve had—and I’ve yet to have a bad year,” says the owner of Solid Rock Landscaping in Douglassville, Pa. “I’m very thankful for that.”

Methodology

For the 2018 Industry Pulse report, *LM* surveyed subscribers online in October and November, garnering 327 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.

He expects his company, which has four full-time employees and primarily does residential hardscape and natural stone installation with about 10 percent lawn maintenance, to be about 15 percent up this year over 2017.

He’s conservatively planning for 10 percent growth next year, unsure whether he can add any additional workers due to the tight labor market. He’s not alone.

Despite the reported optimism, contractors will wrap up 2018 with less growth (15 percent) than they anticipated they would have (21 percent), and they’re projecting 15 percent growth for 2019.

LABOR SQUEEZE

Controlling growth due to labor uncertainty is a common theme in the landscape industry in 2018. Bryan Stolz, CFO for Winterberry Gardens in Southington, Conn., says the company’s biggest obstacle is labor—“100 percent.”

“One of the reasons we weren’t able to take on additional capacity when we had the opportunity was it’s difficult finding qualified people to fill out crews and maintain the quality we’re known for,” he says. “This is the tightest labor market we’ve seen since I’ve been with the company the last 12 years.”

In fact, it’s the tightest labor market in nearly 50 years. The national unemployment rate clocked in at 3.7 percent in October, the lowest it has been since 1969.



The landscape industry is feeling the effects of low unemployment in terms of not having the desired number of workers to grow or fulfill contracts and having work delayed because of other trades' labor shortages.

"The labor shortage has really wreaked havoc on all industries, so it has slowed our work down in the divisions that are dependent on other people," say Nate Fetig, vice president and co-owner of Alpine Gardens. "Our commercial division is down this year because it took general contractors longer to get their work done. Work we thought would happen in April didn't happen until July."

The Fort Collins, Colo.-based firm, which does about \$9 million in annual revenue, expects to wrap up 2018 down about 0.5 percent due to problems getting work done. For 2019, the company should grow about 10 percent, Fetig says.

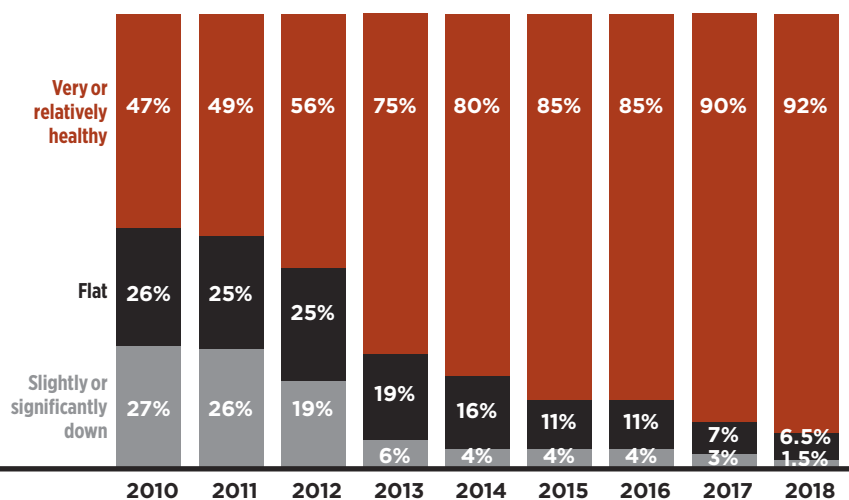
SOLID SPENDING

Both construction spending—a leading indicator for the commercial landscape sector—and consumer confidence are high, research shows. Landscape contractors are

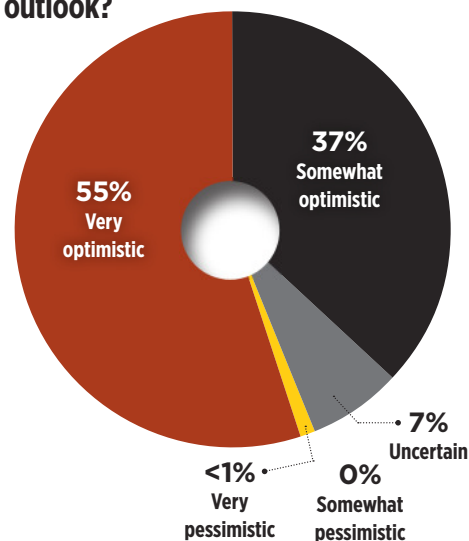
Continued on page 46

PROSPERITY CONTINUES

How landscape professionals describe the state of the market.



What's your 2019 business outlook?





Industry Pulse

Continued from page 45

benefitting from those factors. During the first nine months of this year, construction spending was up 5.5 percent over the same period in 2017, according to the U.S. Census Bureau.

"On the residential side, it was a pretty strong year," Fetig says, echoing comments from other landscapers. "Consumer spending was pretty strong—we pretty much had all the work we could handle in that division."

The Conference Board's Consumer Confidence Index remains at the highest level since fall 2000, and consumers expect the strong pace of economic growth to carry over into early 2019. Likewise, the University of Michigan's Consumer Sentiment Index remained higher in 2018 through early November (98.4) than in any prior year since 2000.

WAGES TICK UP

Also critical to future spending prospects, in November people ages 25-54 in the working population anticipated a 3.6 percent annual gain in nominal household income, the best in the past decade, according to the Consumer Sentiment Index.

Employer costs for total compensation in private industry rose 2.9 percent from September 2017 to September 2018, according to the Bureau of Labor Statistics. That compares with a 2.3 percent increase in the Consumer Price Index over that same period. Total compensation includes wages, salaries and benefits.

Labor rates are inching upward in the landscape industry (see chart on page 50), too, driven by demand.

It's hard to put a number on the overall increase in labor rates for Winterberry Gardens,

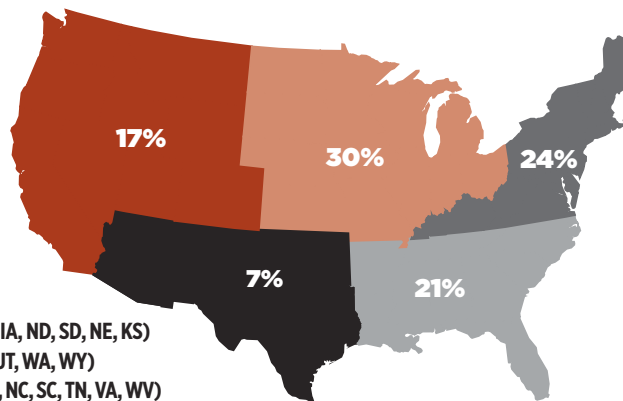


Bryan Stolz

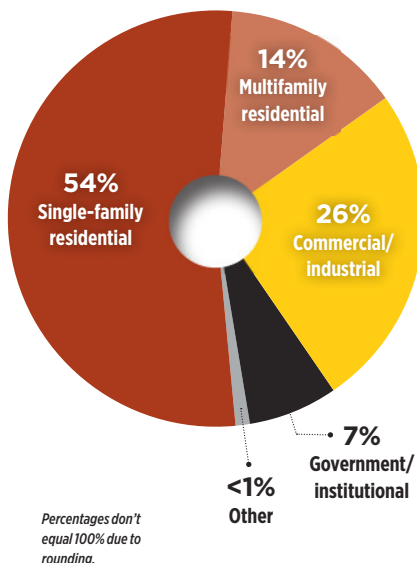
BY THE NUMBERS

Geographic breakdown

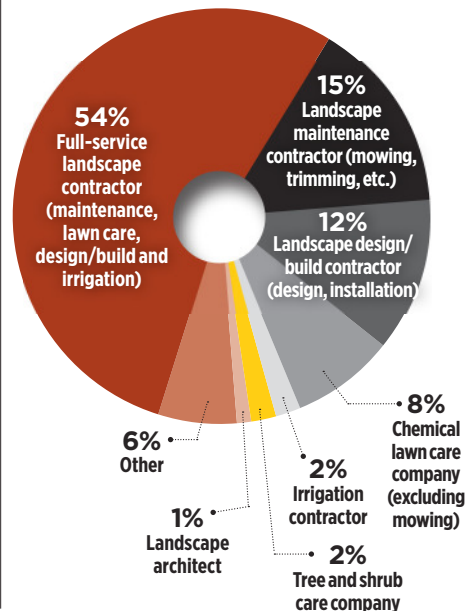
- Midwest (OH, IN, IL, MI, WI, MN, MO, IA, ND, SD, NE, KS)
- West (AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)
- Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
- Southwest (AZ, NM, OK, TX)
- Northeast (CT, DE, ME, MD, MA, NJ, NH, NY, PA, RI, VT, D.C.)
- Canada/other — Less than 1%



Customer mix



Service mix



Stolz says, because the \$15-million company has put such an emphasis on labor efficiencies while paying some individuals more.

Equipment has been part of that equation, he says. For instance, the company's golf course irrigation department has added machines to improve speed when pulling pipe, and the commercial bid/build division has added attachments like tree augers to improve efficiency.

"Any time we can find a way to do the same amount of work with fewer

people, we're willing to make that investment," he says, noting equipment helps prevent fatigue, which improves employees' quality of life.

Despite some media reports about President Trump's tariffs on imported steel and aluminum hurting landscape equipment manufacturers, no landscape contractors we spoke to reported feeling the negative effects of those changes yet, although several have their eye out for them in 2019.

Continued on page 48

**"On top of all the great tools
this system offers, the customer
service was better than any I
have ever worked with."**

-Larkin Landscaping

Your Trusted Partner for **GPS Tracking**

GPS Insight delivers the visibility you need to run as efficiently as possible. Tailored GPS tracking helps solve your most problematic fleet challenges so you can get back to what you do best, serving your customers.

GPS Insight Solves These Challenges:

High Fuel and Labor Costs

Employee Accountability

Inefficient Dispatching/Routing

Proof of Service to Customers

Too Many Manual Processes

Tailored GPS Tracking Solutions for Landscape Fleets

📞 877-477-2690 🔗 GPSINSIGHT.COM





Industry Pulse



Julio Lopez

Continued from page 46

Other than labor, companies do not report extreme increases in any operating cost categories. Even fuel, fertilizer and plants, which have been volatile categories recently, have been fairly predictable this year. Adding to these ideal conditions has been the ability to get price increases.

Julio Lopez, who started Cadre Landscape in 2013 and has quickly grown it to more than \$2 million in revenue, easily got a 5 percent “cost of living” increase on his commercial landscape maintenance contracts in the Los Angeles area.

Continued on page 50

Annual revenue change

2016-2017 – Reported

+17% Total

Mowing+Landscape Maintenance
+12%

Design/Build+Installation
+12%

Turf+Ornamental Care
+6%

Irrigation+Water Management
+5%

2017-2018 – Anticipated

+15% Total

Mowing+Landscape Maintenance
+13%

Design/Build+Installation
+12%

Turf+Ornamental Care
+6%

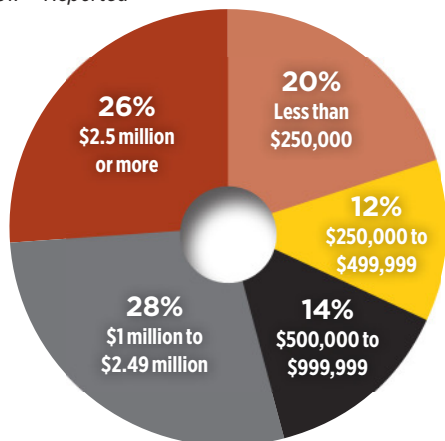
Irrigation+Water Management
+5%

2019 – Projected

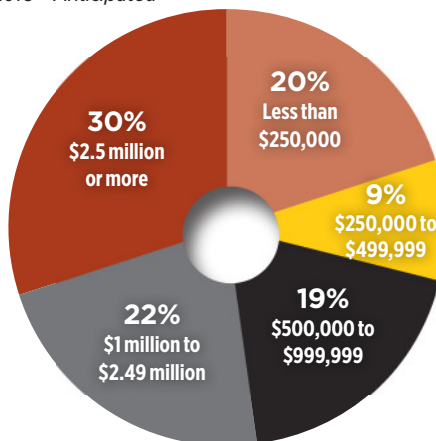
+15%

Annual revenue

2017 – Reported



2018 – Anticipated



How does your expected 2018 revenue compare to what you budgeted for the year?

We won't make our revenue goal.
14%

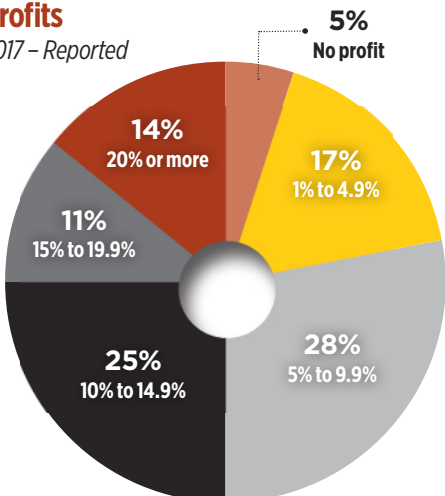
We'll just meet our revenue goal.
42%

We'll beat our revenue goal.
35%

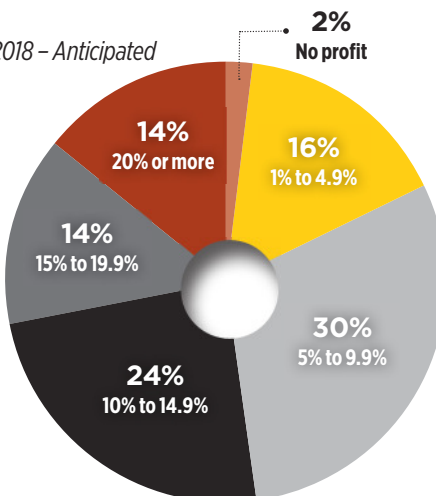
What budget? We don't have one.
9%

Profits

2017 – Reported



2018 – Anticipated



How does your expected 2018 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.
39%

We'll beat our net profit goal.
30%

What budget? We don't have one.
10%

NOW YOU CAN >>



Introducing a truly unique machine with endless possibilities.

The new JCB Teleskid is the first and only skid steer and compact track loader with a telescopic boom, making it the most versatile machine you've ever seen. It can lift higher, reach further and dig deeper than any other skid steer on the market and can access areas you wouldn't have thought possible, until now.

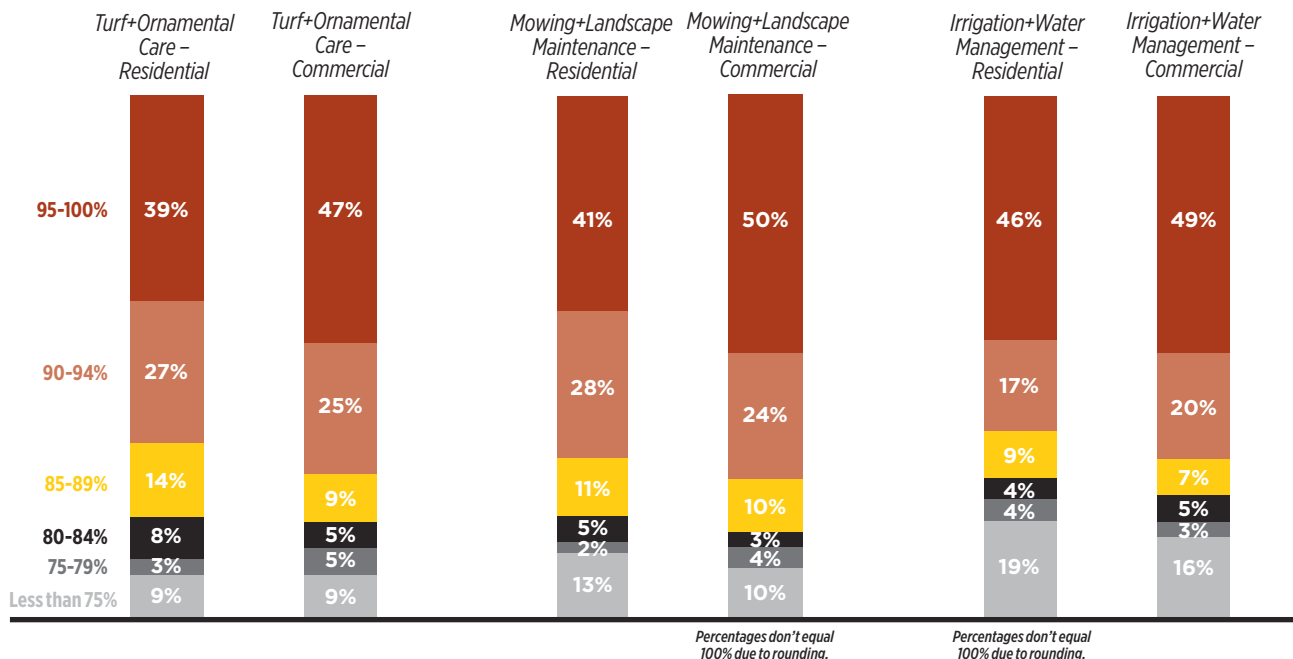
JCB TELESKID >>



jcb.com/teleskid



CLIENT RETENTION OVER THE LAST 12 MONTHS



Continued from page 48

On the residential side, Jonathan Orcutt says his company, Norfolk, Mass.-based Driven Landscapes, increased prices across the board by 10 percent this year.

“Once you’ve earned their business, a 10 percent or so increase is something that’s very easy to justify to your client base, as long as you’re creating value,” he says.

Contributing to his—and other reputable contractors’—ability to increase prices lately is an improved perception of professionalism for the industry, Orcutt says.

“The average homeowner and consumer are starting to get smarter and notice the guy out there charging too little isn’t legitimate,” he says. “Clients are more readily paying higher prices for the convenience of professional communication. We’re starting to see a shift, although it’s a slow shift, of people being willing to pay more for professional, reliable companies.”

Despite the overall optimism contractors are reporting, Fetig says it’s wise to remember the past and plan accordingly.

“We’re all fooling ourselves if we don’t think there’s a downturn coming at some point,” he says. “We’re trying to take the lessons we learned in (the recession of) 2008 and keep ourselves lean and agile, so we can respond faster than we did then. We’re trying to be a little more realistic with our projections and not reach for the stars necessarily.”



Nate Fetig

OPERATING COSTS

Average % change in costs

	Projected 2017-2018	Projected 2018-2019
TOTAL	10%	10%

WAGE REPORT: HOURLY

	<5 years experience	% change over last year	>5 years experience	% change over last year
Mower operator	\$13.12	5%	\$15.57	4%
Construction worker	\$14.52	6%	\$18.11	4%
Lawn care tech	\$15.41	5%	\$18.90	2%
Irrigation tech	\$15.89	7%	\$19.86	-0.5%

WAGE REPORT: SALARY

	Average salary	% change over last year
Crew foreman/team leader	\$40,935	12%
Salesperson	\$58,803	25%
Equipment mechanic	\$53,306	35%
Landscape designer	\$50,764	-0.5%
Landscape architect	\$69,823	8%
Account manager	\$53,281	5%
Supervisor	\$49,766	4%
Operations manager	\$73,876	14%
Office manager	\$45,000	8%
Owner/president	\$103,515	7%
Branch manager	\$90,500	12%

BUSINESS INSIDER

PRACTICAL
ADVICE FOR
RUNNING A
PROFITABLE
COMPANY

BUSINESS BASICS: PLANNING

LET'S GROW

NEXT GEN

Phil Harwood explains
how to prepare your
family business for a
generational transition.

 PAGE 52



BY PHIL HARWOOD

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

Prep your family biz for the next gen

It's estimated that family-owned businesses comprise up to 90 percent of all businesses in North America. Many are not adequately preparing to transition leadership to the next generation. According to a recent survey conducted by professional services firm PwC, 43 percent of family businesses had no succession plans in place. This may explain why only one-third of all family businesses survive into the second generation. Succession planning is the first building block.

Why wouldn't a family business prepare for a smooth transition to the next generation? Not surprisingly, most family businesses are so absorbed in the everyday details that longer-term planning is neglected, according to the PwC study. Strategic planning is the second building block.

Next-gen leaders should be involved in long-term planning. After all, the future that's being discussed is theirs. However, the PwC study discovered that only 41 percent of next-generation leaders believed their business has a strategy fit for the digital world. Many family businesses with aging leaders have not kept up with technology, leaving future leaders frustrated and concerned. Giving them a seat at the table and a voice is important.

The survey also found that 88 percent of next-gen family business leaders want to leave their stamp and do something special with the business. However, there are some big gaps to overcome for this dream to become a reality. Next-gen leaders often have a gap between their experience and expectations and those of their par-



ents. They also have a credibility gap to overcome as they move from being seen as entitled children to capable leaders. Clarifying expectations for leadership development is the third building block.

PROVEN STRATEGIES

Developing the next generation of leaders is essential to prepare and equip them for success in a future leadership role. There are several proven strategies for doing so.

The PwC survey found that 70 percent of next gens worked outside of the family business to gain useful experience and earn credibility before joining the family business. This strategy has been used successfully for decades and still makes sense today.


According to a *Harvard Business Review* study, family business leaders should focus on the next generation, not the next quarter. More than 40 percent of the companies in the study included members of the next generation on their boards and committees in order to nurture their business and management skills. This will be different in every business. Where might you be able to include the next gen in

high-level strategy discussions and critical decisions?

Another developmental strategy is to provide professional coaching for future leaders. The benefits of coaching have been well documented. A well-matched coach accelerates personal development, growth and preparedness for what lies ahead. In a family business, a coach also offers a fresh perspective from outside of the business and outside of the family.

The fourth building block is to establish sound business practices. In many family businesses, there are a handful of areas that have been neglected and that aren't up to par. For whatever reason, these areas have been allowed to be underdeveloped. However, in preparing for transition, it would be wise to take a fresh look at all areas of the business. Identify areas that need to be improved, roll up your sleeves and get going.

Almost every business I work with has at least one area of blatant deficiency that's begging for attention. Sometimes these areas are taboo topics. I see this often in family businesses. Nobody wants to tell pops the truth. The problem is the taboo topic might be exactly what's holding back the business. As part of a transition plan, perhaps now is the right time to have open and honest conversations.

You may have noticed that the title of this article did not include the words "easy" or "simple." These four building blocks require commitment and investment. Are you ready and willing to do what it takes to prepare your family business for the next generation? 



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.

Growth requires ownership at all levels

Some owners lament that they made more money when they were smaller, and they make less now. Why is that?

One reason is their inability to build a strong, dynamic, nimble organization that operates as well as the owner could on his or her own.

To scale your business effectively, you have to successfully scale your organization, and this requires that your leaders—from laborers and foremen on up to the director level—feel and take ownership of their area of operation.

Ownership must be empowered, and at many levels, it also must be trained so that employees understand their role and understand what it means to take ownership. Here is an example.

SUPER FOREMEN/FOREWOMEN

To operate as super foreman means to operate at the level of supervisor and project manager. Super foremen (in installation) take ownership for their projects. To do that, they must be empowered with information. This means giving them all the project data ahead of time so they can process it and plan accordingly. According to Brandon Lair, CEO of The Site Group in New Carlisle, Ohio, you should review the job with foremen a week ahead and give them the job estimate sequenced in the order that it will be produced. You then ask them to schedule their own work by inviting them to the scheduling meetings to represent their own jobs in the scheduling discussion.

It's a chicken and egg concept. If you want your people to act like project managers, start treating and training them as such.

When you give foremen actual ownership of their job's success, they will take more ownership when talking to clients, giving them a better experience, too. More ownership will translate into a better chance of hitting numbers, timelines and quality objectives.

FREEDOM TO FAIL

Having worked with countless owners and profiling them using scientific tools, I have uncovered that a low level of trust is the entrepreneur's biggest weakness. This is not conjecture or anecdotal. I have data. Looking at

24 different personality traits, trust rates the lowest (on average) on a scale of 1 to 10. Not all entrepreneurs score low, but a majority of them do.

This shows up in an owner's inability to empower his or her people with knowledge and authority to make decisions.

Employees must have the freedom to fail if they are to improve. Employees learn from their mistakes. We all do. But owners with low levels of trust short circuit that process. Their people stop growing, their organization stops growing and their better people leave (or never get hired due to the subconscious knowledge that the owner will have to give up control). Thus, the owner sadly finds out that his or her income shrinks as his or her organization grows.

THE ENTREPRENEUR'S GROWTH CHALLENGE



YOUR CHALLENGE

Take the \$20-per-hour tasks you do and delegate them or eliminate them from your company's processes altogether. Then take the \$50-per-hour tasks and delegate those, too.

Then take your most important tasks and find (develop or hire) someone to mentor who can do a better job than you, so you can move up to more important things and grow yourself—and your company—to the next level.

As shown in the figure, The Entrepreneur's Growth Challenge, the owner of the business must grow for the organization to take on ownership and become strong, dynamic and profitable.

If the owner is not growing, neither is the company. 🐣

LMSHOWCASE

PRODUCTS + SERVICES
FROM LANDSCAPE
INDUSTRY SUPPLIERS

ECOLAWN APPLICATOR
Turf Pros' #1 Top Dresser Since 1994

**TOP DRESSERS
STARTING AT
2984\$**

ECO50
Compost Spreader

Grow your business not your crew!
1-866-ECO-LAWN (326-5296) | www.ecolawnapplicator.com

Producers & Installers of Fumigated Georgia Certified Quality Turfgrasses
for Golf Courses and Athletic Fields

Pike Creek Turf, Inc.
427 Pike Creek Turf Circle
Adel, GA 31620
1-800-232-7453

Varieties Available
Tifway | TifSport | TifTurf | TifGrand | Tifdwarf | TifEagle | MiniVerde | Celebration | Zorro
Meyer | Empire | Trinity (L1F) | Platinum TE | Sea Isle 1 | Centipede Sod & Seed

www.pikecreekturf.com [PikeCreekTurfInc](https://www.facebook.com/PikeCreekTurfInc)

**FOR INFORMATION ON
ADVERTISING IN THE
LMSHOWCASE SECTION,
PLEASE CONTACT:**

Jake Goodman
jgoodman@northcoastmedia.net,
216-363-7923

Dan Hannan
dhannan@northcoastmedia.net,
216-363-7937

Chloe Scoular
cscoular@northcoastmedia.net,
216-363-7929

We're Looking For You.
**Are You Ready To Begin or
Enhance Your Business?**

The average annual gross revenue produced
by our franchise owners is **\$1,507,817***

TickRanger **NaturalLawn of America** **Mosquito Ranger**
THE LEADER IN ORGANIC-BASED LAWN CARE™

30+ Years of Safer Lawn Care
Plus Mosquito & Tick Control Opportunities

1st Year Revenue Potential: up to \$150,000
Serving 100,000+ Customers • 14% Growth in 2017
85% Customer Retention • 6 Year Avg. Customer Life
\$65M+ in Gross Revenues • Serving 24 States + D.C.

Key Markets Available in Your Area!
(800) 989-5444 | NaturalLawnFranchise.com

*Based on 34 owners and the 2016 gross revenue report. ©2018, NaturalLawn of America, Inc. A Division of NATURLAWN® Services and Products. All rights reserved.

JUNGLE JIM'S

ACCESSORY PRODUCTS

**THE ONE SOURCE FOR
YOUR ACCESSORY NEEDS!!**

www.JUNGLEJIMSAP.com

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

ADVERTISING INFORMATION

Call 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)

Looking to hire?



Reach **thousands** of professionals in your industry by placing a classified ad.

BUSINESS FOR SALE

Maintenance & Landscape Services Company

FOR SALE

Well established contractor in Snohomish/King County, Washington area. Owner retiring. Strong sales and profit growth potential. Annual Gross Sales ~ \$1.4M+ 65% Maintenance A great tuck-in acquisition for a growth minded company. Strong recurring revenue and service portfolio. Contact Rod Bailey for confidential information packet 971-719-2158 rodbailey@hotmail.com

BUSINESS OPPORTUNITIES

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

708-744-6715 • Fax 508-252-4447 E-mail pbcsmello1@aol.com

HELP WANTED

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

Keep your business growing.

Advertise in Landscape Management

Call Chloe Scoular

216-363-7929

Fax: 216-706-3711

E-Mail:

cscoular@northcoastmedia.net

Issue Date Ad Closing

February 1/15

March 2/12

RESOURCES

Dust off your safety plan *Continued from page 41*

"The first infraction could cause enough fine money to be the equivalent of some contractors' annual net profits and the second, that of an entire business by not following the new silica regulations," Hurtado says.

The bottom line is that these standards were put in place to protect workers' health now and in the

future—something the entire industry can get behind.

"Regulation or not, no one should be breathing in this harmful silica dust," Hurtado says. "There are options and solutions to becoming compliant and reducing the dust on your job site."

Dowdle is a freelance writer based in Nashville.

AD INDEX

Dow AgroSciences	15
EcoLawn	54
GPS Insight	47
Husqvarna	13
JCB	49
Jungle Jim's	54
MANTS	10
National Association of Landscape Professionals, formerly PLANET	23
NaturalLawn	54
Navistar Inc. CV2-1	
PermaGreen Supreme	5
Pike Creek Turf	54
PRO Landscape by Drafrix Software	4
Project EverGreen	7
Quali-Pro	3
RAM Commercial	CV4
SnowEx	21
Vermeer	CV3

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

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, 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 2018 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.



GROW WITH GRUNDER

BY MARTY GRUNDER

The author is president and CEO of Grunder Landscaping Co. and The Grow Group, based in Dayton, Ohio. Reach him at marty@growgroupinc.com.



Lead with the good

I am just back from the 2018 Elite Retreat in Vail, Colo., an annual event that my colleagues and I at The Grow Group present every year for ambitious landscape professionals who are seeking an edge over their competition. This year, we focused on the client experience. We took a deep dive into every aspect, including why delivering exceptional customer service is so important in the green industry, what tactics to take in order to do it and how to leverage it to increase referrals and close sales.

We held the event at the Four Seasons Resort in Vail because if there's one company that has mastered the art of customer service, it's that exceptional team. The staff is trained to anticipate your wishes before you even know you have them. No detail goes unnoticed. And the whole place practically hums with efficiency and professionalism.

Now, you may think running a five-star hotel is a long way from operating a landscape company, but at their core, both businesses thrive and fail

“Most leaders are quick to see what's wrong and want it fixed right away, while failing to see what's right and celebrating those accomplishments.”

on the basis of the service they deliver. A hotel can have beautiful rooms with extraordinary views in a spectacular setting, but if the staff is not friendly, welcoming and responsive to your needs, you won't enjoy your stay. You need to spend only a few minutes on the TripAdvisor website to see how many hotels get this wrong. Similarly, as landscape pros, we can come up with the most creative designs and use only the best materials and horticultural practices, but if our teams are not trained in how to interact with clients and how to respond to their needs promptly and professionally, we simply won't succeed.

That's why we asked the Four Seasons' director of training, Hannah, to lead a session for us on how to train our own teams. Something she said really stuck with me: “You will be 10 times more effective leading people by rewarding them for positive behaviors than by criticizing them for what they've done wrong.”

Now this may seem obvious to many people, but I'm going to bet that most of us—whether we're owners, managers or team leads—struggle to actually do this.

By temperament, most leaders know how they want things done and are impatient for others to complete tasks that way. We are quick to see what's wrong and want it fixed right away, while

failing to see what's right and celebrating those accomplishments. I am assuredly guilty of this, too. But when we go this route, we foster a culture of negativity and blame, and we erode morale. And *that* can dramatically detract from the client experience. Why? Because your external customer service will never exceed your internal customer service. In other words, your team will never treat your clients well if you do not treat your team well.

To be clear, I am not saying that leaders should ignore problems and overlook shortcomings or that team members should not be held accountable for fulfilling their responsibilities. But it's all in how you approach it.

So, in the coming months, I'm going to challenge myself to lead with compliments at Grunder Landscaping, to call out and celebrate all the good my team does and to use that positivity to drive improvement and progress. Challenge yourself to do the same and see if that doesn't in turn help to improve your client experience, too.


Happy holidays to all of you, and I'll see you next year! 🎁



BROUGHT TO YOU BY

Vermeer





"We knew immediately once we
got on one that it was the one."

- Brandon Smit, Hardscapes

THE PROOF IS HERE.

EQUIP YOUR CREW WITH EQUIPMENT YOU CAN TRUST.

Built for longevity and dependability, Vermeer mini skid steers are a staple of landscaping crews everywhere. The versatility of the Vermeer mini skid steer lineup helps you finish the job and brings your projects to life. **The proof is in the details.**

Learn more at [Vermeer.com/MINISKIDSTEERS](https://www.vermeer.com/MINISKIDSTEERS).



Vermeer Corporation reserves the right to make changes in engineering, design and specifications; add improvements; or discontinue manufacturing at any time without notice or obligation. Mini skid steer attachments available from Vermeer dealers may be manufactured by Vermeer Corporation or other attachment manufacturers. Please contact your local Vermeer dealer for more information on machine specifications and attachments. Vermeer and the Vermeer logo are trademarks of Vermeer Manufacturing Company in the U.S. and/or other countries. © 2018 Vermeer Corporation. All Rights Reserved.

BUILD ON A PROVEN FOUNDATION.

RAM CHASSIS CAB

BEST-IN-CLASS STANDARD GAS HORSEPOWER¹

BEST-IN-CLASS GAS TOWING²

BEST-IN-CLASS DIESEL TOWING³

CLEAN FRAME RAILS FOR MAXIMUM UPFIT CAPABILITY



RAM
COMMERCIAL



2018 BRINGS YOU A **REFORMED** **SECTION 168**

RAMTRUCKS.COM/COMMERCIAL

The amount of first-year depreciation using the post-tax reform version of section 168(k) can provide the taxpayer a 100% bonus depreciation deduction. Consult your professional to determine your tax benefits.

Consult the Internal Revenue Code, Income Tax Regulations, and a tax advisor to determine your actual tax benefit prior to any vehicle purchase. ¹Based on 3-5 pickup-based conventional cab chassis.

²Class 3-4 models. ³Class 3 models. When properly equipped. Ram is a registered trademark of FCA US LLC.