Jackhammers. Bulldozers. Impatient foremen. There’s enough commotion on the job site without your truck adding to it. So our engineers designed the GMC Sierra to provide some peace and quiet. This impressive pickup offers a choice of incredibly powerful yet surprisingly quiet engines. Like the optional DURAMAX™ 6600 Turbo Diesel V8 that delivers 300 hp @ 3000 rpm and 520 lb-ft torque @ 1800 rpm. It offers exceptionally smooth, quiet operation, thanks to an innovative deep-skirt block design and common rail fuel injection that helps control noise, vibration, and harshness. Even the available Allison® transmission is engineered for smooth shifting and equally quiet operation. The newly redesigned GMC Sierra. You should hear what you’re missing. For details, visit gmc.com or call 1-800-GMC-8782.
**Controllers for Contractors**

Who Want Advanced Features *and* Faster Set Ups

By the time most contractors are ready to program the controller, the truck is loaded and the crew has moved on to another site. That's why Hunter offers a new way to make irrigation programming routine and easy. Our expanded line of controllers not only look alike, they install and program alike too. For large sites, the modular ICC has sophisticated water management tools and easily expands from 8 to 48 zones. For res/com jobs, the Pro-C also offers the benefits of modularity with 3 to 15 station expandability, plus a removable face plate for "walk around" programming. The compact SRC is your best bet for standard residential sites and features 6 or 9 stations, plus odd/even watering and more.

**Controller Comparison Kit**

See how Hunter controllers can make you and the crew more productive. Call today for your free copy of the Comparison Kit!

---

**Intuitive Dial Programming**  
**Plug-in Module Expandability**  
**Indoor / Outdoor Models**  
**3 to 48 Stations**

**Hunter®**  
The Irrigation Innovators  
800-733-2823 • www.HunterIndustries.com  
Circle No. 103
features

**18. Owning a piece of mind**
Follow these 10 key action steps and become the 'brand' leader in your market
*By Matt Shooner*

**26. Callbacks: profit killers**
Strategies to help you streamline your lawn care operation and keep your customers smiling
*By Michael Riley*

**38. Tame the morning circus**
Get your team off to a productive start with these simple-to-implement strategies
*By D. Douglas Graham*

**46. Drought — prepare a plan**
Colorado's worst drought in decades taught its Green Industry valuable lessons
*By Ron Hall*

**33. Students to the rescue**
This grounds manager finds that student help is often the answer to a strapped budget and a tight schedule
*By Jason Stahl*

**44. Award-winning landscape management**
Pleasing George and Barb at the George Bush Presidential Library, College Station, TX
OTHER PREEMERGENTS TALK A LOT ABOUT CRABGRASS.

WITH PENDULUM®, IT NEVER COMES UP.

Pendulum® herbicide consistently controls crabgrass better than other preemergent herbicides.* What more can we say? How about Pendulum controls a broader spectrum of weeds, in both lawns and ornamental beds, than any other preemergent — more than 40 grassy and broadleaf weeds, such as oxalis and spurge. It also controls costs, to offer you greater value. But Pendulum puts no limits on application flexibility. It’s available as Pendulum AquaCap™ — an encapsulated, water-based formulation — as well as granular and liquid formulations.

BASF pendimethalin is also available on fertilizer. Visit www.turffacts.com for a list of approved fertilizer formulators. With Pendulum, there’s just so much more to talk about than crabgrass.

To learn more about why everyone’s talking about Pendulum, call 1-800-545-9525 or visit www.turffacts.com. Always read and follow label directions.

WE DON’T MAKE THE TURF. WE MAKE IT BETTER.
next month
WHAT’S COMING UP IN JULY

- **Cover story: LM100**
The 50 biggest ones. Great ones. Community service winners. Grounds pros. We pick 'em

- **Wetting agents**
Find out what golf course supers have known about using these valuable turf problem solvers

- **Fall field fixups**
Mid-summer means football and youth soccer are just around the corner. Have your fields ready

- **Specialty trucks**
Utility vehicles and other specialty vehicles that get you to your jobs and then get down and dirty

- **Buy, rent, lease**
All have their advantages. We reveal which works best for you

- **ET, moisture sensors**
Get caught up on technologies leading landscape irrigation into new water management territory

- **Customer communication**
Discover how the success of your lawn service hinges on keeping your clients informed

- **Plus:** Editor Ron Hall’s calls, Bruce Wilson’s “Best Practices”

---

**Can you afford to be shorthanded?**

...NO WAY!
Season after season, year after year, you need quality, reliable workers.

Since 1988, AMIGOS has placed over 25,000 workers across the U.S.

We are experienced H-2B specialists you can trust and afford.

**CONTACT AMIGOS TODAY.**
BECAUSE YOU NEED HELP TO GET GOOD HELP.

**AMIGOS**
Labor Solutions, Inc.

[www.amigos-inc.com](http://www.amigos-inc.com)

**1-877-3AMIGOS**
(326-4467)

---

**Landscape Management**
VISIT US ON THE WORLD WIDE WEB: [www.landscapemanagement.net](http://www.landscapemanagement.net)

Proud supporter of these green industry professional organizations:

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

- **ANLA**
American Nursery & Landscape Association
1000 Vermont Ave., NW, Suite 300
Washington, DC 20005-4914
202/789-2900
www.anla.org

- **RODA**
Independent Turf and Ornamental Distributors Association
526 Britanny Drive
State College, PA 16803-1420
Voice: 814/238-1573 / Fax: 814/238-7051

---

**American Society of Irrigation Consultants**
111 East Wacker Dr. 18th Floor • Chicago, IL 60601
Voice: 312/372-7090 / Fax: 312/372-6160
www.asic.org

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

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

**Ohio Turfgrass Foundation**
1100-H Brandywine Blvd.,
PO Box 338
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/rise

**Sports Turf Managers Association**
1027 S. 3rd St.
Council Bluffs, IA 51503
712/322-7862; 800/323-3875
www.sportsturfmanager.com

**Turf and Ornamental Communicators Association**
P.O. Box 156
New Prague, MN 56071
612/738-5811
Healthy tree growth right out of the box

Install Confidence: Install Rain Bird® RWS Series.

Water, air and nutrients are able to reach deep roots directly, using this patent-pending system that features a retaining cap and 36" long semi-rigid mesh tube.

- Root Watering System comes ready to install right out of the box, making installations quick and easy.
- Watering time can be reduced, because nourishment is delivered directly to the roots.
- Enclosed design with grate-locking feature protects the system from vandalism.
- Compatible with drip emitters, or can be purchased with a pre-installed bubbler and check valve.

Read our lips — no one does green like us.

ProSource One can help plant a big green one on your bottom line. We put our money where our mouth is — quality products and services. Because, to us, there's nothing sexier than your success.

Welcome to a Greener World

www.prosourceone.com
Prepare for the big squeeze

The next major source of fresh water for our growing society will be squeezed from those of us who irrigate lawns and ornamentals, and from our customers, too.

This "new" source of fresh water is the 25% to 35% that water purveyors say homeowners waste on their landscapes because of inefficient irrigation. As 2002's droughts and severe water restrictions reminded us, this sentiment isn't limited to any single region.

Eye-opening droughts
Last season, water restrictions resulting from droughts slowed Green Industry activity in the Northeast, the Mid-Atlantic and some areas of the Midwest. It also created a big problem in the Denver area. (See "Drought — prepare a plan" on page 46.) This peek into our future water situation is no revelation to colleagues in regions such as Arizona and Southern California, which get much of their fresh water from a single source.

The Colorado River is the lifeblood of this arid region with its 360-day-a-year growing season. The Southwest is also the fastest growing section of the United States, with its fresh water needs growing daily.

But there's only so much water to be apportioned among seven states, with Mexico using what's left. The Colorado gives up all of the water that it collects from the mountains in Colorado and Wyoming. Last year it wasn't nearly enough.

Record low snowfall in the Rocky Mountains during the winter of 2001-2002 left the river suffering, leaving it at 26% of its normal flow. Even with welcome spring precipitation, water levels of its massive lakes are still low.

Not all of our industry's water concerns are as immediate or dramatic, but they are as real.

Wise up
All of us must wise up and practice proper irrigation and water conservation techniques. More importantly, we have to get the word out to our clients, particularly our residential customers. Water officials say that homeowners are the worst water wasters, and that's the segment of our customers that will be asked to make the biggest water sacrifices.

What does this mean to us? It means:
- designing and installing turf and landscapes appropriate for the regions where we do business,
- taking advantage of the latest and most efficient irrigation technology,
- educating our clients and helping them manage and maintain their irrigation systems, and
- becoming a part of the water decision-making process in our communities.

It will do no good for us to moan about our bad luck or butt heads with water purveyors when the next water crisis arrives. It's better — much better — that we become a part of the water wise movement now.

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

All of us in the Green Industry need to wise up and practice proper irrigation and water conservation techniques.
In an annual head-to-head contest for Green Industry publications, the Advanstar Landscape Group once again reaped more Turf & Ornamental Communicators Association writing, design and photography awards than any other publisher. Congratulations to our entire content team.

Hauling Home the Hardware...Again

Best Use of Photography – Printed Magazines

First Place
Carrie Parkhill, Landscape Management, “Lawn Care in Nowhere”

Merit
Lisa Lehman/Kim Traum, Advanstar Communications, “Golfdom”

Writing for Commercial Publications, Column

First Place
Pat Jones, Golfdom, “This Turf Disease Can Affect You”

Merit
Jason Stahl, Landscape Management, “Always Listen To Your Mom”

Writing for Commercial Publications, Turf Feature Article

First Place
Larry Aylward, Golfdom, “How The Other Half Lives”

Merit
Larry Aylward, Golfdom, “The Apple Doesn’t Fall Far From The Tree”

Writing for Commercial Publications, Business Management

Merit
Larry Aylward, Golfdom, “The Politics of Water”

Writing for Commercial Publications, Environmental Stewardship Article

First Place
Larry Aylward, Golfdom, “Up a Tree and Loving It”

Writing for electronic web site newsletters/magazines (external and commercial)

First Place
Pat Jones, Golfdom, “To Move or Not to Move”

Merit
Kim Traum and Dan Beedy, Advanstar Communications, “The Golfdom Report”

Printed Magazines – Cover Page Design

Merit
Kim Traum, Advanstar Communications, “Welcome To Golf 2025”

Electronic Publishing – Overall Newsletter/Magazine Design, (internal and non-commercial)

First Place
Derek Miller, BASF, “Growing Trends” (and Lynne Brakeman, Advanstar, Jennifer Kempes, The Dudnyk Agency)

Merit
Lynne Brakeman, Advanstar, “Landscape Management Week in Review”

Great publications for a great industry

Golfdom
Landscape Management

★ Advanstar Landscape Group