



IT'S ONLY HUMAN NATURE TO WANT THE BEST OF BOTH WORLDS.

The conventional wisdom on grub control is shifting from a curative to a preventive approach. Fortunately, MACH 2® Turf Insecticide offers effective preventive grub control with a powerful curative component as well.

Apply MACH 2 once before egg-hatch to prevent grubs all season long. Or apply shortly after egg-hatch to cure grubs up through the second instar. Make the choice that suits your schedule and resource availability.

And don't worry about watering MACH 2 in immediately. Unlike other products that degrade on the surface in a single day, MACH 2 can wait 2 weeks or more for your customers—or

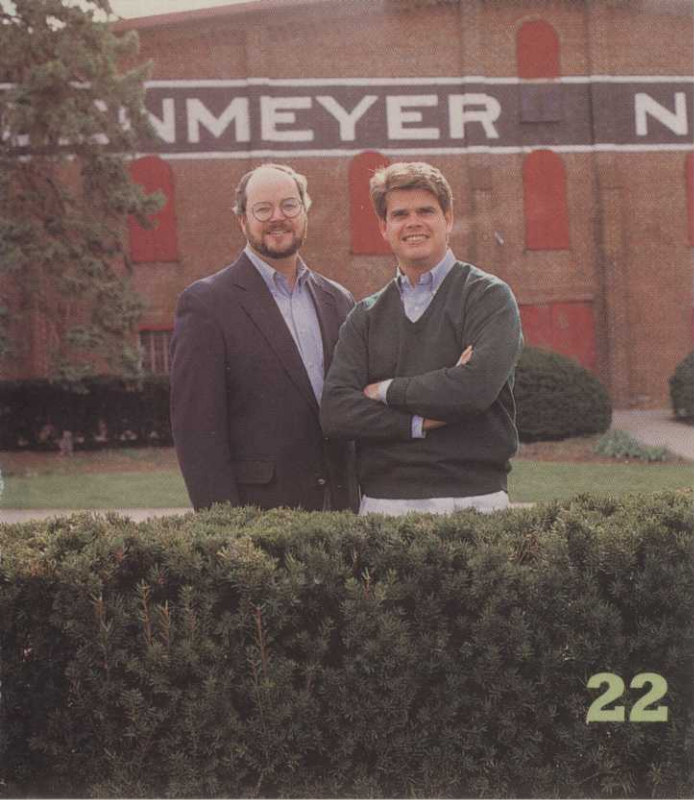
mother nature—to water it in without sacrificing effectiveness.

Prevent or cure. Unmatched irrigation flexibility. Effective control with an award-winning environmental profile. Only MACH 2 truly gives you the best of all possible worlds.

For more information, call 1-888-764-6432 ext. R3107, or visit our website at www.mach-2.com.


Turf Insecticide

**IT'S ALL YOU NEED
TO PREVENT OR CURE.**



22

Landscape MANAGEMENT

JUNE 2001 / #6 / VOLUME 40

features

cover story

22. Weather any economic storm

Whether this year's economy soars or slumps, be prepared to profit

BY GEORGE WITTERSCHEIN

33. Make lawn maintenance low maintenance

Common sense tips for selecting and siting trees/plants for affordable long-term beauty and care

BY RALPH NICOLOSI



33

tools of the trade

44. Hardline on hardscape

Three landscape company managers talk about the risks and rewards of installing hardscaping

47. All natural

Manufacturers tell of the increasing demand for natural-looking hardscape products

50. Hardscape products



42

grounds management center

42. Award-winning landscape management

Cutting grass in the country music capital at BNA Corporate Center

COVER IMAGE: COURTESY EPIC OF WISCONSIN AND SCAG. SPECIAL THANKS TO JOSEPH ROGGE. THANKS ALSO TO BRUCE AT WEST BEND COUNTRY CLUB, FOR THE TORRENTIAL DOWNPOUR AND OTHER BAD WEATHER EFFECTS — (NICE TOUCH) AND TO STEVE NOLAN IN ADVANSTAR'S DIGITAL EDITING DEPARTMENT.

Editorial staff

Associate Publisher / Executive Editor	SUE GIBSON / 440/891-2729 / sgibson@advanstar.com
Senior Editor	RON HALL / 440/891-2636 / rhall@advanstar.com
Managing Editor	JASON STAHL / 440/891-2623 / jstahl@advanstar.com
On-Line Content Editor	LYNNE BRAKEMAN / 440/891-2869 / lbrakeman@advanstar.com
Senior Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	JEFFREY LANDIS / 440/891-2702 / jlandis@advanstar.com

Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Smallwood Design Group / Smallwood Landscape / Naples, FL
BILL HOOPES	Scotts Lawn Service / Marysville, OH
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
SAMPURAN KHALSA	Nanak's Landscaping Inc. / Longwood, FL
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DAVID SNODGRASS	Dennis' 7 Dees Landscaping, Inc. / Portland, OR
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ

Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / jpayne@advanstar.com
Admin. Coordinator	NICOLE CAPRARA / 440/891-2734
Production Manager	JILL HOOD / 218/723-9129
Production Director	ROSY BRADLEY / 218/723-9720
Circulation Manager	DARRYL ARQUITTE / 218/723-9422
Green Book Coordinator	MARY MOBLEY / 218/723-9127

Advertising staff

Group Sales Director / Western Account Executive	TOM GALLIGAN / 262/653-9523 Fax: 262/653-9524 3901 52nd Ave., Kenosha, WI 53144-1830 tgalligan@advanstar.com
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Eastern Account Executive	HEATHER M. FOX / 407/971-2330 Fax: 407/971-2965 hfox@advanstar.com
Midwest Account Executive	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 kstoltman@advanstar.com
Account Executive	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 mharris@advanstar.com
Classified Showcase / Account Executive	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 lzola@advanstar.com
Directory Sales	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 mharris@advanstar.com

Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
TAMARA PHILLIPS	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 Fax: 218/723-9779 lillo@advanstar.com For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman
DAVID W. MONTGOMERY	VP/Finance, CFO and Secretary
WILLIAM J. COOKE, ALEXANDER S. DEBARR JEAN-MARC LEVEY DANIEL M. PHILLIPS	Executive Vice Presidents
ERIC I. LISMAN	Vice President & General Counsel
ADELE D. HARTWICK	Vice President-Controller & Treasurer

departments

columns, news & more

4. Events

Who, what and when

7. On the Record

Have a Plan B, just in case

BY SUE GIBSON

9. Green Side Up

A tale of two ponds

BY RON HALL

12. My Way

Come over to my place

BY LARRY IORII

15. Industry Almanac

Business is hot, Scotts expands westward

tech center

38. Managing diseases: Part 2

Know how contact and systemic products differ, and use them effectively

BY HENRY WILKINSON, PH.D.

52. LM Reports: Tractors & loaders

BY CURT HARLER

57. Ask the Expert

Satin moths, dying spruces, weed management

BY BAL RAO, PH.D.

60. Products ▶



ending notes

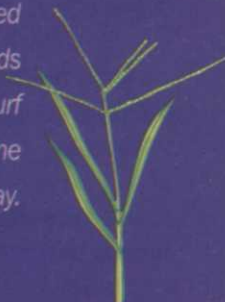
64. Cleanup Crew



**THERE'S NO
RANGE OF CONTROL LIKE
THE DRIVE® RANGE:
CRABGRASS
FOXTAIL
TORPEDOGRASS
DOLLARWEED
SPEEDWELL
CLOVER
DANDELION
BINDWEED
SIGNALGRASS**

Drive is a registered trademark of BASF. © 2001, BASF Corporation. All rights reserved.

Drive® 75 DF postemergent herbicide is the shortest distance between broadleaf and grassy weed control. From crabgrass and foxtail to clover and dandelion, **Drive** eliminates troublesome weeds in a variety of turf species. In fact, you can even seed or overseed many varieties of turf immediately after application. And **Drive** keeps weeds under control for 30 to 45 days, in some cases for more than 3 months, with a single application. So join the **Drive** for turf protection today. Call 1-800-545-9525 or visit www.turfacts.com. Always read and follow label directions.



DRIVE®
75 DF HERBICIDE

Closing the distance between grassy and broadleaf weed control.

BASF

events

WHAT, WHEN & WHERE

June

21-23 OPEI Annual Meeting

Ponte Vedra, FL; 512/442-1788

26-27 1st Annual Pennsylvania Snow Removal Conference / Reading, PA;

717/238-1673

28 Scouting for Pests and Problems of Woody Ornamentals in the Landscape / Amherst, MA;

Sponsored by Umass Extension; 413/545-0895

July

10 University of Missouri-Columbia Turfgrass Field Day

Columbia, MO; 573-442-4893

12-15 ANLA Convention & Executive Learning Retreat / Cleveland, OH; 202/789-5980x3010

14 MFPA Tree Identification Workshop / Lansing, MI; 517/482-5530

15-17 Texas Turfgrass Summer Institute / Austin, TX; 979/690-2201

16-17 PLCAA's Legislative Day on the Hill & Arlington Renewal Project / Washington, DC; 800/458-3466;

18-22 Turfgrass Producers International Summer Convention and Field Day / Toronto, Canada; 800/405-8873

20-22 EXPO 2001 / Louisville, KY; 800/558-8767

24-27 California Association of Nurserymen 91st Annual Meeting / Monterey, CA; 800/748-6214

31 Midwest Regional Turf Field Day / West Lafayette, IN; 765/494-8039

August

3-5 Southern Nursery Association 2001 / Atlanta, GA; 770/953-3311

4-8 Soil and Water Conservation Society Annual Meeting / Myrtle Beach, SC; 515/289-2331

14-23 International Growers' Tour / Germany/Denmark; www.anla.org

15-19 ANLA Landscape Operations Tour / Dallas, TX; www.anla.org

17-19 ALCA Design/Build Workshop / Atlanta, GA; 800/395-2522

19-25 International Garden Centre Tour / NY/Baltimore; 202/789-5980, ext. 3010

21 Cornell University Field Day / Ithaca, NY; 800/873-8873

Landscape MANAGEMENT

VISIT US ON THE WEB AT: www.landscapemanagement.net

Proud supporter of these green industry professional organizations:



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



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



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



American Society of Irrigation Consultants
P.O. Box 426
Byron, CA 94514-0426
925/516-1124



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



National Arborist Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
603-314-5380
www.natlarb.com



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



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



Professional Grounds Management Society
720 Light Street
Baltimore, MD 21230
410/752-3318



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



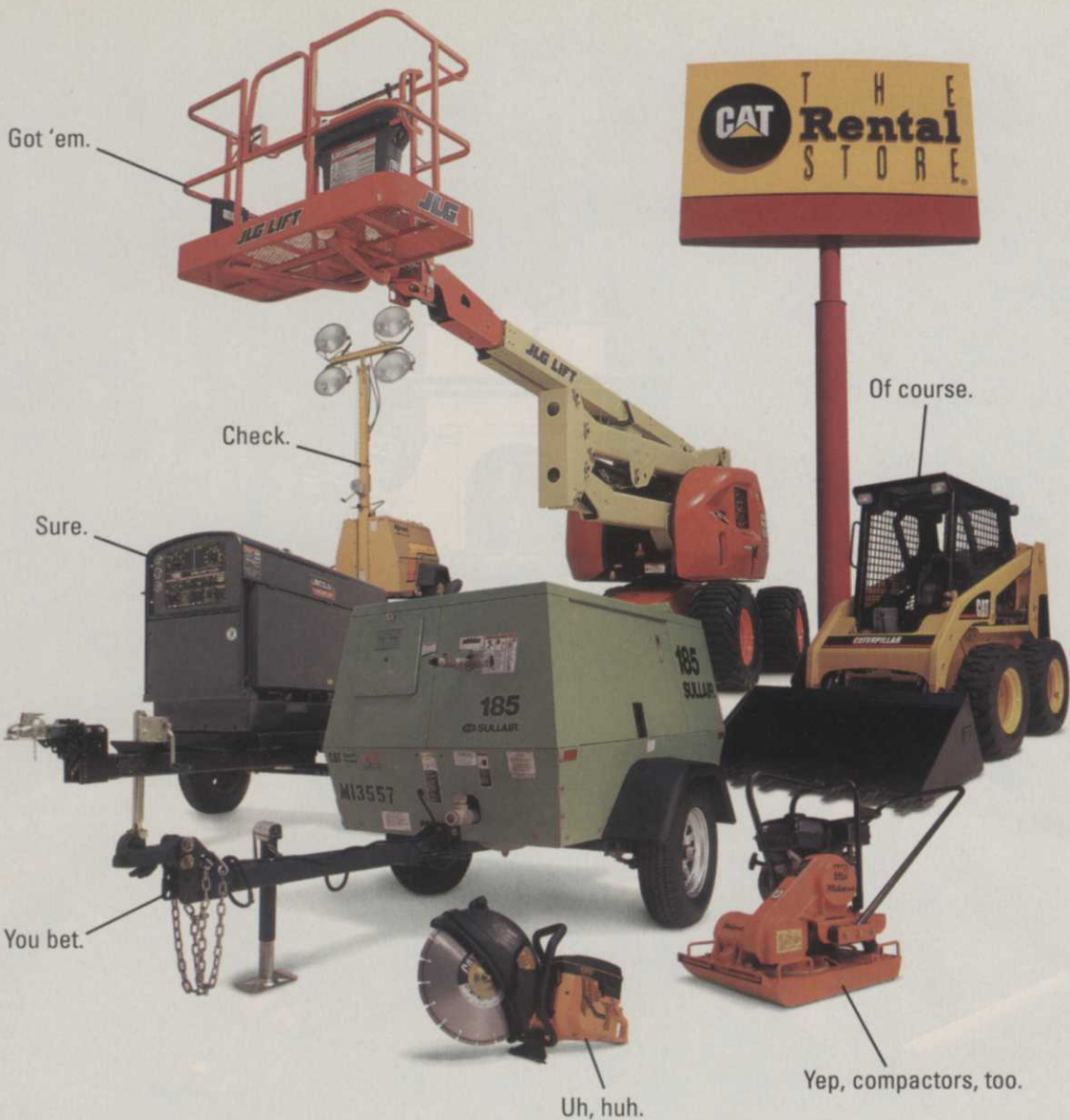
Responsible Industry for a Sound Environment
1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.acpa.org/riose



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



Turf and Ornamental Communicators Association
P.O. Box 156
New Prague, MN 56071
612/758-5811




YES. WE RENT MORE THAN CAT® MACHINES.

Reliable equipment. Fast service. Knowledgeable people.
For a store near you, call 1-800-RENT-CAT.

www.thecatalrentalstore.com
©2001 Caterpillar

Circle No. 105 on Reader Inquiry Card





Landscape architecture by Toscanini.
Ornamentals by Monrovia.

Turf by Confront.

To create a landscaping masterpiece, you need the best of everything. Like Confront[®] herbicide, from Dow AgroSciences. Confront provides spectacular control of dandelion, clover, chickweed and other tough broadleaf species for up to 12 weeks. So your turf is as beautiful as possible. your customers, as happy as possible.

Confront.  Dow AgroSciences

When only the best will do.

Confront[®]
Specialty Herbicide

www.dowagro.com/turf 1-800-255-3726 Always read and follow label directions. *Trademark of Dow AgroSciences LLC

Have a Plan B, just in case

Every time I hear a news story on the stock market, I think about sheep and how mindlessly they stampede together. We see this same effect when stockholders buy and sell in great waves generated by the slightest event. Often, these buying-selling waves make no sense at all, but thousands of people participate. It's one of those mysterious things driving our economy.

Economists are the opposite of sheep. It seems each one has his or her theory of impending boom or disaster, and a full set of reasons why they're right. Some predict our troubles are over, others say the economy will continue to wobble, and still more wonder if things will really tank later this year.

Why the confusion? The "leading economic indicators" economists use to measure the economy's performance are giving us mixed signals every month. And because economists use models based on past markets to make their forecasts, they don't have a clear picture of how this market will act. Their crystal balls are all fogged up.

I'm not comfortable accepting anyone's prediction yet, and neither should you be.

Like many of your peers interviewed in our news story on page 15, you may be having a strong year, with plenty of work, advance orders and customer renewals. "What recession?" you ask. Or maybe you're only feeling a slight pinch from higher prices and only sense a slowing momentum. How are you to plan?

Because the jury's still out, I hope you have a Plan B in mind. You can't control the forces moving this economy on a national or local scale, but you can be prepared. Here's how to recession-proof your organization:

1. Develop a clear vision of your services, your cus-

tomers and your goals. That's your business plan. If you're an in-house operation, define the value you provide, in case you have to defend your budget someday.

2. Target your weak spots (having only a few big customers, not being profitable enough, having too many competitors, struggling with weak cash flow, etc.). Then, plan immediate steps to rectify them and strengthen your market position. This may lead you to some new ways to stand out from your competition, add or delete services, or reorganize your operations.

3. Picture an actual recession, losing key customers or having your own costs skyrocket. Make it a worst-case scenario. How will you weather that storm? Then you can prepare a specific, targeted defensive plan, before you need one. You might get some ideas from our cover story on page 22.

This industry may feel the downturns last, but by looking at your operation now, you have the time to make it stronger, just in case.

Contact Sue at 440/891-2729
or e-mail at
sgibson@advanstar.com



Economists don't have a clear picture of how this market will act. Their crystal balls are all fogged up.

Think Tough.



John Orth
Assembly Supervisor
Ferris Industries

Commercial mowers take a beating equal to that of battlefield tanks. And nobody builds mowers that take a beating better than Ferris. From our wheels, blades and decks that kick butt on any terrain, to our revolutionary 4-wheel IS[®] Independent Suspension. It's all engineered to provide years and years of reliable operation. Call 1-800-933-6175 or visit www.ferrisindustries.com to learn more about our complete line of tough walk-behind and 3-wheel riding mowers along with our new Ferris Z's from 48" to 72" of cutting power. We'll answer all your questions, and match you up with your nearest Ferris dealer.

The most durable commercial mowers around.



Number 1
in Reliability

Ferris Industries • 5375 N. Main St. • Munnsville, NY 13409 • www.ferrisindustries.com • 1-800-933-6175

Circle No. 107 on Reader Inquiry Card

A tale of two ponds

Landscape ponds are the rage in my community. Most are of the design-and-build-yourself variety. Dig a hole, put down a liner, fill it with water, insert plants and fish — instant pond. I built one of these myself. It was 6 by 6 ft., and 3 ft. deep in the middle so that our fish, our frog and our water lilies would survive our northern Ohio winters.

My wife, Vicky, and I loved that pond. I say *loved* because this past winter it sprung a leak. Sunlight apparently caused the poly liner to weaken, and it cracked about a foot from the bottom. The carnage was awful — two koi, four goldfish and our frog.

It's all my fault, my wife Vicky tells me. I should have used a rubber liner. Or, I should have covered the poly liner with stones when I built the pond, like she said. Now, she's pressuring me to find a new home for our five surviving goldfish. They've been circling in a 25-gallon plastic pail located under a downspout on the north side of our house since early spring. Vicky says they're not happy there. How can she tell?

We considered repairing our pond — that is until I told her about a professionally installed pond in neighboring Catawba Island, OH. That was probably a mistake. When she sees that one, she's not going to want to repairs ours.

Casey Enders of Choice Lawn Care, Republic, OH, designed and installed the 11-17 ft. pond last season on the property of David and Marianne Glasser.

Homeowner David said that he'd originally talked to Enders about installing a smaller water feature just behind his home, but Enders persuaded him to go with the larger pond — waterfall, koi and aquatic plants — because of the lay of the property.

We considered repairing our pond — that is until I told her about a professionally installed pond in neighboring Catawba Island



Dave Glasser says that his new landscape pond requires more maintenance than he anticipated, but it's worth it.

The evening that I visited the Glassers, they were sharing a bottle of wine with friends on the deck behind their home. They spend as many pleasant evenings there as the mosquitoes will allow, and greatly enjoy the beauty and quiet sounds of the moving water, which is their landscape's showcase feature.

Since I told Vicky about the Glasser's pond, she's been all over me to see it. How much longer can I hold out? Every time she sees the goldfish in the pail she asks me when I'm going to take her to see it.

Contact Ron at 440/891-2636 or e-mail at rhall@advanstar.com



ONE CUSTOMER SAID THE WAVE OF **TRUCKS** AND TRACTORS



**COMMERCIAL
LENDING
SERVICES**

