



**THE MODEL 3680 BEAST RECYCLER**  
(patent pending)...  
**A HIGHLY EFFICIENT CUTTERMILL**

- Reduces almost anything to useable size
- High production with modest horse power
- A waste reduction machine that is affordable to operate
- Unique swinging cutters - regulates the size of cut and provides some protection for the cutters
- Processes difficult materials like stumps, housing demolition, wet newspapers and palm trees



**BANDIT INDUSTRIES, INC.**

6750 MILLBROOK RD. • REMUS, MI 49340  
PHONE (800) 952-0178 or (517) 561-2270  
FAX (517) 561-2273

Circle No. 108

**TURF N' TREES**

*"the 100% Spray System"*



VM 200P



TM 100



VM 200H



TM 200



TM 300



VM 100

**SDI**  
SPRAYING DEVICES, INC.  
PO Box 3107  
Visalia, CA 93278  
(209) 734-5555  
Fax (209) 734-5591

MODEL	MOUNTING	TANK GAL.	PUMP GPM PSI	POWER
VM 100	VEHICLE	100	20 250	6HP KOHLER
VM 160	VEHICLE	160	20 250	6HP KOHLER
VM 125 P/H	VEHICLE	125	20 250	PTO or HYDRAULIC
VM 160 P/H	VEHICLE	160	20 250	PTO or HYDRAULIC
VM 200 P/H	VEHICLE	200	20 250	PTO or HYDRAULIC
TM 100	TRAILER	100	20 250	6HP KOHLER
TM 200	TRAILER	200	20 250	6HP KOHLER
TM 300	TRAILER	300	20 250	6HP KOHLER
TM 500	TRAILER	500	20 250	6HP KOHLER

Circle No. 123

**Attention Landscapers!**

**NEW T-60 Series II HydroSeeder®**



- Returns purchase price in as little as 8 acres.
- The ideal machine for residential and small commercial projects.
- Optional operator's platform expands your opportunities.

Call 1-800-543-7166  
for a FREE Information Kit!

**FINN CORPORATION**

9281 LeSaint Drive, Fairfield, OH 45014  
Phone (513) 874-2818 • Toll Free (800) 543-7166 • Fax (513) 874-2914

\* Based on list price, 15% down, 48 month lease-purchase. Taxes and optional Tower/Hose-Reel not included. HydroSeeder® is a registered trademark of Finn Corporation.

Circle No. 114

**Introducing**

**BED EDGER**



- ☆ Steerable!
- ☆ 8-HP Honda

The latest mini-trencher by Brown, just another amazing innovation to save you time and money

**A STEERABLE TRENCHER FOR DEFINING BEDS**

BED EDGER™ with the patented BEDMASTER™ Rotor is the ultimate tool for defining beds or installing plastic and steel edging. The 8-hp Honda Engine provides the power needed to trench in the hardest clays. The steerable wheels make fancy curves and tree rings easy. The Model F-780H BED EDGER™ performs the same functions as the model F-702 TRENCHMASTER.™



Rt 3, Box 339, Ozark, AL 36360  
(800) 633-8909 • Fax: (334) 795-3029

Circle No. 110

## LANDSCAPE management

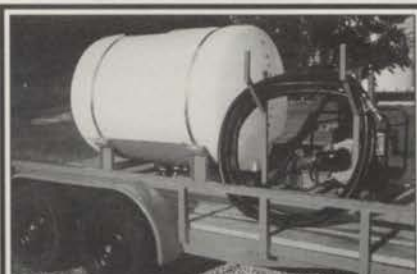
Every month the Market Showcase offers the readers of *Landscape Management* a complete and up-to-date section of the products and services you're looking for. Check it out every month, or you might miss out.

For all ads under \$250, payment must be received by the classified closing date. VISA, MASTERCARD, & AMERICAN EXPRESS accepted. Send to: Advanstar Marketing Services, 7500 Old Oak Blvd., Cleveland, OH 44130

**BOX NUMBER REPLIES:** *Landscape Management*, LM Box #, 131 W. First St., Duluth, MN 55802

**FOR ADVERTISING INFORMATION AND AD PLACEMENT, CONTACT:** DAN HOKE, 216-891-2762, 1-800-225-4569, (ext. 762), Fax 216-826-2865

### FOR SALE



**Steel or Polytanks Available**  
50 gallon — 3000 gallon

**Hydroseeds — Hydro Mulches**

- Waters • Overseeds
- Fire Control • Chem Sprayer

*Trailers included on all machines  
300 gallon & above*

**SALES & LEASING**

*Nobody Beats Our Prices!*

**KETCHUM**

**AQUA SEEDERS**

**1-888-655-Turf (8873)**

**1-888-99-Hydro**

### FOR SALE

**ESTABLISHED FULL SERVICE LANDSCAPE BUSINESS IN PRINEVILLE OREGON.**

Gross Business 1995 - \$254,000. Nearly 400 Customers. Enjoy Central Oregon! Contact Steve Bucknum at Crook County Properties for Information: (541) 447-3020, FAX (541) 447-6973.

### FOR SALE

#### COMMERCIAL INSURANCE FOR LAWN CARE FIRMS "GREEN INDUSTRY SPECIALISTS"

M.F.P. Insurance Agency is dedicated to providing comprehensive insurance programs to the Green Industry at competitive prices. We back up this dedication with a staff of professionals who understand every facet of your business, from marketing to customer service. We know how to properly insure your company whether you're a sole proprietor or a multi-state operation.

Just as your customers look to you for lawn care advice, people come to us for insurance advice because they do not want to become insurance experts themselves. If you want good advice, the right coverage, and competitive rates, please contact:

Richard P. Bersnak, President

Jill A. Leonard, V.P.

**1-800-886-2398**

**FAX: 614-221-2203**

**M.F.P. Insurance Agency, Inc.**  
50 West Broad Street, Suite 3200  
Columbus, OH 43215-5917

Circle No. 301 on Reader Inquiry Card

### FOR SALE

**Hamptons, Long Island, N.Y.**

- ▶ Nursery/Garden Center + Residence
- ▶ Going Business ▶ Established Clientele
- ▶ Same Location Over 40 Years
- ▶ Fronts on Main Highway
- ▶ Turn Key Operation with Inventory & Equipment

**COOK PONY FARM REAL ESTATE INC.**  
20 MAIN STREET  
EAST HAMPTON, N.Y. 11937  
**1-800-324-9601**

### FREE 1996 MKI LANDSCAPERS SUPERSTORE CATALOG

**Buy Direct & Save!**

Engines, Equipment, Parts & Accessories.  
Call Mohawk Industries 800-724-2229 for your free catalog.  
Up to 90 Day Terms.

Trimmer Line • Filters • Tires • Blades • Belts  
Safety Supplies • Hand-tools • Blowers • Pulleys • Much More

### 1989 & 1990 ISUZU/GMC Cabovers:

Excellent cond. Two Tanks. Completely Stainless Tanks & Bed. Hydro-cell 25 GPM 2 Hose Reels w/guns. 1,000 lbs Dry Fert Storage. Ready to do Production.

**Call 201-891-6456**

### RE-FLEX BORDER MARKERS

*A Professional Marker for Outlining Driveways, Roads, Parking Lots, Construction Sites, Etc.*

- Flashes upon impacting
- Covered in soft foam
- Highly reflective
- Quick installation
- 24" & 36" above ground lengths
- Light, heavy & super duty models
- Many colors & custom lettering

Call  
**(617) 862-1343**

Manufactured By: CPC, P.O. Box 442,  
Dept. LM, Lexington, MA 02173



Circle No. 302 on Reader Inquiry Card

### The Easiest Way to Take a Load Off.



**E-Z Dumper**

For information regarding E-Z Dumper pickup inserts, dumping trailers, dumping flat decks, or related accessories, call:

**Valley Manufacturing**  
**1-888-DUMPERS**

### HYDROSEEDER —

1995 Finn T-90 Series II hydroseeder, 940 gallon tank, 200 hours, \$4000 below purchase price.

**CALL THE MEADOWS GOLF CLUB**  
**1-319-582-9475.**

### FOR SALE

**Landscape Co. in Santa Cruz, California**

- ◆ Garden All Year Long
- ◆ Landscape Construction & Maint.
- ◆ Routes ◆ Profitable
- ◆ Turnkey Operation

**Call (408) 475-8608**

The next ad closing for

**LANDSCAPE  
management**

November 6, 1996  
for the December 1996 issue.

Call Dan Hoke at  
**216-891-2762**

EQUIPMENT FOR SALE

**YOUR BEST INVESTMENT  
DOWN THE LINE**

THE L-2 UNDERGROUND PIPE LAYER



- Lays pipe or cable
- Simple, efficient all mechanical drive
- Rugged yet compact and highly maneuverable
- 850 lbs. on rubber tracks provide for minimal lawn damage
- Reliable, consistent performance in a low maintenance machine
- Operator training provided
- 16 hp. Kohler magnum engine
- Boring attachment available

**LINE WARD**

CORPORATION  
157 SENECA CREEK ROAD  
BUFFALO, NY 14224 • 716 675-7373  
FAX 716 674-5334 • 800 816-9621

**TRUCKCRAFT**



**PICKUP INSERT DUMPER**  
For FREE brochure, call toll free 24 hr.  
**1-800-755-3867**  
WE SHIP NATIONWIDE

Send Box Number Replies to:  
Landscape Management  
Classified Ad Dept.  
131 West First St.  
Duluth, MN 55802-2065.

Don't forget to include box number in address!

SERVICES

**CUSTOM  
DECAL KITS**



Easy to Order - Easy to Apply  
Boost Your Image Economically



Call or Write:  
Sun Art Decals Inc.  
885 W. Bagley Rd.  
Berea, OH 44017  
216-816-0290  
800-835-5551  
Fax: 216-816-0294

GOLF COURSE MARKETPLACE

**TURBO TURF**

**HYDRO SEEDING SYSTEMS**



- ☑ Seed-mulch-fertilize
- ☑ Faster germination
- ☑ Lower seeding costs
- ☑ 1 man operation
- ☑ No messy straw
- ☑ Units start @ \$1295

FOR A FREE HYDRO SEEDING INFO PACK CALL

**BADGER ASSOCIATES**

1108 THIRD AVE. NEW BRIGHTON PA 15066  
800-822-3437

Advertising in  
**LANDSCAPE MANAGEMENT**  
Showcase  
is a **BRIGHT IDEA!**

For rates and  
closing information,  
call Dan Hoke at  
216-891-2762,  
or fax him at  
216-826-2865

BUSINESS OPPORTUNITIES

**BIG OFF SEASON  
PROFITS**

- Most profitable Season
- Keep Good People
- Use Own Trucks and Trailers
- Offset Fixed Overhead
- Sell to Existing Customers

**PROFESSIONAL OUTDOOR  
CHRISTMAS LIGHTING**

1995 - Christmas  
25% of Sales - 50% of Profits

CALL TODAY  
**1-800-687-9551 OR**  
**1-806-866-9551**

**BUILD A LARGE LAWN CARE BUSINESS  
ON THE GREENEST GRASS IN TOWN**

We'll show you how with Our "Ecology Friendly" system,  
Superior marketing and state of the art computer system.

For information, call **NUTRI-LAWN**  
Larry Maydonik ☎ **1-800-396-6096**

EDUCATIONAL OPPORTUNITIES

Become a **CERTIFIED  
TURFGRASS PROFESSIONAL**

"Principles of Turfgrass Management" is  
a home study course to help you master  
up-to-date turfgrass management prac-  
tices and procedures. Covers all regions  
and seasons of the U.S. Certification by  
PLCAA and The University of Georgia.

Call 1-800-325-2090 for a brochure or  
write: Turfgrass, Georgia Center, Room  
164, UGA, Athens, GA 30692-3603.

Learn **LANDSCAPING**

- TRAIN AT HOME for exciting hobby or career. Start your own spare or full time contracting business, work in the garden/nursery field or landscape your own property—we show you how. FREE
- BROCHURE describes opportunities. No salesmen.
- Lifetime Career Schools, Dept. LF01A6  
101 Harrison St. Archbald, PA 18403

CALL TOLL FREE 1-800-326-9221 MON-FRI 9-5 E.S.T.

MICELLANEOUS



Build it yourself and save MONEY 5,000 sizes, all bolt-together ALL STEEL BUILDINGS. Call today for a price quote and a brochure.

**HERITAGE BUILDING SYSTEMS**  
800-643-5555

## LANDSCAPE management

For all ads under \$250, payment must be received by the classified closing date. We accept VISA, Mastercard, & American Express. Credit card orders are accepted by phone. Send Ad copy with payment to: Dan Hoke, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130 or call 216-891-2762. Fax Number 216-826-2865.

BOX NUMBER REPLIES: Mail box number replies to: LANDSCAPE MANAGEMENT, Classified Ad Department, LM Box #, 131 W. First St., Duluth, MN 55802. Please include box number in address.

### HELP WANTED

#### Landscape Operations Manager

Immediate opening with Construction Division of a nationally recognized firm headquartered in Orlando, Florida. Candidates should possess five years commercial experience, familiarity with Florida plant pallet, and strong technical skills in all facets of landscape construction. Responsibilities include managing landscape field personnel through superintendents, routing truck drivers and coordinating with staff members on acquisition of material and other administrative matters. Candidates will need to demonstrate good communication and organizational skills. Excellent salary with generous benefits including vehicle and retirement program. Relocation expenses negotiable. DFW/EOE. Please send resume to Don Parsons 6921 Hanging Moss Road, Orlando, Florida 32807 or FAX 407/678-8097.



### Help Wanted

#### LANDSCAPE ARCHITECT

MID SIZE LANDSCAPE MANAGEMENT FIRM LOCATED IN THE MIDWEST NEEDS EXPERIENCED LANDSCAPE ARCHITECT WITH SKILLS IN ARRIGATION, LANDSCAPE DESIGNS, ESTIMATING AND CENTRAL SATELLITE SYSTEMS FOR LARGE COMMERCIAL PROPERTIES. GOOD STARTING SALARY WITH FULL BENEFITS PACKAGE.

Send resume and salary history to LM Box 521.

### HELP WANTED

#### Sales Associates

LESCO, Inc. has opportunities for candidates with sales or agronomic backgrounds for our Service Centers and Golf Course Routes. LESCO is a leading supplier of products and equipment for the green industry. Now accepting resumes for the following regions: Northeast, Mid-Atlantic, Southeast, Midwest, West and Southwest.



Send resume to: LESCO, Inc., Attn: HRSL, 20005 Lake Road, Cleveland, OH 44116.



#### HORTICULTURAL PERSONNEL

DuBrow's Nurseries, Inc., a full service Horticultural corporation, with locations in Northern/Central NJ and Eastern PA, is looking for all levels of management; managers, foremen/women, assistant foremen/women for our growing Grounds Management, Design/Build and Nursery/Growing divisions. Must possess a related college degree, bilingual is a plus. Competitive salary and full company benefits. Please fax resumes to: DuBrow's, attn. Michael Branch, fax: 201-992-6050. EOE M/F.



Great opportunities for energetic, self-motivated individual for full time sales in the Specialty Ag Market. Interesting and challenging work in No. California for 25 year old distributor. PCA License and B.S. degree required. Excellent company benefits including 401K. EOE Non-Smoking

Send resume: 1155 Mabury Rd.  
San Jose, CA 95133-1029

#### LANDSCAPE ARCHITECT

Award winning nursery in Westport, Connecticut is seeking an accomplished and highly motivated Architect to head-up its landscape division. The position requires at least 10 years experience, progressive design skills, on-target estimating ability and proven sales techniques. This is a job for a pro who can design and organize major landscape installations as well as sell them. Send detailed resume and salary requirements to:

Daybreak Nurseries, 500 Main Street,  
Westport, Connecticut 06880, Attn: Marilyn

#### LANDSCAPE DESIGNER/SALESPERSON

Large design/build firm in Louisville, KY, is seeking landscape designer/salesperson. Experience preferred but not required.

Please send resume to  
P.O. Box 43713, Louisville, KY 40253.

#### SALES & MARKETING REP

Successful candidates will be involved in new business development and promotion of landscape management and related site services. Directly responsible for estimating, bidding, and sales. Some travel required. Excellent growth potential and benefits are available for qualified applicants.

Qualified candidates should have a horticultural related degree, and/or strong sales record in the landscape industry. High level of communication, interpersonal, and organizational skills are required.

Please send or fax resume to:  
Personnel Dept., P.O. Box 110322,  
Stamford, CT 06911-0322  
Fax: (203) 316-5434

#### Grounds Maintenance and Enhancement Supervisors & Managers

Become a part of one of Maryland and Virginia's fastest growing team of landscape professionals. Come and work for a company that recognizes quality as a daily occurrence and knows that customer satisfaction is a successful driving force.

Positions are full-time with exceptional compensation, benefits, and advancement opportunities. Mail or fax your resumé today to: Tom Davis, Bozzuto Landscaping Company, 15127 Marlboro Pike, Upper Marlboro, MD 20774, Fax No.: 301-627-7011.

**MAINTENANCE SUPERVISORS** The Brickman Group, Ltd., one of the nation's largest and fastest growing full service landscape companies, has an immediate need in principal cities east of the Mississippi for maintenance supervisors with 2-5 years experience. Brickman seeks energetic, team oriented college graduates with proven leadership, communication and interpersonal skills. Brickman offers full-time positions, excellent advancement opportunities and exceptional compensation and benefits with an industry leader building on a 56-year tradition of uncompromising customer service. For immediate confidential consideration, please send or fax your resume with an indication of your geographic preferences and willingness to relocate to: **The Brickman Group, Ltd., Corporate Office, 375 S. Flowers Mill Road, Langhorne, PA 19047, 215-757-9630, EOE.** 10/96

KT Enterprises, Inc., one of the Metropolitan areas' largest quality oriented landscape companies is seeking applicants for the following positions in Maryland and Northern Virginia: Area Managers to manage satellite offices. Supervisors to manage 3 to 6 landscape maintenance crews. Crew leaders to manage 6 to 24 personnel. KT offers excellent starting salaries, health insurance, dental insurance, 401K, paid holidays and paid vacations. Please call Will Cullen 703/222-0449 Ext. 306 or fax resume to 703/222-0578. EOE/AAP 10/96

#### Mail Blind Box Replies To:

Landscape Management  
LM # \_\_\_\_\_  
131 W First St.  
Duluth, MN 55802-2065

(Please include box number in address.)

# CLASSIFIEDS

## HELP WANTED

**Chapel Valley Landscape Company**, an award-winning and expanding landscape firm in Washington, DC area has openings in our **Water Management Branch** for: **Operations Field Manager, Installation Foreman, Service Technician**. Requires 3 years experience in the irrigation industry, 2-4 year degree in horticulture, supervision and sales experience. Good verbal and written communication skills, design and computer experience preferred. We offer exceptional compensation, training, benefits including 401K. Send/fax resume with cover letter and salary requirements: HR Dept., P.O. Box 159, Woodbine, MD 21797 FAX 301-854-6390 10/96

**BRANCH SALES MANAGER** National Lawn Equipment, Parts & Accessories Supplier expanding into the Northeast, Mid Atlantic and Southeast. Need articulate individual with retail management experience. Computer literate. Several markets available. Send resume with salary history & requirements to: **Landscapers Supply, P.O. Box 459, Spring Valley, NY 10977-0459.** 8/97

Landscape company seeks top notch manager to revitalize sales & production in Mid-Atlantic region. Searching for dynamic individual with personal fortitude, high career aspirations, plus the drive & desire to create & obtain goals. Excellent opportunity for the right person with proven track record. Salary & benefits commensurate with experience & ability. LM Box 520 10/96

**OREGON'S LARGEST COMMERCIAL LANDSCAPE COMPANY** located in the Portland Metro area is looking for experienced Maintenance and Construction Supervisors, Forepersons and Irrigation Technicians. Must be self-motivated, team-oriented, industry professionals with good communication & organizational skills. Training and advancement for those who want to be part of the Northwest's Best, EOE. Send resume to: **NORTHWEST LANDSCAPE INDUSTRIES, 16075 SW Upper Boones Ferry Road, Tigard, OR 97224 - Or FAX to (503) 620-7592.** 10/96

**MANAGEMENT TRAINEES WANTED-** Kapp's Green Lawn, an established, fast growing company, is seeking management & sales trainees for our Midwest locations (Indiana, Missouri, Ohio & Pennsylvania). Lawn care experience or college credits helpful. Must be able to relocate. Excellent benefits. Starting salary upper \$20's. Come work for a company that cares about it's employees! Send resume to **Michael Markovich, Kapp's Green Lawn, Inc., PO Box 9038, Ft. Wayne, IN 46899** or fax resume to **219/432-7892.** 11/96

**LANDSCAPE MAINTENANCE SUPERVISORS** Scott Byron & Co, a premier provider of residential maintenance services to Chicago-North Shore suburbs has openings due to expansion for experienced supervisors. These are full time, year round positions with excellent pay and benefits. For immediate and confidential consideration, fax or send your resume to: General Manager, 30088 N. Skokie Hwy, Lake Bluff, IL 60044, Fax-847-689-0277. e.o.e. 10/96

Fastest Growing Company in Southern Florida seeks Management and Supervisory Personnel for Pest Control, Lawn, and Termite Control. Excellent growth potential. Full benefits package. All replies strictly confidential. Send resume to: P.O. Box 7011, West Palm Beach, FL 33405-7011. 12/96

## BUSINESS FOR SALE

**BUSINESS FOR SALE-SOUTH FLORIDA** Landscape Design and Build Company. Award winning and profitable. Annual sales \$3MM. Established 33 years. Call Inter-American Corporation Acquisition Group Broker - Boca Raton 407-750-9570. 10/97

## EDUCATIONAL OPPORTUNITIES

**NOW...LEARN PROFESSIONAL LANDSCAPING AND GARDENING AT HOME!** Accredited program provides thorough training in all phases of commercial and residential landscaping. Diploma awarded. Free brochure describes program and opportunities in detail. Call 1-800-326-9221 or write Lifetime Career Schools, Dept: LF01X8, 101 Harrison Street, Archbald, PA 18403. 12/96

## EQUIPMENT FOR SALE

**SPYDERS-** New/Used/Rebuilt. Full line of replacement parts and update kits. Kubota, Ruggerini, and Kohler engines & parts. Nichols-Fairfield torque hubs. We repair and rebuild Spyder hydraulic pumps and motors. **FAST SERVICE.** Call or write: Mobile Lift Parts Inc., 5402 Edgewood, Crystal Lake, IL 60012. (800)397-7509, FAX (815)455-7366. 12/96

## FOR SALE

**BUCKET TRUCK:** Hi Ranger 65', 57', 50'. Skyworkers with chip boxes. Asplundh bucket trucks with chip boxes. Asplundh brush chippers. Bean 55 gal. sprayers. Pete Mainka Enterprises, 633 Cecilia Drive, Pewaukee, WI 53072. 800-597-8283. 12/96

**GROUND MAINTENANCE FIRM** Upper Midwest based year around ground maintenance firm specializing in large contracted property maintenance, mowing, pruning, weed and feed, and snow removal. Revenues exceed \$2MM. Experienced staff in place. Outstanding reputation, offers turnkey opportunity with established client base. Reply to LM Box 519. 10/96

## LEASE FINANCING

**LEASE** any type equipment for your business. Call AmeriNet Financial (216)543-3800. 12/96

## WHOLESALE DISTRIBUTOR

Needed to market environmentally friendly, liquid, slow-release fertilizer products direct from manufacturer. Ken Franke, P.O. Box 123, Plato, MN 55370; 800-832-9635. 10/96

The next ad closing for  
**LANDSCAPE MANAGEMENT**  
November 11, 1996  
for the December 1996 issue.  
Call Dan Hoke at  
216-891-2762

## AD INDEX

101	Akzo Nobel Salt Inc . . . .	13L
102	American Cyanamid . . . .	Cv2
103	American Cyanamid . . . .	WCv2
104	American Cyanamid . . . .	W-2
105	American Cyanamid . . . .	W10-11
106	American Cyanamid . . . .	WCv4
107	Badger . . . . .	6
108	Bandit Ind . . . . .	71
109	Bayer/Golf . . . . .	4-5G
110	Brown Mfg . . . . .	71
111	Ditch Witch . . . . .	19
112	FMC Corp . . . . .	7L
113	FMC Corp . . . . .	7G
114	Finn Corp . . . . .	71
115	Florantine . . . . .	11G
121	Green Industry Expo . . . .	Cv3
116	Honda . . . . .	15L
117	Kubota Tractor . . . . .	5
118	Melroe . . . . .	23
119	New Holland . . . . .	11L
120	New York Turf . . . . .	13L
130	Nutramax . . . . .	9G
122	Sandoz . . . . .	4-5L
	SMR Direct Reg Insert . . .	65a-d
123	Spraying Devices . . . . .	71
124	Tee 2 Green . . . . .	Cv4
125	Turfco . . . . .	16L
126	Walker Mfg . . . . .	9L
127	Zeneca . . . . .	3

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

# Grab Bag

## The 10 most-used excuses:

- 10 I forgot.
- 9 No one told me to.
- 8 I didn't think it was that important.
- 7 That's the way we've always done it.
- 6 There's nothing I can do about it.
- 5 I was waiting for an approval.
- 4 It must be stuck in the mail.
- 3 That's not in my department.
- 2 My computer was down.
- 1 What memo?

—SOURCE: MID-CONTINENT AGENCIES

## Profitable Principles

- ▶ Every problem is an opportunity. Problems present possibilities.
- ▶ Smile. Be polite. Don't argue. Don't burn bridges.
- ▶ Take problems seriously and yourself lightly.
- ▶ If you are ultimately going to do something, do it now, or as soon as possible.
- ▶ The only right way to do anything is the way that works.
- ▶ Effort is important, but don't confuse effort with results.
- ▶ Efficiency means doing things right. Effectiveness means doing right things right.
- ▶ Don't try to do it, just do it.
- ▶ You get what you expect.

Expect success.

## Humble pie

Lebo the clown? Lebo Newman, owner of Redwood Landscaping, is serious about the quality of service his company delivers to Northern California customers—but he obviously doesn't mind having some fun, too. For instance, last year he and company vice president Dave Penry took 180 cream pies in their kissers—fulfilling a promise that they'd made—after employees worked a record 180 straight days without a lost-time accident. And Newman and Penry had handed out \$100 cash bonuses to the employees just prior to the barrage!



## Tory Wisdom from British Trade Press:

*"Other factors have also militated against the playing of traditional sports [among children], such as the decision taken by many councils of a radical left-wing disposition to discourage games they considered too competitive and divisive."*

—ALAN GUTHRIE, EDITOR, PARKS & SPORTS GROUNDS MAGAZINE

## Environmentalists on the course:

Percentage of all golfers who belong to "environmental" groups = 41%  
...to the National Wildlife Federation = 35%  
...to the Audubon Society = 23%  
...to Green Peace = 21%  
...to the Nature Conservancy = 16%  
...to the Sierra Club = 13%

—STATISTICS COURTESY OF DR. FRANK ROSSI, CORNELL UNIVERSITY

Grab Bag is a new LM department that features brief observations and prognostications throughout the green industry. If you have an unusual photo or comment you'd like to share with us, please send it in...

# Receive FREE information on products and services advertised in this issue.

**LANDSCAPE**  
management

**OCTOBER 1996**

*This card is void  
after January 15, 1997*

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT each month:  Yes  no

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1. MY PRIMARY BUSINESS AT THIS LOCATION IS: (check only ONE in either A, B or C)

A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- |   |  |
|---|--|
| 01 <input type="checkbox"/> 05 Golf Courses   | 08 <input type="checkbox"/> 40 Private/Public Estates & Museums                            |
| 02 <input type="checkbox"/> 10 Sport Complexes  | 09 <input type="checkbox"/> 45 Condominiums/Apartments/Housing Developments/Hotels/Resorts |
| 03 <input type="checkbox"/> 15 Parks  | 10 <input type="checkbox"/> 50 Cemeteries/Memorial Gardens                                 |
| 04 <input type="checkbox"/> 20 Rights-Of-Way, Maintenance for<br>Highways Railroads & Utilities | 11 <input type="checkbox"/> 55 Hospital/Health Care Institutions                           |
| 05 <input type="checkbox"/> 25 Schools, Colleges & Universities                                 | 12 <input type="checkbox"/> 60 Military Installations & Prisons                            |
| 06 <input type="checkbox"/> 30 Industrial & Office Parks/Plants                                 | 13 <input type="checkbox"/> 65 Airports  |
| 07 <input type="checkbox"/> 35 Shopping Centers, Plazas & Malls                                 | 14 <input type="checkbox"/> 70 Multiple Government/Municipal Facilities                    |
|   | 15 <input type="checkbox"/> Other (please specify) _____                                   |

B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:

- |  |   |
|--|---|
| 16 <input type="checkbox"/> 105 Landscape Contractors (Installation & Maintenance) | 20 <input type="checkbox"/> 125 Landscape Architects                          |
| 17 <input type="checkbox"/> 110 Lawn Care Service Companies                        | 21 <input type="checkbox"/> 130 Land Reclamation & Erosion Control            |
| 18 <input type="checkbox"/> 112 Custom Chemical Applicators (Ground & Air)         | 22 <input type="checkbox"/> 135 Extension Agents/Consultants for Horticulture |
| 19 <input type="checkbox"/> 120 Tree Service Companies/Arborists                   | 23 <input type="checkbox"/> 140 Irrigation Contractors                        |
|  | 24 <input type="checkbox"/> Other Contractor or Service _____                 |

C. SUPPLIERS:

- 25  210 Sod Growers, Turf Seed Growers & Nurseries  
26  215 Dealers, Distributors, Formulators & Brokers  
27  220 Manufacturers

2. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TITLE? (check ONE only)

- 28  10 EXECUTIVE/ADMINISTRATOR: President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant  
29  20 MANAGER/SUPERINTENDENT: Arborist, Architect, Landscape/Ground Manager, Superintendent, Foreman, Supervisor  
30  30 GOVERNMENT OFFICIAL: Government Commissioner, Agent, Other Government Official  
31  40 SPECIALIST: Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist  
32  50 OTHER TITLED AND NON-TITLED PERSONNEL: (please specify) \_\_\_\_\_

3. SERVICES PERFORMED: (check ALL that apply)

- |  |   |
|--|---|
| 33 <input type="checkbox"/> A Mowing               | 41 <input type="checkbox"/> I Landscape/Golf Design             |
| 34 <input type="checkbox"/> B Turf Insect Control  | 42 <input type="checkbox"/> J Turf Weed Control                 |
| 35 <input type="checkbox"/> C Tree Care            | 43 <input type="checkbox"/> K Paving, Deck & Patio Installation |
| 36 <input type="checkbox"/> D Turf Aeration        | 44 <input type="checkbox"/> L Pond/Lake Care                    |
| 37 <input type="checkbox"/> E Irrigation Services  | 45 <input type="checkbox"/> M Landscape Installation            |
| 38 <input type="checkbox"/> F Turf Fertilization   | 46 <input type="checkbox"/> N Snow Removal                      |
| 39 <input type="checkbox"/> G Turf Disease Control | 47 <input type="checkbox"/> O Other (please specify)            |
| 40 <input type="checkbox"/> H Ornamental Care      |   |

4. WHAT IS YOUR ANNUAL BUDGET FOR EQUIPMENT, CHEMICALS, SUPPLIES? (please check one)

- 48  1 Less than \$50,000  
49  2 \$50,000-\$100,000  
50  3 \$100,001-\$250,000  
51  4 \$250,001-500,000  
52  5 More than \$500,000

101	119	137	155	173	191	209	227	245	263	281	299
102	120	138	156	174	192	210	228	246	264	282	300
103	121	139	157	175	193	211	229	247	265	283	301
104	122	140	158	176	194	212	230	248	266	284	302
105	123	141	159	177	195	213	231	249	267	285	303
106	124	142	160	178	196	214	232	250	268	286	304
107	125	143	161	179	197	215	233	251	269	287	305
108	126	144	162	180	198	216	234	252	270	288	306
109	127	145	163	181	199	217	235	253	271	289	307
110	128	146	164	182	200	218	236	254	272	290	308
111	129	147	165	183	201	219	237	255	273	291	309
112	130	148	166	184	202	220	238	256	274	292	310
113	131	149	167	185	203	221	239	257	275	293	311
114	132	150	168	186	204	222	240	258	276	294	312
115	133	151	169	187	205	223	241	259	277	295	313
116	134	152	170	188	206	224	242	260	278	296	314
117	135	153	171	189	207	225	243	261	279	297	315
118	136	154	172	190	208	226	244	262	280	298	316



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE

**LANDSCAPE**  
management

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5054  
PITTSFIELD MA 01203-9697



Receive **FREE** information  
on products and services advertised in this issue.



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE



ADVANSTAR COMMUNICATIONS INC  
PO BOX 5054  
PITTSFIELD MA 01203-9697



**OCTOBER 1996**

*This card is void  
after January 15, 1997*

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

HAVE A SALES REP CALL ME 18  (A)

I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT each month:  Yes  no

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1. MY PRIMARY BUSINESS AT THIS LOCATION IS: (check only ONE in either A, B or C)

A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- |   |  |
|---|--|
| 01 <input type="checkbox"/> 05 Golf Courses   | 08 <input type="checkbox"/> 40 Private/Public Estates & Museums                            |
| 02 <input type="checkbox"/> 10 Sport Complexes  | 09 <input type="checkbox"/> 45 Condominiums/Apartments/Housing Developments/Hotels/Resorts |
| 03 <input type="checkbox"/> 15 Parks  | 10 <input type="checkbox"/> 50 Cemeteries/Memorial Gardens                                 |
| 04 <input type="checkbox"/> 20 Rights-Of-Way, Maintenance for<br>Highways/Railroads & Utilities | 11 <input type="checkbox"/> 55 Hospital/Health Care Institutions                           |
| 05 <input type="checkbox"/> 25 Schools, Colleges & Universities                                 | 12 <input type="checkbox"/> 60 Military Installations & Prisons                            |
| 06 <input type="checkbox"/> 30 Industrial & Office Parks/Plants                                 | 13 <input type="checkbox"/> 65 Airports  |
| 07 <input type="checkbox"/> 35 Shopping Centers, Plazas & Malls                                 | 14 <input type="checkbox"/> 70 Multiple Government/Municipal Facilities                    |
|   | 15 <input type="checkbox"/> Other (please specify) _____                                   |

B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:

- |  |   |
|--|---|
| 16 <input type="checkbox"/> 105 Landscape Contractors (Installation & Maintenance) | 20 <input type="checkbox"/> 125 Landscape Architects                          |
| 17 <input type="checkbox"/> 110 Lawn Care Service Companies                        | 21 <input type="checkbox"/> 130 Land Reclamation & Erosion Control            |
| 18 <input type="checkbox"/> 112 Custom Chemical Applicators (Ground & Air)         | 22 <input type="checkbox"/> 135 Extension Agents/Consultants for Horticulture |
| 19 <input type="checkbox"/> 120 Tree Service Companies/Arborists                   | 23 <input type="checkbox"/> 140 Irrigation Contractors                        |
|  | 24 <input type="checkbox"/> Other Contractor or Service _____                 |

C. SUPPLIERS:

- |  |
|--|
| 25 <input type="checkbox"/> 210 Sod Growers, Turf Seed Growers & Nurseries   |
| 26 <input type="checkbox"/> 215 Dealers, Distributors, Formulators & Brokers |
| 27 <input type="checkbox"/> 220 Manufacturers                                |

2. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TITLE? (check ONE only)

- |  |
|--|
| 28 <input type="checkbox"/> 10 EXECUTIVE/ADMINISTRATOR: President, Owner, Partner, Director, General Manager, Chairman of the Board,<br>Purchasing Agent, Director of Physical Plant |
| 29 <input type="checkbox"/> 20 MANAGER/SUPERINTENDENT: Arborist, Architect, Landscape/Ground Manager, Superintendent, Foreman, Supervisor  |
| 30 <input type="checkbox"/> 30 GOVERNMENT OFFICIAL: Government Commissioner, Agent, Other Government Official  |
| 31 <input type="checkbox"/> 40 SPECIALIST: Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist                                     |
| 32 <input type="checkbox"/> 50 OTHER TITLED AND NON-TITLED PERSONNEL: (please specify) _____   |

3. SERVICES PERFORMED: (check ALL that apply)

- |  |   |
|--|---|
| 33 <input type="checkbox"/> A Mowing               | 41 <input type="checkbox"/> I Landscape/Golf Design             |
| 34 <input type="checkbox"/> B Turf Insect Control  | 42 <input type="checkbox"/> J Turf Weed Control                 |
| 35 <input type="checkbox"/> C Tree Care            | 43 <input type="checkbox"/> K Paving, Deck & Patio Installation |
| 36 <input type="checkbox"/> D Turf Aeration        | 44 <input type="checkbox"/> L Pond/Lake Care                    |
| 37 <input type="checkbox"/> E Irrigation Services  | 45 <input type="checkbox"/> M Landscape Installation            |
| 38 <input type="checkbox"/> F Turf Fertilization   | 46 <input type="checkbox"/> N Snow Removal                      |
| 39 <input type="checkbox"/> G Turf Disease Control | 47 <input type="checkbox"/> O Other (please specify) _____      |
| 40 <input type="checkbox"/> H Ornamental Care      |   |

4. WHAT IS YOUR ANNUAL BUDGET FOR EQUIPMENT, CHEMICALS, SUPPLIES? (please check one)

- |   |   |
|---|---|
| 48 <input type="checkbox"/> 1 Less than \$50,000  | 51 <input type="checkbox"/> 4 \$250,001-\$500,000 |
| 49 <input type="checkbox"/> 2 \$50,000-\$100,000  | 52 <input type="checkbox"/> 5 More than \$500,000 |
| 50 <input type="checkbox"/> 3 \$100,001-\$250,000 |   |

101	119	137	155	173	191	209	227	245	263	281	299
102	120	138	156	174	192	210	228	246	264	282	300
103	121	139	157	175	193	211	229	247	265	283	301
104	122	140	158	176	194	212	230	248	266	284	302
105	123	141	159	177	195	213	231	249	267	285	303
106	124	142	160	178	196	214	232	250	268	286	304
107	125	143	161	179	197	215	233	251	269	287	305
108	126	144	162	180	198	216	234	252	270	288	306
109	127	145	163	181	199	217	235	253	271	289	307
110	128	146	164	182	200	218	236	254	272	290	308
111	129	147	165	183	201	219	237	255	273	291	309
112	130	148	166	184	202	220	238	256	274	292	310
113	131	149	167	185	203	221	239	257	275	293	311
114	132	150	168	186	204	222	240	258	276	294	312
115	133	151	169	187	205	223	241	259	277	295	313
116	134	152	170	188	206	224	242	260	278	296	314
117	135	153	171	189	207	225	243	261	279	297	315
118	136	154	172	190	208	226	244	262	280	298	316



# GIE Means More Business . . .

## For you, your company and the industry! Here's How:



- ◆ Three national associations assemble for one big event!
- ◆ Sixty seminars on sales, management and technical topics!
- ◆ Three days of exclusive trade show hours—300 exhibits!
- ◆ Keynote address by the Rags to Riches Horatio Alger Award winner, Robert Farrell!
- ◆ Equipment demonstrations to "try before you buy!"

### GIE's Proven Performance — the buyers come here!

- ◆ 94% of GIE attendees influence their company's final purchasing decision
- ◆ A typical GIE attendee plans to spend \$23,000 with exhibitors
- ◆ 60% of GIE attendee annual budgets exceed \$500,000, 43% are over \$1 million!

GIE brings the largest combined national exposition of the lawn, landscape and grounds management industries to Cincinnati, Ohio for five days of business-building meetings, seminars, and trade show—November 17 - 21, 1996.

*Act now to exhibit or attend!*

*"Very educational. All the people offer different experiences, and experience is the best teacher. GIE is great—I found a uniform company and all the equipment I needed."*

Homer Jackson, H.J. Lawn Service, Houston, Texas

*"I see faces from all over the country. GIE is the only national show that targets the independent landscape contractor."*

Bill Shea, Ferris Industries, Inc., Vernon, New York

Trade Show registration is FREE to conference attendees. Trade-Show-Only passes are available onsite for November 19 & 20 at \$15 per day. The Outdoor Equipment Demonstration on November 21 is FREE to all attendees!

## Green Industry Expo/96

The National Expo for Lawn & Landscape Professionals  
November 17-21, 1996~Cincinnati, Ohio



**GIE is sponsored by:**

- PGMS - Professional Grounds Management Society
- PLCAA - Professional Lawn Care Association of America
- ALCA - Associated Landscape Contractors of America

### YES! I want to know more about GIE/96

- Send me information on exhibiting!
- Send me information on educational programs!

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ FAX: (    ) \_\_\_\_\_

Clip and send to:  
GIE, 1000 Johnson Ferry Rd, NE, Suite C-135, Marietta, GA 30068-2112  
FAX: 770-578-8071

LM