Win This 500K Limited Edition Bobcat Loader!

We've just manufactured our 500,000th Bobcat® skid-steer loader, and we couldn't have done it without your continued support. Since 1958, Bobcat equipment has been changing the way the world works. Now, a half-million units later — more than all other brands combined — we just want to say "thank you." Register now to win one of 500 valuable prizes, including a Limited Edition 773 Bobcat loader, built especially to celebrate the occasion.

Everything you've always wanted!
It features a 56-hp turbocharged diesel engine, deluxe operator cab with heat and air conditioning, full suspension seat, Power Bob-Tach, special 13-inch super flotation tires and deluxe instrumentation — everything you've always wanted in a skid-steer loader!

Enter Now! No Purchase Necessary!
Register to win on-line at www.bobcat500K.com

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**Herbicide resistant weeds**

While herbicide resistance is not widespread in turf and landscape settings, it has been documented in golf course turf. Simazine resistant annual bluegrass has been around for several years. Researchers at North Carolina State University recently documented a case of dinitroanaline-resistant annual bluegrass in golf turf. In New Jersey, Acclaim-resistant crabgrass has been confirmed.

This didn’t happen overnight. In some weed populations, there are a few individual plants that are tolerant (or perhaps even resistant) to herbicides. If you continue to use the same herbicide year after year, the only weeds capable of reproducing will be those that carry the trait for resistance. Slowly, turf managers notice that the herbicide doesn’t work as well as it used to. If this scenario continues, the resistant weed type will dominate the stand. This can be avoided by rotating modes of action — rotating herbicides will not be sufficient. For example, all dinitroanaline herbicides (including Balan, Pre-M, Barricade, Surflan and Team) have the same mode of action. Dimension’s mode of action is similar. Consequently, the dinitroanaline-resistant annual bluegrass in North Carolina is resistant to all of these herbicides. However, Ronstar (oxadiazon) has a different mode of action and will control this type of annual bluegrass.

Reliance on a single herbicide mode of action for many years will lead to resistant populations. Rotate herbicide modes of action every few seasons. If you suspect you have resistant populations, contact your local cooperative extension service representatives and develop a resistance management plan.

Rain or irrigation too soon after herbicide application can wash the herbicide off before it can penetrate. This is especially true for weeds with waxy leaves such as woodsorrel (Oxalis corniculata) pictured here.

This plan should include several management strategies that will prevent development of resistance to the new herbicide.

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**Convertible**

**A Work of Art**

The Convertible is a zero turn rider for mowing open areas; and as easy as flipping a lever, you have a hydro walk behind for mowing hillsides and hard-to-reach places.

Rich Mfg. markets the Convertible mower through a network of independent distributors and dealers. We are proud that the Convertible commercial mower is not only being purchased by the landscape contractor, municipalities, and government agencies, but by private homeowners. We, as the manufacturer, will constantly strive to make the necessary improvements that will make our product stand out from the rest!

For the location of your nearest dealer call: Rich Mfg., Inc. • (765) 436-2744
richmfg@frontiernet.net

Circle 126
Good weed control, but wait until they all demand a raise at once.

There’s good. There’s better. Then there’s the best: Snapshot® herbicide. It controls more broadleaf weeds and grasses than any other preemergent herbicide. 111 species, to be exact. For up to 8 months. Without damaging your ornamentals. Contact your distributor for more information about Snapshot. Or, call 1-800-255-3726. You’ll control weeds. And labor costs.

Snapshot® Specialty Herbicide

www.dow-agro.com/turf
Always read and follow label directions. Trademark of Dow AgroSciences LLC.
Increase your customers' satisfaction

Guarantees and complimentary re-treats are just some of the ways lawn care pros can make customers smile more

Customer satisfaction is key in the lawn care industry. While not all lawn care professionals offer written guarantees for their services, most will re-treat at no charge or at least repair damaged areas.

Depending on the region of the country, certain problems crop up more often than others. In Kansas City, Jon Cundiff, owner of Turf’s Up, Inc., Lee’s Summit, MO, says weeds cause the most callbacks. “Farther north, crabgrass isn’t really a problem, but it’s probably our biggest reason for going back to a client’s property,” Cundiff says. “Dandelions are the second biggest problem, followed by grubs.”

While grub control is part of Turf’s Up’s program, some customers choose not to take it. “It depends on whether the customer wants to be proactive or reactive,” Cundiff says. “But if we treat for grubs and you wind up with a problem, we’ll come out and fix it. Since we’ve started using Merit for grub control, we have definitely minimized our return visits.”

Because his service doesn’t include watering and mowing, Cundiff figures his team does one-third of the work on customers’ lawns. “But we’re responsible for 100% of the results,” he says. “We can’t control nature, but customers hold us accountable anyway. ”

Use service calls wisely

In the Dallas area, GroGreen, Inc. follows a seven-round program for its residential customers. Owner Gary LaScalea offers a strong guarantee: “If you’re on our program and you have a problem, we’ll go back and take care of it at no extra charge.” He looks at a service call as an opportunity to show his customers that he cares. “It’s a chance for us to re-sell the account,” he says. “I see it as a benefit to us to go out and diagnose the problem. I see it as a good time to communicate with our customers.”

LaScalea says there are several advantages to operating in Dallas. With warm-season grasses, his employees can fertilize and treat for weeds even during hot summer months. And most of his customers have built-in sprinkler systems, so when his crews put down an application and ask them to water, they usually oblige.

Because most southern landscapes suffer from insect and disease problems, around 70% of LaScalea’s customers receive GroGreen’s tree and shrub service, too.

“We have different issues in the South, such as fire ants and mole crickets,” LaScalea notes. “But it means we’re on the property more often, and that gives us more opportunities to please our customers.”
Bayer guarantees Merit

While most lawn care companies guarantee their services, guarantees from the manufacturer to the end-user are not as common. But this year, turf professionals using Merit insecticide from Bayer Corporation for white grub control are eligible for a first-of-its-kind guarantee program. Bayer Corporation offers repayment for retreatment if grubs break through the spring/summer Merit treatment.

To participate, turf care professionals must be members of the Bayer Accolades program and enroll in the Merit Guarantee for Grub Control Program anytime between November 1, 2000 and April 27, 2001. This program is not offered in California.

"We are confident that Merit will work properly under normal conditions," says Mike Daly, brand manager, turf and ornamental products. "But unpredictable weather and environmental conditions can reduce the effectiveness of any grub control material." He adds that the guarantee program will cover the lawn care operator when these situations occur.

For more information about the Merit Guarantee for Grub Control Program, contact your local turf product distributor or the Bayer sales representative in your area, or visit the Web site www.accolades.com.

You can give your customers Golf Course Beauty with an environmental, organic-based turf fertilizer, ROOTS® Turf Food 15-3-8. The first choice among golf superintendents who desire strong, green, healthy turf, ROOTS® Turf Food 15-3-8 works better with longer lasting results than other leading brands. Ask your ROOTS® distributor, contact us at 800-342-6173 or visit our website, www.rootsinc.com for product particulars.

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Circle 124
Most of the time, people don't really want their money back. They want you to take care of the problem. We do reapplication, put in plants or put in turf. We just try to find a common ground with our customers. Since we have a very low cancellation rate, I think our policy is working.”
— Rick Beard, executive VP / Massey Services

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Show me the money
But sometimes just fixing the problem isn't enough. Many customers demand their money back. Once in a while, every lawn care service runs across someone it just can’t please. "If it comes to giving money back, we will," says Ron Jacques, owner of Green Lawns Plus, Inc., Marlboro, MA. "But if we get someone calling us in September about crabgrass, that's where I draw the line. I may refund one application, but not an entire year's program."

In general, commercial accounts are more demanding than residential accounts because they usually involve servicing a larger property where the contact person has to work within a budget. As a rule, they want more for less.

“We had one estate account we could never make happy," says Brad Culver of Nitro-Green, Inc., Helena, MT. "I finally agreed to come back two weeks after every application to check on things — but I charged them for the service. They soon switched to another company, and that gave us the out we needed.” Though he doesn't offer a guarantee in writing, Culver states on his invoices that if customers see a problem, they should call back within 21 days.

Communication is key
In Maitland, FL, Massey Services' GreenUp Lawn Service emphasizes customer communications. With 34 service centers throughout the state and three in Georgia, Massey offers lawn and tree/shrub care, residential and commercial pest prevention, and termite protection. The company offers a money-back guarantee but refunds money in only a few cases.

"Since we have a very low cancellation rate, I think our policy is working," says Rick Beard, executive vice-president of Massey Services. "The money-back guarantee also holds our employees more accountable for the service they're providing.”

The right recipe
Charles King, owner of King Green, Norcross, GA, sends a monthly newsletter to all his lawn care customers. He writes a column called "Charlie's Turf Talk" seven times a year.

He also holds what he calls "manager meets," in which employees visit customers to discuss any problems they might be experiencing. "We try to impress upon customers that you don't buy an application, you buy a program."

Because of his confidence in the program, King guarantees all his company's services. King refunds money as rarely as possible, but he does budget a small amount for re-servicing.

"When you get right down to it, making a repeat application is pretty cheap customer service," King says.
They say good things come in threes. If you're a landscaper, that's true at your Kawasaki dealer. They'll give you $60 when you trade up to a new Kawasaki String Trimmer, $60 when you trade up to a new Kawasaki Backpack Blower, and $20 off the purchase of a new Kawasaki Handheld Edger.* Each product is professionally engineered with industry-leading Kawasaki power, quality and reliability to make light work of even the toughest jobs. One demo is all you'll need. But three great offers don't hurt.

For more information about Kawasaki products, visit www.kawpowr.com.

To locate a dealer near you, call 1-877-KAW-POWR.

$60 Trade Up is good toward purchase of a new Kawasaki string trimmer or backpack blower when you bring in an old gas-powered string trimmer or backpack blower. All offers valid for a limited time at participating dealers.

* Handheld edgers not available in California.
Less is more with zero-turns

BY CURT HARLER / CONTRIBUTING EDITOR

Speed. Power. Cutting quality. Durability. Balance. Comfort. Accessibility to maintenance. These are all of the things landscape professionals look for in a zero-turn mower. Manufacturers know what their commercial customers want, and they’re constantly improving models that are already at the top of their line. Here are some of the latest and greatest zero-turns out there.

BOB-CAT
414/637-6711
www.ransomes.com
The Bob-Cat ZT-200 Series zero-turn riding mower from Textron, Racine, WI, now includes a 20-hp Yanmar diesel, which provides up to twice the fuel economy of gas engines. The ZT200s come available with 19-hp or 23-hp Kawasaki V-twin engine or 25-hp Kohler Command. Units have lever-type steering that controls independent power to each wheel. Unit can reach speeds up to 8 mph.

CUB CADET
877/835-7841
www.cubcadet.com
The newest in the Cub Cadet Commercial line is the M60 tank mid-mount zero-turn mower with 25-hp Kohler Command V-twin OHV engine or 23-hp Kawasaki V-twin OHV engine and a 60-in. Command Cut System deck. Marbanel blades give 1-in. overlap for a cleaner cut, especially in tight turns. It’s built with 7 gauge skirt with welded steel bars, and 10 gauge top double reinforced at spindle area. The front axle lockouts prevent pivoting and provide greater stability on slopes. Comes with dual 5-gal. fuel tanks.

JOHN DEERE
800/537-8233
www.deere.com
Excellent traction and maneuverability in tight spots are features of the 1400 series mowers from John Deere, Research Triangle Park, NC. The 1400 Series — 1420, 1435 and 1445 — are powered by liquid-cooled Yanmar engines. Units feature hydraulic PTO and 14.5-gal. fuel tanks for productivity. They are made of tubular, heat-treated, nodular-cast steel frames with iron front and rear axles.

Buying questions

► Does unit turn without scuffing turf?
► Do I want diesel or gas power?
► Is fuel-saving fuel injection available?
► Is the steering comfortable? (The whole purpose of a zero is making lots of tight turns)
THERE'S NO RANGE OF CONTROL LIKE THE DRIVE® RANGE:

CRABGRASS
FOXTAIL
TORPEDOGRASS
DOLLARWEED
SPEEDWELL
CLOVER
DANDELION
BINDWEED
SIGNALGRASS

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.turffacts.com. Always read and follow label directions.

Closing the distance between grassy and broadleaf weed control.
The ZTR-8000 series from Dixon Industries, Coffeyville, KS, offers a 25-hp Kohler Command or 26.5-hp B&S-Daihatsu engine. It has White wheel motors and Hydro-Gear BDU pumps. Fuel capacity is 11.5 gal. and cutting widths are 60 or 72 in. “Big rig” seat suspension and fully adjustable seat reduce fatigue. Broom, grass blower and catcher, snow blade and snow blower attachments mount to mower with automotive-type receiver hitch.

Circle no. 260

EXMARK
402/223-4010
www.exmark.com
Cut up to six acres per hour with the 27-hp liquid-cooled LazerZ from Exmark Mfg. Co., Beatrice, NB. Unit has 60- or 72-in. UltraCut deck options. Quick-lift deck assist is standard on the 72-in. model. Electric start Kawasaki V-twin engine runs quieter with less vibration than single-cylinder engines and simplifies on-trailer starts.

Circle no. 261

THE GRASSHOPPER CO.
316/345-8621
www.grasshoppermower.com
The complete line of true zero-turn power units from Grasshopper, Moundridge, KS, feature horizontal crankshaft OHV engines and 14- to 28-hp, liquid- and air-cooled gas, dual fuel LP/gas or diesel engines. Straightaway mowing speed is 10.5 mph. Extra-deep 5.5-in. DuraMax decks offer even dispersal of high-volume clip-pings. Out-front mowers have optional SL FlipUp decks that rotate 90 degrees. Cutting widths of 52, 61 or 72 in. are available.

Circle no. 262

GRAVELY
800/472-8359
www.gravely.com
The 260Z zero-turn mower from Gravely, Brillion, WI, features stay-sharp Tungsten carbide-coated blades and XL Spindles which reduce time spent greasing. Air-Flo deck expels clip-pings faster using a 21-in. wide discharge tunnel. A 9-gal. fuel tank keeps the mower going all day long.

Circle no. 263

FERRIS INDUSTRIES
800/933-6175
www.ferrisindustries.com
Ferris Industries, Munnsville, NY, has a new line of mid-mount Zs from 48 to 72 inches. The new 1000-Z comes with a 48- or 52-in. deck that adjusts in 1/4-in. incre-

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