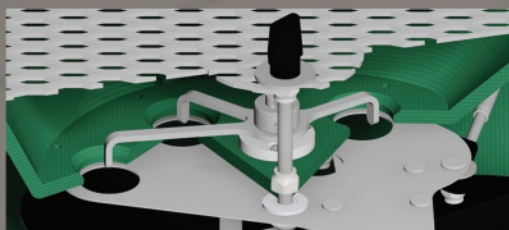


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ON THE COVER: PHOTO BY GIE+EXPO



GREEN INDUSTRY EVENTS ALL IN ONE PLACE

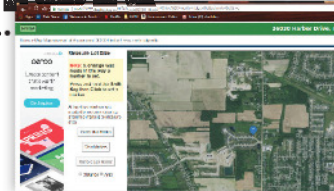


➔ There are tons of green industry educational events, webinars, trade shows and meetings happening across the country every month. Don't let these experiences slip by without your knowledge. Head over to our online calendar to start planning the rest of your 2018. Do you have an event to add to the list? Email mpalmieri@northcoastmedia.net.

LandscapeManagement.net/events

WEB PICK

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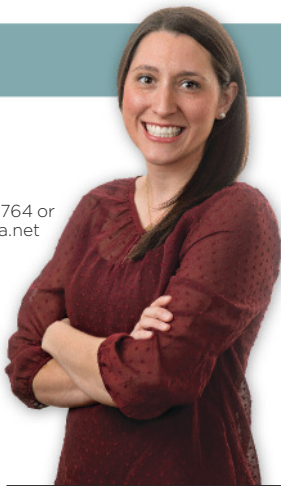


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EDITOR'S NOTE

MARISA PALMIERI
EDITOR

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mpalmieri@northcoastmedia.net



Ticking time

Busyness is a way of life for many of us. Ask someone how they're doing, and there's a good chance he or she will reply, "Busy!"

I'm constantly amazed by the landscape and lawn care business owners I've met who are running their companies, coaching kids' sports teams, engaging with civic organizations, spending time on hobbies and more. I wonder how many of them do it, don't appear to be frazzled and yet make room for a call with an editor of a trade magazine. Many of them seem to have all the time in the world.

People like this are the exception. In fact, according to a 2015 Gallup survey on time stress, 61 percent of people who are employed say they don't have time to do the things they want to do. The figure was also six in 10 for people who have children at home.

When it comes to time management, a cliché comes to mind. As most parents have been told a time or two, "The days are long, but the years are short."

Doesn't that feel like the truth? And wouldn't it be nice if you could find a way to slow down time to make it feel like more of your time is spent off the clock?

That's the premise of Laura Vanderkam's book "Off the Clock: Feel Less Busy While Getting More Done." Her approach isn't like a typical productivity book where the author simply shares what works for herself. She is a proponent of tracking your time in half hour increments and has been doing it for years, so she can't simply make the excuse that she's too busy to do X, Y or Z.

Vanderkam is clearly a numbers person, calculating how many weeks she is likely to have left on this earth based on life expectancy data.

"If I live to age 83.4, I have just 45 more times to see the flowers bloom in the spring, and I will shuffle off this mortal coil precisely as they bloom that 45th time," wrote the author, who was born in 1978.

This horticulture example made me think of our readers—most of whom are men with a shorter life expectancy than her—who are well in tune with the ebbs and flows of growing seasons.

In preparation for her book, Vanderkam conducted a time diary study by recruiting 900 people who are employed and have children at home. She surveyed them about their perception of time—whether they felt like they had enough time for the things they wanted to do.

The results from the people who do believe they have enough time are interesting and instructive. These people:

- Are mindful of their time, accept ownership for it and also reflect on their lives;
- Are adventurous, seeking rich experiences that create memories;
- Edit out things that don't add value to their lives—like constant phone checks;
- Know how to linger in the present;
- Spend their resources to maximize happiness and can cope with unpleasantness;
- Let go of perfection and seek steady progress; and
- Spend quality time with friends and family.

I recommend this book to anyone looking to feel more fulfilled and less frantic, which surveys show are the majority of us these days. 🕒



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"GIE+EXPO is all about re-engagement with peers, industry leaders, suppliers and your passions..."

"Spend time with me, and we will expand your business."

MORE ONLINE

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



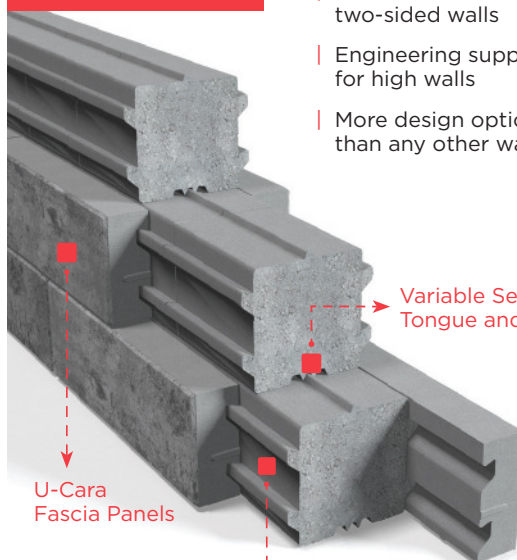
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BIG PICTURE

FAMILY RETREAT

LOCATION Bethesda, Md.

COMPANY Fine Earth
Landscape

THE DETAILS The clients requested a backyard that their active family and friends could enjoy, with a pool located near the sun room, at least 90 feet of turf and colorful gardens in the front and back of the house.

While constructing the pool, the Fine Earth team found that the client's property and several other properties drained into the area best suited for the pool.

The team built a gentle turf swale above the pool, efficiently channeling the runoff, and installed additional drainage behind the pool wall and throughout the pool area. The pool also includes an elevated spa with a spillover waterfall that's faced with natural stone. The stone continues along a retaining wall that holds back the grade above the pool.

The rectangular patio flagstone and limestone border match stone features in the sun room and on the house. A stone fire pit completes the outdoor retreat.

The project earned Fine Earth Landscape a 2017 Grand Award from the National Association of Landscape Professionals' Awards of Excellence program.

PHOTO The after view from the sun room shows the stone retaining wall above the pool. The Green Giant Arborvitae plants provide privacy.

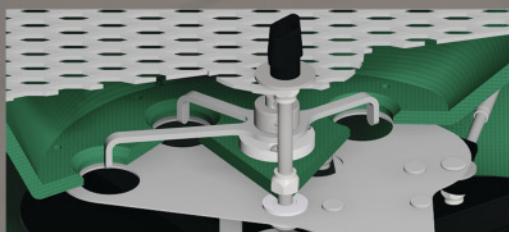
See more photos from this project at LandscapeManagement.net/BigPicture.

PHOTO: HILARY SCHWAB

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LM GALLERY

ISSUE BRIEF

STEP BY STEP

NEW STUFF

SAFETYWATCH



CREW REVIEWS

“Millennials, especially, are looking for social proof.”

Customer reviews can make or break a company—but so can employee reviews, according to Maria Mayorga, director of sales at Coalmarch Productions, a digital marketing agency for service-based businesses.

“The reviews give social proof to people applying to a company that it’s a great place to work,” says Mayorga, who has been working with firms in the lawn and pest industry for more than five years. “Millennials, especially, are looking for social proof.”

She suggests encouraging employees to post reviews on several platforms, especially Glassdoor, because those reviews are more likely to show

up on the first page of a Google search. The idea to encourage employee reviews came about when Mayorga was perusing her clients’ websites.

She used to look at the websites from a potential customer’s perspective. However, when she heard her clients needed more employees just as much as new customers, she began browsing from a potential employee perspective.

“My advice is to think of everything you’re doing for marketing and replace ‘customers’ with ‘employees,’” Mayorga says. “The same methodologies will almost always apply.”

The first step is requesting reviews from employees—particularly ones who are likely to leave positive reviews.

While there’s no limit to the amount of reviews employees can generate, Mayorga cautions that the reviews must be genuine and not all posted at once.

“You want to sprinkle them in over time,” she adds.

Reviews should discuss the work experience, benefits, management and hours.

While companies may incorporate incentives for employees generating reviews, Mayorga says it’s important that those incentives aren’t publicized anywhere online.

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JOHN DEERE

LM GALLERY

The **LM** team hit the road this summer, traveling to a number of industry events.



1



1 In July at the Walker Family Reunion III in Fort Collins, Colo., **LM** Editor Marisa Palmieri snapped this photo of Walker Manufacturing's second and third generation family members and leaders. From left: Ryan Walker, Bob Walker, Dean Walker and Ted Walker. She also tried her hand at the event's Skills Challenge and accomplished a few tasks—with more than a little help from Walker team members.



2 Later that month, **LM** Publisher Bill Roddy (back row, fourth from left) and **LM** Associate Editor Sarah Webb (front row, right) joined the Ohio contingent at the National Association of Landscape Professionals' Legislative Day on the Hill. The day before, they worked alongside about 400 landscape professionals in beautification efforts at Arlington National Cemetery for the association's annual Renewal & Remembrance event.



3

3 The **LM** sales team headed west to visit customers in August and squeezed in some time to see a friend of **LM**, Ashly Neneman, general manager at Sun Valley Landscaping in Omaha. From left: Roddy, Neneman, **LM** Associate Publisher Craig MacGregor and **LM** Western Regional Sales Manager Jake Goodman.

ISSUE BRIEF



BY BOB MANN

The author is director of state and local government relations for the National Association of Landscape Professionals.

SCIENCE SHOULDN'T BE POLITICIZED

Attempts by some lawmakers to apply political solutions to questions of science is a disturbing trend impacting the green industry. In the U.S., we have a scientific, legal and administrative framework to evaluate pesticides for safety and effectiveness. Before the Environmental Protection Agency (EPA) grants or renews registration to a product, extensive research is conducted so we can be confident it will not have adverse effects on the environment, people or pets.

Problems arise when politicians believe their personal political philosophies are more important than the evaluation process. For example, the insecticide chlorpyrifos was once a mainstay in horticulture, but in 2000, manufacturers agreed to change the labeling to exclude uses in and around the home, including landscapes.

Today, chlorpyrifos is a restricted-use pesticide, mostly confined to agriculture. However, last year, Sen. Tom Udall (D-NM) joined other senators to block reauthorization of the EPA's ability to collect fees from pesticide manufacturers to support the Office of Pesticide Programs. Sen. Udall's rationale was that he disagreed with the EPA's decision to evaluate chlorpyrifos just as it would any other pesticide. He was willing to hold hostage the evaluation process until the EPA banned chlorpyrifos immediately.

Neonicotinoid insecticides are also under assault in many states. The active ingredient in Roundup, glyphosate, is similarly targeted. You may or may not use any of these products, but the tactics being used should be concerning—eventually they'll be coming for products that you rely upon. **LM**

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STEP BY STEP

Profit from organic lawn care

Offering organic turf care services can be a profitable addition to a lawn care business. To meet the increased interest in organic services, lawn care operators (LCOs) may want to consider offering a comprehensive organic lawn care program that will satisfy customers' needs and establish their company as an organic option in their area. Learning the science behind organic methods and techniques is a necessary first step to converting to organic lawn care. It's also important to understand the fundamentals of estimating and marketing to attract customers and price services for profitability.

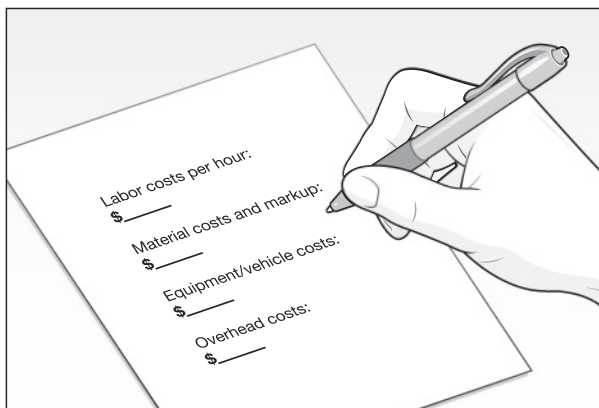
To succeed in the organic market, LCOs should first understand the fundamentals of creating profitable estimates. They also should compare organic, transitional (or hybrid) and traditional lawn care program pricing over three years to understand the initial investment it would take to switch a client to an organic program. Lastly, proven sales and marketing techniques for selling organic lawn care services are crucial to promoting the business, attracting customers and advertising the company's services and products while it establishes itself as a reputable source of organic lawn care expertise.

Follow these steps to profit from organic lawn care services. 

SOURCE: Northeast Organic Farming Association

DOWNLOAD IT

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



STEP 1

Create profitable estimates. To create an accurate estimate, include labor costs (in dollars per hour), material costs (plus the markup), equipment/vehicle costs (per day, including replacement costs) and overhead (percent of overhead that needs to be added to each estimate to recover those costs).

Year One		
Traditional	Transitional	Organic
Basic soil test	Comprehensive soil testing	Comprehensive soil testing
pH correction	pH correction	pH correction
Spring fert. with preemergent	Spring biologically enhanced fertilizer	Spring biologically enhanced fertilizer
Late spring fert. with postemergent	Late spring biologic fertilizer	Late spring help booster
Summer fert. with insect control	Summer microbial soil conditioner	Summer microbial soil conditioner
September fertilizer	Biologic fertilizer	Sept. biologically enhanced fertilizer
Weed control	Broad leaf weed control	Spot weed control w/ vine acid based product
Grub control	Grub control	Grub control (beneficial nematodes)
Blowdown control	Blowdown control	Blowdown control - cultural practices
Late fall fertilizer	Compost topdressing	Compost topdressing
Aeration and dethatching	Compost tea (4 applications)	Compost tea (4 applications)
Aeration and dethatching	Aeration and dethatching	Aeration and dethatching
TOTAL: \$5,400	TOTAL: \$6,500	TOTAL: \$6,900

Year Two		
Traditional	Transitional	Organic
Basic soil test	pH correction	pH correction
pH correction	Spring biologically enhanced fertilizer	Spring biologically enhanced fertilizer
Spring fert. with preemergent	Late spring biologic fertilizer	Help booster
Late spring fert. with postemergent	Microbial soil conditioner	Microbial soil conditioner
Summer fert. with insect control	Biologic fertilizer	Biologically enhanced fertilizer
September fertilizer	Spot weed control with postemergent	Spot weed control with vine acid based product
Weed control	Grub control	Grub control (beneficial nematodes)
Late fall fertilizer	Compost tea (4 applications)	Compost tea (4 applications)
Aeration and dethatching	Aeration and dethatching	Aeration and dethatching
TOTAL: \$2,800	TOTAL: \$4,000	TOTAL: \$4,050

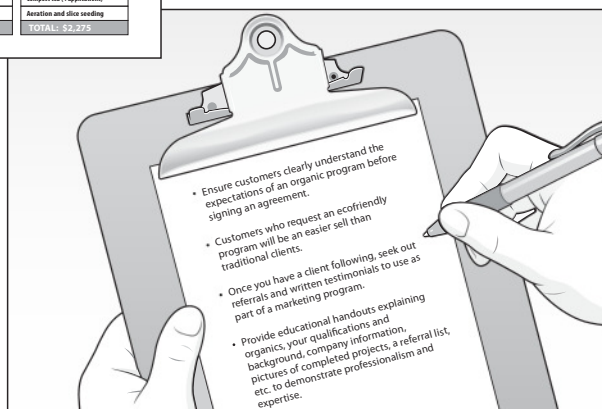
Year Three		
Traditional	Transitional	Organic
Basic soil test	In year three, transition program converts to a total organic program.	Comprehensive soil testing
pH correction		pH correction
Spring fert. with preemergent		Spring biologically enhanced fertilizer
Late spring fert. with postemergent		Sept. biologically enhanced fertilizer
Summer fert. with insect control		Spot weed control w/ vine acid based product
September fertilizer		Compost tea (4 applications)
Late fall fertilizer - aeration		Aeration and dethatching
TOTAL: \$2,200	TOTAL: \$2,275	TOTAL: \$2,275

STEP 2

Create a document comparing organic, transitional/hybrid and traditional lawn care program pricing over three years to help the customer understand the investment. Initial costs will be a significant investment when improving soil health, but by the third year of an organic program, the costs may be similar to those of a traditional program.

STEP 3

Develop sales and marketing techniques for selling organic services. Know the advantages and challenges of organics, sales techniques and how to approach clients.



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NEW STUFF

**1. BTT****COMPANY:** Hunter Industries**URL:** HunterIndustries.com

The BTT, or new Bluetooth-enabled tap timer, provides app-controlled light irrigation for plants, flowers, nurseries, greenhouses and small lawn areas. Designed for use with a hose faucet, the product uses a mobile iOS or Android app with two irrigation modes and two start times each. It features a cycling mode for interval drip system irrigation and a rain delay feature providing up to seven days of suspended irrigation. The built-in, push-button manual start allows up to one hour of manual irrigation with automatic shutoff, without a smartphone.

2. DK10SE SERIES TRACTORS**COMPANY:** Kioti**URL:** Kioti.com

The DK10SE series includes four cab models and four rollover protection system models. Engine gross hp for the new models ranges from 40 to 58, and power takeoff hp ranges from 29 to 45. All models come standard with rear differential lock, rear PTO, hydraulic power steering, 4WD, a remote hydraulic valve and an onboard toolbox. Each DK10SE series tractor is powered by a liquid-cooled, fuel-efficient, three-cylinder Daedong diesel engine and can deliver power to a variety of attachments.

3. ARMORTECH PORTFOLIO**COMPANY:** United Turf Alliance**URL:** UTAArmortech.com

United Turf Alliance's new additions include ArmorTech Tetra, ArmorTech Zoxy-PG, ArmorTech Gold Standard 45 and ArmorTech Zoxy-PG. ArmorTech Tetra is a premium herbicide containing 2,4-D, fluroxypyr, triclopyr and flumioxazin for fast, selective weed control in ornamental lawns and turfgrasses. ArmorTech Gold Standard 45 is a plant health tool delivering rapid, efficient plant uptake and utilization. ArmorTech Zoxy-PG is a broad-spectrum granular fungicide combining 0.31 percent azoxystrobin and 0.75 percent propiconazole.



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. SRM-3020T TRIMMER

COMPANY: Echo

URL: Echo-USA.com

Designed to cut thick grass, heavy weeds and small saplings, Echo's SRM-3020T high-torque trimmer provides 1.8-hp two-stroke engine performance and a 20-in. cutting swath. Other features include a large pleated paper air filter and foam prefilter, chrome cylinder plating, a two-ring piston and exceptional hot restart ability due to its below-type intake, Echo said. It also features a flex cable drive, low vibration and a 2.07:1 gear ratio.

5. PEDIGREE FUNGICIDE SC

COMPANY: PBI-Gordon Corp.

URL: PBIGordon.com

Pedigree Fungicide SC is a flowable suspension concentrate that provides treatment of turf diseases, such as brown patch, fairy ring, leaf and sheath spot, large patch, red thread, pink patch, yellow patch, southern blight and gray snow mold. Featuring a proprietary formulation and the active ingredient flutolanil, it's applied as a preventive treatment and can stop several stages in the disease life cycle, including spore germination. Professionals can expect protection over a period of seven to 28 days.

6. SP-110 WIRELESS SENSOR

COMPANY: Spiio

URL: Spiio.com

A second-generation wireless sensor, Spiio's SP-110 includes four sensors: soil moisture, temperature, light and nutrients. The sensor integrates with smart controllers, allowing for full automation. It comes with the highest possible IP grading (IP69K), making it exceptionally durable, and has a battery life of five to six years, according to the company.

SAFETYWATCH

GENERATOR SAFETY

It's important to keep the following safety tips in mind when using a generator.

Before using a generator, you need to be sure it's fueled up. Remember:

- Never add gasoline when the unit is running or when the unit is warm.
- Don't fill the tank all the way to the top. Leave an inch or two so the gas has room to expand when the generator heats up.
- If you spill fuel, clean it up immediately.
- Check the oil before you begin. If it's low, fill it up.

Before you start the generator, make sure it's on flat, firm ground. Don't use the generator indoors or in an unventilated location.

Point the exhaust port away from houses, buildings and other structures. Always keep at least a 1-meter gap between the generator and any buildings. Make sure all loads are removed from the generator if this is not the first use of the day.



To start the generator,

- Open the fuel valve.
- Move the voltage selector switch to 120 volts.
- Put the ignition switch to the "run" position.
- Open the choke.
- Pull the starter cord.

If you need to switch voltage selections, shut the generator off first. Make sure the main breaker is shut off, switch the voltages and turn the machine back on again.

WATCH AND LEARN

Visit [LandscapeManagement.net/SafetyWatch](https://www.LandscapeManagement.net/SafetyWatch) to view a video about generator safety and use it as a training tool for your team.

SOURCE: Greenius

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Integration: All job information on one software platform reduces redundant data entry and simplifies project management and job costing.

Accuracy: Estimates are linked to schedules on a smart device with the foreman, which minimizes communication errors that cause blown budgets, rework and missed invoicing.

Immediacy: Connected information allows real-time decision making that maximizes the customer service experience resulting in referral and renewal opportunities.

The bottom line: Crew mobile applications are game changers when they connect everyone in your company.

To keep their companies and customers connected, these three businesses have implemented The Aspire Software Co.'s Crew Mobile app and business management software.



CHRISTIANNA
DENELSBECK

BUSINESS BREAKDOWN

Company: Landscape Workshop

Annual Revenue: \$42 million forecasted for 2018

Clients: 90% commercial, 10% residential

Areas Served: Lexington, Kentucky; Little Rock, Arkansas; Knoxville, Memphis & Nashville, Tennessee; Gulf Coast, Birmingham, Huntsville & Montgomery, Alabama

Services: Maintenance, Enhancements, Snow & Ice Management, Facility Services, Construction

INTEGRATION

Christianna Denelsbeck, vice president of finance at Landscape Workshop, headquartered in Birmingham, Alabama, says having Aspire's Crew Mobile app creates a streamlined system among managers and crews.

Denelsbeck's team uses the mobile app to snap photos of a task that needs extra attention on a property and notifies the account manager in real time. Then, proposals for out-of-scope tasks can be written up accurately, detailing information and photos from the crew that is on-site.

"Clients like when we are more proactive in telling them about issues on their property, or things they could be doing better," she says.

Holding the crews and managers accountable for accurate information helps drive ownership of the work the employees do. "We want everyone to be able to see the data and be



TIM MARTINEZ

BUSINESS BREAKDOWN

Company: LandCare

Annual Revenue: \$160 million

Clients: 100% commercial

Areas Served: Washington, Oregon, California, Nevada, New Mexico, Texas, Oklahoma, Kansas, Tennessee, Missouri, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Pennsylvania, Delaware, New Jersey, Maryland

Services: Maintenance, Enhancements, Snow & Ice Management, Design Consultation/Installation, Irrigation, Turf Management, Sports Turf Management, Tree Care, Insect Control, Exterior Lighting & Holiday Décor

A MOBILE APP THAT CONNECTS. Aspire allows LandCare to increase accuracy and efficiencies on jobs.

accountable for their own properties and their own crews,” she says.

ACCURACY

Mobile timekeeping is the primary way crews at LandCare take advantage of Aspire’s Crew Mobile app, according to Tim Martinez, executive vice president of LandCare’s west division.

“Clocking in and out on the app reduces the amount of paper from timesheets, which in turn increases accuracy in generating employees’ paychecks,” he says.

Not only has the administrative staff saved time from a payroll processing perspective, Martinez says the app has also allowed the teams to focus on job performance instead.

“Any time you’re not focused on the administrative components of the business, it frees up time to focus on job quality and job performance,” he says.

IMMEDIACY

Hank Wilson, president of Sunscape Landscaping in Austin and San Antonio, Texas, says Aspire’s Crew Mobile app is the main communication tool at his company. Using mobile devices, crews at Sunscape use the app to manage time, log opportunities and create site reports — in real time.

“We’re constantly entering information into Aspire, and constantly reviewing that information,” Wilson says. “There’s so much we look at on a daily basis.”

Wilson says the transparency of shared information between the clients, his company and its employees is what ultimately helps with client retention.

“It’s a two-way communication tool from management to the field and back,” he says. “With the Crew Mobile app, we are collecting accurate, accessible information that allows us to make more informed decisions and quickly resolve issues.” ●



HANK WILSON

BUSINESS BREAKDOWN

Company: Sunscape Landscaping

Annual Revenue: \$5.5 million forecasted for 2018

Clients: 100% commercial

Areas Served: Austin & San Antonio

Services: 75% Maintenance, 25% Enhancements



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POLLEN PALOOZA

Why pollinator-friendly
plants are gaining
interest and are vital
for landscapes.



PAGE 24

Pollinator Habitat

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TURF+ORNAMENTAL CARE

Poa annua plan of attack

Experts offer tips for combating *Poa annua*, the No. 1 fall weed in the Southeast. **BY ABBY HART**

Cooler fall temperatures represent a battle cry to lawn care operators (LCOs) in the Southeast and the Transition Zone—it's time to combat *Poa annua*.

Also known as annual bluegrass, *Poa annua* is a winter annual weed that features wide leaves and grows in small clumps. Though there are perennial types of *Poa annua*, in warm-season grasses in the Transition Zone and southward, *Poa* acts more like a true annual, germinating in early fall and spring, when temperatures fall below 70.

Once temperatures heat up in the summer, *Poa annua* dies off in warm-season turfgrasses, leaving behind unsightly brown voids.

Each *Poa annua* plant can produce 6,000 seeds, which can remain viable for six years and spread rapidly in a lawn through mowing or watering. It's also known for its seedheads that are light green or white in color—very distinctive in a green lawn.

Bayer Green Solutions Team Manager Laurence Mudge says that because *Poa annua* can germinate at different times of the year and is genetically diverse and adaptable, it is a difficult weed to control.

"You need the right product, right rate and right timing," Mudge says. "There's a lot to consider when you're designing a *Poa* weed control program."

RESISTANCE HAPPENS

A common strategy for *Poa* control in lawns is spraying a single preemergent herbicide in



Laurence Mudge



WEED WARFARE

A winter annual weed, *Poa annua* can create unsightly green patches in dormant warm-season grasses.

the fall, according to Jim Brosnan, associate professor of weed science at the University of Tennessee. This application typically occurs from September to November.

Brosnan warns that using only this strategy year in and year out can lead to strains of *Poa* becoming resistant to that product and its mode of action. He has seen resistance happen with dinitroaniline products, such as prodiamine, used in Barricade and other preemergent turf herbicides.

Rotating herbicides, as well as their modes of action, is the key to preventing resistance, he explains.

"Every turf manager should be aware of resistance, whether it's lawn, golf or sports turf," Brosnan says. "It's human nature to find something that works for you and to continue to use that."

He adds, "It's like football, you can have the greatest running back of all time, but if you run on every down, eventually that plan is not going to work. If we do the same thing to treat *Poa* every year, eventually it's going to break."

An alternative strategy is to do nothing in the fall and use a postemergent product such as glyphosate to control *Poa* later, says Brosnan. For example, some lawn care operators opt to apply a postemergent in the spring in combination with a preemergent application that will cover their customers for crabgrass season, as well.

Continued on page 20



Jim Brosnan

NEWSPEED

STEEL GREEN STARTUP

Steel Green Manufacturing, a startup company, will begin manufacturing equipment for the professional

lawn care industry, including stand-on, zero-turn sprayer and spreader machines. The founders are former employees of Z-

Spray manufacturer, L.T. Rich Products.

AERATE YOUR LAWN DAY

Ryan, a manufacturer of turf renovation equipment, set its second annual National Aerate your

Lawn Day for Sept. 15. The day, which falls on the third Saturday in September, gives lawn care professionals an opportunity to educate customers about adding aeration services to their

lawn care plans. Ryan's goal is for landscapers to take advantage of the entire aeration season, which spans from August through October, depending on the area.



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TURF+ORNAMENTAL CARE

Continued from page 18

This year, Brosnan has been recommending mixed applications of a pre- and a postemergent with different modes of action—for example, something from the dinitroaniline class of chemicals (Barricade) with an ALS inhibitor such as foramsulfuron (Revolver).

This mixture would be applied later, in mid-October to early November, rather than treating with a single pre-emergent in September only.

In this strategy, the postemergent can kill off *Poa* plants that have already emerged, and the preemergent will protect against future emerging plants.

“I’ve got a pre- and a post-, so two modes of action that are going to help me from a resistance standpoint, and I’ve started my program later, so now I’ve got a higher probability of getting

to April *Poa* free,” Brosnan adds.

Whatever your approach to controlling *Poa*, both Mudge and Brosnan encourage LCOs to speak with herbicide manufacturers and researchers to learn about the products they are spraying and formulate a plan to properly rotate herbicides.

People often switch products and believe they’re avoiding resistance and keeping *Poa* at bay, Mudge says.

“It might be a different product, different container, different company—but the mode of action is the same,” he says. “Unless you’re rotating mode of action, you’re not accomplishing anything.”

GETTING AHEAD OF POA

“*Poa* is our No. 1 weed in the Southeast, along with crabgrass,” says Justin Brown, regional market leader of lawn care, Wayne’s Environmental Services.

The Birmingham, Ala.-based company treats more than 2,000 acres, and Brown says it’s fighting *Poa* in all of that acreage.

Wayne’s Environmental does over \$30 million in revenue and provides 65 percent pest/termite control and 35 percent lawn care to a mainly residential clientele.

“Everybody wants a green yard during the growing season and a brown yard with no green in it during the wintertime,” Brown says. “When *Poa* is in a yard in the wintertime, that’s not a good look for us or for any other lawn care company.”

Brown says that his company has found Specticle preemergent applications in the fall to be effective in fighting



Justin Brown

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Poa. For spring preemergents, he rotates between dithiopyr (Dimension) and prodiamine products.

Regarding postemergent products, Brown says that in warmer weather, *Poa* postemergent control is usually apparent within 14 to 21 days, and in colder temperatures, it takes possibly three to four weeks before yellowing is visible on the weeds.

Depending on the time of year and the severity of the *Poa annua* population on a lawn, Brown says his company charges a cleanup fee and a one-year agreement to clear up extreme cases with postemergent products such as Celsius or Tribute Total.

"It puts us on a level playing field, so we're not incurring the cost of getting the lawn looking good and then (the customer) going to someone else," Brown says. 🍷

Weapons in the herbicide resistance war

There are 252 species of weeds with reported herbicide resistance, including *Poa annua*, according to the International Survey of Herbicide Resistant Weeds.

That's why the experts agree that switching not only products but also modes of action is essential.

"Diversity is important for sustained success over time," says Jim Brosnan, associate professor of weed science at the University of Tennessee. "If (LCOs) have properties that are having continual failure, get the plant tested."

If you suspect you're dealing with herbicide resistance, Brosnan recommends sending in plant material to programs such as the University of Tennessee's Weed Diagnostic Center. "The cost of doing that will certainly pay dividends in the long run to prevent failed applications from going out repeatedly," he says.

The University of Tennessee's Turfgrass and Ornamental Weed Science program also offers online resources to help create a more diverse herbicide strategy and avoid an herbicide resistance problem. These tools include an herbicide resistance guide, which color-codes pre- and postemergent products according to modes of action, and a tool that allows turfgrass managers to select the herbicide they last applied from a dropdown menu. The tool then provides a list of pre-, pre-/post- and postemergent herbicides with alternative modes of action from that product.

View these and other *Poa* control resources at TennesseeTurfgrassWeeds.org.



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QC CHECK
Experts recommend returning in the evening after installation for a quality check.

Brighten your biz

Tips for incorporating holiday lighting installations into a landscape business.

BY SARAH WEBB

Holiday lighting installations aren't just festive and fun—they also can be a great end-of-season revenue booster, as well as a way to keep some employees busy.

"If you're looking to fill a certain amount of days for your company to help retain employees, holiday lighting is a great avenue, but there are a lot of factors to take into consideration," says Arnie Arsenault, president of A. Arsenault & Sons, a Spencer, Mass.-based landscape firm and Christmas Decor franchisee.

To get the scoop on holiday lighting, we spoke with a few experts: Josh Searcy (JS), vice president of business development for Brite Ideas Decorating; Brandon Stephens (BS), president of the Decor Group, the umbrella company of the Christmas Decor brand; and Arsenault (AA). 📍

Do:

✓ **Use proper clips and equipment for shingles and gutters.**

"A big thing is to take care of the clients' homes. We use noninvasive fasteners and shingle tabs that slide underneath the shingles. We don't use materials that infringe on the clients' homes." —BS



✓ **Use LED lighting.**

"Using LEDs instead of incandescent lighting, you're probably using 90 percent less electricity, and you're still achieving exactly the display you're looking for. You're also able to get longer life out of them." —AA

✓ **Start installing in October.**

"The trend has been to let customers know that it's okay to start lighting earlier than right after Thanksgiving." —AA

✓ **Store each customer's lights together in the original box.**

"Most of our distributors continue to use the boxes that the lights come in, so they're not sitting out in the elements. I've always suggested to keep each client's lights together instead of grouping by light product." —JS

✓ **Consider a franchise.**

"(A franchise) will provide you with a professional-grade Christmas light that'll hold up season after season and then train you how to estimate, install and remove it." —JS

✓ **Market early.**

"We generally start marketing in September and really amp it up in October and November. Once you get through Halloween, people start thinking about Christmas and wanting to decorate." —JS

✓ **Invoice upfront.**

"We always suggest our contractors invoice upfront so that it locks people in for the install timeline, and then they know they've paid for installation, removal and storage." —JS

✓ **Return at night for a quality control (QC) check.**

"Our franchisees will install during the day and go back in the evening and do a QC check as a drive-by to make sure something isn't off. We also suggest scheduling two proactive maintenance visits." —BS

✓ **Target existing clients.**

"You don't have to go chasing new customers. The clients who trust you to mow their lawn and take care of their landscape will probably trust you to do their Christmas lights as well." —JS

WEB EXTRA

Visit the Web Extras section at LandscapeManagement.net to view more holiday lighting tips from the experts.

Don't:

✗ Forgo safety equipment.

"Roof lighting can be very dangerous if you don't wear the proper harnessing equipment and have the proper ladders. As long as you're trained on what you're installing, you should know your limitations." —AA

✗ Light for more than 90 days.

"We try to follow the 90-day code with our customers not to allow them to light for more than 90 days." —AA

Article 590 of the National Electric Code states that temporary electric power and lighting installations aren't permitted for more than 90 days.

✗ Use glue, screws or staples.

"If you use glue, screws or staples like you see in the "Christmas Vacation" movie, those things will cause damage to the house and the contractor is going to be on the hook for that." —JS

✗ Overload a section.

"You need to be smart about power consumption, so you're not tripping people's outlets." —JS

✗ Buy lights from the big box stores.

"A lot of people look for the cheapest product. But the power of this business is to reinstall (lighting at) a house year after year with the same materials. If you don't have quality materials, you'll find yourself running back to the store, you'll be overworked with service calls and your quality will suffer." —BS

✗ Rush takedown.

"Going slow and being safe is absolutely vital. It's also

important to not just rip the lights off the house but to categorize them and put them away properly so that next year, you're not trying to figure out the mess you made." —JS

✗ Use a minimalist approach.

"If you're going to light the canopy of a tree and it takes 400 lights, don't try to get away with 350 or 300 because the quality will suffer." —BS



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Push for pollinators

Pollinator-friendly landscape plants are beginning to grow in popularity as awareness about their importance rises. BY EMILY SCHAPPACHER

Mike LaPorte says it's an exciting time for pollinator-friendly plants. The co-owner of Owl Run Nursery in Catlett, Va., located about 35 miles outside of Washington, D.C., says customers come to him specifically for Owl Run's selection of native plants that attract pollinators such as bees, butterflies and birds. Plant propagators are also getting in on the action, he adds, as he finds new and improved species of pollinator plants to offer these eager customers. Owl Run is selling five times more pollinator plants than it was just three years ago, LaPorte says.

"We are out in front of a lot of places in terms of pollinator gardens and things like that—we have seen sales of these plants increase massively," he says. "The native movement and the pollinator movement have really taken off."

While Owl Run Nursery's pollinator plant boom may not be the norm in all areas of the country, industry experts agree that awareness of and interest in pollinators and the plants that attract them is growing. Pollinator-friendly plants are species that attract bees, butterflies and birds, as well as lesser-known pollinators such as bats, beetles, moths and flies. According to the U.S. Fish & Wildlife Service, these creatures help pollinate more than 75 percent of flowering plants and nearly 75 percent of food crops worldwide. But recent studies show that a growing number of pollinator species are headed towards extinction due to factors such as habitat loss, pesticide misuse and climate



HABITAT CREATION
Pollinator plants, like milkweed, help keep pollinators alive and thriving.

change, putting the world's food supply and ecosystems at risk. Incorporating pollinator-friendly plants—such as aster, lantana, bee balm, milkweed, oregano and penstemon—into the landscape provides important habitats for pollinators to thrive.

"There is a serious increase in search activity for pollinator-friendly plants on our site but not a significant increase in sales numbers yet," says Michael Kwiatek, a data analyst at LandscapeHub, an online source for buying and selling plants and landscape materials. "People seem curious about it until they realize they don't want bees on their roof garden or swarming about in their backyard. Lack of actual orders for these products confirms that it is just an interest at this time."

While perhaps not yet as popular among clients who prefer bee-free properties, LaPorte has seen a notable increase in developers incorporating pollinator gardens into their green spaces. Many of these developers install pollinator gardens as a step toward Leadership in Energy and Environmental Design certification or for government tax credits. Others realize these spaces may require less water, chemicals and maintenance than traditional

NEWSFEED

NEW MINILOADERS PRODUCT

Texas-based importer and distributor MiniLoaders.com (formerly CompactGiant)

started distribution of its Intrepid KM100 series compact wheel loaders. The machine will come in two vari-

ants: a standard boom Intrepid KM100 and the Intrepid KM100 Tele, which features a telescopic boom.

DYNASCAPE ACQUIRED

Dynascape Software is

now part of the EverCommerce family of companies. The EverCommerce portfolio includes 19 companies, including 14 in the field and home service sectors, that provide

software and services for small- to medium-sized businesses. It helps about 70,000 businesses across the globe run and operate more efficiently, said EverCommerce.

 **LOW PROFILE**
Many pollinator-friendly plants
are relatively inexpensive and
easy to maintain, requiring
fewer inputs.

landscapes. Regardless of the reason, LaPorte says this is a positive step for the pollinator movement.

"In the D.C. market, we are seeing green spaces on almost every building in the district," he says. "The government is leading developers in that direction and that's a good thing. The other good thing is people are getting used to seeing these gardens used in commercial settings, which may inspire them to do similar things on their own properties."

Jody Shilan, president of landscape design company Jody Shilan Designs in Upper Saddle River, N.J., says that while he has not seen an increase in clients requesting pollinator-friendly plants, most customers are receptive to the idea once they learn about it. Shilan typically incorporates pollinator-friendly plants into his landscapes whether customers request them or not, because there are several species—such as purple coneflower, veronica, salvia and butterfly bush—that are colorful, low maintenance and low cost, which are the primary requests of most clients. Many are also deer-resistant.

"The issues with bees, butterflies and other pollinators are not on most people's radar," Shilan says. "It's up to us to introduce those ideas to our customers and educate them about it as opposed to waiting for them to ask about pollinator-friendly plants. Once they think about it and get an explanation of what is going on, they are excited about using that kind of plant material."

Bernadette Mach, a recently graduated research assistant at the University of Kentucky's Department of Entomology, says it's important for contractors to be mindful when it comes to choosing pollinator-friendly plants because "they are not all created equal." She emphasizes the benefits of pollinator-attractive woody plants that are not susceptible to pests and diseases and that don't need to be treated with an abundance of chemicals. She says her lab likes the late-blooming seven suns flower tree and a midseason-blooming native species of St. John's wort, which are both beautiful, pollinator-friendly plants that do not have any major known pest issues.

"That way, you don't run the risk of contaminating a food source, and the homeowner won't have insects eating up all the leaves," Mach says. "You have to use common sense when choosing a plant. Talk with someone who really knows what kind of landscape you're dealing with and the factors that will affect the success of any plant, like soil type, wetness, drainage and pH levels."

Mach adds that it's a good idea for contractors to consider the placement of pollinator plants, particularly for customers who are wary about the presence of bees.



"These may not be the plants you necessarily want to put right by someone's front door," she says. "Take the land usage into account. Not everything in a yard has to provide pollinator resources. If there is a corner in the backyard where something bee-attractive would be beneficial, put it there."

REMEMBER MAINTENANCE

Maintenance is also an important aspect of pollinator-friendly gardens, which Shilan says is a good business opportunity for contractors. While pollinator gardens can be associated with having a "wild" appearance that may be off-putting to some homeowners, Shilan says this doesn't have to be the case. Pollinator gardens can be clean and manicured, and maintenance of them can be an additional service offering for contractors. Contractors can educate themselves on pollinator garden maintenance through community college courses, garden clubs, botanical garden programs, books and even YouTube videos, he adds.

"If you have clean bed lines, then what is planted inside of the bed—whether it's pruned or has a more organic feel to it—still looks organized and maintainable," Shilan says. "Maintenance can provide reoccurring revenue and the opportunity for contractors to expand their businesses."

LaPorte agrees. "The maintenance of pollinator-friendly gardens is an untapped industry, ready for someone to delve into and make it their niche," he says. "But we are going to have to reeducate ourselves and sell our customers on something that looks completely different, moving away from perfectly manicured landscapes to a more natural look."

By embracing pollinator-friendly plants and gardens, contractors can create attractive, low-maintenance landscapes for their customers that will make an important impact on the environment—a win-win for everyone.

"Having a multifunctional landscape can be a really desirable thing," Mach says. "Not only can contractors create a landscape that will look beautiful season after season, but it can also provide critical ecosystems and play a vital role in the day-to-day lives of pretty much everything that lives in the natural environment. We are trying to push the idea that, with careful thought, you can have it all." 

Schappacher is a freelance writer based in Cleveland.



Bernadette Mach

IRRIGATION+WATER MANAGEMENT

GROWING MARKET

Post-recession market highs have helped Blue Jay Sprinkler Systems expand its client base and services.

Making a splash

How Blue Jay Sprinkler Systems grew by 275 percent in six years. BY SARAH WEBB

When Bruce Lively founded Blue Jay Lawn Care in 1982, offering irrigation services was not even on his radar. The company was little more than a grass mowing endeavor, run by a high school kid.

That all changed for the London, Ontario-based company when Bruce Lively attended the Landscape Ontario trade show in 1986 and stumbled across a small back-corner booth showcasing Toro's irrigation products.

Bruce Lively's startup irrigation project consisted of installing a system at his parents' house. From then on, he was hooked, according to Trevor Lively, Bruce Lively's son.

"A week later, my grandmother came home, opened up the garage and found it full of irrigation pipe. At that point, she knew he was into something different," Trevor Lively says.

The company officially became Blue Jay Sprinkler Systems in 1986.

It currently employs three generations of the Lively Family: Linda and Don Lively—Bruce Lively's parents—serve as accounts manager and service support, respectively. Founder Bruce Lively is currently the president. Bruce Lively's wife, Betsy Lively, is the sales and installs administrator. Trevor Lively and Brent Lively—Bruce Lively's sons—hold roles as general manager and service technician, respectively.

The company offers 85 percent irrigation and 15 percent lighting and drainage services to a 40 percent commercial, 40 percent residential and 20 percent government clientele. It projects a \$4.5 million annual revenue for 2018, up from \$1.2 million in 2013, representing a 275 percent increase.

A YOUNG APPRENTICE

Trevor Lively took over as general manager in 2011—right before Blue Jay Sprinkler Systems began its upward growth trend. He had worked his way up from technician and salesman before being promoted to general manager.

From a young age, Trevor Lively knew he wanted a hand in the family business. He'd tag along with his father and grandfather on service calls, beginning at eight years old.

At age 12, he accompanied his father to two different golf courses, where the pair performed irrigation work throughout the entire summer.

"I was up at the crack of dawn, slugging away every day with (my dad). I loved it," Trevor Lively says.

He adds, "That was the summer that I knew this was my passion."

As he's ascended through the company, Trevor Lively says his biggest challenge was proving himself to other crew members.

"Being a young guy and the boss's son, you don't earn respect, you have to prove respect," he says. "I really had to work hard and prove that as things got turned over to me, I would deliver and make things better."

GROWTH FACTORS

To account for the 275 percent increase in growth over six years, Trevor Lively points to several underlying factors.

He says the company's local landscaping partners have helped refer clients who may not have previously heard of Blue Jay Sprinkler Systems—or even considered irrigation services.

Continued on page 28



START YOUNG
Trevor Lively knew he wanted to be part of Blue Jay Sprinkler Systems early on.

PHOTOS: BLUE JAY SPRINKLER SYSTEMS



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IRRIGATION+WATER MANAGEMENT

Continued from page 26

In exchange, the landscaping partner receives a commission, based on the type of work and how long they've been in a partnership with Blue Jay Sprinkler Systems.

"For us, it's incentivizing the landscapers to promote irrigation, but to their advantage, they don't have to worry about the customer inappropriately watering the landscape they just installed," Trevor Lively says. "They get less warranty complaints about their work because it's being taken care of by our irrigation system."

Each winter, Blue Jay Sprinkler Systems evaluates the landscapers it worked with throughout the previous season and chooses its partners for the next season from there. The company currently has about 25 landscaping

partners across south-west Ontario.

"It's not for everyone," Trevor Lively says. "But for our specific partners who we work really well with, we help grow one another's businesses."

Trevor Lively also attributes the company's growth to its budding online presence, which has helped with Blue Jay Sprinkler Systems' branding.

"We've done a really good job of rolling with the new times and making sure we're continuing to be the front-runner in our marketing efforts," he says.

To help manage the digital marketing side, Blue Jay Sprinkler Systems hired a marketing company.

Trevor Lively adds that while irrigation used to be a luxury item, the

booming Toronto housing market and simultaneous upsurge in clients' funds have made it easier for them to justify irrigation services.

"Coming out of the recession, there's just more funds to spend on luxury items," he says.

Rounding out the company's success factors is its Blue Jay points system. Similar to a frequent flier miles program, Blue Jay points allows team members

Continued on page 30



3 GENERATIONS
From left: Brent Lively, Don Lively, Bruce Lively and Trevor Lively.

PHOTO: BLUE JAY SPRINKLER SYSTEMS

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IRRIGATION+WATER MANAGEMENT

Continued from page 28

to earn points for receiving positive customer reviews, and demonstrating the company's core values, which are: customers first, humbly confident, integrity, reputation and persistence. The points can be exchanged to purchase gift cards, GoPros, iPads and more.

"This has really helped our team grasp the importance of our core values and ensure they're living them every day," Trevor Lively says. "It's also a great way to kick start a review discussion."

BUMPY ROADS

Despite Blue Jay Sprinkler Systems' rapid growth, the company has still had to confront its own set of challenges.

For example, the minimum wage in Ontario shot up from \$11.60 to \$14 per hour.

While Trevor Lively says his employees generally earn more than minimum wage, other expenses—such as gas—have increased as a result of the new law.

In turn, the company decided to raise its rates.

"It's been a juggling act the last couple of years, finding the balance of what we should charge, while ensuring we're still producing the profits," Trevor Lively says.

To further combat these issues, the company installed a leadership team made up of Trevor Lively and the manager of each department: install, office, service and sales.

Blue Jay Sprinkler Systems also has enlisted the help of a business coach—who was originally brought on to help with the transition of ownership from Bruce Lively to Trevor Lively.

"The business coach has helped me grasp my role as general manager," he says. "I'm not always looking at the big picture now. I can look at the little line items that can get out of control over a period of time."

Looking ahead, Trevor Lively says he hopes to keep growing the company to provide more opportunities for employees. He also would like to make sure the generation transition is as smooth as possible for the company when his grandparents and parents eventually retire.

"I put a lot of pressure on myself to continue to hold on to the core values of our company," he says. "I'll also never finish learning. We need to continually be adapting and adjusting the way we do business because our clientele is always changing." 



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'IT'S ALL

**Networking,
educational
opportunities for
landscape pros
have expanded
along with
GIE+EXPO.**

BY MARISA PALMIERI
LM EDITOR

"I'll see you in Louisville," has become a common refrain for many landscape professionals and those who sell to and support them.

What's the attraction to this northern Kentucky town, otherwise known for the Derby and the Bourbon Trail? GIE+EXPO—the industry's only national trade show, which has been growing at a clip for the last decade.

The show has established itself as a hub for the industry, as new events—like Hardscape North America (HNA)—have co-located, its sponsoring associations have expanded their educational offerings and contractor-driven gatherings

have sprouted up. Indoor square footage has doubled since 2009 and participant growth has increased more than 50 percent from about 16,500 in 2009 to 25,000 projected this year. In 2017, there were more than 1,005 exhibits indoors and out, including 226 new exhibitors. The indoor show floor has averaged a nearly 9 percent increase in square feet per year since 2009.

"We've struck upon a successful formula, and the audiences—dealers, landscapers, hardscapers—have responded," says Kris Kiser, president and CEO of the Outdoor Power Equipment Institute (OPEI). "Word is getting out



Kris Kiser



SHOW TIME
GIE+EXPO has seen lots of growth, with attendance increasing more than 50 percent since 2009 with 25,000 participants projected for 2018.

THERE'

that the growth and the co-location of HNA has created a meaningful event. It's not just a showcase. It's not just education. You have the ability to see equipment indoors and try it outdoors. It's more of a family reunion."

This year's event takes place Oct. 17-19 at the Kentucky Exposition Center, which has been its home since 2007. The show, which is managed by Sellers Expositions, is presented by OPEI, the Professional Grounds Management Society (PGMS) and the National Association of Landscape Professionals (NALP). HNA, an Interlocking Concrete Pavement Institute event, has co-located with GIE+EXPO since 2010.

"It's really become *the* show for the lawn and landscape industry," says NALP CEO Sabeena Hickman. "Many exhibitors are getting larger booth sizes and the partnership with the hardscape show has been growing. Sellers has done a really good job of working to unify all segments of the industry under one show."

A look back

GIE+EXPO debuted in 2007 after the International Lawn, Garden & Power Equipment Expo (Expo) and the Green Industry Expo (GIE) agreed to merge



Sabeena Hickman

the year before. The Power Equipment Expo was historically a dealer show held in Louisville in July. GIE was a national conference and show for landscape and lawn care professionals sponsored by NALP (formerly the Professional Landcare Network) and PGMS. It moved locations year to year and was held in November. In the early 2000s, OPEI moved Expo from July to October—within weeks of GIE—which presented challenges for manufacturers exhibiting at both shows. Eventually, the two shows merged and agreed to stay in Louisville for several years.

Continued on page 34

Show management has incrementally expanded its stay there. Currently, GIE+EXPO is contracted to remain in Louisville through 2021 with talks to extend it to 2024. Louisville's 20-acre outdoor demonstration area continues to be a main attraction that other convention venues can't match. It also has become a better host city over the last decade, Kiser adds, with a number of improvements made to downtown.

"I've seen the conversation go from, 'Ugh, Louisville,' to 'I'll see you in Louisville,'" Hickman says. "The skepticism of going there every year has changed."

Evolution of the show

In addition to adding HNA in 2010, the show instituted Dealer Day in 2012, which allowed outdoor power equipment dealers to access the indoor show floor a half day earlier than other attendees.

As a result of the show's growth, GIE+EXPO is implementing a new format this year, giving contractors an extra day on the floor.

"We've heard the contractors asking for an additional day to visit exhibits and demo equipment," Kiser says. "So, in 2018 we're giving them access to the show floor on Wednesday."

The indoor show floor will open exclusively for dealers, retailers and the media at noon on Oct. 17. Then, beginning at 3 p.m. and continuing Oct. 18-19, the entire industry has access to the exhibits. The outdoor demonstration area will be open Thursday and Friday.

That's good news for landscape contractors like Naylor Taliaferro, owner of Clean Cut Lawn Care Services in Midlothian, Va., who looks forward to having more time on the trade show floor and at the outdoor demo.

"GIE+EXPO is twofold," he says. "It's the best place to go look at every single piece of equipment out there. It's a one-stop shop. The second thing is the networking aspect. It's impossible not to meet someone new, whether you're sitting next to someone at lunch or in a class."

Access to all the equipment in one place at one time can't be beat, says Taliaferro, who has attended the show to research stand-on mowers and aerators before.

"We all have dealers in our area, but we'd have to coordinate all those visits, and that's a lot of work," he says. "At GIE, you can try every single brand known to mankind in two days. It's very efficient. It's all there." 

GIE Rally surfaces as contractor-driven networking event

Parallel to the growth of GIE+EXPO has been the advent of landscaper social media "influencers"—owner-operators with thousands of subscribers on platforms like YouTube, Instagram and Twitter.

Naylor Taliaferro, aka Lawn Care Rookie on YouTube, is one of these people.

"Four years ago, I think, somebody mentioned something about GIE+EXPO and how we should all go and meet up because it's the biggest, baddest trade show in the industry," he says. "That was the beginning of the GIE Rally."

That year, a couple dozen people gathered at Pleasure Ridge Pizza in Louisville. The following year, about 50 people were there. In 2016, after being promoted in a Facebook group Taliaferro created called "Road to GIE," 150 people showed up at the pizza place.

"We couldn't all fit," he says. "There was nowhere to park. It was craziness."

Meanwhile, Taliaferro began connecting with several equipment manufacturers, thanks to social media. Echo was one of them.

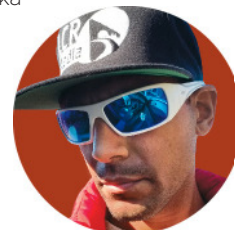
"The people from Echo came to Pleasure Ridge Pizza and they were like, 'You're going to need a bigger boat. Maybe we can help you out,'" he said.

And they did. Last year, Echo and a handful of other manufacturers were the official sponsors of the GIE Rally at the Louisville Mega Cavern, drawing 300 people.

"It's all just the power of social media and people getting together in one location just celebrating life and the green industry," Taliaferro says, noting the Rally will be back at the Mega Cavern this year, expecting 300-plus. "It's become a really good thing for our industry and our community. It's becoming exponentially greater every year."

This year's sponsors are Toro, Echo, Wright, Exmark, Scag, Stihl, Ferris, Sure-Can, Wiebang, Husqvarna, John Deere and Gravely.

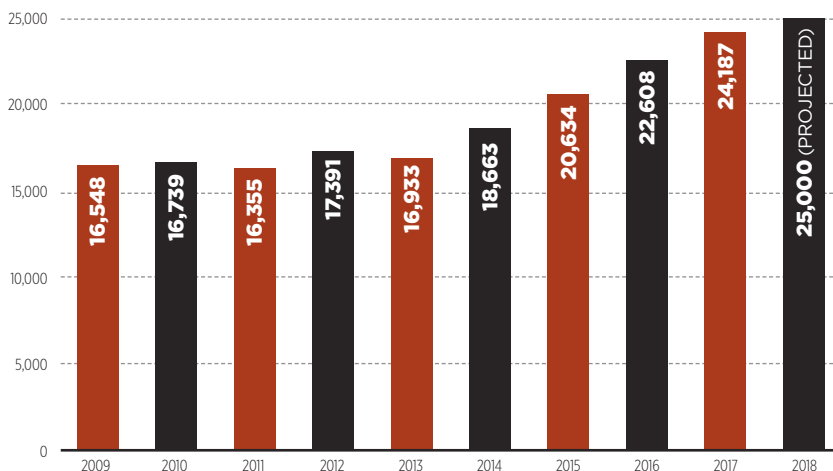
Details about the GIE Rally are available at [Facebook.com/groups/roadtothegieexpo/](https://www.facebook.com/groups/roadtothegieexpo/).



Naylor Taliaferro

GIE+EXPO participant growth

SOURCE: GIE+EXPO



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NALP'S LANDSCAPES CONFERENCE PROVIDES EDUCATION FOR THE WHOLE TEAM

The National Association of Landscape Professionals (NALP), which hosts its annual Landscapes convention in conjunction with GIE+EXPO, has moved to a new headquarters hotel—the new Omni Louisville Hotel—which will host some education sessions and most networking events, including the annual Awards of Excellence presentation, which shows off the industry's best work. The awards presentation is free to all Landscapes attendees for the first time this year.

The schedule also has changed, adding a day, so workshops start on Oct. 16 along with the conference kick-off party, enabling additional education in the morning on Oct. 17. For the first time ever, a joint Kick-Off Keynote will be held at GIE+EXPO before the trade show opens on Oct. 17. That means more time on the show floor this year and education over four days.

"I would encourage folks who sign up for the EXPO to really

Workshops and seminars at GIE+EXPO are expanding in 2018.

take a hard look at the education that's offered," says NALP CEO Sabeena Hickman.

"It's an investment, but you'll see a huge return if you partake in the education."

Landscapes saw its highest attendance ever in 2017 at 1,942 attendees. That's 37 percent higher than the attendance figure five years prior. Hickman expects this year to be even better, touting the association's new mentorship offering, the Buddy Up! Program for first-year members and first-time Landscapes attendees. The objective is for members and attendees to maximize their return on investment through interaction with seasoned NALP members, who serve as mentors.

Also new this year, NALP has added workshops to the regular course offerings that include opportunities for business owners to expose more people from their companies to the association's education. These sessions include:

Crew Leader Workshop,
Phil Harwood
Oct. 17, 10 a.m. – 5:30 p.m.

Account Manager Training Workshop,
Ken Thomas and Ben Gandy
Oct. 16, 10 a.m. – 5:30 p.m.

OSHA 10-Hour Safety Course for the Landscape Industry,
Sam Steel
Part I: Oct. 16, 11 a.m. – 5:30 p.m.
Part II, Oct. 17, 7:30 a.m. – 2:10 p.m.

Specialty Summits (Landscape Maintenance, Design Build, Lawn Care, Irrigation, and Snow and Ice)
Oct. 16, various times

Technical Training Workshop (English and Spanish)
Oct. 18, 9 a.m. – 4:30 p.m. and
Oct. 19, 9 a.m. – 12 p.m.

Visit www.landscapesconvention.org to see the full schedule. Registration begins at \$349 and is open to members and nonmembers. Some events, such as the workshops and courses mentioned above, require additional fees.

Colt Ford, Jana Kramer to headline free concerts

Attendees at the 2018 GIE+EXPO and Hardscape North America, set for Oct. 17-19, will be treated to three nights of free, top-notch entertainment. New this year, the after-show-hours entertainment will kick off on Tuesday with the popular party rock band The Crashers. Wednesday and Thursday headliners include country/blues/rock/rap singer Colt Ford and country music's brightest new star Jana Kramer, thanks to sponsors Bob-Cat Mowers and Mercedes-Benz Vans.

"We're excited to have Bob-Cat and Mercedes back on board to bring three nights of networking for attendees, and we're shaking things up this year with a Tuesday concert," said Warren Sellers, show director. "Attendees who plan to be on hand Wednesday for the new industrywide show hours, opening keynotes and education can get an early start on the networking and fun."



Concert Lineup

On the Mercedes-Benz Vans Stage at 4th Street Live! in downtown Louisville

Oct. 16, 8 p.m.
Headliner:
The Crashers

Oct. 17, 8 p.m.
Opening Act:
Kelleigh Bannen
Headliner:
Colt Ford

Oct. 18, 8 p.m.
Opening Act:
Mackenzie Porter
Headliner:
Jana Kramer





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WORKSHOPS, HARDSCAPE DEMOS AND NEW "KICK-OFF" KEYNOTE FOR LANDSCAPE PROS

New at GIE+EXPO for 2018, contractors are invited to attend an opening keynote by noted explorer Robert Ballard on Oct. 17 at 1:30 p.m. Immediately following the keynote at 3:00 p.m., the show floor will open.

The GIE+EXPO Workshops, set for Oct. 18 and Oct. 19, will cover a variety of management topics specifically for landscape contractors' businesses. In addition, Hardscape North America's co-location with GIE+EXPO provides the opportunity to learn about the hardscape market.

KICK-OFF KEYNOTE

Free with trade show admission, sponsored by John Deere

Wednesday, Oct. 17
1:30 - 3:00 p.m.

Science, Exploration and the Miracles of Human Achievement

Dr. Robert Ballard

Ballard will share his stories of exploration, environmental

discovery and leadership. With a passion for the last great uncharted territory and a practical approach to team building and execution, Ballard will entertain and motivate as he discusses his discoveries and adventures, including the 1985 discovery of the Titanic wreckage. You'll walk away inspired to think outside the box and take risks to achieve your long-term goals.

2018 GIE+EXPO WORKSHOPS

NALP Workshops: \$85; Hardscape Workshops: \$50, advance registration required at gie-expo.com.

Thursday, Oct. 18
8:00 - 9:15 a.m.

Hardscape Workshop 1: Manage, Motivate & Prepare Your Hardscape Team to Generate Winning Projects

Jerry Gaeta

9:30 - 10:45 a.m.

Hardscape Workshop 2: Better Job Costing and Labor Controls to Increase Hardscape Projects

Leslie Shiner

1:00 - 2:15 p.m.

NALP Workshop 1: Commitment, Accountability and Communication...the Path to Keeping My Job Safe

Steve Hamilton and Art Marquez

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1:00 - 2:15 p.m.

NALP Workshop 2: Inspiring a New Generation of Landscape Professionals

Phil Harwood

2:30 - 3:45 p.m.

NALP Workshop 3: How Much Equipment Do You Really Need?

Ed Schultheis

2:30 - 3:45 p.m.

NALP Workshop 4: Design Build Systems That Start Clean, Finish Clean

Ken Thomas

Friday, Oct. 19

8:00 - 9:15 a.m.

NALP Workshop 5: Customer Relationships That Don't Stink

Jeff Korhan

8:00 - 9:15 a.m.

NALP Workshop 6: Getting the Most Out of Your Managers

Bill Silverman

9:30 - 10:45 a.m.

NALP Workshop 7: Turnaround Tour Round 2: Stories of Success

Bill Arman and Ed Laflamme

9:30 - 10:45 a.m.

NALP Workshop 8: Next Level Marketing & Sales Strategies for Lawn & Landscape Companies

Dana Davis

HARDSCAPE DEMONSTRATIONS

(Held in the tented Hardscape North America Outdoor Arena)

Frank Bourque, an award-winning hardscape professional, speaker, writer, consultant and entrepreneur, will present "Hardscapes Meet Water," where attendees will learn how to install hardscapes around pools and water features for long-lasting results. Attendees who only want to attend the Hardscape Demonstrations can upgrade their trade show registration at gie-expo.com for \$50 to include all six live demos.

Thursday, Oct. 18

10:00 - 11:00 a.m.

Tools of the Trade

12:00 - 1:00 p.m.

Base Construction & Paver Installation

2:00 - 3:00 p.m.

Raised Patios, Walls & Steps

4:00 - 5:00 p.m.

Outdoor Kitchens, BBQs & Fire Pits

Friday, Oct. 19

9:30 - 10:30 p.m.

Pools, Water Features & Hardscape Lighting

11:30 AM - 12:30 PM

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How one company gives back—and simultaneously promotes its horticultural prowess—with potting parties.



PAGE 46



BY PHIL HARWOOD

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

Sometimes, it *is* about the money

My (fictitious) operations manager, Tom, just informed me he is leaving the company. I'm shocked. Tom is a good guy, and we have been investing in his development and going out of our way to make him feel appreciated. He recently received a 12 percent raise, and, earlier this spring, we bought him a new truck. His announcement was completely unexpected. My team and I are scratching our heads trying to figure out what's going on, and we're nervously wondering who is going to be next. Tom was not a superstar, but we definitely saw him as a building block. Now we are starting over and it's frustrating.

Does this scenario hit home with you? Throughout my management career, I have witnessed this situation time and time again. In most of these cases, compensation is not a significant factor. I firmly believe—and a great deal of research confirms—that other factors are much more significant than money when it comes to employee engagement and retention. For example, alignment with the company's mission, values and receiving meaningful appreciation normally matter much more than compensation. But sometimes compensation is the determining factor, especially when it is perceived to be insufficient or unfair.

When people feel adequately compensated, pay becomes a nonissue. But if there is any sense of perceived inequity in pay, it may become a serious issue because compensation is an expression of a person's worth to the organization. It's not the only expression of worth, but it's an important one. Next-generation leaders and high-potential employees are often seeking validation from every angle. Their level of compensation needs to be in alignment with their expectations or you may convey the wrong message to them.

“In today's talent war, you need to think of compensation differently than you have in the past.”

In today's talent war, you need to think of compensation differently than you have in the past. The traditional approach to compensation was to hire a person as low on the pay scale as possible, at whatever level the person was willing to accept, and then provide small, incremental annual raises, or slightly higher raises for promotions or additional responsibilities. The goal was to minimize payroll costs. This approach may have worked fine in the past, but it will not work going

forward when a more important goal is to attract and retain talent.

A person with even a few years of experience is going to be valuable to your competitors—even more so for someone with three to five years of experience. If your compensation system is not set up to reward your people for this rapid rise in market value, you have placed your employees in a position where the only way for them to realize their market value is to jump ship, even if they don't want to.

One of my large clients recently conducted a wage study and found that it had a high level of loyalty among employees with more than 10 years of tenure. But the firm was having a terrible time retaining employees within the five- to 10-year range. After some analysis, the company realized one of the key factors was that its pay structure did not coincide with market value as these younger people gained great experience from years two to five.

If you haven't looked at your compensation system recently, it may be time to do so. Consider the market value of your people at different ranges of experience. Updating your compensation program may result in a one-time adjustment, which may be substantial. However, if it results in holding on to your high-potential people, the investment will be well worth it.

They say it's not about the money. But sometimes it really is. Now is a good time to take the money issue out of the picture so you can focus on other areas of improving employee satisfaction, engagement and retention. 

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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.

Self-worth, optimism and high margins

Have you ever noticed how some salespeople are quick to give a discount? I experienced this personally when shopping for a Mother's Day gift for my wife. She hinted that she wanted a Le Creuset cast-iron cooking pot. I knew I'd better not buy it without her, so we went together to pick it out. When the owner told us the price, my wife simply asked if he could do any better, and the salesperson immediately defaulted to giving us a nice discount. I sort of felt sorry for the guy because I knew he gave away all of his net profit margin.

And yet, a better negotiator would have pushed back and tried to sell us on the value of this French blue enamel pot.

What is the underlying difference between these two types of salespeople?

Weak negotiators lack confidence and have lower self-esteem. Deep down, they don't feel quite worthy enough, and they fear losing the sale. The crockery salesperson even told us he was afraid of losing our business, which was crazy since we were already in the checkout line lugging this 20-pound pot.

Strong negotiators, however, would have been better prepared to make the sale at list price. They would have first sold themselves on the value of their own product and brand.

They would know that if they don't make this particular sale to us, they would make the sale to someone else. Strong negotiators are not desperate; they believe that life is bountiful and that there's always another opportunity right around the corner. These great salespeople are highly optimistic about life.

A great book on this topic, which I'm having all my peer group members read, is "Learned Optimism: How to Change Your Mind and Your Life" by Martin Seligman. I heard the author speak a few years back about the positive impact optimism has on the lives of soldiers with PTSD and anyone who needs resilience to thrive in his or her job. Seligman worked with the Army to help improve recovery from PTSD by showing people how to increase their optimism. God bless him.

Why is all this important? To run a profitable and thriving business, you need your salespeople to make sales that allow your company to win. If you underprice the work, you already have lost. No matter how hard your production people work, they likely will not be able to catch up and turn the job into a financial win.

YOU HAVE TO AIM HIGH TO HIT HIGH

To sum it up, the best chance of achieving a financial win is to have a strong negotiator making the sale.

This requires salespeople to have an optimistic worldview, believe deeply in their own self-worth, regardless of what kind of day they are having, and be sold on your product before they set foot out of your office. (See the figure titled "The Psychology of Sales Success.")

Back to the crockery salesperson, when we asked if he could do better, he should have looked at us with a big warm smile and reassured us that we were getting a great deal, that we would fall in love with this pot and cherish all the memories we would create cooking and eating great food. (Which we did—and do!)

If you think you can sell at a high margin—or if you think you can't—you are probably right. 

THE PSYCHOLOGY OF SALES SUCCESS



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CASE STUDY: OUR WAY

Party on!

James Martin Associates gives back and promotes its horticultural expertise with potting parties. BY CASEY PAYTON

James Martin Associates (JMA), a landscape firm headquartered in Vernon Hills, Ill., has found a unique way to apply its in-house expertise to give back to the community through “potting parties.” The company donates these parties to nonprofits who can then auction them off to raise funds for their causes.

Over the last 15 years, the company has donated more than 120 parties to local charities. Ashley Atkinson-Leon, JMA’s marketing manager, says the donation is valued at \$600 per party for about 12 guests.

Each potting party, held on-site at JMA, includes a guided tour of the company’s landscaped grounds with time for questions, a picnic-style lunch from a local deli and a hands-on demonstration showing how to properly install plant material into pots. Guests then get to take home their newly potted flowers when the party is over.

The investment in these parties also includes all of the materials—containers, flowers, fertilizer, gloves, water, rocks and soil. While the donated materials are relatively inexpensive, there’s the investment of time to consider. Besides the time spent coordinating parties, there’s also time spent hosting them. One of the company’s in-house landscape professionals, such as a landscape architect or horticulturist, will make him or herself available. Atkinson-Leon says guests are taught plant installation and plant care. Attendees also learn design tips, such as grouping plant colors and

textures appropriately and how to fill the pot with soil in a way that allows roots to flourish.

In terms of getting the word out about potting parties, Atkinson-

Leon says many JMA employees are already involved in leadership roles for multiple nonprofits within the community, and offering potting parties is a way the company can support the causes its employees believe in.

“We also offer the potting parties to nonprofits that our clients work with,” Atkinson-Leon adds. “We often work with the same nonprofits year after year, including the Winnetka Historical Society and the Maryville Crisis Nursery in the Chicagoland area. Our sister company, LID Landscapes in Boulder, Colo., also puts on potting parties for organizations like the Humane Society of Boulder and Boulder Health Community Ambassadors.”

There have been few challenges running these parties over the years, Atkinson-Leon says; however, she advises having a backup space to host the gathering in case of bad weather. While JMA’s potting parties are typically held outside, under the pergola in the company’s gardens, they can be moved inside if necessary.

Ultimately, the company sees these parties as a benefit for everyone involved. Atkinson-Leon calls them a “great educational learning experience for the community,” as guests



walk away with a lot of knowledge that will help them tend to their plants at home. Plus, there’s the additional benefit of supporting a local cause—as well as supporting clients or employees who are invested in those causes.

“We love that we get to support the nonprofits that both our employees and our clients are passionate about—and that we get to use our knowledge in horticulture to do it,” Atkinson-Leon says. “It’s a fun, rewarding way to give back to our local communities.”

Potting partygoers learn about creating attractive containers.

Payton is a freelance writer based in Philadelphia.

BUSINESS BREAKDOWN

COMPANY: James Martin Associates

HEADQUARTERS: Vernon Hills, Ill., sister location in Boulder, Colo.

EMPLOYEES: 145 (including LID Landscapes employees)

ANNUAL REVENUE: Not disclosed

CLIENT MIX: 45% residential, 55% commercial

SERVICE MIX: 34% design/build, 15% commercial maintenance, 25% residential maintenance, 24% snow, 2% irrigation

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PRODUCT FOCUS

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↑ M2 SERIES COMPACT TRACK LOADERS

COMPANY: Bobcat Co.

BOOTH: 1088

URL: Bobcat.com

The M2 Series compact track loaders (CTLs) offer a variety of performance, operator comfort and visibility enhancements, according to Bobcat. Cab comfort is enhanced with an automatic ride control option, and new front and rear cab isolators, door seals and side screen dampers reduce vibration and noise. A redesigned top window improves visibility with a 34 percent increase in open area. Each M2 Series CTL also features a non-diesel-particulate-filter design.

RT-40 COMPACT TRACK LOADER ↓

COMPANY: ASV Holdings

BOOTH: 29108

URL: ASVI.com

The RT-40 compact track loader is 48.3 in. wide and provides an 8.4-ft. lift height. It includes a turbocharged 37.5-hp Kubota diesel engine. The 4,175-lb. CTL features a rated operating capacity of 931 lbs. and a tipping load of 2,660 lbs. An optional turf track minimizes the risk of damage to delicate surfaces, according to the company.



FRONT AND REAR SNOW BLOWERS

COMPANY: Kioti Tractor

BOOTH: 3212

URL: Kioti.com

Kioti's front mount snow blowers quickly hitch to the subframe for easy mounting and operate on a mid-mount power takeoff (PTO) drive. The four front mount models are equipped with four blades, a balanced fan, a manual chute deflector and a balanced auger. Rear mount snow blowers hook to the three-point hitch and operate on the rear PTO drive. Standard-, medium- and heavy-duty classes are available; each duty class includes two models. Rear mount snow blowers come in widths of 54 to 96 in.



PRO Z 972 SD

COMPANY: Cub Cadet

BOOTH: 5116

URL: CubCadet.com

Cub Cadet's Pro Z 972 SD is built for maximum performance and minimal downtime, said the company. Operators can comfortably mow a straight line, execute zero-degree turns and operate on a hillside with a slope of up to 25 degrees. Oversized dual rear wheels provide a higher level of stability and precision for the perfect stripe, and the drive system with four-wheel steering provides good control, Cub Cadet said.



STRAIGHT BLADE PLOW FOR UTVs

COMPANY: SnowEx
BOOTH: 5042
URL: SnowEx Products.com
Designed for sidewalks, paved walkways and other tight areas, SnowEx's straight blade plow

for UTVs measures 6 ft. wide and can angle to 5 ft., 4 in. wide. It contains four vertical ribs and is constructed of high-strength, low-alloy steel components. The A-frame plow features a full-trip moldboard, a high-strength base angle and a 5-in. hardened steel cutting edge. Its powdercoat finish offers maintenance-free protection, and a durable poly cover protects hydraulic components.

INFOHUB FOR COMMERCIAL TURF

COMPANY: Briggs & Stratton Corp.
BOOTH: 7104

URL: BriggsandStratton.com

InfoHub for Commercial Turf is a landscape software program meant to help landscape professionals drive efficiency and profitability into their businesses, said the company. The web-based system is accessible anywhere with an internet connection. It allows landscapers to see the location of their equipment in real time, create custom maintenance schedules and alerts, create job bids remotely, optimize route schedules and analyze profitability by job. It's compatible with any piece of gasoline-powered equipment that may be found in a landscape fleet, regardless of equipment or engine brand.



QUIKTRAK MOWERS

COMPANY: John Deere
BOOTH: 1110
URL: Deere.com

John Deere's QuikTrak mowers provide professional landscapers with the durability and productivity they need, according to the company. The 900 Series ZTrak and R Series QuikTrak mowers are equipped with Michelin X Tweel Turf Airless Radial Tires, which offer greater performance, increased uptime and a lower cost of ownership, according to John Deere.

PRIZELAWN CBR-IV SPREADERS



COMPANY: EarthWay Land Management
BOOTH: 9144

URL: EarthWay.com

Built by EarthWay, the Prizelawn CBR-IV models are broadcast spreaders featuring 13-in. turf tires, a heavy-duty gearbox and a stainless steel or painted chassis. The spreaders come equipped with pattern adjustment, which allows the operator to change the application pattern based on the granular material that's being spread. Single and three-sided deflector kits are also available.



TANDEM WALL SYSTEM



COMPANY: Belgard
BOOTH: 20062

URL: Belgard.com

Belgard's Tandem Wall System is a versatile system used to create curved or straight retaining walls and freestanding landscape walls, Belgard said. Ideal for use in a range of residential and light commercial hardscape projects, it provides the appearance of chiseled stone and is available in four face styles, according to the company.

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PROVAC SI LEAF AND DEBRIS VACUUM

COMPANY: Little Wonder

BOOTH: 3052, A7

URL: LittleWonder.com

Little Wonder's vacuum features serrated steel impeller blade technology, a 40-gal. bag capacity, foam-gripped handles that angle upwards and instant height adjustment. The vacuum's bag capacity is optimized by a 12.25-in. thick steel impeller featuring five serrated blades—which can handle leaves, litter, cans, bottles and more—to deliver a 5:1 reduction ratio, Little Wonder said. The angled bag with a sewn-in plastic bottom also helps prevent wear and tear. At 28 in. wide, the ProVac SI can fit through most gates.



VITAL BLEND SOIL AMENDMENT

COMPANY: American BioChar Co.

BOOTH: 27084

URL: AmBioChar.com

In the Vital Blend soil amendment, porous biochar is blended with freshwater sourced humates. The biochar is a fixed carbon, creates a soil reef for microbes, holds water and remains in the soil for more than 600 years. The active carbon forms a chelate with minerals and is immediately bioavailable to plants. Overall, the soil amendment provides macro- and micronutrients, is a surfactant and enhances plant growth and soil health.



LED GRAND ACCENT

COMPANY: WAC Landscape Lighting

BOOTH: 20098

URL: WACLighting.com

The factory-sealed watertight LED Grand Accent is crafted of corrosion-resistant aluminum with bronze or black finishes. Operating on a 9- to 15-v system, the product can be used as an up or down light. It's available in 2700K, 3000K and 4000K color temperatures and includes continuous adjustable, lockable beam angles indexed from 15 to 60 degrees. Continuous adjustment brightness control is offered at 15 to 33 watts with 740 to 2,000 deliverable lumens. One fixture can replace several conventional halogen landscape lights.



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PREDATOR-PRO 7000

COMPANY: Bob-Cat

BOOTH: 3052, A7

URL: BobcatTurf.com

The Bob-Cat Predator-Pro 7000 is the new flagship machine in the Next Generation line of commercial mowers from Bob-Cat. The Predator-Pro 7000 features a new swing-away back bumper for improved serviceability, redesigned operator controls for more comfort and a 19-mph transport speed. The machine is powered by a Kawasaki FZ1000V engine.



GS 110 BRUSHLESS TOP HANDLE SAW

COMPANY: Greenworks Commercial

BOOTH: 11192

URL: GreenworksCommercial.com

Greenworks Commercial's 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 include a lightweight and compact 10-in. bar and chain design, one-hand cutting operation, a chain brake, an automatic oiler and steel bucking spikes.

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BACKSTORY

INTERVIEW BY ABBY HART



Regina Bozalis

PRESIDENT
TURF TEAM OUTDOOR SCAPES
AND MANAGEMENT
OKLAHOMA CITY

EDUCATION

Westmoore High School
Oklahoma City
Class of 1991

Oklahoma University
Norman, Okla.
Business
1991-1992

University of Central Oklahoma
Edmond, Okla.
B.A., Business
Class of 1995

WORK EXPERIENCE

1987-1990
Sutherland Lumber
Various roles
Oklahoma City

1990-1991
Exchange Bank
Bank Teller
Moore, Okla.

1991-1993
Equity Bank
Customer Service/Teller
Oklahoma City

1994-1996
Express Personnel
Worker Compensation Accountant
Oklahoma City

1997-present
Turf Team Outdoor Scapes
and Management
President/Owner
Oklahoma City



In Aspen, Colo., on one of her favorite recent travels with family. From left: son Jay; daughter Sarah; Bozalis; son Cooper; husband, David; and daughter Maddie.

Bozalis is a Native American member of the Chickasaw Nation, and Turf Team is a Tribal Employment Rights Office-certified company with the Muskogee, Potawatomi, Chickasaw and Cherokee tribes.

"The best part of what I do is getting to work on my hobby every day—I'm excited to go to work. And because we're spending more time with each other at work than with our families, let's have fun."



"I did the accounting, sales and scheduling when we first started, but my passion has always been gardening and design. Now, I spend most of my time on quality control and meeting with customers."



"I'm involved with Go Red for Women and a local women's business group called The Posse. (Turf Team) also donates to the YMCA, Wounded Warrior Project, Oklahoma University Children's Hospital, and we support many of the schools around town."

"I mixed paint and worked my way up to cashier. I learned about working with people and customers and dealing with money."

Turf Team sponsored the 2017 Oklahoma University Medical Children's Hospital golf tournament. From left: Ken Settle, J Hensley, Bozalis and Jeff Davidson (Turf Team vp and Bozalis' brother).



BOZALIS' WORDS OF WISDOM "Play the game better than anyone else." • "Take advantage of the doors that are open to you; never forget how blessed you are to be a part of your community." • "If you take care of business, the business will take care of you." • "All we do is done as a team, so we must encourage all of our employees, suppliers and subcontractors to work together for success for all. As professionals on the team, we are responsible to each other to perform at a higher level."

“The Next Gen PLUGR® offers the versatility of pulling plugs at the density suited for the turf condition – in a single pass – conserving the integrity of the turf and completing jobs with remarkably little effort.”

— Matt LaMarsh, President
Atlanta Aeration; Atlanta, GA

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Booth #5040 indoors
& 6480D outdoors.**

*See your local Billy Goat® dealer for Financing details.
Subject to credit approval.



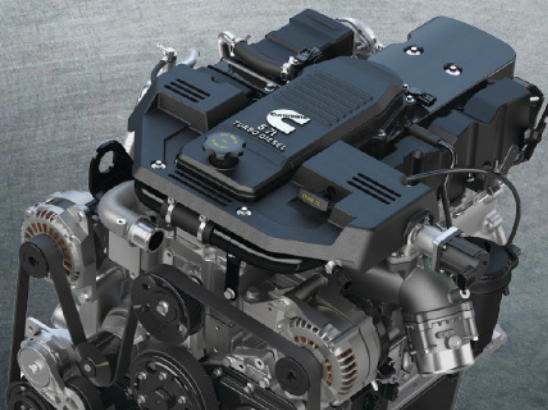
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MANAGEMENT**

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on pages
4-5!

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MAP

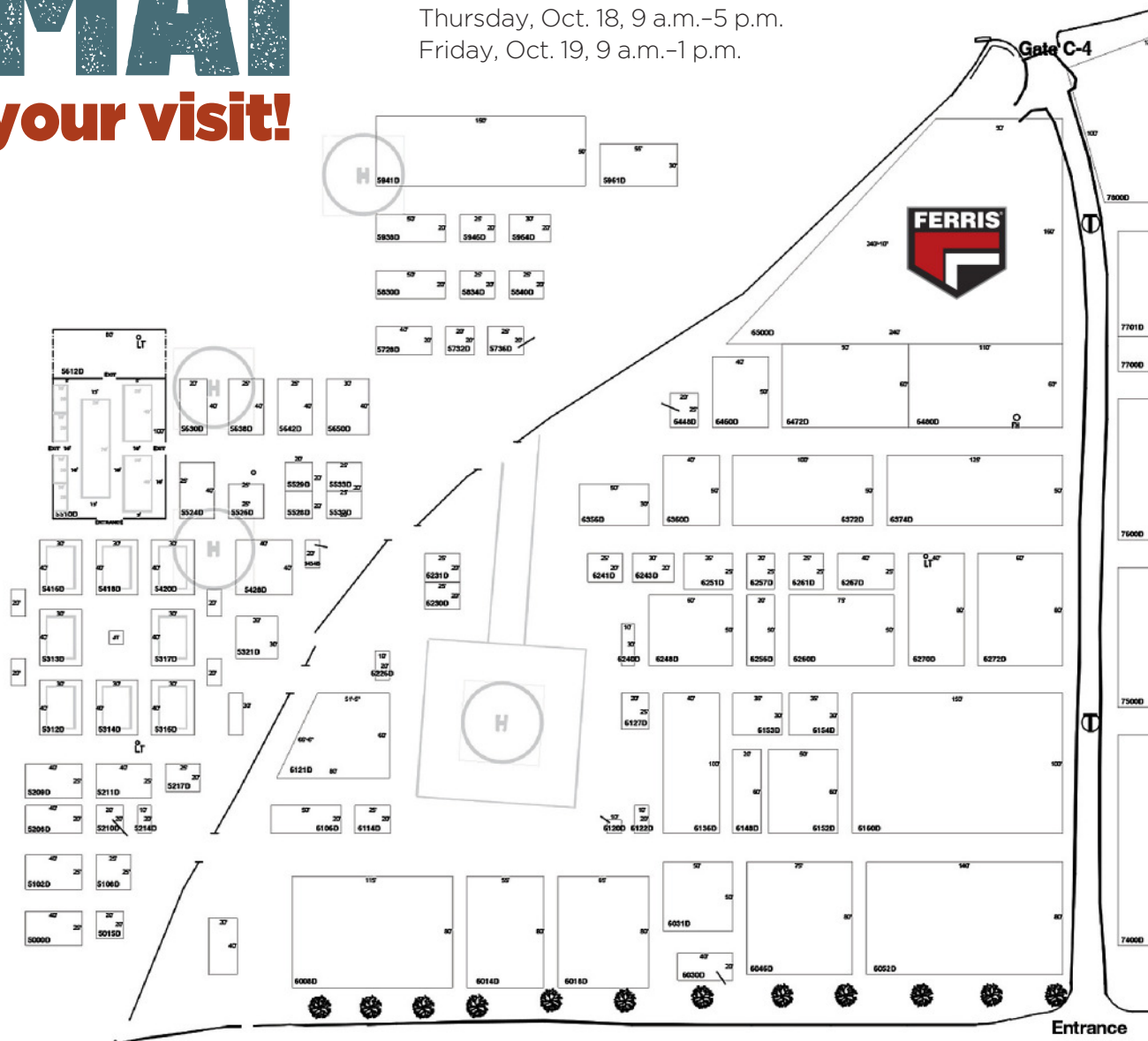
your visit!

GIE+EXPO 2018 OUTDOOR DEMO AREA KENTUCKY EXPO CENTER

OUTDOOR DEMO AREA HOURS:

Thursday, Oct. 18, 9 a.m.-5 p.m.

Friday, Oct. 19, 9 a.m.-1 p.m.



All Access Equipment.....6030-D
Alpha Professional Tools.....5528-D
Altroz.....6374-D
American Honda Motor, Engine Division.....6046-D
Apex/Fecon.....6154-D
Arctic Snow & Ice Products.....6260-D
Ariens and Gravely.....6160-D
ASV Holdings.....7838-D
Atlantic Water Gardens.....5015-D
Avant Tecno USA.....7720-D
Bad Boy Mowers.....7528-D
Bandit Industries.....6243-D
Belgard Hardscapes.....5209-D
Billy Goat Industries.....6480-D
Blaze Grills.....5650-D
Bluebird Turf Products.....7340-D
Bobcat Co.....7701-D
Boulder Designs & Border Magic.....5208-D

Briggs & Stratton Corp.....6472-D
**Briggs & Stratton Yard Power Products
(including Ferris).....6500-D**
Brown Products.....7432-D
Buffalo Turbine.....6356-D
Bush Hog.....7250-D
Cab-n-Air.....6226-D
Canycom USA.....7428-D
CASE Construction Equipment.....7546-D
Caterpillar.....7650-D
Chapin International.....7434-D
Cleva North America.....6031-D
Coastal Source.....5108-D
Cormidi USA.....7439-D
Country Clipper.....7534-D
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Davis Village Solutions.....5938-D
Deicing Depot.....5964-D

Del Conca USA.....5529-D
DeWitt Co.....5434-D
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Dixie Chopper.....7500-D
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DYNA.....5214-D
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ECHO.....7451-D
Ecoturf Midwest.....6122-D
ELIET USA.....7438-D
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General Transmissions.....6248-D

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Grammer.....6136-D
Grasshopper Co.....7542-D
Green Steel Manufacturing.....7443-D
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 advertisement in this guide.**
List as of Aug. 10. Subject to change.

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 Vermeer Corp.7734-D
 Walker Manufacturing Co.7756-D
 Wall Enterprises6153-D
 Weber MT5102-D

Weibang6372-D
 Westinghouse6267-D
 Worldlawn Power Equipment7740-D
 Wright Manufacturing7624-D
 Yukon Valley Natural Stone5630-D
 ZGlide Suspension6256-D

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Ferris

OUTDOOR BOOTH 6500D • INDOOR BOOTH 5020

Take the opportunity to feel the Ferris® difference at the GIE+EXPO. Located in outdoor booth 6500D, Ferris will have its full line of commercial mowing and turf care products available to demo.

As a leader in the commercial mowing space, Ferris is dedicated to supplying commercial-grade



mowing equipment that enhances productivity through independent suspension, the iCD™ cutting system, and Vanguard® Oil Guard™ providing 500-hour oil change intervals.

Ferris is extending that dedication to enhancing productivity for the commercial landscaper by offering a full line of stand-on spreaders and spreader/sprayers available this fall.

The spreader/sprayer line includes articulating and zero-turn models, providing dry coverage up to one acre and liquid coverage up to 2.2 acres. The zero-turn Venture™ FS3100 and Venture XC™ FS3200 are powered by a Vanguard® V-twin engine for true commercial performance. All models feature a 100% stainless steel frame to resist corrosive chemicals.

For the last 20 years, Ferris has been a pioneer in bringing independent suspension to the commercial mowing industry. Most operators aren't aware that they slow down to accommodate for uneven terrain – until they test drive a Ferris with suspension. Isolated from these effects, the operator naturally maintains speed, taking full advantage of available ground speed. The result: more acres and more money in your pocket. The full range of Ferris commercial mowers with suspension, including the all-new ISX™ 800 with advanced suspension technology, will be available to demo!

For those landscapers considering stand-on mowers for their operation, Ferris will have its full



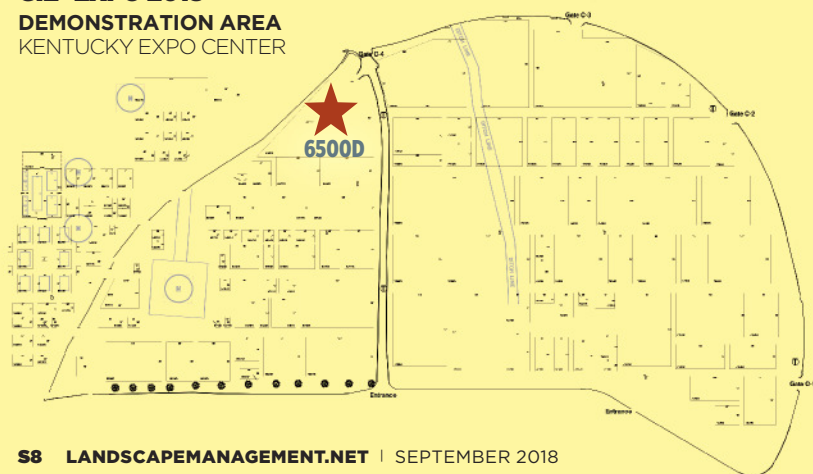
line of stand-on mowers to demo.

The SRS™ Z1, SRS™ Z2, and SRS™ Z3X all feature a coil-over shock operator suspension platform that is adjustable to the operator and a contoured thigh pad to help tackle sloping terrain. The SRS™ Z3X, introduced last year, offers a patent-pending pivoting front axle with twin stabilizer bars to ensure that all four wheels stay in contact with the ground.

Make sure the Ferris outside demo area, booth 6500D, is a destination during your EXPO visit.



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FERRIS

5375 N. Main Street, Munnsville, NY 13409

Phone: 315-495-0100

Website: FerrisMowers.com

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Husqvarna

OUTDOOR BOOTH 7800D • INDOOR BOOTH 9094



Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European

leader in garden watering products and a global leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries.

Husqvarna, a division of the world's largest producer of outdoor power products and lawn care equipment, will be introducing new products at GIE+EXPO that showcase the company's leadership in zero-emission and robotics technology, along with products designed to make lawn and garden care more productive and intuitive for homeowners, and unveiling the latest additions to its portfolio of professional products and services.

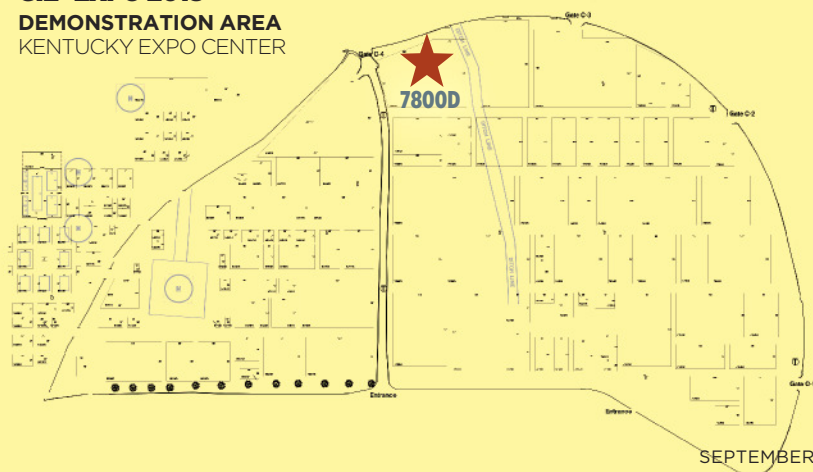


Many of the new products in the lineup for 2018 and 2019 will complement the company's existing lineup to offer professional the full fleet solution to help optimize operational efficiencies and deliver best-in-class quality and durability.

Husqvarna will be unveiling several industry-leading products at this year's GIE+EXPO Oct. 17-19 in Louisville, Ky., including the new 572XP, 565 and T525 chainsaws. Stop by our indoor booth (9094) and our outdoor booth (7800D) for a first look at all our new products.



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9335 Harris Corners Blvd. Suite 500
Charlotte, NC 28269

Phone: 704-597-5000

Website: www.husqvarna.com

PermaGreen

OUTDOOR BOOTH 7436D • INDOOR BOOTH 1030

PermaGreen, the Green Industry's most trusted source of sprayer/spreader technology for over 20 years, is proud to introduce the 2019 Triumph with 2 new patent-pending features:

- The new power-assist steering system makes the machine a bionic extension of the operator. The system automatically counteracts ground and steering-induced forces, giving the operator incredible control and ease never before experienced on articulated stand-on spreaders.
- A lateral stabilizer system delivers extraordinary traction and roll control by more-firmly keeping all four wheels on the ground. Also, the lateral movement between the front and rear of the machine is automatically counteracted by the system for superior stability in tight turns and on hillsides.

These and other common-sense patented and patent-pending features make the 2019 PermaGreen Triumph the machine of choice for professionals who care about delivering top quality applications. No other spreader/sprayer on the market today synchronizes application rates of both the spreader and

sprayer to two pre-set speeds; has an agitation system that delivers instant clog-free full-flow of fert, seed, and salt; and comes with a 60-day 100% money-back guarantee, a 15-month bumper-to-bumper warranty, plus 24 months of frame-corrosion protection.

The 2019 Triumph provides unprecedented comfort, control, and safety to you and your employees.

The 2019 Triumph: A Real Money Maker

PermaGreens come closest to the money-making goal of one machine, all properties, every day. Compact, fast, and agile, Triumphs work great on both small residential lawns and sprawling multi-acre complexes, ensuring you receive a fast return on your investment. They can treat up to an acre in 15 minutes but also fit through 36" gates. They feature a fuel-efficient Honda 200 cc engine, 150-pound hopper and a 1-acre spray tank. Why buy a machine that can't be used on every lawn?

Turn your LESCO® Push Spreader into a Spreader/Sprayer

Our battery-powered Recharge™ Spray Kit packs 8,000 square feet of liquid capacity, available with a push



permagreen

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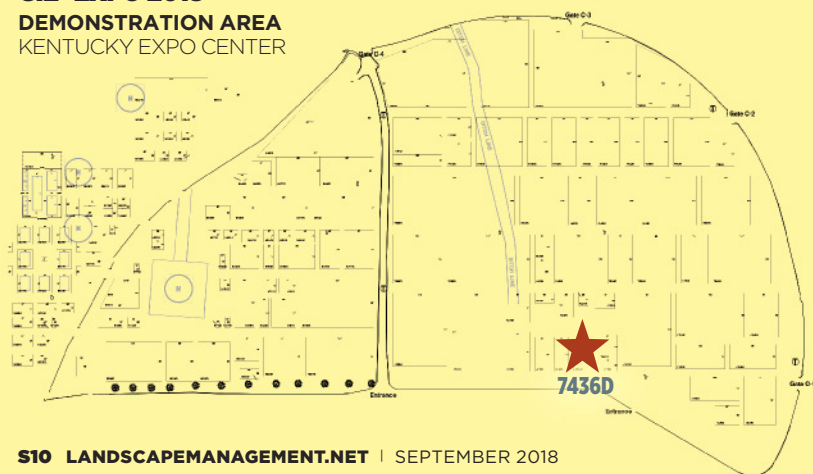
of a button. It can spray a full day's production on a single charge. The slimline profile allows for 50 pounds of space to remain inside the hopper for dry products. The Recharge can be easily installed and includes a spray wand for hard-to-get-to areas and a battery charger.

Agitator Upgrade Kit for all PermaGreen™ and LESCO® 3-hole Spreaders

The patent-pending PermaGreen Agitator is guaranteed to reduce clogging and deliver instant, full flow of your LESCO or PermaGreen 3-hole spreader. The stainless steel tines oscillate inside the hopper holes to break up clods for clog-free fert, seed, and salt applications in all climates and temperatures. It's easy to install and comes with a 90-day buy-back guarantee.

Visit PermaGreen.com or call 800.346.2001 for more information and to find a demo location.

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PERMAGREEN

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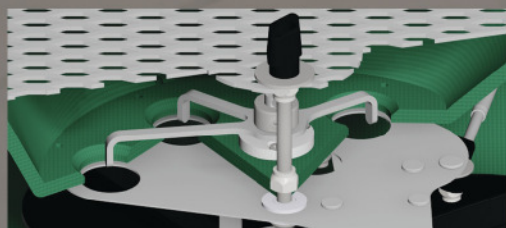
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Come see the latest addition to our ZTrak Pro lineup, **Booth 1110**
at the **Green Industry Expo**, October 17–19, 2018.

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