

"DO YOURSELF A FAVOR AND UPGRADE YOUR WEB SITE USING WORDPRESS. YOUR SITE WILL LOOK BETTER, BE MORE UP-TO-DATE AND COST YOU LESS IN THE LONG RUN."

— can be a nightmare. A content management system (CMS) is much better. Traditionally, though, they've existed only within large companies because of their cost and complexity. What's the alternative that doesn't require spending the entire marketing budget? Read on.

An accessible solution

Recently, several open-source systems have been built with the small business in mind. My favorite is WordPress from Automatic. At first glance, WordPress looks like a Web-blogging application — and it is. But if you look closer, you'll see a system with all the power and flexibility of a large CMS without the associated complexity and cost.

As an open-source program, the software, along with a large collection of site themes, is free. The themes allow you to customize the look of your site in an easy-to-manage way. No more waiting for the designer to get back to you. Don't like the current theme? Change it. Need to add new pages, images or video? No problem. You can even add additional functionality through the use of plug-ins, which extend the site's features without involving special programming. It's that easy.

Most Web-hosting providers offer WordPress as optional software to install on your site. It requires the PHP programming language and a MySQL database to run, but those are standard defaults at almost all Web-hosting providers.

So do yourself a favor and upgrade your Web site using WordPress. Your

site will look better, be more up-to-date and cost you less in the long run — and that's something to blog about. **LM**

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Products



Increase productivity

Case's new power side discharge bucket for skid steers and compact track loaders increases machine utility, making it possible to do more work with the same machine. The power side discharge bucket spreads a variety of other materials, including stone, mulch or aggregate. The bucket, available in 60-, 72- and 84-in. sizes, can be operated with a choice of either a left or right discharge position, and has adjustable discharge gates. CaseCE.com or 866/54CASE6

Prevent and control

DuoCide Insect Control treats a variety of common insect pests, including ticks, grubs, fire ants, mole crickets, European crane flies and more. Similar in cost to other single-mode insecticides, the product combines carbaryl and bifenthrin into a unique multi-mode formula that enhances performance both above and below the surface. DuoCide's performance is confirmed by multiple university research studies, and is formulated on the dispersible DG Pro carrier for easy spreading, low visibility and maximum performance. AndersonsInc.com or 800/253-5296



Before and after

Visual Impact Imaging offers professional landscape design software. The easy-to-use Earthscapes application allows users to communicate their landscape vision through the use of digital photos. Simply drag and drop your design features onto a "before" photo. Earthscapes includes a site plan designer, an estimator, and plant and hardscape libraries. VisualImpactImaging.com or 330/259-7661



Touch of concrete

Do you ever find yourself in need of a small amount of concrete? The new 3.5-yd. concrete mixer is just the answer. Fully self-contained and powered by a diesel engine, this attachment can be hoisted onto the truck within one minute ready to be loaded. With an Ampliroll HookLift, it changes your truck into a multi-tasking machine. AmplirollUSA.com or 866/822-3580



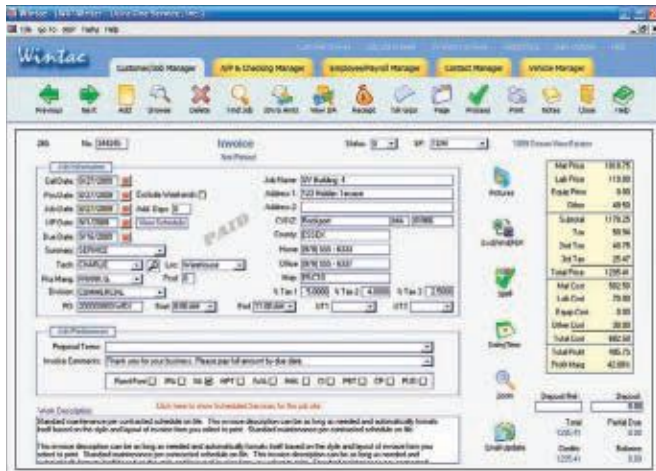
Be weather wise

Campbell Scientific's new Visual-Weather 3.0 software program integrates many enhancements from the previous version, including support for the ET107 and Toro T107, enhanced station-status and station-data screens, as well as improved Web output and FTP support. Changes have been made to the underlying database to allow faster report generation. A free trial version is available. CampbellSci.com/visual-weather or 435/753-2342

Valve variety

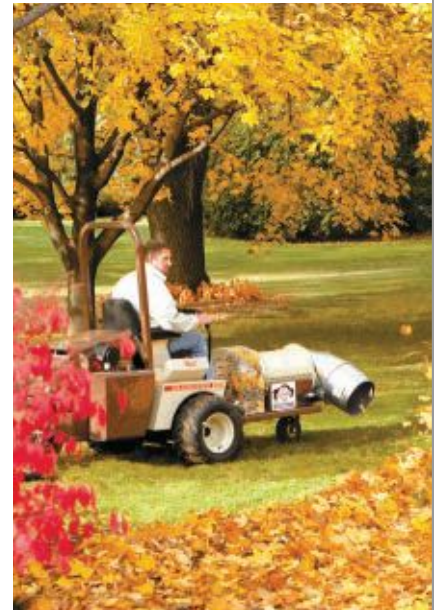
Constructed of premium UV-resistant PVC plastic and high-grade stainless steel, K-Rain's new Pro-150 line of professional-grade plastic irrigation valves is available in 1-, 1.5- and 2-in. body configurations. Featuring a pressure rating of 150 psi, each valve includes the premium-grade K-Rain solenoid that is hand-assembled and epoxy-encapsulated for proven leak-free reliability and longevity. A double-beaded diaphragm provides years of reliable operation. All models carry a two-year limited warranty. Krain.com or 561/844-1002





New release

Intac International announces the release of Wintac 2010 business software. A completely redesigned user interface offers intuitive navigation and operation. In addition, more than 50 new features and enhancements have been added to provide more searching, sorting, reporting, and graphing options, as well as advanced mobile computing capabilities. A free demo is available. Wintac.net or 800/724-7899



Quiet control

Use Grasshopper's Turbine Blower, featuring zero-turn maneuverability, to clean leaves and debris from congested, hard-to-reach or wide open areas and long stretches of walkways and curbs in a fraction of the time required by backpack blowers and walk-behind units. Turbine blowers are quieter than most debris blowers and offer 360-degree nozzle rotation — controlled remotely from the operator's station — making it easy to direct airflow up to 9,500 cfm at more than 150 mph precisely for faster cleanup. The blower mounts on Grasshopper 700 and 900 Series power units. GrasshopperMower.com or 620/345-8621



Soil savvy

Available in 60 and 72 in., Bobcat's new soil conditioner for compact tractors and the

Toolcat 5610 utility work machine helps produce seed and sod beds. It also windrows and separates rocks or other ground debris, grades and levels topsoil, removes old sod and pulverizes clumps of dirt. When the removable end plates are attached to the implement, material is contained within to sort it from the finished area or to move it from one area to another. With the end plates removed, material can be spread evenly across the work area. Bobcat.com or 701/241-8700

Bark and bite

FINN Corp. offers the BB302 and BB705 models of trailer-mounted bark blowers. The BB302 is powered by a 33.5-hp, V1505 Kubota diesel engine and has a 1.5 cu.-yd.-capacity hopper. This allows the blower to deliver more than 10 cu. yds. of bark mulch per hour, five times faster than by hand. Featuring a 4.5 cubic-yard capacity hopper, the BB705 is powered by a 71-hp, V3300 Kubota diesel engine, which allows larger, heavier varieties of bulk material to be applied. Both models feature a radio remote control system, a 150-ft. durable, flexible hose and a rear-mounted hose reel. FinnCorp.com or 800/543-7166



Cleaner air

Stihl's professional BR 600 backpack leaf blower offers vigorous blowing power, a low emissions engine and comfortable weight. A recent study conducted by the Porsche Engineering Group GmbH found that this unit is up to 28% more fuel efficient than competitive models, which can provide up to \$644 in fuel savings per unit in two seasons, depending on fuel costs and run time. In addition, it exceeds current EPA emission standards by 73%. StihlUSA.com or 757/486-9100



Walk or ride

Wright's Velke pistol grip mowers are available with deck widths of 32, 36, 48 and 52 in. It can be operated as a walkbehind for tight spaces, or it can be paired with Wright's Velke foldaway sulky for ride-behind convenience. The compact Velke has large drive tires and a hydraulic control system, with fewer parts for greater reliability.

WrightMfg.com or 301/360-9810



Major League catchers

Specialty Equipment offers a complete line of steel, stainless steel and cloth grass catchers, all made in the USA. The "industry first" usage of a tough coat paint on the steel catchers give the units a similar finish and durability to spray-in truck bed liners. The stainless steel version offers the wear characteristics of aluminum catchers, with the durability of stainless steel. Both versions are available in 3.3- and 4.4-cu.-ft. capacities. A newly offered cloth catcher completes the lineup, with a durable steel frame and lightweight cloth bag featuring a poly-reinforced bottom for extended wear. *SpecialtyEquipmentUSA.com or 772/398-2270*



Go green

Both the Mete-R-Matic III (pictured) and Mete-R-Matic XL topdressers feature a patented Chevron belt that delivers uniform application regardless of moisture content, whether it's sand, compost, crumb rubber or calcined clays. An eco-friendly, patented ground drive system assures uniform spread, even at varying speeds. And with no hydraulics, PTOs or engines, speed calibration is not required. The Mete-R-Matic III features a 23-cu.-ft. hopper capacity; the Mete-R-Matic XL features a 60-cu.-ft. capacity. Both machines include a three-year warranty.

Turfco.com or 800/679-8201

The lighter side

With new light material sides now available as an option for Earth & Turf's MultiSpread Model 320, the 1-cubic yd. topdresser virtually doubles its capacity when spreading light materials such as compost, calcined clay, etc. The maximum load capacity using the light material sides is 3,600 lbs. Available in two-wheel ground drive or hydraulic drive, the unit's 26 x 12.00-12 turf tires ensure easy pulling by 20-hp tractors. Its overall height with light material sides, plus narrow overall width, allows operators to reach in easily from either side to cut crumbed rubber super sacks when loading. Light material sides are available for dealer or customer installation, shipped either separately or together with new machines.

EarthAndTurf.com or 888/693-2638



Hit the deck

Bri-Mar's Tilt-Deck Haulers, models CHT18-10 and CHT18-7, are 18-ft.-long tilt bed haulers with 10k and 7k GVWRs. The low-angle, diamond plate steel deck includes a power tilt function that simplifies loading and unloading operations. Both models feature 5-in. channel tongue and main frame and 2x4 tube outer bed rails; an easy-load, 10-degree tilt angle; recessed D-rings; a Monarch power unit for up/down hydraulics with a 20-ft. wired remote (a wireless remote is available as an option); tandem Dexter EZ Lube axles, both with electric brakes; 15-in. tires; rubber-mounted LED lights; an acid etch bath preceding a Valspar powdercoat finish; and a two-year warranty.

Bri-Mar.com or 717/263-6116



Quiet power

The Shindaiwa EB802 backpack blower features a convenient "hush mode" switch that reduces the sound level to 65 dB(A). In addition, the 4.3-hp, 2-cycle blower uses a special leaf guard design that minimizes any risk of overheating from leaf blockage. A newly designed and ergonomic lightweight frame uses a padded shoulder strap harness system that

Shindaiwa.com or 800/521-7733

Clean sweep

Haaga Sweepers are energy-smart, people-powered machines featuring a patented, dual-action brush system with a wear-resistant, belt-free drive. The 476 Turbo Indoor/Outdoor Sweeper



weighs just 26.5 lbs. and cleans sidewalks, driveways, patios, brick, pavers, pool sides, along walls, in corners and can even clean short turf. It features a patented T-bar handle for hard-to-reach places. *HaagaGreatLakes.com or 651/695-1900*



Now in 3D

Structure Studios' new VizTerra 3D landscape design software allows an entire design to be in complete 3D, with hundreds of fully rendered plant and tree species. The realistic presentation even allows the customer to see in real time how the design appears at different times of day, from morning to night. The program produces professional plans ready for construction. Designers can choose from a library of more than 2,000 industry standard symbols to represent plant species and container sizes. Free technical support, training and software updates are included. *StructureStudios.com or 800/778-8996*

Pneumatic blower

Express Blower's new TM-45 spreads a wide variety of materials, including compost, mulches, soil blends, aggregates and wood chips, with a level load capacity of approximately 45 cu. yds. Powered by a 275-hp Caterpillar C-7 engine, the TM-45 is a fully self-contained, steel-framed aluminum box designed to be mounted on a variety of truck or trailer configurations. The patented Supplemental Injection System allows users to uniformly apply mixes through Express Blower's Terraseeding process. *ExpressBlower.com or 800/543-7166*



Versatile features

John Deere Landscapes' new zero-turn LESCO Z-Two Spreader/Sprayer, featuring a 19-hp, high-performance Kawasaki engine, offers ergonomic controls, an extra-wide stance, a 40-gal. liquid application tank and an 82-in., five-nozzle handheld wand for spot spraying. It also features a 125-lb. LESCO electric spreader with remote-actuated gate and side deflector. The design of the spreader and boom on a standard 2-in. hitch assembly allows the operator to move the spreader from the rear to the front, add an additional spreader to the front, or remove and attach the spreader and/or boom to a utility vehicle or truck. A carrying tray offers additional granular storage; an optional 15-gal. spot sprayer is available. *JohnDeere.com or 800/347-4272*



Durable and compact

The all-new SA 2700 handheld blower from Efcó offers a maximum air volume of 412 cfm and air speed of 146 mph. It's backed by Efcó's "Five Year No Fear" (five-year consumer, two-year professional) warranty. It also features a silenced muffler for reduced noise and double anti-vibration mounts for operator comfort. The SA 2700 is equipped with a 30.5 cc engine and weighs 9.9 lbs. In addition, it converts to a vacuum to collect leaves and debris, which are then finely shredded by four steel blades for reduced volume. *EfcóPower.com or 800/800-4420*



Why is Fall Feeding Important?



Alan Nees
Vice President
Turf and Ornamental Sales
AGROTAIN International, LLC

UFLEXX

FLEXIBLE
COMPATIBLE
COST-EFFICIENT
MEDIUM-DURATION
ENVIRONMENTALLY STABLE
HARD-WORKING

UFLEXX is a trademark of
AGROTAIN International LLC

Fall fertilizing is the most important application a turf manager can make. Promoting good color and stimulating shoot growth are important, but many times overlooked is the importance of carbohydrate reserves and root growth.

It is important to build the carbohydrate reserves to prepare the turf for winter. The accumulation and storage of carbohydrates is greatest during the fall and early winter because there is minimal shoot growth in late fall, but good photosynthetic conditions.

The carbohydrates that are not used in growth are stored in the crown and other plant tissues. These carbohydrate reserves supply energy to promote faster green up in spring.

UFLEXX™ Stabilized Nitrogen performs extremely well for fall and winter applications.

Fall and winter feeding with UFLEXX will provide exceptional

long-lasting color without excessive growth. UFLEXX delivers maximum nitrogen efficiency and protects against nitrogen loss from ammonia volatility, leaching and denitrification.

UFLEXX delivers both ammonium nitrogen for root growth and nitrate nitrogen for tissue growth. **Soil temperatures have little effect on the efficiency of UFLEXX** since it does not rely on microbial activity for the nitrogen availability.

UFLEXX can be spread as a granular feed or can be melted down and sprayed as a soluble, giving you total flexibility in your fertility program. UFLEXX is also available in many fertilizer blends to match your specific fertility needs.

TO SHARE YOUR TIPS AND STRATEGIES, ASK QUESTIONS, POST NITROGEN CHALLENGES, OR READ WHAT YOUR PEERS ARE SAYING, VISIT WHATSHISSECRET.COM.

BP2010

RESOURCE PROFILES

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113 Ameristar Fence Products
114 Ariens Co.
115 BASF Professional Turf
& Ornamentals
116 Blizzard
117 Boss LM—The Integra Group
118 BOSS Snowplows
119 Christmas Décor/Nite Time Décor
120 Collier Metal Specialties
121 Cover-All Building Systems
122 DeWitt Co.
123 DIG Corp.
124 Dow AgroSciences
125 Drafix Software
126 DuPont Professional Products

127 Finn Corp.
128 Fisher Snowplows
129 Focal Point Communications
130 Hilliard Corp.
131 Horizon Distributors
132 Hortica Insurance
& Employee Benefits
133 Husqvarna
134 Hustler Turf Equipment
135 LT Rich Products
136 LebanonTurf
137 Mid-America Horticultural
Trade Show
138 Modeco Systems
139 PBI/Gordon Corp.
140 Pro-Tech Manufacturing
& Distribution

141 QXpress Scheduling Software
142 R&K Pump & Equipment
143 Rainbird
144 Real Green Systems
145 Reddick Equipment
146 Reina, Bates, Kowalski & Kershaw
Immigration Law Group
147 SePRO Corp.
148 Solucal-USA
149 Target Specialty Products
150 Toro Landscape Contractor
Equipment
151 Turfco Direct
152 US Lawns
153 Visual Impact Imaging
154 Walker Manufacturing
155 Western Products

FENCING

Ameristar® has been manufacturing quality fence products since 1982. With national distribution through installation partners and stocking distributors, Ameristar Fence Products has become the benchmark for ornamental steel, aluminum and Montage® fusion-welded E-coated all-terrain fences for residential, commercial, industrial and high-security applications.

➤ AD PG 15 ➤ PROFILE PG 113

FRANCHISING

The Décor Group has helped more than 375 service companies achieve greater success with its unique franchise concepts. Our Christmas Décor and NightTime Décor systems work and can give you the edge you need to zoom past competitors.

➤ AD PG 60, 101 ➤ PROFILE PG 119

US Lawns is a franchise commercial landscape maintenance company with more than 190 offices open across the United States.

➤ AD PG CV2, ➤ PROFILE PG 152

INSURANCE

Hortica Insurance & Employee Benefits provides business insurance, employee benefits and personal insurance to landscape professionals. Since 1887, we consistently deliver comprehensive, effective insurance solutions. Hortica offers loss control and safety expertise, prompt claims handling, unparalleled customer service and financial stability to our policyholders.

➤ AD PG 9 ➤ PROFILE PG 132

IRRIGATION PRODUCTS

DIG Corporation offers a full line of drip irrigation products and accessories. In addition we strive to provide the industry with the most state-of-the-art, alternative power controllers, including our ambient light powered, LeIT controllers.

➤ AD PG 55 ➤ PROFILE PG 123

As the leading manufacturer of irrigation products and services, **Rain Bird** offers the industry's broadest range of irrigation products for farms, golf courses, sports arenas, public parks, commercial developments and homes in more than 130 countries.

➤ AD PG 5, 33-34, 67 ➤ PROFILE PG 143

LEGAL SERVICES

Reina, Bates, Kowalski & Kershaw Immigration Law Group is a full-service immigration law firm specializing in meeting the needs of U.S. employers and individual immigrants. Our firm provides services to hundreds of businesses needing temporary workers or I-9 audits.

➤ AD PG 52 ➤ PROFILE PG 146

MARKETING

Focal Point Communications is a green industry marketing company, offering newsletter programs, web site design, direct mailing services and more than 100 semi-custom and ready-to-use marketing tools—including postcards, presentation folders, leave-behind materials and client communication tools—to lawn and landscape companies of all sizes. We create marketing plans for our clients and provide full re-branding services.

➤ AD PG 79 ➤ PROFILE PG 129

MOWERS & EQUIPMENT

Ariens Co. provides professional snow removal products and the **Gravely** brand of commercial mowing equipment.

➤ AD PG 75 ➤ PROFILE PG 114

Collier Metal Industries (COL-MET) provides the largest selection and availability of steel landscape edging in the industry.

➤ AD PG 51 ➤ PROFILE PG 120

DeWitt Company has a full line of woven and non-woven landscape fabrics, created for professionals and homeowners, along with 30 other lawn and garden products.

➤ AD PG 76 ➤ PROFILE PG 122

The **Finn Corporation** is a leading manufacturer of lawn, landscape and erosion control development work, with products lines including HydroSeeders, Bark Blowers, Straw Blowers and the Finn Hydroseeding Consumable Products.

➤ AD PG 81 ➤ PROFILE PG 127

Hilliard Corporation offers a broad line of motion control products, oil filtration and reclaiming equipment, starters for industrial gas, diesel engines and gas turbines, under the Hilco trade name

➤ AD PG 16 ➤ PROFILE PG 130

Horizon is a professional distributor that offers a variety of products and services to the green industry with more than 60 stores in the Western U.S., Texas, Georgia and North Carolina. It offers the industry's widest choice of irrigation, landscape, specialty and power equipment products.

➤ AD PG 50 ➤ PROFILE PG 131

Husqvarna offers a complete line of professionally proven outdoor power equipment, including chain saws, brushcutters, trimmers, blowers, zero-turn mowers, lawn tractors, generators and other equipment.

➤ AD PG 63, 65 ➤ PROFILE PG 133

Hustler Turf Equipment manufactures a complete line of commercial and high-end residential rotary mowing equipment. All models, whether walk-behind or rider, feature unsurpassed durability, productivity and ease of operation.

➤ AD PG 11 ➤ PROFILE PG 134

LT Rich Products manufactures stand-on fertilizer/spray systems, aerators and turf renovators for the commercial lawn care industry. All units are zero-turn and feature a pump/wheel motor transmission. Sprayers feature all stainless-steel construction with large fertilizer and liquid spraying capacity.

➤ AD PG 18 ➤ PROFILE PG 135

R&K Pump & Equipment manufactures sprayers for the lawn care, aquatics, nursery and tree care industries. With 30 years of manufacturing experience, R&K can produce more than 50 models with various pump, engine and hose reel options to meet every spraying need.

➤ AD PG 14 ➤ PROFILE PG 142

Since 1965, **Reddick Equipment** has been manufacturing sprayers for the lawn care, turf, deicing and agricultural industries and provide parts for all major brands of spray equipment.

➤ AD PG 12 ➤ PROFILE PG 145

Landscape professionals who want their work to look great—and pay off great—trust **Toro® Landscape Contractor Equipment** commercial-grade mowers.

➤ AD PG 71, 73 ➤ PROFILE PG 150

Turfc Direct offers renovation equipment, service and parts direct to customers. This direct approach allows Turfc to increase landscapers' productivity, save time and offer the best equipment at affordable prices.

➤ AD PG 70 ➤ PROFILE PG 151

Walker Manufacturing is an independent, family-owned company producing commercial-grade riding mowers since 1980.

➤ AD PG CV4, 66 ➤ PROFILE PG 154

SNOW & ICE EQUIPMENT

Blizzard® is dedicated to providing the most innovative, highly productive snow removal equipment available. It manufactures and markets a full line of innovative snowplows.

➤ AD PG 47 ➤ PROFILE PG 116

THE BOSS Snowplow has made snowplowing efficient and easy with products that set new industry standards. All products are manufactured in an approved ISO 9001:2000-registered facility and are available through a nationwide network of distributors.

➤ AD PG 69 ➤ PROFILE PG 118

Fisher Engineering has been manufacturing snowplows for more than 60 years, and its plows have earned a solid reputation for reliability and strength—especially among commercial snowplowers.

➤ AD PG 85 ➤ PROFILE PG 128

Pro-Tech Manufacturing & Distribution has been the nation's leader in commercial snow removal attachments for more than 10 years. We have a commitment to and focus on researching and developing products that will continually make you more profitable and efficient in your snow and ice management business.

➤ AD PG 13 ➤ PROFILE PG 140

For nearly 60 years, **Westem®** snowplows have been the choice of the professional plower.

➤ AD PG 77 ➤ PROFILE PG 155

SOFTWARE

BOSS® LM from The Integra Group is the easy-to-use business management software that enables landscape companies of all sizes to be more profitable and grow their businesses by leveraging all information in a single enterprise system.

➤ AD PG 72 ➤ PROFILE PG 117

Take your business to the next level using **Drafix Software's** PRO Landscape design software.

➤ AD PG 20 ➤ PROFILE PG 125

QXpress Scheduling Software by Alocet Inc. is the scheduling software of choice for field service companies using QuickBooks.

➤ AD PG 80 ➤ PROFILE PG 141

Real Green Systems provides marketing lists, mapping/routing technology, hand-held devices, custom printing from posting signs to marketing materials, direct mail and customer assistant web sites.

➤ AD PG 49 ➤ PROFILE PG 144

Visual Impact Imaging is the leading provider of professional software for the landscape industry. EARTHSCAPES landscape design software is user-friendly and widely compatible, making our software solution an integral component for every landscape company, regardless of its size.

➤ AD PG 59 ➤ PROFILE PG 153

