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GIE+EXPO’s educational programs help you sustain and grow your business. Learn from the experts, discover best practices from your peers and get hands-on practice with the newest technology. Knowledge gained during any of the educational tracks will more than pay for your trip.

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Brian Pettie, Landscape Director
Arkansas State University, Jonesboro, AR

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LANSCAPEMANAGEMENT.NET | SEPTEMBER 2013

LM REPORTS
YOUR GUIDE TO PRODUCT RESEARCH

TRUCK AND TRAILER PRODUCTS

EZ Grade Land Leveler
Designed for pulling behind a truck, SUV or ATV, the new EZ Grade Land Leveler performs on dirt yards and gravel driveways/shoulders, and is also effective in snow clearing. The leveler features a 7-ft. leveling width and wireless remote control. It’s transportable at full highway speeds.
K-Tec // KTecEarthMovers.com/land-levelers

Contractor toolbox line
Buyers Products offers a variety of toolboxes, including cross boxes (pictured), lo-side boxes, pork chop boxes and topside boxes. Available in aluminum, steel or polymer, each box is designed to use truck bed space efficiently while keeping tools safe with secure locking mechanisms.
Buyers Products // BuyersProducts.com

EZ Haulr
Transport virtually any make or model of walk-behind outdoor power equipment on any vehicle with a 2-in. receiver hitch. Lightweight powder-coated aluminum ramp assemblies mount to a heavy-duty 2-in. tubular steel receiver hitch extension. EZ Haulr’s adjustable width ramps, with capacity up to 500 lbs., will safely transport equipment with wheel spacing up to 35 in. wide and up to 46 in. front to back, the company says.
Source One // SourceOneOPE.com/ezHaulr.html

Truck and trailer lights
LED truck and trailer products include tail/turn/brake lights, marker and clearance lights, dome and task lights, ID bars, license plate lights, strobes and direct replacement bulbs. LED safety flares, work lights and off-road light bars are also available. LED lights have six times the life span of incandescent bulbs, the company says, and use less power with no maintenance.
Super Bright LEDs // SuperBrightLEDs.com
Every Wednesday, 7–8 pm EST!

FD2B Talk Radio is a weekly internet radio show for landscape design/build contractors who want to take their companies to the next level.

**About the Host**

Jody Shilan, MLA is an award-winning landscape designer and former landscape design/build contractor, who has sold tens of millions of dollars of design and installation work throughout his career. He now uses his 35+ years of experience to coach other landscape contractors how to easily and dramatically increase their sales by following his unique landscape design/build/sales process. He does this through public speaking, private consulting, group workshops and his “exclusive” members-only website www.FromDesign2Build.com.

**Upcoming Programs**

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Remember: all shows are archived for later listening at FD2B.COM!

**Listeners Love It!**

“I love listening to FD2B Talk Radio. I appreciate the candid yet light-hearted conversations he has with his guests. And the topics are relevant and on-point.” — Chris Heiler, president & founder, Landscape Leadership

“Jody has brought a great variety of industry resources to a single media channel. I feel that the topics are relevant and the concise manner in which they are delivered saves me time. The format allows for feedback and questions, which I find helpful.” — Michael McShane, president, Plantiqve

“FD2B Talk Radio is not only informative and insightful, but it’s also entertaining. Each week I look forward to learning the next guest speaker and topic of discussion.” — Amanda Bell, landscape designer, Landscape Design by Amanda

“I listen to FD2B Talk Radio to educate myself on the landscape design/build topics to better my business. Jody responds to all my questions promptly and with helpful hints you can’t get anywhere else.” — Kim Stratton, landscape designer, Stratton Landscape Design

Interested in FD2B Talk Radio sponsorships? Contact Craig MacGregor 216-706-3787 or cmacgregor@northcoastmedia.net.
LED fixtures and bulbs
Super Bright LEDs offers spot and floodlights, fountain/well/pond lights, RGB color changing, deck and up lights and direct replacement bulbs. Its G-Lux line features submersible IP68 solid brass and stainless steel fixtures with plug-and-play technology. The company also offers installation materials and power supplies.

Super Bright LEDs // SuperBrightLEDs.com

CoolLED drivers
Ideal for outdoor and landscape applications, Harvard’s range of CoolLED drivers provide a high-performance solution for high-brightness LED lighting. Working alongside Harvard’s highly efficient modular light engines, the drivers are available with Phase and 0-10V analog dimming, simple push wire connection and multiple fixing points.

Harvard Engineering // HarvardEng.com

Infinity Knuckle
The new, patent-pending Infinity Knuckle articulating mounting assembly for the 1096 Up & Accent fixtures uses a fully sealed spherical grommet to prevent moisture penetration. It passes the fixture wiring through the central hole in the knuckle mount stem to the supply connection splice point. When the supply connection is made, the light fixture is slipped over the knuckle mount stem and can be infinitely rotated to the precise position and locked into place with two screws.

Vista Professional Outdoor Lighting // VistaPro.com
Easy Plug Installation System

i-lighting has dramatically upgraded its Easy Plug Installation System with new wiring. Designed with the proprietary Lighting Simplified harness technology, each stair, deck and landscape Lighting kit can be installed separately or in conjunction through a series of connections that easily plug together using either end of the i-lighting extension cables.

i-lighting // i-lightingonline.com

Luxor ZD

The Luxor ZD provides zoning and dimming capabilities from a single, easy-to-use landscape lighting controller with a full color digital interface. Zoning allows lights to be programmed into preset vignettes, which can be activated for special occasions such as parties. Dimming allows LED lights to automatically emit any desired illumination percentage within a system.

FX Luminaire // FXL.com/luxor

PermaGreen™ has been leading the professional lawn care industry along the path of sustainability, fuel efficiency, labor savings and pesticide reduction for 31 years.

In 1997, PermaGreen™ turned the industry upside down by inventing the Ride-On Spreader-Sprayer. This small, maneuverable, easy-to-use machine works well on large acreage and small lawns alike, and can be used every day on almost every lawn. While riding a truck can be very laborious and costly, the walk-thru eliminates extra employees, vehicles and overhead.

With the ability to blanket fertilizer and spray as needed, the environmental impact is lower, and the patented features of the PermaGreen™ Ride-On make it a consistently accurate pesticide applicator.

By providing better working conditions, PermaGreens keep a company attractive and keep quality employees. A lawn technician’s job becomes a career—not a dead end, which makes the lawn care industry itself more sustainable. So when the talk is about sustainability, innovation, fuel efficiency, labor savings and lower environmental impact, it’s gotta be a PermaGreen™.

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LED-MR16-6W lamps
The Orbit landscape lighting line now features more than 100 decorative fixtures that are “LED-ready.” They are designed for all outdoor applications and include up and accent lights, directional lights, well lights, recessed wall lights, underwater lights and stone lights. Model S121 (pictured) is offered in a powdercoat sand finish and is fabricated from cast aluminum. It is also available in bronze, black, green and white.

Orbit Industries // OrbitElectric.com

Design Pro LED 120V Accent Lights
Kichler now offers its Design Pro LED line of professional-grade landscape lighting in 120V accent lights. The sealed, integrated and fully potted accent light design uses Radiant optics to deliver the greatest lumens per watt in the industry, the company says. They are available in 3,000 Kelvin (K) (pure, white light) and 4,250 K (cool, white light), as well as a variety of beam spread options for optimal light effects for any landscape lighting job.

Kichler // Kichler.com

Avoid plant loss and replacement which is time consuming and costly. Landscape’s BioNutrition gives you peace of mind and an insurance policy by offering a one-step method to reduce stress and transplant loss on trees and ornamentals. An easy to use granular product, combines 5 strains of beneficial soil bacteria, 11 strains of endo- and ecto-mycorrhizae, and key organic soil conditioners for the ultimate in tree and landscape preservation.

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RESOURCES

[ Coming in October: 2014 Business Planner ]
You’ve got questions, we’ve got answers
In this year’s edition of the Landscape Management annual Business Planner, we tackle the top questions landscape contractors ask—or the questions they should be asking—to run their businesses efficiently and profitably. Green Industry experts will answer inquiries such as “What do I do if I can’t sell my business?” “What key performance indicators should I be tracking?” “When is overtime OK?” and many others in the categories of finance, marketing and operations.
1-MINUTE MENTOR

INSIGHTS FROM GREEN INDUSTRY LEADERS  INTERVIEW BY BETH GERACI

David Frank
president and CEO, David J. Frank Landscape Contracting, Germantown, Wis.

Who’s your mentor? I’ve had many mentors at different periods of my career. When I was starting out at age 10, many of my clients became wonderful mentors, significantly because of my young age. At that time, I was fortunate to have some of Milwaukee’s leading industrialists and businesspeople as clients and received consistent, generous advice from them.

As I became active in the Green Industry, pioneers such as Dick Brickman, Joe Marsh, Tom Lied, Lee Bruce and Ron Kujawa were of great assistance.

How does a 10-year-old start a landscaping business? I lived in a nicer neighborhood with affluent, older families who weren’t able to physically garden. I had a reasonable amount of ambition and was able to start a “neighborhood gardening service,” with the intent of improving my financial potential.

You said working in this industry today is harder than it used to be. Why? Twenty years ago, continuous improvement and implementing new technologies was a good strategy. Today, consistent, constructive change is integral to a business’ survival. We’ve tried to embed it in our corporate culture so that we can be proactive rather than reactive.

The last time we spoke with you, you said your work is largely inspired by the Sagrada Familia cathedral in Barcelona and the Gardens of Versailles. What is it about them? The Sagrada Familia cathedral was innovative for its time (the 1880s), and it’s a wonderful study of architect Antoni Gaudi, who was far ahead of his time.

The Kew Gardens in London, the Gardens of Versailles or the Butchart Gardens in British Columbia, which I visited this spring, are all inspirational for different reasons. The scale of some of these developments is staggering, and their quality inspires me.

What professional connections have influenced you most? Although my firm has affiliations with over 40 organizations, without a doubt I have been most influenced by my involvement in ALCA, now the Professional Landcare Network, as well as the Wisconsin Landscape Contractors Association. All offered me wonderful mentoring opportunities.

What advice would you give to someone starting a landscaping business today? It’s critical to supplement your technical education with a level of business training, as well as an affiliation with a certified public accountant who understands contractor job-cost accounting. It’s the same advice Green Valley Landscape founder Joe Marsh gave me in 1978.

OFF THE CLOCK

WHAT’S NEXT ON YOUR BUCKET LIST? Visiting Giverny and the Chateau de Vaux Le Vicomte in France.

HOW MANY SCUBA DIVES HAVE YOU LOGGED? 1,030, most recently in Playa del Carmen in the Yucatan Peninsula. The best ones have been the dives where we fed sharks and manta rays.

WHO’S IN YOUR FAMILY? I just welcomed my first grandchild this year, with another on the way this fall. I have a beautiful and wonderful wife, Jane Marie, as well as five children and two stepchildren.

WHAT’S THE BEST THING ABOUT WISCONSIN? The tens of thousands of inland lakes and lots of nature opportunities.

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