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**SEPTEMBER 2012**
**VOL 51, ISSUE 9**

**OUR MISSION:** Landscape Management — the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.

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**43 FLEET SMART**
Landscape Management’s guide to equipping and operating your vehicle force. We cover E15’s potential dangers (page 46), fleet managers’ outlooks (page 48) and ways to go green (page 52).

**ON THE COVER**
Illustration: Carrie Parkhill Wallace

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**LM’s 50th Anniversary**
Since LM launched in 1962 as Weeds and Turf the industry has experienced great growth.

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**FLEET SMART**
Landscape Management’s guide to equipping and operating your vehicle force. We cover E15’s potential dangers (page 46), fleet managers’ outlooks (page 48) and ways to go green (page 52).
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Proud to look back

As I researched Landscape Management’s and the Green Industry’s joint histories for our 50th anniversary issue, an unassuming, folded-in-half piece of paper floated out of an old bound volume of back issues of the magazine.

Hurried and on deadline, I almost stuffed it back in without looking at it, thinking it was nothing but someone else’s research notes from long ago. Instead, I opened it.

“Landscape Management Management History” the document’s title read. As I scanned the list of editors and publishers from LM’s past, some of the names jumped out at me.

› James Nelson. The son of a pesticide manufacturer, Nelson became editor of our sister magazine Pest Control (now Pest Management Professional) in 1948. He launched LM’s predecessor Weeds and Turf in July 1962, serving as publisher until 1967. (For more on our evolution, see page 30.) PMP is inducting Nelson into its Hall of Fame this year, largely due to his role in launching industry bible “Truman’s Scientific Guide to Pest Management Operations” and a related Purdue University correspondence course.

› Bob Earley. Having served LM in various capacities in the 1970s, 1980s and 1990s, Earley was present in June 1979 when 23 lawn care professionals gathered at the Cincinnati-South Holiday Inn to discuss forming a national association. From that meeting, the Professional Lawn Care Applicators of America (PLCAA, now part of the Professional Landcare Network or PLANET) was born.

› Jerry Roche. Chief editor of LM from 1985 until 1995, Roche is one of the five founders of the Turf & Ornamental Communicators Association (see page 23 for details about TOCA).

› Ron Hall and Sue (Gibson) Porter. Hall reported for LM and its former sister tabloid Lawn Care Industry for more than two decades, serving as LM’s editor-in-chief from 2002 to 2008. He and Porter ushered LM through a transition in 1999 from a general turf book covering golf and sports turf to one focused solely on serving the needs of landscape and lawn care businesses.

It’s powerful to see the names of the people who’ve done the work you do many years before you began to do it. I take pride in adding my name and that of our new ownership, North Coast Media, to LM’s management history list.

The more things change

Much like your businesses, our job—business-to-business publishing—has changed a lot since 1962, the year Nelson realized there was an opportunity to publish specialized information for those in the new field of applying pesticides to outdoor environments. But, also like you, the reason we do our job hasn’t changed one bit.

I’m sure the men and women whose bylines have appeared in LM before mine would agree that the most gratifying thing about being a trade magazine editor is hearing that something you reported on improved a reader’s business or life.

I recently received an email from a longtime reader who said just that. Even though LM first made a difference to him long before I was around, I appreciated and was encouraged by his note just the same.

Arthur Hathcock, landscape agronomist and former owner of MetroScape, a Washington, D.C., area environmental services and landscape firm, wrote to tell me that in 1976 he was given the Manager of the Year Award by our predecessor, Weeds, Trees & Turf.

“The award was two-fold,” Hathcock says. “1). I got my photo in the magazine and a minor write-up, and 2). I was given an inscribed pewter desk paperweight with all the pertinent information. I still have the paperweight.

“I thank you for maintaining the integrity of the magazine, its spirit and its relevance. Please keep up the good work, and realize you are accomplishing more than you probably realize for the future of young and impressionable land care professionals.”

Thank you, Arthur, and all of our readers, for giving us a reason to do what we do.
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HOUSEHOLD INCOME DOWN

Household income is down sharply since the recession ended three years ago, the Washington Post reports.

From June 2009 to June 2012, inflation-adjusted median household income fell 4.8 percent, to $50,964, according to a report by Sentier Research.

Incomes have dropped more since the beginning of the recovery than they did during the recession itself, when they declined 2.6 percent, according to the report, which analyzed data from the Census Bureau’s Current Population Survey. The recession, the most severe since the Great Depression, lasted from December 2007 to June 2009.

Overall, median income is 7.2 percent below its December 2007 level and 8.1 percent below where it stood in January 2000, when it was $55,470.

USE PROPER APPLICATION EQUIPMENT

By Mike Kellum | FMC

Pesticides are powerful substances that must be transferred carefully in order to ensure overall safety. Pesticides should be kept in a locked storage container during transport. Absorbent materials such as sand should be kept on hand in case of a spill, along with a shovel, broom and bag. In the event of a spill, avoid contact with the pesticide and keep unprotected persons away from the affected area. Then, follow the instructions provided on the pesticide product label.

Mike Kellum is the Market Specialist for FMC Professional Solutions in Alabama, Arkansas, Georgia, Louisiana, Mississippi and Tennessee.
Syngenta has agreed to acquire the DuPont Professional Products’ insecticide business for $125 million. Syngenta will receive the rights to Advion, Aceleron, Altriset, Calteryx, Provaunt and Arilon branded products and end-use registrations, and a license under DuPont’s patents and know-how for indoxacarb, chlorantraniliprole and cyantraniliprole related to their uses in the professional solutions market. DuPont will continue to manufacture indoxacarb, chlorantraniliprole, cyantraniliprole, as well as products containing these active ingredients, such as Coragen and Prevathon, in other markets.

“This acquisition will contribute to our objective of increasing profitability in the lawn and garden business through a focus on integrated solutions for our customers based on high value chemistry and genetics,” said Robert Berendes, Syngenta head of business development. “The products we are acquiring have an excellent environmental profile while providing superior control of insects in a wide variety of applications.”

At press time, it’s unknown how many of DuPont Professional Products’ more than 30 employees will join Syngenta. DuPont will continue to handle any issues stemming from the recall of its Imprelis herbicide. The transaction is expected to close in the fourth quarter of 2012.

“Innovations from our research and development pipeline are driving our Crop Protection business to an exciting, new position in agriculture,” said Rik Miller, president of DuPont Crop Protection. “Strategic divestitures like this one give us more resources to focus on what DuPont does best—delivering science-based solutions that help our customers feed a growing population.”