But no one has to know how easy ...

Sure, you had to cut around a lot of obstacles, but you did it in record time! And if the customer's turf looks better than ever? You did it all on a Grasshopper, and it's never been easier. The secret is in the equipment.

No one has to know how easy mowing is with Grasshopper's front-mounted deck, where you have the visibility to trim and mow. Or the advantages of HydraSmooth™ steering that eliminate all footwork. By all means keep mum about how you stay comfortably in control with the Ultimate Operator Station. You complete your job ahead of schedule and still feel renewed for the rest of the day.

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You can't even break a sweat with maintenance so accessible and easy. So keep these secrets low-profile — much like the terrain-hugging Grasshopper design — and let your quality of work speak for itself.

Give us a call or visit our website for details on Grasshopper's complete line of true zero-turn (True ZT) mowers and large capacity leaf/grass collection systems.

Ask for our free video on the Quick Converter Implement System, which transforms your air-cooled or liquid-cooled Grasshopper True ZT power unit into a compact turf renovation and snow removal system.

It's easy to finance or lease a Grasshopper! Ask for details.
A Cut Above the Rest.

Outstanding power. Great reach. Superior balance. Three reasons why Echo hedge clippers are the professional’s choice. And that’s just the beginning. Echo hedge clippers have a commercial grade gear case and cutters for the heaviest applications. Vibration-reducing engine mounts and handles deliver greater operator comfort. And a throttle lock-out helps prevent accidental blade engagement, for added safety. Echo hedge clippers are tough and reliable, delivering maximum performance – every hard-working day.

The longest running, hardest working, most powerful outdoor power equipment in the landscaping business!

For more information, call 1-800-432-ECHO (3246) or visit us at www.echo-usa.com.
Langley retires after 34 years with RISE
VISTA, CA — After 34 years of service, Fred Langley, Manager of State and Government Relations for RISE, will retire Aug. 31. Frank Gasperini, formerly of Vopak (Van Waters & Rogers), will take over as a consultant July 1, then as a full-time staff member Sept. 1 (the start of RISE’s fiscal year).

Woods Equipment reports sales drop
ROCKFORD, IL — Woods Equipment Company reported that first quarter net sales were down 19.5% compared to last year. Woods said the drop in sales was due to unfavorable weather conditions, increased competition on selected construction attachments, a slowing of the general economy, the realignment of sales territories and changes in internal management responsibilities.

Vermeer, Sherrill sign deal
PELLA, IA — Sherrill, Inc., a supplier of arborist equipment, entered into an exclusive alliance with Vermeer Manufacturing Co. to jointly distribute environmental materials through the Vermeer worldwide dealerships.

Win a truck at Expo
LOUISVILLE, KY — Attend the International Lawn, Garden & Power Equipment Expo July 20-22 and you could win $25,000 toward the purchase of a truck in the Trucks of the Industry Give-away. Admission is free to those who register before July 16. For info call Sellers Expositions, 800/558-8767.

More deals for Deere
President says latest acquisitions are “customer-based”

BY JASON STAHL
CLEVELAND — When Deere & Company acquired Great Dane Power Equipment Company in December of last year, the deal made sense to Green Industry insiders. Deere was obviously trying to strengthen its footing in the commercial mower segment.

The company’s latest acquisitions, however, have made everyone scratch their heads.

The acquisitions themselves were not such a mystery, at least to those who knew of Deere’s ambitious “6 by 6” goal, or $6 billion in revenues by the year 2006. Acquisitions, as the Green Industry saw last year, are one of the fastest ways to grow a business. But it was the kind of businesses that Deere acquired that confused people.

First, it was McGinnis Farms Inc., Alpharetta, GA, a full-line supplier of nursery stock, landscape supplies and irrigation products. Then, it was Richton International and its irrigation equipment business, Century Supply Corp., which it intends to combine with McGinnis Farms under the name John Deere Landscapes.

The question people are asking now is, “What does John Deere know about the irrigation and nursery business?” The answer is not much, and that’s why these particular acquisitions were so perfect, says John Deere Landscape President Dave Werning.

“With the existing consumer-only business, the areas we’re entering are part of the Green Industry, and that’s the industry we’re in.”

— Dave Werning, President of John Deere Landscapes

And even though these businesses are not ones that Deere had been involved with previously, Werning feels there is a connection. “With the existing consumer-only business, the areas we’re getting into are part of the Green Industry, and that’s the industry we’re in,” he says. “We have been serving some of the same customers that nursery and irrigation businesses have been serving, so I guess the connection point is customer-based.”

Future acquisitions?
John Deere’s latest buying spree has caused much speculation among industry insiders as to which company it will buy next. TruGreen LandCare has been mentioned, but analysts say it’s not likely because Deere would then be competing for contracts against the very contractors who buy their products. Rain Bird and Hunter have also been listed as possible future acquisitions for Deere.
CLEVELAND — The American Society of Irrigation Consultants (ASIC) has selected Landscape Management as the professional organization’s “Official Publication” for the landscape industry.

According to Landscape Management’s associate publisher/executive editor Sue Gibson, ASIC will work in partnership with Landscape Management and its sister publications, Golfdom and Athletic Turf, to “ensure that we offer landscape professionals and other readers the finest possible coverage” of irrigation issues. “Effective irrigation design and performance is probably one of the major critical issues faced by landscape professionals in this country,” said Gibson. “We’re thrilled that we now have the expertise of ASIC’s membership on our side.”

ASIC president Brian Vinchesi said the relationship will “allow us to reach out to landscape, lawn care and grounds professionals and others and build an appreciation for the critical role that professional irrigation consultants play in the success of their projects.”

To learn more about ASIC or find a consultant in your area, visit www.asic.org.

From firefighting to landscaping, agricultural to industrial, in over 80 countries, we build tools rugged, reliable and powerful. The sort professionals count on to work as hard as they do... every day. True commercial tools.

Our tools are built tough and they’re built well. They’re crafted with an attention to detail and a focus on value. Real value. Not the kind that means cheap. But the kind that means more power, more productivity, less downtime, less lost time.

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We know there is a lot of so-called commercial equipment out there. But don’t be fooled by heavy-duty names and tough talk. You be the judge. Look us over, pick us up, try us out. Compare. Be convinced. Maruyama.
Sprouts acquires TNT Enterprises

NAPERVILLE, IL — Sprouts Landscape, Inc. acquired TNT Enterprises, Wheaton, IL, and changed its name to Great Impressions, Inc. Last September, Sprouts acquired Planters Pride, Wheaton, IL. Sprouts plans to hit $1.5 million in revenues in 2001.

DIG acquires LEIT product line

VISTA, CA — DIG Corp. purchased the LEIT product line from ALTEC Irrigation, Inc. The purchase makes DIG the largest provider of alternative power controllers in the irrigation industry.

Riverdale relocates headquarters

BURR RIDGE, IL — Riverdale, a subsidiary of international chemical company Nufarm, relocated its corporate headquarters from Glenwood, IL to Burr Ridge, IL and invested $5 million in upgrades to its Chicago Heights, IL manufacturing plant.

The J.R. Simplot Company named Don Johnson vice president and general manager of the fertilizer division of its Turf & Horticulture Group.

Seed Research of Oregon added Bryan Muntz to its sales staff. He will focus his efforts on the West Coast and the Plains states from Kansas north to Canada.

Environmental Industries placed Kenneth Hutcheson into the leadership role at U.S. Lawns, its franchise division.

The RBI Companies appointed Chris Graeber vice president of landscape construction.

Bayer Corp. named Michael Daly turf and ornamental brand manager, Cathy Fuhrman commercial market manager and Jennifer Remsberg residential market manager. Field sales representative Jeff Vannoy has become a Home Health Brand representative, and Steve Ehart changed from market manager to brand manager for all Bayer pest management products. Communications manager Renee Holmes was appointed Accolades program director, a position formerly held by Neil Cleveland, who is now the Eastern Area sales manager.

The Professional Lawn Care Association of America welcomed the return of Heath Moore to his new role as sales and marketing manager of the Green Industry Expo. Moore had been PLCAA’s membership and education manager for five years.

Signature Control Systems named Paul Latshaw director of agro-nomics.

Rain Bird promoted Ken Mills to vice president of its Turf Division, Janet Reilly to vice president of its Contractor Division and Karl Altergott to director of its Commercial Division.

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Featuring Chaser® Ultra, the newest member of the latest generation of three-way herbicides

- A family of superior cool or warm season performers that control broadleaf weeds such as dandelion, clover, chickweed, plantain, oxalis and spurge
- Chaser® Ultra, made from the amines of Clopyralid, MCPA and Dichloroprop-p, is also effective on a broad spectrum of other weeds that are much harder to control such as ground ivy and Canada thistle
- Chaser® Ultra is not made with 2,4-D and because it does not contain Dicamba, it's better for use around shallow-rooted ornamental plants and trees
- Chaser and Chaser 2 Amine are economical Triclopyr and 2,4-D formulations with excellent turf safety and superior control of hard-to-kill weeds
- Use Chaser in cooler weather such as the spring and fall and Chaser 2 Amine when days are warmer for year-round control

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UHS brand fertilizers are designed to meet the demanding agronomic needs of any turf professional. These products are built to perform best according to the local needs of the geographies we serve.

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Our premium offering is found in the UHS Signature Brand Fertilizer “green line” bag. These products feature the best nutrient sources available and are manufactured with an uncompromising eye to consistency and performance. The green bag guarantees ultimate nutritional benefits and turf quality for your fertilizer program.

Check with your local UHS representative for more details on our complete line of outstanding fertilizer products.

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Turf managers in cooler climates will be interested in a new tufted hairgrass dense shade and tolerates traffic, according to Turf-Seed, Inc., Hubbard, OR. Consider it for use in areas where shade is a problem, including recreation ball fields.

A second new variety from Turf-Seed, Inc., also shows promise for use in parks. Marketed as Shade Champ, you can use this variety of combgrass (Cynosurus cristatus) with tall and/or fine fescues in shade blends. This is the first “turf-type” of combgrass and has exhibited excellent shade and wear tolerance, says Crystal Fricker, president Pure Seed Testing.

Better in the shade
Turf managers in cooler climates will be interested in a new tufted hairgrass (Deschampsia caespitosa) available this fall. The grass, Shade Champ, performs well in lawns and commercial properties. The grass has shown heat tolerance, low water use and good insect and disease resistance, and it stays green winter and summer.

“Only extraordinary circumstances would make it temporarily lose color, prolonged drought or a sudden hard freeze at a time when the grass is actively growing,” says Read.

Stan Gardner, Gardner Turfgrass, Inc., says that limited quantities of certified sod is available in Texas, New Mexico and Arizona.

For year-round traffic
Pacific Earth Resources, Patterson, CA, is touting the performance of its improved PennBlue SportsTurf to turf managers whose cool-season turf, and particularly sports fields, that get used almost year-round. This select blend of 80% perennial ryegrass and 20% Kentucky bluegrass stays green all year and can take a lot of traffic.

“At certain times through the year, following up with a good overseeding program will continue to keep the grass healthy and durable,” says Ray Freitas of Pacific Earth Resources.

Seashore paspalum is ready
For warmer climates, West Coast Turf, Palm Desert, CA, says that Sealsle seashore paspalum is particularly well suited for fine-turf areas, like commercial properties, home lawns or sports fields that suffer drought or have restrictions on freshwater use. Seashore paspalum thrives on reclaimed water, recycled wastewater and even saltwater. The company claims the grass is attractive with a dark green, fine blades and requires less water and fertilizer than other warm-season grasses.

Turfseed movers & shakers
Hiromi Yanagisawa was promoted to vice president and general manager of J.R. Simplot Co. Turf & Horticulture Group’s International division. He joined Jacklin Seed in 1983, and managed Jacklin Seed during the transition period following Doyle Jacklin’s retirement in May 2000.

Also, Glenn Jacklin will now oversee the company’s plants in Post Falls and Nezperce, ID, and Pasco, WA.

Pennington Seed, Inc., Madison, GA, announced that it has joined with Golf Ventures this spring to distribute turfgrass and ornamental grass seed in Florida. Golf Ventures is a family of turfgrass pros that offer a full line of turf products and contract services.

Patten Seed Company, Lakeland, GA, named Joe O’Donnell as vice president of Georgia Super Sod Outlets. He most recently served as general manager of Sunbelt Seeds. He will be based in Atlanta, GA.

Landmark Seed Company, Albany, OR, hired John Brader to strengthen its presence in the eastern states. Brader was most recently the general manager of Loft’s in Maryland, a division of Pennington Seeds.

ProSource One named Jay McCord as its Turf Seed Development manager and Jeff Schmalz as its sales rep for eastern Pennsylvania, Philadelphia and New Jersey.

Info Center
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Get your fire ant training... by picking up Maxforce Professional Insect Control's new fire ant training video, available to professionals free with the purchase of Maxforce Fire Ant Killer Granular Bait. Professionals can receive the video directly from authorized Maxforce distributors, or by faxing proof of purchase (distributor invoice) with a return mailing address to B&W Sales and Marketing at 770/985-8273.

Find woody landscape plants... on PlantAmerica's new CD-ROM called, “The Interactive Manual of Woody Landscape Plants.” On it you’ll find 2,000 plant images, 10,000 woody plants data on 350 genera, 1,100 line drawings, zone map, glossary, 30 years of research, 72 search criteria and a help section. To purchase the CD-ROM call 888/752-6823 or visit www.plan-tamerica.com.

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It's amazing what can be built when you start with the right foundation.
We've found dirt, rock and grass are the best ones for great equipment. (Not abstract ideas
or academic research alone.)
We look at what jobs need to be done. Take field trips. See the problems and imagine solutions.
After the prototypes are made, every machine is operated for thousands of hours of tests in the
most punishing environments. And goes through even tougher tests: Customer feedback sessions.
All before they wear the name John Deere.
(Computer-aided design is used and the latest in manufacturing techniques. But what leads to
the most patents is simply meeting a natural need.)

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