Indoor holiday decor

McHale Landscape Design’s move toward interior holiday work has strengthened client relations.

MCHALE LANDSCAPE DESIGN, based in Upper Marlboro, Md., promotes itself as a “property management” company. As such, its crews handle a slew of services for clients in a “one-stop shop” effort—everything from gutter cleaning to fall annual installations and exterior holiday lights for clients throughout Maryland, Virginia and Washington D.C. A few years ago, one of McHale’s exterior holiday displays led to an interior job for a residential client’s second home in St. Michael, Md. That job has become an ongoing account and a service the business plans to grow.

“They asked if we could take over their interior holiday decor since they liked what we were doing on the outside and trusted our crews,” says Samantha Fischer, Maryland Eastern Shore maintenance regional manager for the $21 million company. “We’re not as busy in the winter with landscape maintenance, so we have the extra time to focus on interior decorating.”

While McHale’s Virginia division has completed three indoor projects, this was the first for its Maryland Eastern Shore division.

The company, Fischer says, is content with the service’s slow growth, though.

“There’s a fine line of getting too many clients for a service like this,” she says. “Three or four clients could make it a nice, profitable service, but too many more would mean we couldn’t devote the time needed to do the job right. The client and I start throwing around holiday ideas in the spring.”

The service is more of a customer service builder than a major moneymaker, Fischer says. “Working inside requires just a little more care.”

Fischer says any company could add a service like this, but it does require having at least one staffer with an “eye for design” to oversee the work. “It’s not just sticking a Christmas tree in the corner; we do every single room,” Fischer says. “Last year, the (St. Michael’s) client wanted a wonderland theme and we incorporated the entire house.”

That effort even included importing fake snow and putting it in the children’s rooms. Poinsettias also were brought in, wreaths and garland were hung and two decorated Christmas trees were installed.

Between Thanksgiving and Christmas, Fischer devotes a lot of her time to the project, utilizing extra staff as needed to hang items and follow her plans. “It takes a crew of about five people, though they’re not at the property every day,” she says.

Once the holidays pass and the clients return to their full-time home, the crew comes back in for clean-up. “We wrap up the decorations and store everything in tubs in the client’s attic so it’s ready for future use,” Fischer says. “We have the client’s cleaning service lined up to come in right after us and do a good cleaning.”

From an internal standpoint, Fischer says the interior holiday decor service has been really enjoyable for her, as well. “Throughout the year, I’ll get ideas from landscaping shows and magazines,” she says. “I really enjoy seeing it all come together.”

Payton is a freelance writer with eight years of experience writing about the landscape industry.
WHO’S IN CHARGE OF YOUR FLEET?

A fleet manager PURCHASES all vehicles, trucks, and equipment, SCHEDULES maintenance, FOLLOWS the latest technology trends and software, MAINTAINS the fleet budget, IMPLEMENTS safety standards, and PROVIDES technical support for your operation.

Do these responsibilities fall onto you or one of your employees?

NAFA Fleet Management Association offers fleet solutions for landscaping and lawn care companies, no matter what size trucks or vehicles you have!

Gain access to a community of more than 3,000 fleet professionals that can share their expertise and best practices. Advance your company and become an NAFA Member!

To more effectively manage your fleet operations, connect with NAFA!

Join NAFA Today! www.nafa.org/join
FOR INFORMATION ON ADVERTISING IN THE NEW **LM SHOWCASE** SECTION, PLEASE CONTACT:

**Craig MacGregor**  
cmacgregor@northcoastmedia.net  
216-706-3787

**Chris Lavelle**  
clavelle@northcoastmedia.net  
216-363-7923

**LANDSCAPING PROFESSIONALS’ #1Choice for TOP DRESSER**

Let the Ecolawn team help you. We provide free Demos, Financing, Marketing Tools, FAQ, Tips, & Contacts.

Call now: **802-673-9077**  
View it in action:  
[www.ecolawnapplicator.com](http://www.ecolawnapplicator.com)

**Move more. Move it faster!**

*Improve productivity and profits.*

- Work earlier and later without noisy gas engines
- Reduce damage from heavy equipment
- Move up to 750 lbs at 3 mph
- Rugged, high torque, easily recharged
- 9 cu ft capacity with power dump
- Improve safety, reduce injuries

MORE INFO AT  
[www.electric-dumper.com](http://www.electric-dumper.com)

©2012 NuStar, Inc.

**Maybe You’ve Forgotten Why You Started A Business**

But We Haven’t

Business owners can get so consumed by the day-to-day, it’s easy to lose sight of your goals.  
Join the U.S. Lawns network, and we’ll help you grow your landscaping business into the success you’ve always dreamed about.

[www.uslawnsfranchise.com](http://www.uslawnsfranchise.com) • 866.781.4875

**U.S. LAWNS**  
Your Turf. Our Lawn.
PREEMERGENT HERBICIDES

Specticle
Bayer received an Agrow award in the best new crop protection product category for indaziflam, the active ingredient in Specticle preemergent herbicide. Specticle controls more than 90 grasses, broadleaf weeds and annual sedges with residual at low-use rates—up to 40 times less than current standards, the company says.

Bayer Environmental Science // BackedByBayer.com

Barricade
Barricade is a long-lasting preemergent herbicide for crabgrass control, Syngenta says, noting even fall applications can withstand snow and heavy rains to remain effective throughout the season. Low water solubility and high affinity for soil particles means Barricade stays where most weeds germinate—in the top half-inch of the soil. The product is backed by a performance guarantee.

Syngenta // GreenCastOnline.com

Prodiamine 4L
Prodiamine 4L, a liquid formulation, provides preemergent control of crabgrass, goosegrass, Poa annua and other small-seeded broadleaf weeds. It may be applied for season-long control, Quali-Pro says, and has low solubility and volatility. It’s also available in as a water dispersible granule.

Quali-Pro // Quali-Pro.com

Echelon
Echelon, which delivers preemergent sedge control, is the first herbicide in its class with a dual mode of action. It controls weeds from the foliage down and from the root up with residual for preemergent crabgrass. It also controls pre- and early postemergent goosegrass. Echelon is available as a sprayable application or as a dry application on fertilizer for most cool- and warm-season grasses.

FMC Professional Solutions // FMCProSolutions.com

Dimension
Dimension specialty herbicide provides preemergent control of more than 46 annual grassy and broadleaf weeds, including crabgrass, goosegrass, bittercress and Poa annua, as well as early postemergent control of crabgrass. Dimension can be used over the top of more than 440 landscape ornamentals and in noncrop areas, including roadsides. It also can be used on established cool- and warm-season seeded, sodded or sprigged turf without staining surroundings.

Dow AgroSciences // PowerOfMORE.com
Z-Spray
LT Rich’s Z-Spray machines have liquid capacities from 18 gal. to 89 gal. and granular capacities from 100 lbs. to 300 lbs. They are powered by a 16 hp twin cylinder electric-start engine and feature a 4 gpm pump, hydrostatic drive system, locking caster system and hydraulic hopper motor.
LT Rich Products // Z-Spray.com

RS7200E
The new unit boasts an electric start, adjustable electric spray pump and a hand-held spray wand. It’s driven by a 7-hp Subaru EX210 engine with electric start and a 0.95-gal. fuel tank. A 17-gal. tank system has a single port for easy filling and a balanced design for enhanced stability. The RS7200E is backed by a two-year limited warranty; the engine features a five-year warranty.
TurfEx // TurfExProducts.com

T3000i
Turfco’s T3000i spreader/sprayer features hands-free speed control and trim-lock speed for consistency and an intuitive experience. The spreader/sprayer features 12- to 18-ft. spreading widths, 6- and 9-ft. spraying widths and a 4-ft. trim spray, as well as a wand for spot treating. It has the ability to cover 124,000 sq. ft. per fill and fits through a 36-in. gate.
Turfco // TurfcoDirect.com

Triumph
The 2014 PermaGreen Triumph Spreader Sprayer has improved power steering technology, which offers control on difficult properties. A drop-down handlebar system and articulating joints help operators ride or walk through difficult terrain. The machine treats up to 1 acre per fill, resulting in fewer trips to the truck. Two set-ground speeds and fixed spray widths offer instant recalibration and greater precision when broadcasting or trimming.
PermaGreen // PermaGreen.com

VBX spreader
This V-box spreader features an 8-ft. poly hopper with 2 cu. yds. of capacity. Choose from pintle chain or auger feed options. Powered by a completely sealed, 0.5-hp motor, the stainless-steel drivetrain components are corrosion-resistant for reduced maintenance and longer life. A rear-mounted dump switch allows operators to quickly dump remaining material to cut down on waste. The spinner assembly is removable.
THE BOSS Snowplow // BossPlow.com
Economizer line
Performance improvements to ACE Torwel’s Economizer gas-over-hydraulic pickup truck spreaders target more efficient, reliable snow and ice control in its 1.3-, 1.7-, 2.5- and 3.0-cu. yd. models. Made in the U.S., these V-box spreaders are lightweight and feature stainless steel or painted 14-gauge steel construction. They feature a quiet 5.5-hp Honda gas engine with electric start.

ACE Torwel // ACETorwel.com

Drop Pro line
These two new tractor-mounted spreaders offer controlled application of bagged ice melters and bulk rock salt. Model SD-600 has a 6-cu.-ft. capacity with a 36-in. spread width; model SD-1400 has a 14-cu.-ft. capacity with a 48-in. spread width. Both units include a polyethylene hopper and variable-speed auger feed system, which is run by a self-diagnostics digital controller.

SnowEx // SnowExProducts.com

Comparison charts
SaltDogg’s CompareSaltSpreaders.com offers comparisons on same-level salt spreaders from 10 brands. Users can find side-by-side product specifications and features for SUV, tailgate gravity-fed; vertical-auger; two-stage; 2-yd. polymer; 3-, 4- and 6-yd. polymer auger; electric stainless steel chain-drive; and under-tailgate electric salt spreaders.

Buyers Products // CompareSaltSpreaders.com

[ Coming in February ]

‘The book that changed my business’
Be sure to check out next month’s issue of Landscape Management, where we highlight the books that have had the greatest impact on landscape professionals’ companies.

What are your must-read business books? Tell us by March 1 at LandscapeManagement.net/ BusinessBooks, by tweeting us @LandscapeMgmt with the hashtag #LMBusinessBooks or by sharing your response on our Facebook page (Facebook.com/LandscapeManagement). Participants will be entered into a drawing for a $50 Amazon gift card to add to their professional libraries.
Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express.

Mail LM Box # replies to:
Landscape Management Classifieds, LM Box #____
1360 E. 9th St., Ste. 1070
Cleveland, OH 44114
(please include LM Box # in address)

Every month the Classified Showcase offers an up-to-date section of the products and services you’re looking for. Don’t miss an issue!

Content Licensing for Every Marketing Strategy

Marketing solutions fit for:
- Outdoor
- Direct Mail
- Print Advertising
- Tradeshows/POP Displays
- Social Media
- Radio & Television

Leverage branded content from Landscape Management to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright’s Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

For more information, call Wright’s Media at 877.652.5295 or visit our website at www.wrightsmedia.com

Upcoming Ad Closing Dates:
March . . . . . . . . . . . . . . . . . . . . .2/6/2014
April . . . . . . . . . . . . . . . . . . . . .3/12/2014
May . . . . . . . . . . . . . . . . . . . . .4/10/2014
June . . . . . . . . . . . . . . . . . . . . .5/8/2014
July . . . . . . . . . . . . . . . . . . . . .5/30/2014
August . . . . . . . . . . . . . . . . . . . . 6/24/2014
September . . . . . . . . . . . . . . . .7/23/2014
October . . . . . . . . . . . . . . . . . . . .8/26/2014
November . . . . . . . . . . . . . . . .10/3/2014
December . . . . . . . . . . . . . . . .11/3/2014

Western PA
Landscape & Supply Business
FOR SALE
35 years of serving urban college communities landscaping & retail supply business.
Owner wanting to retire.
Business includes landscaping, maintenance, snow removal, and retail supply.
Sale includes all equipment, trucks, and buildings.
724-840-5705

HELP WANTED

When responding to an ad, say you you saw it in
OFF THE CLOCK

WHO MAKES UP YOUR FAMILY? I’m a single mom of three teenagers. A lot of my spare time is spent with them. They’re wonderful kids.

WHAT IS YOUR GREATEST INDULGENCE? Volleyball. I love to play. I even coach kids. I steal time from work to sometimes get lost there.

DO YOU HAVE A DREAM VACATION SPOT? I would like to go to Paris.

WHAT TV SHOW DO YOU HAVE TO TUNE INTO EVERY WEEK? The only thing I watch is the serial killer show “Dexter.”

WHAT WOULD YOU BE DOING IF YOU WEREN’T IN YOUR CURRENT CAREER? Between the Green Industry and real estate, I wouldn’t have it any other way.

Pam Berrios
secretary of the National Hispanic Landscape Association board of directors, owner of Alexandria Lawn Service, Alexandria, Va.

Who is your mentor? It’s been a lot of people. My total years in business have been 17 years. Six years ago, I bought my partner out. I knew everything on the back end as far as the billing and customer service, but I didn’t know anything about the field, (so) my mentors became the crew members I have. I went outdoors to see what they do on a day-to-day basis.

What led to your involvement with the National Hispanic Landscape Association (NHLLA)? My brother Raul Berrios, who is the current president, is a founding member. He’s been extremely involved in the NHLLA and he got me involved as well.

As a woman in the Green Industry, how do you get a leg up on your male competitors? (Being a woman) has its advantages and disadvantages. A lot of times, because of personality and being a woman, it will open doors for me and I’ll be able to quell difficult clients. On the other hand, when you’re dealing with suppliers and vendors and people who are used to dealing with a hundred males a day, when you walk in it’s like “OK, what is she doing here?” I just take it as a challenge. It’s been really rewarding to set foot in the industry as a female business owner.

You’re also a real estate agent. Does that profession cross paths with the Green Industry? I started being a real estate agent 10 years ago, looking for my own home to buy and then people started looking for me. It was right at the boom of the real estate industry. My clients knew I had my real estate license and they started saying, “You service our lawn and, at the same time, you can list our home for sale.” Throughout the years, it’s something I’ve been able to keep side by side. It’s worked out perfect.

What do you expect to be the main initiatives and topics of discussion in 2014 for the NHLA? We’re dealing a lot with immigration reform. There are a lot of questions about that in the industry. (But) our biggest campaign is getting people to the GIE+EXPO. When I went three years ago, for the first time, most of the people I saw were American business owners. We know for a fact there are thousands of Hispanic business owners and they’re not aware yet of the GIE, that there’s training courses, resources for us to use. We’re trying to build awareness to those types of events. We want people to go there.
Quali-Pro® Delivers Innovative Formulations

Our products are University tested with proven results. Designed to help you prevent and eliminate diseases, weeds and pests. We’re making “Basic” even “Better” by creating new and unique products to help keep Lawns, Landscapes, Golf Courses, Nurseries, Greenhouses and other general maintenance areas looking and playing their best. Just what you’d expect from Quali-Pro®, and you Know The Sign®.

Experience more of Quali-Pro® — Visit www.quali-pro.com or call 800-242-5562.