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.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases.

Get behind the leading edge.

PRE-M®
The Leading Edge.


Always read and follow label directions.

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Finally.

Comfort.
IS™ independent suspension reduces shock to the chassis, and to the operator.

Traction.
IS™ independent suspension springs increase ground contact by maintaining downward pressure on the drive tires.

Speed.
IS™ independent suspension absorbs the bumps and jolts that slow you down, so you can go faster.

Ferris Industries is the inventor of IS™ — the first independent suspension system for the riding mower (patent pending). Look for it exclusively on Ferris mowers.

www.independentsuspension.com
features

**26. Hot New Products 2000**
Want to save time? Money? Labor? This year's hottest new products may do this and more. We show some of the best new introductions targeted for our industry.

*By: LM's Staff*

**34. A mountain of a task**
John Van Etten's job is to keep the grounds beautiful at Mohonk Mountain Resort, but the deer don't care.

*By: James E. Guyette*

**38. Controls get 'smart'**
Regulations and high costs are forcing many irrigators to use water more efficiently. One solution? Take advantage of 'smart' controllers.

*By: Tom Mentzer*

**42. Demo that mower first**
Mowing managers say that price is important, but not as important as durability, serviceability and dealer support.

*By: David Walker*

**46. New mowers for 2000**
Check out this year's most exciting new designs.

*By: LM's Staff*
7. On the Record
Where's your hill of 'beenz?'
By: Sue Gibson

10. Events
Who, what and when

13. Green Side Up
One locker remains empty
By: Ron Hall

14. My Way
Make 'Our Gang' work for you
By: Bill Hoopes

16. Let’s Hear It
Antifreeze vs. aerators, this one’s a keeper

19. Industry Almanac
Ordering direct, mergers continue, consultants’ consortium

54. What’s new with hydroseeding?
Will this method improve your operations? New technology is making this process more useful.
By Al Schrand

58. LM Reports: Size really does count
Check the best new trenchers and mini-excavators

62. Ask the Expert
Messy tree fruit, quackgrass attack, mysterious maple spotting

64. New Products

76. Cleanup crew
Any way the wind blows.

NEW, NO-DUST, LOWER-ODOR Orthene® Turf, Tree & Ornamental Spray 97 blows away any other turf insecticide.

New ORTHENE 97 controls more than 40 pests (far more than Chipco® Choice™).
ORTHENE 97 controls through both contact and local systemic activity (more than Talstar®). So ORTHENE 97 is one of the most COST-EFFECTIVE turf insecticides you can buy.

Best of all, its patented 97 PERCENT PELLET delivers genuine ORTHENE performance in a smooth-flowing formulation that improves handling convenience and measuring accuracy while it reduces odor and virtually eliminates dust.

Find out about new ORTHENE 97 from your distributor or through the Valent web site at www.valent.com.
NO MORE FOUR O'CLOCK SHUFFLE. NO HEAT-STROKE STAGGER.

INTRODUCING

A NEW WAY OF WALKING.

The all-new Hustler™ Hydro WalkBehind will give your operators every ergonomic advantage. It will keep them comfortable and productive longer than any other walk-behind mower. It will make your operation more productive and more profitable.

The Hustler Hydro WalkBehind will cut more grass, in less time, with less effort. Long term, it will cut more grass, over more mowing seasons, with less maintenance. It was built to finish first. And last.

Instant, on-demand, variable speed control, forward and reverse.

Sealed bearings, guaranteed for life.

Heaviest deck spindle on any walk-behind.

Oversized, pneumatic front caster wheels, the largest in the industry.

A deck 33% stronger than any competitor's.

18"x8.00" turf-tread drive tires, the largest on any walk-behind anywhere, for a smoother ride, better flotation, and reduced psi.

Hustler's patented H-Bar® steering means no cramped forearms, no more numbed fingers. No speed levers to frustrate productivity. Just twist the H-Bar, and go. True zero-degree, counter-rotational turning.

No numbness. No cramping. No more blisters.

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Out Hustle all the rest™

1-800-395-4757
EXCEL INDUSTRIES, INC.  HESSTON, KS 67062  www.excelhustler.com

Circle No. 104 on Reader Inquiry Card
Where's your hill of 'beenz'?

Is it me or do many advertisements promote "Something.com?" Suddenly, everyone's a day trader or buying their cars on the Net, not down at "Honest John's" lot.

Let's face it, the Web is shaking things up like nothing has since the evolution of television, and probably more so. It's forcing us to rethink how we buy and sell goods and services, even in the landscape industry.

For instance, have you heard of "beenz?" Beenz.com is a new form of e-money that works like frequent flier miles. You visit a site, receive a "hill of beenz" for your purchase and use your 'beenz' for goods and services at participating Web sites. Soon, you will be able to use your 'beenz' at traditional retail stores. Is this something you might be able to use to benefit your landscape operation? I bet you can.

Remember how valuable stock brokers were just a few years ago? They were indispensible for making our stock trades — but now? We've bypassed the need for a middleman to execute the trades and are fast outgrowing the need for their firms' research. Most e-trading sites offer us the same resources those firms use.

Think about how the Internet is reshaping the way we buy cars. We don't have to haggle with the dealer anymore. We can order online, then breeze into the dealership to sign the final papers. We're ordering direct from the manufacturer.

Whole lotta shakin' going on
So how will the Internet affect our industry? While many dramatic changes have taken place in retailing or manufacturing, the service side is still foggy. Obviously, landscapes will always require the physical presence of people to do the work, and as the economy continues to roll, that bodes well for you.

But what can you offer on the Web besides customer education, streamlined ordering or service announcements? What will your suppliers offer that will benefit you?

If you want to be competitive when the real millennium rolls around, start thinking now about how to redefine your model of customer service using the Web. It's already changing your role as an equipment buyer — you can now order equipment direct from some manufacturers (see Industry Almanac). Expect to see more of that as the distribution chain evolves.

Will you use it to educate not just your customers, but your suppliers and employees? Will they use it to educate you, order service to fit their schedules or build new partnerships?

Some of you are already expanding markets with the Internet, using it for public service, lobbying and creative networking.

Some of you already use the Web to get new business, make consultations, save time and money, and keep your employees loyal. And you'll discover how instant online monitoring will benefit your customers.

Amazingly, there are already $2.5 million worth of 'beenz' in our Internet economy, according to the Wall Street Journal. Watch for new models like this to sprout up in our industry. They may not change things right away, but I bet they'll change things radically, and soon. — SG

"Watch for new models like this to sprout up in our industry. They may not change things right away, but I bet they'll change things radically..." — SG
Preventive or curative? Why not both?

MACH 2® is the only turf insecticide that gives you the power to prevent or cure grub infestation. Apply mid-May to prevent grubs all season long. Or apply immediately after egg hatch and grubs up to the second instar stop feeding within hours after ingestion, and die shortly after.

Plus, the innovative new chemistry behind MACH 2 Turf Insecticide requires no immediate irrigation, is virtually odorless and offers a favorable environmental profile.

So, when it comes to MACH 2®, the best of both worlds is clearly an understatement.

For more information, call 1-888-764-6432 ext. R2551, or visit our website at www.mach-2.com
January 2000

12-20 Michigan Turfgrass Conference / Lansing, MI; 517/321-1660; michiganturfgrass.org

18-20 Midwest Turf Expo Indianapolis; Sponsored by Midwest Regional Turf Foundation; 765/494-8039

18-20 Mid-America Green Industry Convention / Kansas City, MO; 816/561-5323

19-26 Professional Parks Maintenance / New Brunswick, NJ; Cook College Office of Continuing Professional Education; 732/932/9271

19-21 Mid-Am Horticultural Trade Show / Chicago; 847/526-2010; www.midam.org

19-23 Interior Landscape Conference / Ft. Lauderdale, FL; Sponsored by the Associated Landscape Contractors of America; 800/395-2522; www.alca.org

20 American Nursery & Landscape Association's 125th Anniversary Gala Dinner / Chicago; 202/789-2900; www.anla.org

20-22 WinterGreen 2000 / Atlanta; Sponsored by the Georgia Green Industry Association; 706/632-0100.

24-26 Central Environmental Nursery Trade Show (CENTS) 2000 / Columbus, OH; Sponsored by Ohio Nursery & Landscape Association; 614/899-1195

24-28 Professional Horticultural Conference of Virginia / Virginia Beach, VA; 757/523-4734; www.phcv.org

25-27 Virginia Turf & Landscape Conference & Trade Show / Richmond, VA; Sponsored by Virginia Turfgrass Council; 540/942-8873

27 Northeastern PA Turf School & Trade Show / Wilkes-Barre, PA; 814/863-3475; www.paturf.org

28 New England Grows / Boston; Sponsored by Associated Landscape Contractors of Massachusetts, Massachusetts Arborist Association, Massachusetts Nursery and Landscape Association and New England Nursery Association; 202/789-5980, ext. 3006.

28 Gulf States Hort Expo / Mobile, AL; 202/789-5980, ext. 3006

February

24-26 Illinois Landscape Contractors Association / Effective Selling Seminar / Willowbrook, IL; 630/472-2851

3-5 PLCAA Management Conference / Tampa, FL; 800/458-3466

3-6 ANLA 2000 Management Clinic: Spring Training for Your Mind! / Louisville, KY; 202/789-2900; www.anla.org

6-8 ALCA Executive Forum / Las Vegas, NV; 800/395-2522; www.alca.org

12-15 New England Grows / Boston; Sponsored by Associated Landscape Contractors of Massachusetts, Massachusetts Arborist Association, Massachusetts Nursery and Landscape Association and New England Nursery Association; 202/789-5980, ext. 3006.

12-15 Northwest Turf & Landscape Conference / Vancouver, WA; 360/783-3757; www.watasc.org

12-15 Gulf States Hort Expo / Mobile, AL; 202/789-5980, ext. 3006

13-15 Mid-Western Turfgrass Conference / Des Moines, IA; 515/239-3061; www.mwtc.org

15-16 ALCA Executive Forum / Las Vegas, NV; 800/395-2522; www.alca.org

17-19 Illinois Landscape Contractors Association / Effective Selling Seminar / Willowbrook, IL; 630/472-2851

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