When it comes to preventing the broadleaf and grassy weeds that most often plague your customers' turfgrasses, PRE-M® preemergent herbicide is right on target. Why pay more for other products when, time after time, university trials prove that PRE-M offers you better overall performance combined with unmatched value?

Superior performance made PRE-M the leading* preemergent herbicide. Superior value widens the gap. PRE-M is everything you'd expect from LESCO®, the leading supplier in the professional turf care industry.

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Now there's a rental store that's equipped with the tools and service you can count on. Plus, something else no other rental store has: the Caterpillar name. That means you'll get what you need, when you need it, along with:

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Circle No. 102 on Reader Inquiry Card
features

cover story

22. When disaster strikes, be prepared
Strategies to prepare your operation for weather emergencies. If you don’t have a plan, your operations, customers and employees may be vulnerable in more ways than you think.
BY: ROBERT E. REAVES

32. Business 101: savvy startup strategies
Whether you’re reinventing your business or adding on, getting the money you need isn’t easy. You have to be resourceful, smart and persistent.
BY GEORGE WITTERSCHIEN

design/build center

36. A rose is a rose, or is it?
Just because plant names are similar doesn’t mean they can be substitutes for each other. Sometimes, you have to find the right alternative.
BY DANIEL WEISS

grounds management center

40. City of Chicago

42. Partnering builds Las Vegas projects
Need to fund landscape projects? This UNLV grounds manager found his funding through creative partnerships on and off-campus.
BY DON DALE

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7. On the Record
Is your body Y2K compliant?

8. Events
Who, what and when

13. Green Side Up
Act now for labor for 2000

14. My Way
'I work trade shows to the max,' says Larry Iorii, this month's guest columnist. You'll be surprised how much you can accomplish in just a few days.

16. Hot Topics
Weed Man's U.S. move, Husqvarna & Yazoo/Kees, Dursban alert

47. LM
Reports
Saws that cut down tough jobs

53. Ask the Expert
Easing drought stress and managing juniper scale

54. New Products

57. Supplier News

57. Info Center

62. Grab bag
Choosing the ever-dependable Toyota Tacoma as your fleet vehicle is one of the smartest business decisions you’ll ever make. With the highest standard payload of any truck in its class,* it’s one worker that’ll do just about anything you ask of it. And like you, it plans to be around for the long haul.

*Based on comparison of base 5-speed, regular cab models.
Y2K Partners: Teamed for Success

The Mid-Am Trade Show, where horticultural professionals can find their every need, congratulates the American Nursery & Landscape Association on its 125th anniversary. Mid-Am is proud to partner with ANLA and be the principal benefactor of the ANLA Gala to be held Thursday, January 20, 2000. Call ANLA at 202/789-2900 or Mid-Am at 847/526-2010 for details on how you can participate.

Navy Pier, Chicago • January 19-21, 2000

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Believe it or not, I heard this as a radio advertisement for a weight-loss program, and it made me think how weird this Y2K thing is getting. It seems the more people talk about possible Y2K "events" that might happen, the less they talk about forces that are pretty Y2K resistant: the human body, the dreams and goals that motivate us to succeed and, of course, Mother Nature.

Clearly, each of our bodies has its own personal deadline, but January 1st will come and go for most of us, whether we’re fat or thin.

Our drive to succeed and make something of ourselves has been established as an awesome force, despite any temporary Y2K or other glitches. Healthy organizations with strong leadership should ride out that storm with little disruption.

But it is Nature’s big surprises that have more devastating effects than the Y2K thing. As a professional landscape manager, you should have a handle on your normal weather cycles, but are you prepared for those "once a century" or even "once a decade" events? Do you think they won’t happen?

As David Laskin recently noted in the Wall Street Journal: "Thanks to a confluence of geography, ocean currents and global atmospheric circulation patterns, the United States is blessed and cursed with the greatest variety of extreme weather in the world. Practically every region of the country has its meteorological disaster specialty."

It’s unusual weather events that will wreak the most havoc on your customers, your employees and even your business’ survival — events such as:

- freak snow and ice storms in the deep South;
- floods that linger;
- hurricanes hitting Southern California;
- tornadoes in unusual places, like Salt Lake City;
- prolonged, devastating droughts like the one this year; and
- dangerous blizzards or strings of heavy snowstorms.

Mother Nature won’t stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn’t you have one in place already? Could you function if your office or papers are damaged; your employees are unreachable; your clients or departments all need to be prioritized, then called; and your phone’s ringing with new requests for emergency services? By then, it’s way too late to make a plan.

Find out how several contractors succeeded despite the hands Mother Nature dealt them in our cover story, "When disaster strikes, be prepared," starting on page 22. They managed to keep their customers loyal, perform incredible amounts of work in a short time, keep employees motivated and actually build their businesses at the same time.

Maybe it’s time you review your own emergency plan. It might guarantee the survival of your business far into the future — when Y2K is just a dim memory and that weight-loss center is an empty storefront.

Mother Nature won’t stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn’t you have one in place already? —SG
## October 1999 Events

**WHAT, WHEN & WHERE**

### November
- **1-2** Landscape Best Management Practices Symposium, Part II
  Cal Poly, Pomona, CA; 916/442-7198

- **3-5** Eastern Regional Nurserymen’s Association Expo ’99
  Atlantic City, NJ; 800/376-2463; www.ema.org

- **4-6** Tree Care Industry Expo
  Indianapolis, IN; National Arborist Association, 800/733-2622; www.natarb.com

- **7-9** International Irrigation Expo & Conference
  Orlando, FL; Irrigation Association; 703/573-3551; www.irrigation.org

- **9-10** Desert Green Conference III
  Henderson, NV; 702/223-3130

- **9-11** Penn State Golf Turf Conference
  State College, PA; 814/863-3475; www.paturf.org

- **9-11** New York State Turfgrass Association Conference & Show
  Syracuse, NY; 518/783-1229; www.nysga.org

- **13** Illinois Landscape Contractors Association’s Landscape Equipment Auction

- **13-16** Green Industry Expo

- **18-19** Oregon Landscape Contractors Association Field Day 1999
  Canby, OR; 503/253-9091

- **20** Arizona Landscape Contractors Association Scholarship Golf Tournament
  Phoenix, AZ; 602/258-0126

### December
- **6-8** Ohio Turfgrass Foundation Conference & Show
  Columbus, OH; 614/760-5442

- **7-8** Missouri Valley Turfgrass Association Lawn & Turf Conference & Trade Show
  Columbia, MO; 573/882-2301; LakeLM@missouri.edu

- **7-9** New Jersey Turfgrass Expo
  Atlantic City, NJ; 732/821-7134; www.njturfgrass.org

### January 2000
- **5-7** Minnesota Nursery & Landscape Association Convention & Trade Show
  Lansing, MI; 651/633-4987

- **6** New York State Turfgrass Association Northeast Regional Conference
  Albany, NY; 800/873-8873

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- **ALCA**
  Associated Landscape Contractors of America
  150 Elden Street, Suite 270
  Herndon, VA 20170
  703/736-9666
  www.alca.org

- **ANLA**
  American Nursery & Landscape Association
  1250 I St. NW, Suite 500,
  Washington, DC 20005
  202/789-2900

- **ROTA**
  Independent Turf and Ornamental Distributors Association
  25250 Seelye Road
  Novi, MI 48375
  248/476-5457

- **OTA**
  The Irrigation Association
  8260 Willow Oaks Corporate Dr. Suite 120
  Fairfax, VA 22031-4513
  703/573-3551
  www.irrigation.org

- **NATLARB**
  National Arborist Association
  The Meeting Place Mall, P.O. Box 1094
  Amherst, NH 03031-1094
  603/673-3311
  www.natarb.com

- **OHIO**
  Ohio Turfgrass Foundation
  1100-H Brandywine Blvd., PO Box 3388
  Zanesville, OH 43702-3388
  888/683-3445

- **OPPI**
  The Outdoor Power Equipment Institute
  341 South Patrick St.
  Old Town Alexandria, Va. 22314
  703/549-7600
  opei.mow.org

- **PLMS**
  Professional Grounds Management Society
  120 Cockeysville Rd., Suite 104
  Hunt Valley, MD 21031
  410/584-9754

- **PLCAA**
  Professional Lawn Care Association of America
  1000 Johnson Ferry Rd., NE, Suite C-135
  Marietta, GA 30068-2112
  770/977-5222
  www.plcaa.org

- **RISE**
  Responsible Industry for a Sound Environment
  1156 15th St. NW, Suite 400
  Washington, DC 20005
  202/872-3860
  www.acpa.org/rise

- **STMA**
  Sports Turf Managers Association
  1375 Rolling Hills Loop
  Council Bluffs, IA 51503-8552
  712/366-2669, 800/323-3875
  www.sipm.com/stma

- **TOCA**
  Turf and Ornamental Communicators Association
  P.O. Box 156
  New Prague, MN 56071
  612/758-5811
Families rely on you for lawn care expertise because they know you'll make the right choices. The very best for the turf, and for the people who enjoy it. One way to keep that trust is with Dimension® turf herbicide.

Dimension gives families a lawn they can love. It provides season-long control of crabgrass and over 20 other tough weeds and grasses. It doesn't stain, so you can apply it close to walks, fences and drives. That means no more weed "fringes," because you can use Dimension with confidence right up to the lawn's edge. It's even labeled for use on ornamentals; so you can apply it to lawns and landscapes.

Dimension's low use rates and favorable environmental profile mean less worry. In fact, when you apply Dimension-on-fertilizer formulations, families can re-enter and use the lawn as soon as the dust settles. That could even turn a skeptical neighbor into a future customer.

Dimension offers the widest application window- 6 weeks more than other preemergence products. You'll save money because season-long control means fewer callbacks. And most important, your customers will stay customers, year after year after year...the kind of callback you can live with.

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