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FOR THE OTHER GUYS TO
CATCH UP

THE FULL LINE OF ★ RAM COMMERCIAL VEHICLES

RAM COMMERCIAL
TRUCK SEASON

RAMTRUCKS.COM/COMMERCIAL
<table>
<thead>
<tr>
<th><strong>UP TO $1,500 IN ON-THE-JOB INCENTIVES</strong></th>
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</thead>
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<tr>
<td>1500 TRADESMAN WITH <strong>BEST-IN-CLASS 25 HIGHWAY MPG</strong></td>
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<tr>
<td>HEAVY DUTY WITH <strong>BEST-IN-CLASS 30,000 LB TOWING</strong></td>
</tr>
<tr>
<td>CHASSIS CAB WITH <strong>BEST-IN-CLASS GCWR (37,500 LB)</strong></td>
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<tr>
<td>RAM C/V WITH <strong>BEST-IN-CLASS RANGE OF 500 MILES</strong></td>
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<tr>
<td><strong>UNSURPASSED 5-YEAR/100,000-MILE POWERTRAIN WARRANTY</strong></td>
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We back your business with a dedicated dealer network of professional service and sales support, and on-the-job incentives to keep your wheels turning and your business running strong. That's the benefit of BusinessLink.

*GUTS・GLORY* - RAM
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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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ON THE COVER
Design by Tracie Martinez
With Drive® XLR8 herbicide, your weed control won’t slow down after a little storm. This proprietary, water-based formulation delivers a quicker uptake by the plant and is rainfast in 30 minutes. Drive XLR8 herbicide provides superior control of crabgrass, torpedograss, kikuyugrass, and several broadleaves, including clover, as well as numerous weeds. Also, you’ll go the distance with residual control for up to 30-45 days from a single application.

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Senske Lawn & Tree Care was featured on “The Tonight Show with Jay Leno” on April 22 as part of the “headlines” sketch where viewers submit newspaper headlines, signs and printed materials with spelling errors or other mistakes or sentence structures that make them funny.

The punch line in the Senske bit came from a pruning flier that says, “Did you know... trees are tall plants made of wood?”

Despite Leno calling the company “Senske Lawn & Garden” (which is not its name), Patricia “Patt” Mosley, director of marketing and communications for the $21.6 million firm based in Kennewick, Wash., was pleased with the exposure.

“When one of my colleagues sent us the link to the clip, I was actually worried at first, since I didn’t know what to expect,” she says. “But when I saw it, even though Mr. Jay Leno referred to us incorrectly, it made my day. I actually had to watch a few more times and each time, it cracked me up. While I realize their intent was to poke fun at our expense, it was still worth the exposure and I can probably assume that more people today will remember that trees are tall plants made out of wood!”

View the “headlines” clip featuring Senske at http://goo.gl/8hQ1Y.
DEDICATION IS NOT SEASONAL.

When you put your name on a job, your reputation is on the line. That's when you need a commercial vehicle as dedicated to reliable performance as you are. With legendary durability and Best-In-Class payload capacity and side step-in height,* Freightliner Sprinter is ready to be the partner you can count on to help you get the job done, every day. freightlinersprinterusa.com

*2016 Carrier Kane Inc. LLC. Based on a comparison of the Automotive News classification of Full-size Commercial Vans.
Designation style

The way a publication writes and applies grammar and punctuation is called its “style.” Landscape Management uses the Associated Press Stylebook and we have our own house style, too, which is nothing more than a Word document that lists the idiosyncrasies of the way we write about the industry. For example, we capitalize Green Industry. We say “handheld equipment”—not “hand-held equipment.” We use the term “preemergent herbicide” rather than “pre emergence herbicide.” The point of sticking to a style is consistency—to present clarity for readers.

Until now we’ve specifically left professional certifications out of our copy. Why? We’ve treated them like academic degrees, which the AP Stylebook says to include only to establish someone’s credentials. To us, your experiences owning or operating a landscape business are enough to quote you in a news article or to share your best practices in a feature story. A few letters after a name doesn’t guarantee someone’s credibility.

But that’s not the only reason we’d left certifications out of the magazine. There were other, logistical reasons, including the difficulty we’d have verifying certification claims, the many types of certified professionals there are in the Green Industry and the sheer amount of space it would take to explain them each time. After all, until 2010 when the Professional Landcare Network (PLANET) rebranded the certification programs to Landscape Industry Certified, there were more than a handful of different designations (CLP, CLT, CTP and the list goes on).

That said, many other business-to-business publications print their industry’s professional designations. When a certified golf course superintendent’s name appears in our sister publication, Golfdom, the initials CGCS follow without question.

Why shouldn’t we do the same? For one, PLANET now lists all certified professionals on its website, eliminating the difficulty of fact checking certification claims. And, when you consider lack of professionalism is a perennial problem in the landscape industry and there’s a seemingly rampant increase in occupational licensure laws in the business community, we feel a duty to acknowledge the voluntary, proactive efforts some professionals make to improve their skills and businesses through certification and biennial recertification.

So, beginning with this issue, you’ll see the designation LIC, which stands for Landscape Industry Certified, following certified managers’ and technicians’ names in the pages of LM. This issue, you’ll see it in the article about Michael Bellantoni Inc.’s 50th anniversary on page 12 and also on page 34, where outgoing PLANET President Norman Goldberg, LIC, is quoted. We’ll also begin denoting the Irrigation Association’s certified professionals, like Chris Le Conte, CIC, CLIA, whose company is profiled in this month’s cover story, starting on page 24.

Now, if you’ll please excuse me, I have to update LM’s style guide.
INTRODUCING THE OREGON® 40V MAX CORDLESS TOOL SYSTEM.

Increasing pressure to regulate emissions and noise can be bad for your business. But with OREGON™’s new PowerNow™ 40V MAX® Lithium ion battery system, you can have all the runtime and performance you need, without the hassles of gas. It’s the perfect way to position your business for the future. Because when you cut all the noise, emissions and runaway fuel expense, all that’s left is green.

Learn about the 40V MAX® Cordless Tool System and find where to buy at OregonPowerFamily.com.

*Fully charged battery voltage measured without a workload is 40 volts. Nominal voltage is 37.
Where consumers spend

PLANET/Harris Interactive’s research reveals consumers’ spending habits on professional lawn and landscape services.

The Professional Landcare Network (PLANET) commissioned Harris Interactive to field research, asking consumers about spending on professional lawn and landscape services. The online, five-question survey was conducted in February among 2,219 U.S. adults aged 18 years and older, of whom 1,830 (83 percent) have a lawn or landscape. The study is the second in a two-part series PLANET conducts with Harris. For complete reports on both parts, visit loveyourlandscape.com/research/

Why they spend
Survey results show that those who purchased lawn/landscaping services in the past year or will purchase services in the next year do so primarily because they don’t have the knowledge, skills or physical ability or they don’t have the right equipment (both at 42 percent). Women are more likely to indicate the former response (56 percent of women vs. 30 percent of men). About a third say they hire professionals because they don’t have enough time and 31 percent say it’s because they want a professional look. Fifteen percent say they don’t have the patience. (See chart below).

What they’ll spend on
A third of U.S. adults who have a lawn or landscape say they’ll hire a professional in the next year for at least one service. Fifty-eight percent state they will not hire a professional in the next year for lawn/landscaping services. Nine percent are not sure.

The top five spending areas are expected to be landscape maintenance/care, such as mowing, edging, leaf cleanup; lawn care (e.g., application of fertilizer and weed control products); tree care; landscape services, which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.; and building patios, decks, walkways or outdoor kitchens. (See chart on page 10).

How much they’ll spend
U.S. adults with a lawn or landscape who expect to spend on landscape maintenance/care in the next year plan to spend an average of $700 on this service in the next year, a $100 increase compared to what they reported spending last year.

Those who hired or expect to hire a professional for lawn care services

Main reasons for hiring a professional for lawn/landscape services
(Respondents could select more than one)

- 42% Don’t have knowledge, skills or physical ability
- 42% Don’t have the right equipment
- 33% Don’t have enough time
- 31% Want a professional look
- 15% Don’t have the patience
- 15% Some other reason
Nothing puts you in control of sedges like Dismiss® herbicides.

Why is Dismiss® the industry’s number one choice for sedge control? Dismiss herbicides not only deliver visible results against sedges in just 24–48 hours, they produce a noticeable difference the next season: a significant reduction in new sedge populations.

That’s because Dismiss fights yellow nutsedge and green kyllinga underground, impacting reproductive structures to help reduce future generations of weeds. With Dismiss, you’re getting the industry’s fastest visible results and fewer sedges next season, saving you time and money. To learn more, contact your FMC Market Specialist or local FMC Distributor.
will spend an average of $400 in the next year, which is flat from what they reported spending last year. Tree care customers also expect to spend $400 in the next year on those services, which is on par with last year.

Those who spend on landscape services plan to spend $1,200 in the next year, which is a $200 increase from what they reported spending last year.

Finally, those who hire professionals for building patios, decks, walkways or outdoor kitchens expect to spend $2,900 in the next year, which is about double the $1,500 they reported spending last year. —MARISA PALMIERI

continued from page 8

Call 800-679-8201 for more information or visit WWW.TURFCO.COM to see the T3000i in action.

THE ONE APPLICATOR THAT DELIVERS

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MORE PROPERTIES PER DAY
MORE CUSTOMERS PER WEEK
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THE NEW T3000i SERIES enables you to put more residential and commercial properties on the same route. You’ll dramatically improve route efficiency and eliminate the expense of two machines. It’s easy to transport, easy to operate and easy on the operator.

Advanced features include:

- NEW intuitive, hands-free speed control giving you unprecedented control and productivity
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It’s time to expect more from your spreader/sprayer. Lots more.

SERVICES CONSUMERS EXPECT TO HIRE A PROFESSIONAL FOR IN THE NEXT YEAR

(Respondents could select more than one)

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape maintenance/care</td>
<td>17%</td>
</tr>
<tr>
<td>Lawn care</td>
<td>15%</td>
</tr>
<tr>
<td>Tree care</td>
<td>10%</td>
</tr>
<tr>
<td>Landscape services (plant design/install)</td>
<td>7%</td>
</tr>
<tr>
<td>Building patios, decks, walkways or outdoor kitchens</td>
<td>4%</td>
</tr>
<tr>
<td>Outdoor lighting</td>
<td>3%</td>
</tr>
<tr>
<td>Holiday lighting/décor</td>
<td>2%</td>
</tr>
<tr>
<td>Irrigation installation</td>
<td>1%</td>
</tr>
<tr>
<td>Water feature services</td>
<td>1%</td>
</tr>
<tr>
<td>Other services</td>
<td>1%</td>
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LM ADDS STAFF

Landscape Management (LM), added two media professionals to its staff last month. Bill Roddy, a Green Industry marketing professional, has joined North Coast Media as publisher of LM and associate publisher of sister magazine Golfdom. Carla Kastanis has joined NCM as national account manager for LM and Golfdom.

Roddy has spent the past 13 years managing some of Melamed Riley Advertising’s largest accounts, including Syngenta and FMC. He was responsible for developing and executing marketing strategies and tactics, launching and developing brands and products across myriad platforms, including events, print, digital and social media. Kastanis fills a newly created position at LM and Golfdom. She brings with her 17 years of B2B media sales and account management experience from roles at Advanstar Communications and Penton Media.

Bill Roddy

Carla Kastanis