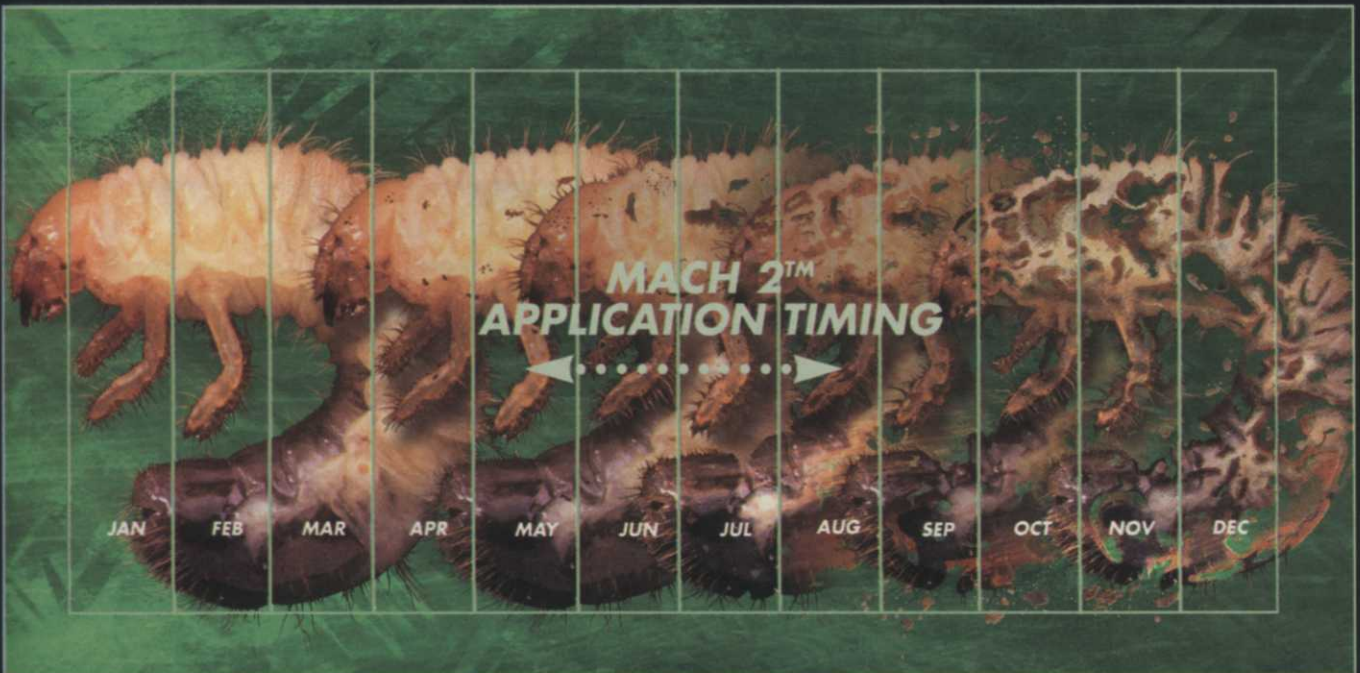


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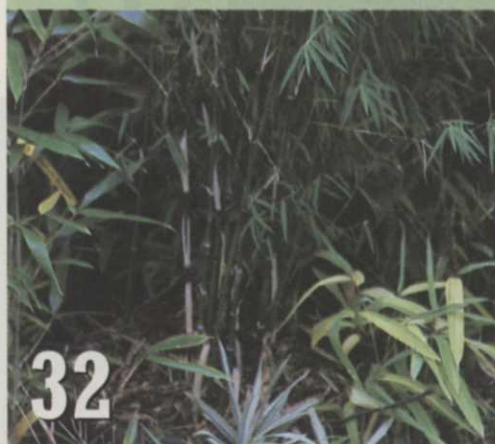
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### EDITORIAL STAFF

Sue Gibson **Executive Editor** (440) 891-2729  
E-mail: [sgibson@advanstar.com](mailto:sgibson@advanstar.com)  
Ron Hall **Managing Editor** (440) 891-2636  
E-mail: [rhall@advanstar.com](mailto:rhall@advanstar.com)  
Karl Danneberger, Ph.D. **Chief Science Editor**  
E-mail: [Danneberger1@osu.edu](mailto:Danneberger1@osu.edu)  
Vernon Henry **Group Editor** (440) 826-2829  
Lisa Lehman **Art Director** (440) 891-2785  
Lisa Bodnar **Sr. Graphic Designer** (440) 891-3101

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### BUSINESS STAFF

John D. Payne **Group Publisher** (440) 891-2786  
E-mail: [jpayne@advanstar.com](mailto:jpayne@advanstar.com)  
Danielle Zarycki **Administrative Coordinator** (440) 891-2734  
Karen Lenzen **Production Manager** (218) 723-9129  
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### ADVERTISING STAFF

**Cleveland Headquarters**  
7500 Old Oak Blvd.  
Cleveland, OH 44130-3369  
Heather M. Fox **Eastern Account Manager**  
(440) 891-3168 Fax: (440) 891-2675  
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Gene Homan **Midwest Account Manager**  
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John Kiesewetter **Western Sales Manager**  
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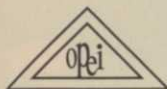
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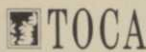
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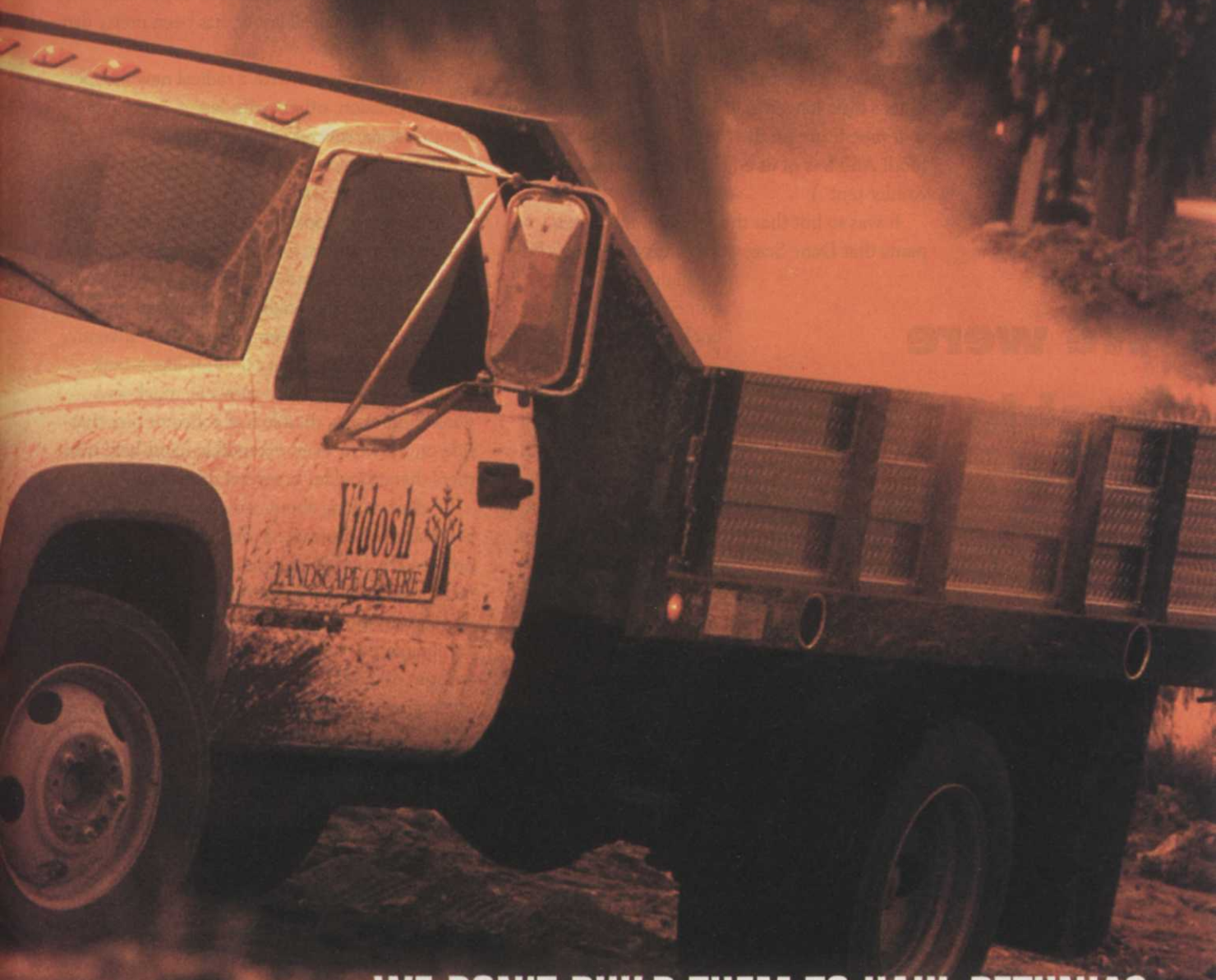
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## We were cookin' at Expo 99



Ron Hall

RON HALL

Managing Editor

**H**ot. Hot. Hot. How hot was it in Louisville for the Outdoor Power Equipment Expo 99?

Let me tell you.

It was so hot that the Kohler Engine folks had to grill those delicious Wisconsin brats a little longer than usual just to get them up to temperature on the top of our heads. (Free food! And lots of us enjoyed the shade of the Kohler tent.)

It was so hot that those insane checkered pants that Dane Scag wore to his company's Friday night reception seemed . . . well, almost "cool" by comparison.

It was so hot that we saw some of the young maintenance guys trying out new mowers and driving them *slowly*.

### Making waves

OK, so I'm no Carson, and enough about the heat. Here are some of what we saw at Expo 99, starting with Dane.

Opinionated. Feisty. Perceptive. At 80-plus years old, Dane makes as many waves in the mow-

ing industry as ever, building his 2 1/2-year-old company. (How many times has he done this before?) While some manufacturers are building mowers with ever-bigger decks powered by ever-bigger engines, he announced that his company is focusing on machines that are simple, affordable and efficient. His reasoning—there's a lot bigger market out there for mowers that cost \$3,000 than for machines selling for \$25,000.

While price is always a consideration with mowers and other landscape equipment, so is the work they let you and your crews do each day. This was the number-one message of several manufacturers at Expo 99. We saw lots of productive new ideas like:

► Even more compact construction equipment, purple and teal mini-excavators and mo-

torized installation gadgets to make work easier and more productive. Everybody's searching for equipment that can reduce their dependence on labor which, as we all know, has been pretty darn scare.

► Riding mowers with a radical new independent suspension; others with larger, more comfortable seats; several convenient tow-behind cutter attachments; and of course, plenty of cup holders for those riders.

► "Designer" looks sporting sleek, rounded, plastic components; high-end operating indicators; even more sound and vibration deadening.

► Great new specialty products like mowers for everything from steep hills to dams, inventive new hydroseeders, plenty of built-like-a-tank walk-behind mid-mount mowers, quick-as-a-wink topdressers, double leaf collector bins that ride on mowers, even extendible hand-held trimmers that articulate in several directions.

► And, talking about mowers, we saw a new generation of automated robot mowers, units powered by both battery and the sun. These little mowers looked like something from the Jetsons. The battery-powered mower that we saw demonstrated cut a small patch of grass (almost without a sound), then returned by itself to the recharging station when it started running low on power. Commercial applications? Certainly, but they'll be specialized.

### Look for the new stuff

Not everything at the Expo was steel and iron. There were plenty of great ideas too, like the rollout of a nighttime landscape franchise, as well as some interesting fertilizing, marketing and equipment transporting ideas.

Look for upcoming issues of LM—and particularly our New Products section—for more great ideas from Expo 99. **LM**



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For the third consecutive year, *Landscape Management* has been recognized as the editorial spearhead of America's lawn care industry.

Two national professional journalism societies recently recognized that publication's editorial and design superiority with 12 new writing and design awards, including four First Place or Gold Awards, two Silver Awards, and five Merit Awards. In separate ceremonies, TOCA (Turf and Ornamental Communicators Assn.) made eight of the awards, while the ASBPE (American Society of Business Press Editors, Central Region), represented another three. Susan Gibson, executive editor, Ron Hall, managing editor, and Lisa Bodnar, senior graphic designer are the individual award winners.



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- ★ Business Management Article Writing, Ron Hall
- ★ Cover Page Design, Lisa Bodnar
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## ASBPE NATIONAL AWARD

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- ★ Front Cover Design/Buyer's Guide, Lisa Bodnar

## ASBPE CENTRAL REGION AWARDS

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### SILVER

- ★ Feature Article Writing, "Disney's Grand Green Experiment", Ron Hall
- ★ Opening Editorial Page or Spread Design, "Disney's Grand Green Experiment", Lisa Bodnar





## PLCAA's Arlington project held special meaning for working LCOs

**WASHINGTON D.C.**— Public service. That's what about 70 landscape and lawn care professionals did here on the Monday morning of July 20. The lawn pros will remember this particular Renewal & Remembrance project—PLCAA's third—at Arlington National Cemetery for some time.

On the sultry morning that the landscape pros ap-

hundreds—and then thousands—of tourists passed by the laboring LCOs with both curious looks and smiles. Many of these visitors made their way up the winding shaded roads toward the grave site of former president John F. Kennedy. They were making the trek because of JFK Jr.'s tragic disappearance off Martha's Vineyard just three days previously.

These events gave a special poignancy to a morning that, in many respects, showed the green industry in its finest colors.

Just after 9 a.m., before the day's heat sapped workers' energy, the landscape pros rededicated a garden site in the cemetery with comments by both the Honorable Togo D. West, Jr., Secretary of Veterans Affairs, and a short but moving address by 16-year-old Jackie Hague, the daughter of Douglas and Pam Hague, Lawn Classics Inc., Findlay, OH.

The garden area, ablaze with bright red "Veterans Honor Roses" from Jackson & Perkins, was designed and landscaped by Environmental Care Inc. and U.S. Lawns, Calabasas, CA. Donations of products and services were made by: Village Turf Inc., Mount Vernon, VA; Chantilly Turf Farms Inc., Chantilly, VA; Shemin Nurseries,

plied lime and fertilizer, felled a big tree and laid sod at Arlington, a Navy honor guard solemnly escorted the horse-drawn wagon that transported the flag-covered casket of former astronaut Pete Conrad to its final resting place. The cemetery fell silent and LCOs looked skyward as Navy pilots streaked low over Arlington, one peeling his aircraft away from the formation to signify the loss of a fallen comrade.

Elsewhere in Arlington,



**Dave Armitage, Dallas, was one of six Home Team Lawn Care pros working through the heat and humidity at Arlington.**



**Jackie Hague, 16, made a short but moving dedication prior to the start of the project. Seated behind her are PLCAA President Bob Ottley, left, and the Honorable Togo D. West, Jr., Secretary of Veterans Affairs.**

Burtonsville, MD; Pine Hall Brick Co. Inc., Winston-Salem, NC; and Georgia Marble Co., Kennesaw, GA.

The PLCAA pros, using motorized spreaders and tractors with pull-behind spreaders, hustled to complete their assigned tasks so that they wouldn't detract from the solemn events which unfolded around them.

Co-sponsors for this project included: FMC, Novartis, American Cyanamid, Bayer Corp., Dow AgroSciences and AgrEvo. Contributors: Lesco, The Andersons, Jacklin Seed, Riverdale Chemical and Zeneca.

The only hitch of the morning—a well-deserved but very late-arriving lunch.

—Ron Hall