

Lawn & Landscape

SERVING THE \$45 BILLION PROFESSIONAL LANDSCAPE CONTRACTING INDUSTRY

MARCH 1998

\$3.00

MERGERS ACQUISITIONS VENTURE CAPITAL

The face of the lawn and landscape industry will never be the same after two multi-million dollar deals rocked the industry, spawning two national landscape maintenance giants.

The Exclusive Report begins on page 24.

THE NEW Z MASTER™ Z255

CUTS TIME ALMOST AS WELL AS IT CUTS GRASS



*Fast forward ground speed
up to 8.5 mph (4 mph in reverse)
with zero-turn maneuverability.*

*Low center of gravity, wide stance,
and 23" tires offer great stability and
extra muscle for challenging
inclines and curbs.*

*No more wrestling with controls.
Go easy with Z Master hydraulically
dampened steering.*

*Adjust cutting height of
the floating deck from
1.5" to 5" without
leaving your seat.*

*Powered by a tough 22- or 25-hp
Kohler® Command PRO™ engine.
Reliable starts, trouble-free
performance.*

*Forward design
offers wide-open
visibility and
pinpoint trim
control.*

*Backed by solid
commercial warranties,
engine (2 year limited)
and traction unit
(1 year limited).*

*Super Flow System™ delivers
clog-free flow and smooth
quality of cut.*

*Fast and reliable Toro
parts and service
aftermarket support.*

*Equipped with 52" or
62" Super Flow System™
side-discharge decks. Optional
52" Recycler® or 62" mulching
kits available.*

PRESENTING THE ALL NEW Z MASTER MID-MOUNT FROM TORO

The new Toro Z Master™ Mid-Mount is a hill-hugging, zero-radius turning, high productivity mower with a footprint hardly bigger than the operator running it.

See it now at your Toro dealer or visit us at www.toro.com.



© 1998 The Toro Company

LANDSCAPE
CONTRACTOR
EQUIPMENT

*It's about
productivity™*

USE READER SERVICE #50

Lawn & Landscape

More Than 60,000 Subscribers Monthly

EXCLUSIVE Report

Image

PhotoDisk
Seattle, Wash.



CONTENTS



p.8

Departments

106

Advertisers' Index

18

Association News

15

Calendar

102

Classifieds

4

Editor's Focus

10

In Business

8

Market Trends

12

People

94

Products

20

Web 101

24 Lightning Strikes Twice

The wait is over as the much anticipated consolidation of landscape maintenance companies began with a bang. At left, founding members of LandCare USA.

Features

32 Today's Options in Turf Insect Control

New discoveries and recent introductions are creating a variety of new choices in the control of turf insects.

38 Making the Cut

Contractors tackle challenging mowing sites by strategically matching crew sizes and equipment to the project and communicating effectively with clients.

44 T&O Services: One Size Doesn't Fit All

Companies that are successfully competing for the tree & ornamental care dollar in today's market are taking a number of roads to profitability.

50 Rotors, Reliability & Results

Irrigation product manufacturers are focusing on new product designs for irrigation contractors.



60

Light Up
Your Night

Landscape lighting manufacturers are creating less intrusive lighting designs and more product variation.

70 Trucks: A Custom Fit

Many contractors add special accessories to their trucks to outfit them for their unique needs.

78 Planting the Seed of Interest

Both the traditional and online versions of the Yellow Pages provide a pipeline to potential customers.

89 General Conditions: Important Costs

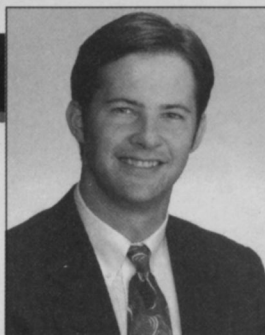
Not identifying all of a job's costs can ultimately eliminate that job's profit.



LAWN & LANDSCAPE (ISSN 1046-154X) is published 12 times per year. Copyright 1998 G.I.E., Inc. Publishers, 4012 Bridge Ave., Cleveland, Ohio 44113. All rights reserved. No part of this publication may be reproduced or transmitted by any means without written permission from the publisher. One year subscription rates, \$30 in the United States, \$35 in Canada and \$98 in other foreign countries. One year foreign airmail rate: \$218. Two year subscription rate: \$42. Subscriptions and classified advertising should be addressed to the Cleveland office. Periodicals postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster send address changes to LAWN & LANDSCAPE, 4012 Bridge Ave., Cleveland, Ohio 44113.

M

Bob West
Editor



any of the green industry's most prominent contractors have been debating the merits, challenges and possibilities of a national landscape firm for at least the last year. Until now, that debate centered on the word 'if,' as nothing but a hypothetical situation.

Now, however, announced plans for LandCare USA and the lawn care power TruGreen-ChemLawn have eliminated that 'if' from the debates and have given the industry case studies to measure the potential of such a company against.

While TruGreen-ChemLawn's announcement of four acquisitions earned headlines and vaulted the company into the landscape maintenance and contracting industry, the LandCare USA group may draw the closest scrutiny because of its upcoming public stock offering and unabashed ambitious plans for growth.

There's no telling how many contractors may find themselves affected – for better or worse – by how LandCare USA operates in the months ahead.

TruGreen-ChemLawn is undeniably the dominant player in the lawn care industry, and lawn care contractors regularly point out the affects the \$800 million organization has with its marketing penetration, sales philosophies and financial resources.

LandCare USA may soon find itself in a comparable, albeit not nearly as dominant position, among landscape contractors. Companies such as Environmental Care and The Brickman Group are both in the \$100 million ballpark, so LandCare USA's reported revenues of \$120 million doesn't distance it as far from the pack as TruGreen-ChemLawn finds itself. But what this number one position in the market does do is make LandCare USA instant torch bearers and standard setters for the entire industry.

The successful completion of LandCare USA's public stock offering will place a landscape contracting company on the New York Stock Exchange and lend the industry a great deal of credence in the eyes of the general public. The company's national approach will also put it in contact with a great number of customers in at least seven states, just for starters.

With such presence goes the responsibility for representing the industry in a most professional manner to both customers and investors.

The entire industry has been steadily moving forward over the last few decades to earn the respect of service industry customers. The industry will continue to move forward with or without the help of LandCare USA, but this group can undoubtedly accelerate the process by embracing all that goes with leading an industry. And, knowing the principals involved in the deal as we do, we expect nothing less of them.

Bob West

Lawn & Landscape

EDITORIAL

Cindy Code Group Publisher
e-mail: ccode@gie.net

Bob West Editor
e-mail: bwest@gie.net

Paul Schrimpf Managing Editor
e-mail: pschrimpf@gie.net

Denyse Fissel Associate Editor
e-mail: dfissel@gie.net

GRAPHICS/PRODUCTION

Mark Rook Creative Director
Charlotte Turcotte Art Director
Helen Duerr Production Coordinator
Lori Skala Advertising Production Coordinator

Rosalie Slusher Circulation Manager

ADVERTISING/MARKETING

Maureen Mertz Account Manager, Southeast
1723 South Hill
Milford, Michigan 48381
248/685-2065
Fax: 248/685-2136
e-mail: mmertz@flash.net

Kevin Gilbride Account Manager, Midwest
e-mail: kgilbride@gie.net

Vincent Ricci Account Manager,
e-mail: vricci@gie.net West Coast

Steve Carpenter Account Manager, Northeast
e-mail: scarpenster@gie.net

Susan Lopriore Market Coordinator

INTERNET

Bill Cox Webmaster
bcox@gie.net

Sydney Work Internet Editor
swork@gie.net

Carolyn Antl Website Developer
cantl@gie.net

CORPORATE STAFF

Richard J. W. Foster President and CEO
Cindy Code Group Publisher
Christopher W. Foster Director, MIS Department & Internet Communications

Heidi Senecoff Director, Circulation & Database Operations
Jami Childs Director, Production Operations

Cheryl Thomas Manager, Accounting
Fran Franzak Manager, Books & Directories

EDITORIAL & SALES OFFICES

4012 Bridge Avenue, Cleveland, Ohio 44113
Phone: 216/961-4130
Fax: 216/961-0364
Internet: <http://www.lawnandlandscape.com>
Subscriptions and Classifieds: 216/961-4130

L&L is a member of:

The Associated Landscape Contractors of America
The American Nursery & Landscape Association
The Composting Council
The Irrigation Association
The National Landscape Association
The Ohio Turfgrass Foundation
The Professional Grounds Management Society
The Professional Lawn Care Association of America
Responsible Industry for a Sound Environment
Turf & Ornamental Communicators Association



Advisory Board

Mr. Joe Rimelspan, The Ohio State University
Dr. Bob Schurzi, Michigan State University
Dr. David Shetlar, The Ohio State University
Dr. Fred Yelverton, North Carolina State University
Mr. David Zoldoske, Center for Irrigation Technology

Another Exciting Friday Night?



Get a Life—Get CLIP!

Where did your evenings go last season? Life is too short...your season is too short. Time is too valuable to spend in needless paperwork.

CLIP...it's all about time; automate your office. No more guess-work, no more wasted time in performing those repetitive tasks over and over again.

- Billing is quick and easy
- Scheduling is automatic
- Routing a breeze
- Job costing is simple and accurate

With **CLIP** you know what jobs need to be done. You know the details of each job. You know who your overdue customers are *before* you do the work. You know which jobs are profitable. You know which jobs to re-bid. You know every detail of every customers' information—*instantly!*

With automation like this you can't afford to ignore **CLIP**.

CLIP watches your profits, gives you time to market your business, *and* lets you leave the office early and participate in life.



New! The Remote Data Collector—
Now job costing is even easier!

What are you doing next Friday night? **CLIP**...it's about time!



Call 800-635-8485 for a Free Demo!

or visit our Website at <http://www.ssi-clip.com>

Sensible Software, Inc. • 9639 Dr. Perry Road • Suite 123 • Ijamsville, MD 21754 • (301) 874-3611 • E-mail: service@ssi-clip.com


USE READER SERVICE #51

THE HIGH PERFORMANCE CONVERTIBLE WITH FOUR TOPS.




At Echo, we've been giving landscaping professionals exactly what they need for over twenty-five years: superior outdoor power equipment that more than performs...day after day after bumping, jostling, banging, hard-working day.


The result? Power equipment that exceeds professional demands for quality, durability and dependability. Echo Pro Performance. Built by the team that knows what professionals need. Maybe that's why more landscaping professionals choose Echo than any other brand of outdoor power equipment. For more information on Echo Pro Performance products call 1-800-432-ECHO (3246).




Trimmers that deliver maximum performance and versatility. That's Echo Pro Performance. Like our innovative SB Series Trimmers, featuring an ingenious split-boom, which allows the trimmers to be easily converted into versatile, lightweight edgers, compact cultivators, hardworking hedge clippers or Power Pruners™. And of course they are all powered by our legendary, world-class, two-stroke engine. Just what you'd expect from the number one name in outdoor power equipment.



• Tiller/Cultivator



• Hedge Clipper



• Power Pruner™



• Edger

ECHO®

The Pro Performance Team

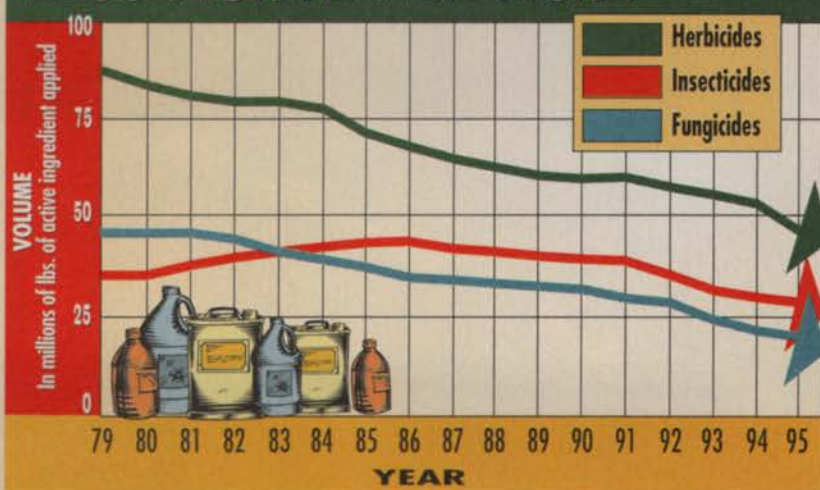
APPLICATION RATES CONTROLLED

Pesticide manufacturers, ever wary of attracting unnecessary attention from the government, have clearly made great strides in developing more effective products that reduce the amount of pesticides professionals apply for controlling problems.

Research compiled by the U.S. Environmental Protection Agency since 1979 shows that professionals working with pesticide products, including herbicides, insecticides and fungicides, have cut the millions of tons of active ingredient applied nearly in half.

Professionals using these products, such as lawn care operators, have also contributed by learning the value of more targeted applications.

LESS ACTIVE PER ACRE



(Credit: U.S. EPA)

CENTS, MID-AM SHOWS SET NEW ATTENDANCE MARKS

COLUMBUS, Ohio - It was a record-breaking year for two Midwest-based nursery and landscape events, a positive indication that 1998 will be an outstanding year for the green industry nationwide.

Officials with the Central Environmental Nursery Trade Show in Columbus reported that the 1,047 exhibitors and 11,598 registrants set all time marks for the event. "The show looked prettier this year," commented Bill Stalter, executive director, Ohio Nursery & Land-

scape Association. "There were many comments mainly that the nurseries were putting some extra touches on their exhibits."

The CENTS trade show committee decided that this year's show would nix the opening night reception and instead channel the \$25,000 typically budgeted for the affair toward grant funding for the Horticultural Research Institute.

"No one said they missed the opening ceremony," Stalter said. "That tells me we did the right thing."

Meanwhile, the Mid-America Horticultural Trade Show in Chicago saw a record 539 exhibitors and 10,389 attendees at its 25th anniversary event. Thomas Hoerr Sr.,

president of the Mid-Am Show and Green View Companies Inc., Dunlap, Ill., attributed the show's success to its Navy Pier location and a shortage of plant material in the region.

"The availability of plants is becoming smaller, and many attendees were looking for alternate suppliers of plant material," Hoerr explained. "It's a seller's market right now."

At the CENTS Show, nursery owners said they are recording a boom year with supplies in high demand by landscape contractors. Owners said it is difficult to keep items in stock, and they noted a

Nursery owners said it is difficult to keep items in stock. In particular, they noted a draw toward larger trees and dwarf-sized plants.

particular customer draw toward larger trees and dwarf-sized plants.

Requests for larger trees are being made by owners of newly built homes who also want their residences to come with a mature and blooming landscape to suit, growers noted.

"The younger generation is impatient and lazy. They don't want to wait for plants

to grow," said Maury Noyes, of Alpha-Nursery, Georgetown, Ohio.

SCOTTS CO. TAKES AIM AT GENE TECHNOLOGY

MARYSVILLE, Ohio- The Scotts Co. is ready to bullet

(continued on page 10)



We'd like to show you the weeds PENDULUM® controls. But they never showed up.

The reason they never showed up? Because PENDULUM® herbicide is a highly effective preemergent turf herbicide. Compared to the competition, PENDULUM demonstrates a higher level of control across a broader spectrum of weed species. With PENDULUM, weeds won't ever see the light of day. For the PENDULUM herbicide distributor nearest you, call: 1-800-545-9525, Ext. 1676.



PENDULUM offers unsurpassed weed control								
Herbicide	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
PENDULUM	■	■	■	●	■	●	■	■
Barricade ^a	■	●	●	●	▲	●	■	■
Dimension ^b	■	●	■	●	■	●	●	●
Team ^c	■	●	●	●	●	●	NR	NR
Ronstar ^d	●	■	NR	●	●	NR	NR	NR
Surflan ^c	■	■	■	●	▲	●	■	■

Level of control

● Medium

▲ Medium-High

■ High

NR Not registered

^aNovartis

^bRohm and Haas Co.

^cDow AgroSciences

^dRhône-Poulenc



® Registered Trademark, American Cyanamid Company © 1998 Always read and follow label directions.

The Power of Cyanamid Pendimethalin

MARKET TRENDS

(continued from page 8)

their way into genetic technology with the acquisition of a patented "gene gun."

Scotts purchased 80 percent interest in Sanford Scientific in February and also acquired the biolistic technology as part of the deal, said Michael Kelty, senior vice president, The Scotts Co.

Scotts had been in an exclusive contractual agreement with Dr. John Sanford, the developer and owner of the gene gun technology for about two years and has been working on developing products using the technology, Kelty mentioned. The purchase of the gun makes that technological development more secure, he added.

"It's not a contractual agreement. Now we own it," Kelty

said. "It's pretty pivotal to being in the business," he said of the gene gun. There are no other competing models of biotechnology available on the market, he added.

With the gun, the company can now work on genetic engineering in the area of turfgrass, floral culture, woody ornamentals and groundcover, Kelty explained, adding that Sanford will work with Scotts on the project. Sanford invented the gun while a professor at Cornell University and sold the rights to DuPont in the late 1980s for agronomic and medical realms. Sanford had retained the license for specialty crops until the recent acquisition by Scotts.

LAWN & LANDSCAPE SCHOOL OF MANAGEMENT SHINES

SAN DIEGO, Calif. — Green industry contractors from seven states converged on San Diego, Calif., for the second Lawn & Landscape School of Management.

The contractors enjoyed presentations from: Jim Paluch, JP Horizons, on "Five Important Things...Improving Productivity;" Lloyd Smigel, Care

Management Consultants, on "Motivating Your Sales Force;" Ed Wandtke, Mollica & Associates, on "Leadership Principles & Styles;" and Bill Arman, Environmental Care

(continued on page 12)

MISSION STATEMENT:

LAWN & LANDSCAPE magazine delivers superior, total coverage of the continually evolving professional lawn and landscape contractor market, from in-depth business trends and technical research reports to market analysis and new product introductions. For 17 years, L&L has provided industry presidents, business owners and top-level managers the most up-to-date information needed to effectively run their businesses.

Convert... BIG LOGS~STUMPS~GREEN WASTE
with

**THE MODEL 3680
BEAST™ RECYCLER** (The Cuttermill)
BY SMORACY, INC.

- Produce mulch in one pass
- Uniform product of almost any size
- Nothing processes green waste better
- Easy to transport - no permits
- Unique cutting system limits fuel consumption and horsepower requirements
- Tough to hang up, tough to plug
- Wet material - stringy material - no problem

YOU SIMPLY MUST SEE THE BEAST TO BELIEVE IT!

Call Bandit today for a free video or to arrange a demonstration

BANDIT INDUSTRIES, INCORPORATED

6750 MILLBROOK ROAD • REMUS, MI 49340 • PHONE: (800) 952-0178 OR (517) 561-2270
FAX: (517) 561-2273 • E-Mail: brushbandit@worldnet.att.net • Website: www.banditchippers.com

USE READER SERVICE #15

Holt

Specialty Equipment, Inc.

P.O. BOX 99 • 395 S. MAIN EAGLEVILLE, TN 37060
e mail : holtse@voyageronline.net

**WHAT IS THE HOTTEST, COOLEST, NEATEST, NEW
EQUIPMENT LINE IN THE LANDSCAPE INDUSTRY?**

Introducing !
the

TRAILHOIST

**WE ARE CURRENTLY
SEEKING QUALIFIED
DEALERS TO
DISTRIBUTE THE FULL
LINE OF TRAILHOIST
EQUIPMENT. IF YOU
ARE INTERESTED IN
BECOMING A
DEALER CALL
TODAY !**



Available Equipment

- Trailhoist (trailer model or truck mount model).
- Open top containers (4,6,8, and 10 cu. yd. sizes).
- Closed top containers (also makes great tool crib).
- Flat bed deck (equipment carrier)

**VIDEO
AVAILABLE**

800-643-8713

MARKET TRENDS

(continued from page 10)

Inc., on "People: The Key to Success."

"Developing this event allows us to present the wisdom and ideas of nationally-known consultants and contractors to a select group of professionals committed to bettering themselves and their businesses," noted Cindy Code, group publisher of *Lawn & Landscape* and *T&O Service Tech* magazines.

"In addition, the sponsorship support of Husqvarna Forest & Garden Products, Shindaiwa, Toro Sitework Systems and Novartis made such an event possible and illustrates the valuable role suppliers can play in assisting with the educational efforts of contractors," Code added.

PEOPLE

James R. Collins was named specialty products director for FMC Corporation.

West Ag Irrigation Products appointed **Don Thompson** as national sales manager.

Rain Bird hired **Mitch Wood** as the southeast district manager and **Mark Hall** as the specification manager for northern California.

Sherri Farrington was appointed to Sales Representative for Pan American Seed.

Craig Berlin and **Bob Schottke** were named new district sales managers for Hunter Industries. Berlin will handle south Texas and Schottke will oversee sales efforts in Arizona, New Mexico and west Texas.

Bozzuto Group promoted **Ryan Early** and **Richard Schoenbeck** to area managers to help oversee operations in Maryland and Virginia.

G&K Services announced the appointment of **Jeffrey Hartman** to marketing communication manager.

Stano Landscaping appointed **John Sancomb** as the firm's landscape management and construction department sales representative.

Dave O'Connell joined Power Com 2000 responsible for the company's sales to manufacturers in the outdoor power equipment industry.

Allied Signal named **David White** as district sales manager for Sulf-N 45 ammonium sulfate fertilizer.



Craig Berlin



Mitch Wood

INCREASE PRODUCTIVITY & PROFITABILITY!

THE ELIMINATOR™

United States Patent #5413181 and Other U.S. & Foreign Patents Pending

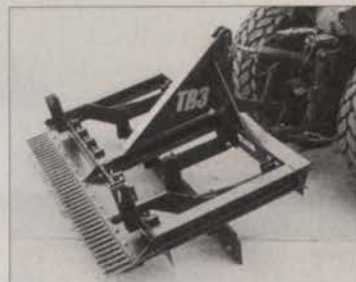
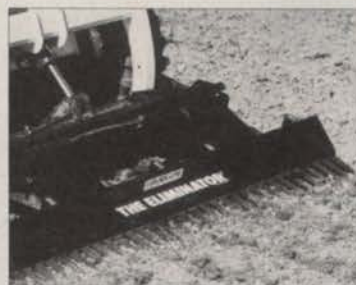
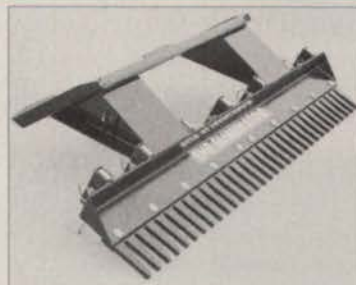
THE PROFESSIONAL SKID STEER GRADING RAKE



McMILLEN

CONSTRUCTION EQUIPMENT ATTACHMENTS

4419 Ardmore Avenue
Fort Wayne, Indiana 46809-9723 USA
NORTH AMERICA CALL TOLL FREE (800) 234-0964
Outside North America Call (219) 747-6750
Fax (219) 747-9161



- Push & pull soil
- Final grade
- General grade
- Level & spread soil
- Remove sod & vegetation
- No moving parts or hydraulic hook-up
- Eliminate the handwork!

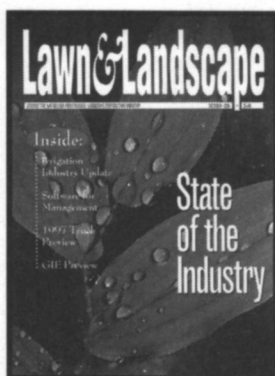
THE ELIMINATOR™ TR3

Patent Pending

3-IN-ONE, 3-POINT HITCH GRADING TOOL

USE READER SERVICE #18

KEEP UP TO DATE! SUBSCRIBE TO LAWN & LANDSCAPE TODAY!



The leading management magazine serving the professional landscape contracting marketplace.

Lawn & Landscape

- ☐ 1 Year \$30.00
☐ Canada 1 Year \$35.00
☐ Foreign 1 Year \$98.00
☐ Foreign Airmail 1 Year \$218.00

*Payment must be in U.S. currency and drawn on a U.S. bank

☐ Check Enclosed
☐ MC/VISA _____
 Exp. _____ Signature _____
 (prepayment required)

Date _____

Name _____

Title _____

Phone _____ Fax _____

Company _____

Address _____

City _____ State _____ Zip _____

This section must be completed to process your subscription

1. What is your primary business at this location? (choose one)

I. CONTRACTOR or SERVICES

- ☐ 1. Landscape Contractor (maintenance & installation)
☐ 2. Chemical Lawn Care Company (excluding mowing maintenance service)
☐ 3. Lawn Maintenance Contractor
☐ 4. Ornamental Shrub & Tree Service
☐ 5. Irrigation Contractor
☐ 6. Landscape Architect
☐ 7. Other Contract Services (please describe) _____

II. IN-HOUSE LAWN/CARE MAINTENANCE

- ☐ 1. In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks

III. DISTRIBUTOR/ MANUFACTURER

- ☐ 1. Dealer
☐ 2. Distributor
☐ 3. Formulator
☐ 4. Manufacturer

IV. OTHERS ALLIED TO THE FIELD:

- ☐ 1. Extension Agent (Federal, State, County, City, Regulatory Agency)
☐ 2. School, College, University
☐ 3. Trade Association, Library
☐ 4. Others (please describe) _____

2. What best describes your title?

- ☐ Owner, Pres., Vice Pres., Corp. Officer
☐ Manager, Director, Supt., Foreman
☐ Agronomist, Horticulturist
☐ Entomologist, Plant Pathologist
☐ Serviceman, Technician, Crew member
☐ Scientist, Researcher
☐ Company, Library copy only
☐ Other (please specify) _____

3/98

SUBSCRIBE TO T&O SERVICE TECH!



The only magazine written for lawn and landscape service technicians and crew members.

T&O Service tech

- ☐ 1 Year \$10.00 for 4 issues (prepayment required)

☐ MC/VISA _____
 Exp. _____ Signature _____

☐ Check Enclosed

Date _____

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Member of: ☐ ALCA ☐ PLCAA ☐ IA ☐ AAN

This section must be completed to process your subscription

1. What is your primary business at this location? (choose one)

I. CONTRACTOR or SERVICES

- ☐ 1. Landscape Contractor (maintenance & installation)
☐ 2. Chemical Lawn Care Company (excluding mowing maintenance service)
☐ 3. Lawn Maintenance Contractor
☐ 4. Ornamental Shrub & Tree Service
☐ 5. Irrigation Contractor
☐ 6. Landscape Architect
☐ 7. Other Contract Services (please describe) _____

II. IN-HOUSE LAWN/CARE MAINTENANCE

- ☐ 1. In-House Maintenance including: Educational Facilities, Health Care Facilities, Government Grounds, Parks & Military Installations, Condominium Complexes, Housing Developments, Private Estates, Commercial & Industrial Parks

III. DISTRIBUTOR/ MANUFACTURER

- ☐ 1. Dealer
☐ 2. Distributor
☐ 3. Formulator
☐ 4. Manufacturer

IV. OTHERS ALLIED TO THE FIELD:

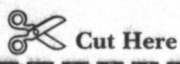
- ☐ 1. Extension Agent (Federal, State, County, City, Regulatory Agency)
☐ 2. School, College, University
☐ 3. Trade Association, Library
☐ 4. Others (please describe) _____

2. What best describes your title?

- ☐ Owner, Pres., Vice Pres., Corp. Officer
☐ Manager, Director, Supt., Foreman
☐ Agronomist, Horticulturist
☐ Entomologist, Plant Pathologist
☐ Serviceman, Technician, Crew member
☐ Scientist, Researcher
☐ Company, Library copy only
☐ Other (please specify) _____

3/98

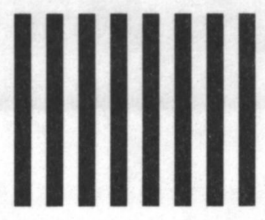
No envelope necessary - If you are enclosing a check please
tape the sides. PLEASE DO NOT STAPLE.



Fold In Half

Fold In Half

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

Lawn & Landscape

PO BOX 72123
CLEVELAND OH 44192-1023

No envelope necessary - If you are enclosing a check please
tape the sides. PLEASE DO NOT STAPLE.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO 1322 CLEVELAND OH

Postage To Be Paid By Addressee

**T&O
Service tech**

PO BOX 72123
CLEVELAND OH 44192-1023

SCOTTS BUYS CROWLEY LAWN BUSINESS

MARYSVILLE, Ohio – Scotts Lawn Service made its first acquisition since it purchased control of Emerald Green Lawn Care, purchasing the lawn care division of Crowley's Lawn Service, Cleveland, Ohio. Crowley's retained its vegetation management business, according to Crowley's President Phil Fogarty.

LESCO EXPANDS

ROCKY RIVER, Ohio – LESCO Inc. used two acquisitions to establish a manufacturer
(continued on page 18)

CALENDAR

To ensure that your meeting date is published, send an announcement at least 10 to 12 weeks in advance to *Lawn & Landscape*, 4012 Bridge Ave., Cleveland, OH 44113.

MAR. 12-15 Associated Landscape Contractors of America Student Career Days, Raleigh, N.C. Contact: 800/395-2522.

MAR. 18-19 Landscape Industry Show, Long Beach, Calif. Contact: 916/448-2522.

MAR. 17, 19 Advanced Green School Workshop, Marlboro, Mass. Contact: 508/892-0382.

APR. 1-6 American Society of Consulting Arborists Consulting Academy, Nebraska City. Contact: 301/947-0483.

APR. 2-5 Student Society of Arboriculture Conference & Job Fair, Stevens Point, Wis. Contact: 715/346-4211.

APR. 16-17 Landscape & Lawn Care Industry Mergers & Acquisitions Institute, Washington, D.C. Contact: 800/869-4302.

APR. 26-28 New York Recreation and

Park Society's Conference & Business Expo., Melville, N.Y. Contact: 518/584-0321.

MAY 8 Certified Tree Experts Seminar and Prep course, Millstone, N. J. Contact: 888/873-3034.

MAY 29-31 Business Christmas Decorating Seminar, Pittsburgh. Contact: 412/281-6352

JUNE 15-16 Environmental Horticulture IPM Conference, San Luis Obispo, Calif. Contact: 805/756-2830.

JUL. 20-21 Professional Lawn Care Association of America Legislative Day on the Hill, Washington, DC. Contact: 800/458-3466.

JUL. 25-27 International Lawn, Garden & Outdoor Power Equipment Expo, Louisville. Contact: 800/588-8767.

Landscape Imaging and Design is now easier than ever!

BEFORE

EARTHSCAPES Software

- Hi-Res Photo Imaging
- Site Plan Designer
- Estimator

"I wish we bought it years ago! Our close rate increased from 20% to 95% since we started using EARTHSCAPES. Clients comment our images are the most life-like of all presented to them."

Jeff Bainbridge - Creative Landscapes

"See why top Designers are switching to..."

VISUAL IMPACT IMAGING

973-770-9550

Visit our booth at the Winter shows or call for more info and demo.

www.visualimpactimaging.com

The Fastest, Most Powerful, Landscape Design Software for Windows



NOVARTIS

Finally, the critical to give the lawn the support you've

Novartis, created by the merger of Ciba and Sandoz, is committed to bringing new skills, new technologies, and new services to the lawn & landscape and tree & shrub care industries.

Our people include 25 dedicated field sales representatives and 8 experienced R&D representatives nationwide.

Our broad line of products are leading-edge, environmentally sound, low-rate formulations like Barricade® and Banner® MAXX.® Plus, many new products on the way.



Pre-Stress Conditioning
Plant Growth Regulation
Overseeding



Crabgrass
Goosegrass



Yellow Nutsedge



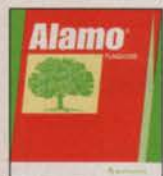
Powdery Mildew
Leafspot
Rust

mass necessary care industry been waiting for.

Even more importantly, look for Novartis to go beyond great products to bring you the technical information and leading-edge research you can use to grow your business. This is the basis of the Novartis Lawn & Landscape Partners Program.

Novartis also supports the long term goals of the GIE, and are proud sponsors of educational and supporting events at PLCAA, ALCA and PGMS.

To learn more about Novartis and the Lawn & Landscape Partners Program, call 1-800-395-TURF.



Dutch Elm Disease
Oak Wilt



Spider Mites
Leafminers



Fire Ant Control

The Novartis
Lawn & Landscape
Partners Program.

The Products and
Support You
Need To Grow
Your Business.



MORE MOWING



LESS LABOR



Lawn maintenance operators across the country are discovering the compact, maneuverable Mid-Size Walker Mower. With its zero-turning radius, the Walker is perfect for summer maintenance as well as for winter tasks. And, the labor-saving Walker looks good especially when building a profitable operation, because it usually cuts labor in half.

BIG 62" CUTTING CAPABILITY



► Ask for a demonstration or call for a free brochure.



SNOW BLOWER & SOFT CAB

Walker Mowers

Walker Manufacturing Company
5925 E. Harmony Rd., Dept. LL
Fort Collins, Colorado 80528
(800) 279-8537 www.walkermowers.com



USE READER SERVICE #20

MARKET TRENDS

ASSOCIATION NEWS

Professional Lawn Care Association of America recently launched a free mentor-for-success program called the Expertise Exchange Program. It is designed to provide PLCAA members with an advisor, a fellow member company, willing to share expertise in a confidential manner.

PLCAA also added a health insurance and human resource plan to its list of benefits and services. For information, call 800/458-3466.

Nevada Landscape Association recently named their 1998 board of directors: Andy Moore, president, Steve Packer, president-elect, Dave Grillo, secretary-treasurer, Tim Potter, director, Stephen Giossi, director, Gerry Snell, director.

The **Associated Landscape Contractors of America's** Strategic Long Range Plan, "Achieving Excellence Through Planning," is forward thinking document that takes steps beyond Visions 1995. The new plan makes the mission statement more concise, identifies association core members, and has three outcome-oriented long-range goal statements that will guide the association's growth over the next few years. For information, call 800/395-2522.

Susan Gordon received the **Rhode Island Nursery and Landscape Association** Award of Merit for services to agriculture and the nursery industry. James Pagliarini was named **New England Nursery Association's** Young Nurseryman of the Year.

Professional Grounds Management Society sponsored winners for the Anne Seaman Memorial Scholarship. The 1997 scholarship recipients were Joseph Mattos, Albert R. Gervasio, Jr., Stephen Paul McCue and Todd Andrew Fillion.

Illinois Turfgrass Foundation moved to a new address: 104 S. Michigan Ave., Suite 1500, Chicago IL 60601.

(continued from page 15)

ing presence in the New England region. The supplier of a wide range of professional turf care products bought Agriturf Inc., Hatfield, Mass., and Cadwell & Jones, Manchester, Conn., in two all-cash deals. Agriturf and Cadwell & Jones were both privately-owned suppliers of the turf and golf course industries.

IN BUSINESS...

Ransomes America Corp. announced plans for a 38,400-square-foot expansion to its Johnson Creek, Wis., manufacturing facility...Kohler Engines opened its new 200,000-square-foot Hattiesburg, Miss., manufacturing facility.



Getting lots of really good new customers is a pain in the you-know-what, but...

Even The World's Greatest, Most Reliable, Most Attentive To Detail, Hardest Working Gardener, Lawn & Garden Service Owner or Landscape Contractor Will Starve To Death—Without A Steady Flow Of New Customers!

"I started with a lawn mower and built a million-dollar-plus, highly profitable, and highly respected landscape contracting business at a rapid pace—because of my Customer Attraction Secrets...now, my Free Report reveals my secrets, to those who qualify."

Dayton, Ohio- Are you frustrated by advertising that never makes the phone ring? By being beat out of good jobs by cheap bidders? Feeling like you're starting your business all over again every season? Stuck at a certain level?

A million dollar per year "entrepreneur of the year" says that most of his peers' and competitors' marketing is anemic, me-too-istic, dull, full of costly waste, and ineffective. Arrogant? Egotistical? Marty Grunder says: "React to me any way you like—but one thing is for sure, if you are in the landscaping business or maintenance business, whether you are small or large, my marketing methods can easily double or triple your business in just one year, provide better customers, help you target and get exactly the kind of business you want, increase profitability and stability, and absolutely mystify and trump your competitors."

Big talk? Yes, it is, but this Grunder wiseacre has been showing off—and blowing sceptics away—his entire life. As a freckle-faced, red headed Dennis-the-Menace type kid, he started his business with nothing more than a "push" lawn mower and chutzpah. That little business went to 75 regular customers almost overnight. As a full-time student at the University of Dayton, while his buddies drove to school in old "beater" cars and flipped burgers for pocket money, Marty arrived in his Grunder Landscaping Company truck and, at age 21, did over \$300,000.00 in business. Last year he was named Young Entrepreneur of the Year by the Small Business Administration's Midwest Region, in the 1 to 25 employees category. Currently, Marty oversees a staff of 30, 18 trucks, a backhoe, an assortment of other equipment, and a diversified business doing everything from basic residential lawn maintenance to complicated commercial landscaping projects—and, this year, breaking \$1.5 million in annual sales. He's also investing in land, lecturing from time to time, and working with other landscapers as their "marketing coach."

Million Dollar Marketing Secrets Revealed In A Free Report—If You Qualify!

Grunder DOES have "secrets" for building these types of businesses, too. Here are just a few examples:

1. How to **spark referrals**... how to turn "small accounts" into big business.
2. How to **increase Val-Pak Coupon, direct-mail and Yellow Pages advertising results by 10% to 30%**...make your advertising much more productive and be able to accurately measure its value.

3. The 5 biggest mistakes 95% of the people in this business make when advertising and how to avoid them.
4. **How to stop the "price shopper" in his tracks. How to get good business without being the lowest bidder or offering cheapest price.**



Here's the smart-aleck kid standing next to his first truck. Who'd have guessed he'd quickly create the biggest and best company in southern Ohio, confound established, entrenched competitors, and exceed \$1.5 million in annual sales? Betcha he has a marketing secret or two in his pocket that you'd love to steal, if you could!

5. How to avoid the **fatal mistake** of confusing 'marketing' with 'selling'.
6. **Forget wasteful "name recognition" or "getting your name out there"**—learn to "target," create and deliver a "market-matched" message, and **attract exactly the type and size of clients you really want**.
7. Why your "service" should never be the #1 focus of your marketing.
8. Powerful but simple letters and things to say to existent customers to cause demand for a variety of additional, highly profitable services.
9. **The "secret" borrowed from the fad-diet business that sells high-priced, high-profit landscaping work like crazy.**
10. How to get people working for you and with you to really contribute like a championship team!
11. How to use "automated, autopilot marketing" to bring in new business without you or anyone else even talking with prospects on the phone!
12. Even "poor boy" dirt cheap marketing strategies, like what to write on a simple postcard to bring in a flood of new customers.

13. **The "4-Page" marketing tool used 6 to 10x a year that is guaranteed to increase your business by at least 30% year after year...automatically!**

14. How to position yourself as a "famous expert" in your area, get a ton of free advertising and "frv" the competition.

And there's a whole lot more. At the urging of a big-time, nationally respected direct marketing consultant and professional speaker who discovered and was "blown away" by everything Marty was doing, Marty prepared an easy-to-read but very complete, provocative Special Report—"How To Re-Invent Your Lawn-Garden/Landscaping Business With Million Dollar Marketing Secrets"—and you may be able to obtain a copy at absolutely no cost whatsoever.

Who Should Get Marty Grunder's Special Report?

Marty asks that you call for his free Report ONLY if: (1) you own your own business or are the President, CEO, manager or marketing manager for the business; (2) you make the decisions about advertising, marketing, and customer service investments; (3) you are currently unhappy with some aspect(s) of your business; (4) you recognize that in today's competitive environment, just "doing a great job" isn't enough to sustain a business; and (5) you are willing to make progressive innovative changes in your business if convinced, even reasonably assured that doing so will dramatically improve sales, profits, customer satisfaction, referrals, growth, and community prominence. (Please do NOT waste your time or Marty's money getting this Special Report if you are close-minded, change resistance, fully satisfied with your income, or just a curiosity-seeker without sincere interest in changing your business for the better.)

How To Get Your Free Report:

Simply write "Report" on your business card or a sheet of your letterhead and FAX it to 937-847-8067 or, for even more information and to get your Report, call 1-800-399-7135, listen to a brief free recorded message, then leave your name, company name, and address as instructed. You can FAX or call anytime, 24 hours a day, 7 days a week. If you prefer having your report sent confidentially to your home address, just let us know. Incidentally, requesting your free Report does not obligate you in any way; no salesperson will call to follow-up, nothing of the sort. However, this is a limited free offer, so please take care of it right now, while it's fresh in your mind.

©1995 M. Grunder

WEBSITE 101

DISCUSS CONCERNS, ISSUES USING BULLETIN BOARDS

WHILE discovering all the nuances of *Lawn & Landscape Online*, be sure to use the site to its full advantage. The site was developed as a resource not only for use by individuals and companies, but also to make connections between individuals and companies. *Lawn & Landscape Online* was specifically designed, yet broadly focused, so the content would appeal to many types of clientele. Everyone has something to contribute online, and everyone has something to learn, so two forums were designed for open, online discussion on the *Lawn & Landscape* site.

The newsgroups at *Lawn & Landscape Online* allow contracts to post an idea or question and then check back to see other contractors's responses.

NEWS SERVER. Click the link "news server" on the main navigation table of *Lawn & Landscape Online*, and a page appears with a list of specific discussion "bulletin boards" to which a question can be posted, hot topics of discussion pursued and where insight and expertise can be offered.

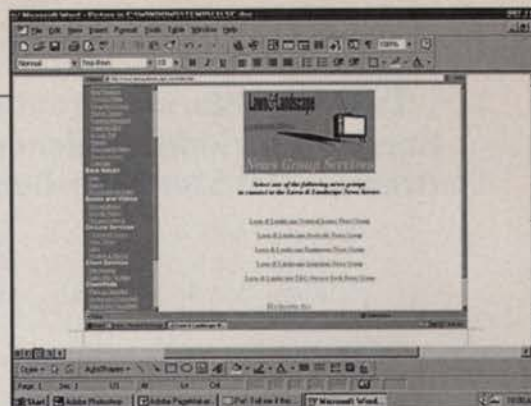
When using the bulletin board, read and post messages often, checking back regularly to watch the thread of discussion build. It may take a few posts to really get the ball rolling on a particular topic, but when it does, there's no telling how far the discussion will go.

Using the news server is not difficult. Follow the links to the news server page, then choose the preferred board. After a topic has been chosen, click on the link to that board. If using Netscape as a browser, the news reader will open automatically, unfolding in an external viewer that looks like an e-mail program. Microsoft Internet Explorer works much the same way as Netscape in terms of reading newsgroups,

except Outlook Express, the mail program, must be installed to read the groups.

In both cases, the commands are listed in a menu bar at the top of the page and the posted messages are listed chronologically by topic, with the sender's e-mail address. To read a message, double click on the line in which it appears and the message will pop up like an e-mail message. To re-

(continued on page 22)



Aquascape Design's FREE VIDEO!

"The Video" for contractors and retailers who want to tap into the surging popularity of water features in the landscape. See first hand the tips, insights and trade secrets of the country's largest water garden builder, *Aquascape Designs*.

- Design • Construction • Estimating
- Retailing • Sales & Marketing

Call Toll Free: **1-800-306-6227**
ext. 8104; or fax (630) 231-8863

USE READER SERVICE #21

No-Drift Chemical Applicators

- ▲ Now apply chemicals on windy days! Sizes range from 4" to 72"
- ▲ Designed especially for application between rows, in aisles.
- ▲ Sizes to choose from: 4" to 6" edger
- ▲ 36" to 46" home owners model 12 gallon tank
- ▲ 48" to 72" commercial model 20 gallon tank
- ▲ 48" to 72" Super Pro 55 gallon tank
- ▲ All models gravity fed

Applies approximately 1,000 square feet per gallon



For more information call or write:
DANVILLE EXPRESS

Address: P.O. Box 8, 124 W. Main Harper, KS 67058
Tel: (800) 662-4212 / (316) 896-7126
Fax: (316) 896-7192

USE READER SERVICE #22

TURBO TURF TURF SPRAYERS



2 & 3 tank units available
Hypro or Kappa pumps
structural steel frames
Briggs or Honda engines

TURBO TURF

50 Gal from \$ 1395.00
100 Gal from \$ 1795.00
200 Gal from \$ 1895.00
300 Gal from \$ 2295.00

CALL US FOR A FREE INFO PACK

TURBO TECHNOLOGIES INC.

1108 Third Ave., New Brighton, Pa 15066
412-846-0670 1-800-822-3437 Fax 412-846-3470

USE READER SERVICE #23

DTN Weather Center...on duty 24 hours a day, 7 days a week!

WEATHER WATCHDOG



It's not a computer! The DTN Weather Center includes a small one-meter satellite dish, receiver and color monitor. (Dog not included.)



Just like a good watchdog, your DTN Weather Center will keep you alert to changes. This new satellite-delivered technology shows everything you need to know. Current forecasts, high resolution radar and local conditions... delivered to your office or worksite. **The cost is low...** less than \$3 a day. **All with a no-hassle 30-day money back guarantee.** Over 100,000

subscribers use DTN weather service.

Put the DTN Weather Watchdog to work at your place.

Questions? Phone us today at **1-800-610-0777**



THE WEATHER WATCHDOG!

**DTN
WEATHER
CENTER**

9110 West Dodge Road • Omaha, Nebraska 68114

WEBSITE 101

(continued from page 20)

spond to a message, there are a few options. You can respond to the author of the message by sending a post to his or her e-mail address (click "reply" on the menu bar), by posting a reply to the entire news group ("post reply" on the menu bar) or by sending a message to the individual and the group ("post and reply" on the menu bar).

When replying to a post, the response or responses that are in direct reference to a particular topic will appear in a "tree" underneath the original message, indented from the left margin. Anyone reading through the newsgroup knows the "branched" posts are related to the original post. If posting on a new

topic, however, a message will appear first, and all subsequent posts on the topic or replies to the new post will appear "branched" beneath it.

CONFERENCE SERVER: When connected to the *Lawn & Landscape* conference server, one can create or join "rooms" according to a specific topic, and discuss all aspects of the topic with other members of the industry who have joined the room.

The original intention in creating the *Lawn & Landscape* conference server was to open a venue for online discussion forums featuring industry experts who have agreed to log on at specific times to discuss pressing issues and offer expertise on a variety of topics. In the future, these forums will be prepared by the staff at *Lawn*

& Landscape magazine and will be announced both online and in the magazine.

To access the conference server, follow the link by the same name from the *Lawn & Landscape* site. From there, a box will pop up requesting some information before connecting to the server. Type in a nickname or a "handle" that is going to be used, an e-mail address (optional) and the name of the room wishing to join, preceded by a "#." For example, if you want to join or create a room called "labor," type in #labor in the "room" category of the box.

When connected to the specific room, a list of everyone else in the room appears in the upper right hand corner of the box. When someone speaks, his or her name ap-

pears in the main dialogue box, followed by the message. To join the conversation, simply type in the dialogue space at the bottom of the box and press enter when finished.

Your name will not appear on your own screen, but it will be preceded by the symbol ">." It will appear to the others as the nickname chosen when the first connection was made.


To send someone a private message, click on the name of the person to which the message is going to be sent and type a private message in the dialogue box below. — Sydney Work **LL**

Please visit our website at:
www.lawnandlandscape.com

The author is Internet Editor of *Lawn & Landscape* magazine.

We STAND


Prepare your seedbed:
From rough grade to finish
grade with one attachment



behind Our WORK ...

... so you can stand
behind yours.

Over **50** attachments to fit any
skid steer



Call 1-800-747-2132
for the FFC Attachment Dealer Nearest You.
Service Representatives Nationwide

BEHIND EVERY SUCCESSFUL IRRIGATION PROFESSIONAL IS

**The New TRC
Commander &
Sidekick FM**



**See us at
Landscape
Industry Show
Long Beach
Booth #555**

We stand behind our customers by providing quality products at the lowest price possible and the kind of customer service that you can tell your friends about. We are so confident in our new line of products, we back it all up with a 3 year warranty. Now with PDT FM technology, our new remote controls have a range of 5 miles. With just your Sidekick FM or TRC Commander behind you, you can manage irrigation systems anywhere with just a simple touch of a button. Everything you'd expect from a handheld remote control at a very unexpected price.....

Starting at \$495

(800) 275-8558

 **Remote Control
Technology**

USE READER SERVICE #26

USE READER SERVICE #27

**You've read
about it, now see
it in action.**



**Free
Video &
Information
Kit.**

I would like more information
on Isuzu's N-Series trucks.
Please send my video/information
kit to the following:

Name Title

Company

Address

City State Zip

Telephone

Type of business

**What makes of
trucks do you use
now?**

Lease or purchase?

- ☐ Lease
☐ Purchase

When do you expect to acquire a new truck?

- ☐ 1-3 months ☐ 4-6 months ☐ 7-12 months ☐ More than 1 year

Call us toll free at (800) 785-5445 ext. 2305



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL

PERMIT NO. 3159

ST LOUIS MO

POSTAGE WILL BE PAID BY ADDRESSEE

AMERICAN ISUZU MOTORS INC.
PO BOX 140097
ST. LOUIS, MO 63114-9907



When Dirk Herrmann
switched to Isuzu
trucks, he had to give
up something.

Paying more for drivers.

Dirk Herrmann
Artistic Maintenance
Lake Forest, CA



Dirk had a growing problem. His old GM C-7000 trucks required expensive drivers with special licenses. And his smaller C-3500s just couldn't haul enough mulch and clippings to get the job done. Dirk solved his problem by buying Isuzu NPR trucks with 15-ft. dump bodies. The Isuzu trucks required no special license to drive, yet they hauled virtually the same payload as his more expensive C-7000s. Explained Dirk, "For what we were paying for small dumps, we're getting bigger trucks that need no special license, and they're easier and more maneuverable to drive."

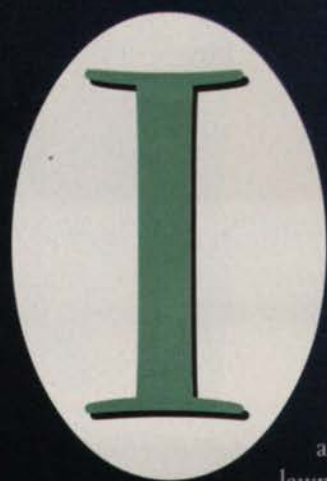
Dirk likes his NPRs' fuel economy too: "It's even better than my small dumps." He also likes the extra room provided by the three-person seating. And with the convenient tilt cab, his mechanics can easily access and maintain the familiar gas V-8 engines. It's no wonder Dirk plans to continue growing his business with Isuzu. You can too. Call (800) 785-5445 ext. 2309 for your nearest dealer and your Free Information Kit. Or visit us at www.isuzucv.com.



COUNT ON IT.

The wait is over as the much anticipated consolidation of landscape maintenance companies began with a bang.

*By Cindy Code
& Bob West*



In two unrelated and equally stunning moves, the announcement of two new national landscape maintenance companies was announced in February – one via the merger of several million-dollar firms and one through acquisition by the industry's lawn care giant.

The firm born out of a merger unlike any other in the industry's history, LandCare USA, Inc., comprises seven privately held landscape companies whose annual revenues totalled approximately \$120 million in 1997, thereby making the company the largest landscape maintenance firm in the industry.

But the merger is just the beginning of this group's ambitious plans, which include an initial public common stock offering to take place in May once approval has been granted by the Securities and Exchange Commission later this spring.

The second group, which represents the genesis of the new landscape management division of TruGreen-ChemLawn, included Northwest Landscape Industries, Tigard, Ore.; Environmental Landscape Services, Houston, Texas; Minor's Landscape Services, Fort Worth, Texas; and Otey Brothers, Boston, Mass. No additional TruGreen-ChemLawn acquisitions could be confirmed at press time, but a source close to the company indicated that as many as six more deals for landscape firms could be announced in the first half of 1998. These two announcements are expected to represent just the start of what has been a long-rumored and debated trend in the industry – the development of national landscape companies pursuing national accounts growth.

Lightning Str



layers

The following are the seven companies strategically located around the United States that are merging to form LandCare USA, the nation's largest landscape maintenance firm.

COMPANY: Artega Corp.
OWNER: David Luse
FOUNDED: 1975
LOCATION: Eden Prairie, Minn.
1997 REVENUES: \$13 million

COMPANY: D.R. Church Landscape Co. Inc.
OWNER: Bruce Church
FOUNDED: 1963
LOCATION: Lombard, Ill.
1997 REVENUES: \$12 million

COMPANY: Desert Care Landscaping Inc.
OWNER: Jeff Meyer
FOUNDED: 1983
LOCATION: Phoenix, Ariz.
1997 REVENUES: \$7 million

COMPANY: Four Seasons Landscape & Maintenance
OWNERS: Hal Cranston and Jim Marcus
FOUNDED: 1974
LOCATION: San Jose, Calif.
1997 REVENUES: \$15 million

COMPANY: Ground Control Landscape Inc.
OWNER: Mark Yahn
FOUNDED: 1978
LOCATION: Orlando, Fla.
1997 REVENUES: \$9.1 million

COMPANY: Southern Tree & Landscape Companies
OWNER: Roger Braswell
FOUNDED: 1977
LOCATION: Charlotte, N.C.
1997 REVENUES: \$15.7 million

COMPANY: Trees Inc.
OWNER: Linda Bengé
FOUNDED: 1953
LOCATION: Houston, Texas
1997 REVENUES: \$50 million

ikes *Twice*

In addition to the announcements by LandCare USA and TruGreen-ChemLawn, sources close to The Brickman Group have confirmed that the company has sold 51 percent of the company's stock to venture capitalists. Although the deal was structured so that the Brickman family retained controlling interest in the company, the deal has fueled industry speculation that the \$100 million firm is poised to become very aggressive in the acquisition game.

LANDCARE USA. The original founders of LandCare USA are: David Luse, Artega Corp., Eden Prairie, Minn.; Bruce Church, D.R. Church Landscape Co., Inc., Lombard, Ill.; Roger Braswell, Southern Tree & Landscape Companies, Charlotte, N.C.; Mark Yahn, Ground Control Landscape, Inc., Orlando, Fla.; Linda Benge, Trees, Inc., Houston, Texas; Jeff Meyer, Desert Care Landscaping, Inc., Phoenix,

Ariz.; and Jim Marcus and Hal Cranston, Four Seasons Landscape & Maintenance, San Jose, Calif. (See sidebar, page 25)

LandCare USA is backed by the Notre

In the end, however, the customers are the ones most likely to dictate what happens to the industry and how successful companies like LandCare USA can be.

Capital Ventures Group, II, L.L.C., of Houston, an organization with extensive experience putting together this type of deal in similarly fragmented industries. Among the public offerings Notre has initiated are Coach USA and ComfortSystems USA. (See sidebar, page 29)

Letters of intent and due diligence are complete in the LandCare USA deal, and it

will follow a typical initial public offering path. The prospectus, which represents the business plan of the group, is expected to be filed with the SEC in early to mid-March. That will be followed by a 30- to 45-day review process by the SEC. Following the review, LandCare USA representatives will visit between 20 and 25 cities over a three-week period in order to make presentations to various institutional investors before the stock begins trading on the New York Stock Exchange in May.

Due to SEC regulations, the group declined to reveal what price-per-share it hopes to offer the stock.

As for the company's operations, LandCare USA's goal is to maintain a business mix of about 75 percent maintenance and 25 percent installation revenues. More than 95 percent of its client base will be commercial.

After the initial stock offering, each company will continue to operate under its existing name in its individual market for an unspecified period of time but as a wholly-owned subsidiary of a highly decentralized corporate office.

Those close to the blockbuster deal noted there is significant value in the names of the original founders in their current markets, and that those names will be used indefinitely because a strong name identity is of utmost importance to the customers.

Every founding company represents one director on the board of directors for LandCare USA. Although other individuals may be appointed to the board, plans are for representatives of the founding companies to hold a majority of the seats.

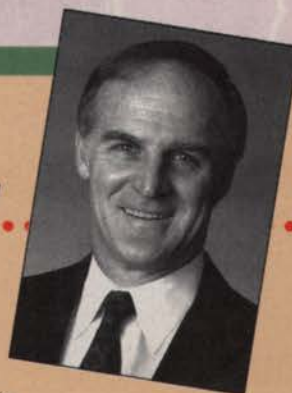
The entire organization will, however, be run by an individual new to the landscape business. Bill Murdy, 55, was named chief executive officer, and is expected to draw upon his considerable experience growing organizations and his

Who's Who



The CEO At A Glance

Bill Murdy



LandCare USA is entering uncharted waters for the industry. Accordingly, it has turned to Bill Murdy to guide the ship as the company's inaugural chief executive officer.

Murdy, 55, has held leadership roles in various significant growth industries throughout his career. The West Point and Harvard Business School graduate and veteran of two tours in Vietnam served as chief operating officer of a Hawaiian-based energy business in the 1970s. This company grew to be a \$1 billion firm that at one point was the fastest growing company on the Fortune 500 list. That was followed by a position as senior officer of the venture capital group at Morgan Stanley & Co. on Wall Street in the 1980s. In the early 1990s, Murdy served as president and

CEO of General Investment and Development, a privately held real estate ownership and management group with a multi-billion dollar portfolio.

"To me, the landscape contracting industry is a very attractive industry that stands right in the way of fairly impressive trends toward outsourcing of business services," Murdy told *Lawn & Landscape*. "The consolidation of the ownership of professional managers of real estate is something that a rollup of companies providing important business services to this group is a big deal." —Bob West

familiarity with the challenging issues facing publicly traded companies to complement the founders' lack of experience in this area. (See sidebar, above) Hal Cranston, president of Four Seasons Landscape & Maintenance, will serve as chief operating officer.

According to those involved in the LandCare USA deal, there are three key components to the company's future growth: internal growth, corporate tuck-ins (the merger of additional companies in markets already being served by the company), and beachheads (mergers of companies in markets not already being served).

Although the company acknowledged it has aggressive growth plans in place, it is prohibited by the SEC from releasing such forecasts at this time.

The key driving force behind the deal is the more profitable commercial client base that exists across the country and the increasing demands of these clients for contractors to serve multiple locations regardless of their own locations.

"LandCare USA will give us the ability to offer national accounts business to our clients," said Luse. "The key components are the ability to offer installation, maintenance and arboriculture services, and the

chance give our employees increased advancement opportunities."

Other founding members identified various benefits to joining the organization.

"The decentralized approach to ongoing operations, including the retention of our company's identity and personality, were key factors in the decision," noted Yahn. "LandCare USA's strength in providing capital and purchasing power will allow us to partner with employees and other industry leaders to grow at a pace well above previous expectations."

"Deregulation and consolidation is escalating in our customers' industries, and we felt it held the key to our future viability," added Bengel of Trees Inc.

Luse noted other advantages that will aid the company:

- Economies of scale in product purchasing and overhead costs such as insurance
- Sharing best business practices
- Increased opportunity to attract and manage quality people
- Ability to focus on the management of core businesses without administrative hassles
- Ability to offer a wider range of services to the customer base
- Significant evaluations and liquidity

from a publicly listed company

Interestingly, the mix of the companies and its owners share a similar corporate and personal profile: high profitability, strong customer service philosophies, team building initiatives and entrepreneurial owners now almost all in their 40s. Luse noted that while this profile identifies some of the key criteria the group used and will continue to use in determining which companies to approach regarding mergers, a real key to the group's plans is that none of the founding owners are said to be looking for an exit strategy from their business. "Instead, we are looking for opportunities to grow our businesses," he emphasized.

THE NOTRE WAY. In assembling companies for initial public offerings, Notre is said to look for significantly sized companies in highly fragmented industries. The landscape industry fits the bill. Currently, there are a number of significantly sized private companies, but only one publicly traded contracting firm — ServiceMaster.

Notre hopes to benefit from the driving force in consolidation: the customers' desires to shorten their vendor lists.

"It's a consistent theme throughout the country," said a source close to the Notre

dealings. "It's outsourcing at its finest."

Each of the seven founding members will receive stock in LandCare USA and some cash in the deal, in addition to an equal annual salary.

Notre's role is creating entities on the New York Stock Exchange, but keeping the business highly decentralized so it is a merger and not an acquisition.

Notre will retain about 10 to 15 percent of the LandCare USA stock once it goes public. Over time, the majority of stock will continue to be held by the founders and the owners of any companies that merger with LandCare USA in the future.

TRUGREEN-CHEMLAWN. In "A Conversation with Dave Slott" in the November issue of *Lawn & Landscape*, TruGreen-ChemLawn's president was asked if the company would continue to diversify its service offerings after the acquisition of Orkin Plantscaping.

"Never say never; however, we think we have enough opportunity with our core business," Dave Slott said. "We think we have enough to keep us busy for many years to come."

Well, apparently that changed, as illustrated by the lawn care company's acquisition of Northwest Landscape Industries, Environmental Landscape Services, Minor's Landscape Services and Oatey Brothers for undisclosed amounts. The four companies, totaling approximately \$40 million in 1997 revenues, represent the beginning of the new landscape management division of TruGreen-ChemLawn.

With consolidation happening before its eyes, Slott said, now is the time for TruGreen-ChemLawn to enact its rollup strategy for the landscape management industry and position itself to take advantage of the synergies between its services.

"I think the marketplace is dictating the time, whether or not it's the exact time we would have chosen. If, ultimately, we believe in the synergies between the two industries, then what better time to enter than when it's consolidating," Slott said. "We don't want to wake up three years from now

and find that the best players are all gone."

Rather than starting from scratch in the maintenance market, the company decided to align itself with partners that bring expertise to the table.

"We're under no time pressure. We're aligning ourselves with the right people in the right spots that strategically make sense for us. Beyond that, I think we're driven to be the best before the biggest," he explained.

But, as in the lawn care and interior industries, the company's goal is to be the largest company in the maintenance field.

The deals also gives TruGreen-ChemLawn a jump start in the commercial segment of the landscape market. On the lawn care side, 20 percent of its revenues are derived from commercial business, whereas its new maintenance business services primarily commercial customers.

The new division will immediately be affiliated with the TruGreen-ChemLawn name, in a form that has yet to be determined. Day-to-day operations of the division will co-exist with the existing regional manager infrastructure. Additionally, the presidents of the formerly independent firms, along with Slott, will create a landscape management executive committee.

"We don't plan any changes, just en-

with high values, offering great service and the individuals themselves are the criteria.

"We're concentrating on assimilating the best practices of all of the companies we've purchased into a consolidated model that we think will work as we roll it out across the country," Slott continued. "The executive committee will be responsible for building the model, from the mix of business to efficiencies at the front line to overhead. These are very astute people who understand they have a golden opportunity to create something special."

TruGreen-ChemLawn's number one goal is to offer quality service followed by taking care of its employees. If the firm accomplishes that, everything else will fall into place, Slott theorized.

As consolidation efforts race across the industry, Slott said TruGreen-ChemLawn offers a proven track record. "We are an ongoing entity. You can go read about us. We have an infrastructure already built. We have contacts in the industry that we can cross-reference. All that stuff is real."

As for Akerman of NLI, as of last November he was considering involving himself with venture capitalists in order to launch a group similar to LandCare USA when he met with Slott. "He told us what they were trying to do," Akerman said. "They want to become the best landscape management company in the country."

"We knew the industry was going to consolidate. Jim (Wathey, Akerman's partner) and I wanted to be on the leading edge as well as part of the best group," he continued, adding that he will remain with TruGreen-ChemLawn, heading up its West Coast landscape management division. "I really believe in this group. We have similar philosophies in that we take care of our customers and our employees."

INDUSTRY REACTION. It wasn't too difficult to find industry contractors who were already talking about LandCare USA and TruGreen-ChemLawn.

"This isn't about the landscaping industry. The entire service industry is taking off," said Frank Carson, president, Carson Landscape Industries, Sacramento, Calif.

"It seems like there's almost a feeding frenzy going on in the industry, and I think

.....

Although such multi-million dollar business transactions are new to the still maturing and emerging landscape industry, it's fairly typical of what's occurring nationally in the service sector.

.....

hancements. We're looking to these owners to guide us taking the next step," he shared. "We have a tremendous amount of work to do here. We have to build an infrastructure and an image, and that's going to take a lot of effort on the part of these ex-owners."

Slott said TruGreen-ChemLawn doesn't have a target profile it's pursuing in acquisition, and geography isn't necessarily key, either. Rather, forward thinking companies

Consolidation in America: *An Economic El Nino*

It's a trend that will define business into the next millennium.

Growing industries served by regionally based companies are being targeted for consolidation by investors and venture capitalists at a frantic pace. And, with the current economic climate, there seems to be little that can slow this phenomenon down. Two prime examples of consolidations in progress are the heating/ventilation/air conditioning, or HVAC, and motorcoach industries.

Tom Mahoney, editor-at-large, *Air Conditioning, Heating and Refrigeration News*, said the HVAC industry started experiencing the trend two years ago when two consolidation ventures were launched. Last year, two more were launched. Mahoney noted that the four ventures now combine to represent about \$2 billion of the estimated \$100 billion HVAC market nationwide.

Three of the four ventures have been successful, Mahoney noted, with stock prices well above their initial price. The one struggling group, whose stock opened at \$13 a share and ran as high as \$28, recently dropped to \$9 due to anemic earnings. Mahoney said these new giants thoroughly understand the businesses they are in and are thinking long term. "They are going after the best companies, and they are looking for young people who still want to run their businesses," he said.

ComfortSystems USA, a recent entry into the HVAC industry and a Notre Venture Capital creation, completed its initial public offering last June and purchased 12 companies. Today, the total is 24 companies, increasing ComfortSystems' revenues from \$167 million to more than \$400 million. Reagan Busbee, senior vice president of ComfortSystems, noted that ComfortSystems' companies provide one-stop shopping for large commercial clients with locations throughout the country, enjoy a 25 percent to 30 percent reduction in insurance premiums and have the option of purchasing from a preferred list of vendors at a reduced rate.

The motorcoach industry, once led by Greyhound, has been eclipsed by another Notre effort, Coach USA. The company, which has leapt from a handful of companies to 50 in just 18 months, boasts a fleet of four buses nearly 60 percent larger than its nearest competitor, according to Frank DiGiacomo, publisher of *METRO*, a motorcoach industry magazine. — Paul Schrimpf

it's probably just starting," added Drew St. John, president, St. John & Associates, Hattiesburg, Miss. "The economy is so strong right now and people's businesses are up, so they have a lot of cash and borrowing capacity."

"I can see it turning into a race among these big companies to get out there and make the most acquisitions where the company that acquires the most will win," remarked Ed Laflamme, president, Laflamme Services Inc., Bridgeport, Conn.

"I think consolidation in the landscape management industry is going to end up being a lot like it has been in the lawn care industry," Laflamme continued. "The larger companies will end up with all of the good

accounts nationwide and all that will be left will be niche players with small commercial and residential jobs."

There is less of a consensus, however, when the question turns to the potential of developing a national landscape maintenance company.

"We think there's a lot of consolidation potential right now," noted Dale Elkins, division vice president, ISS Landscape Management Services, Orlando, Fla. "We're coming across a lot of opportunities to work with companies looking for contractors with strong financial backing so they can take their contractors with them wherever they have offices. Not a lot of contractors can do that work."

"Landscape maintenance is one of those renewable, repetitive services you can set up systems for that should work anywhere," observed Jud Griggs, senior landscape architect, Lied's Nursery & Landscape, Sussex, Wis.

"As for landscape construction, it's going to be very interesting to see how these companies handle that," Griggs continued. "We struggle to develop design/build services just within our own branch offices because they get a little more personal due to the work involved."

"I don't see a national landscape management company as being feasible unless the sales approach is based solely on volume," said Carson. "If someone was trying to grow by creating quality and a service-oriented system, I think that would be more difficult to do."

Those contractors interviewed who were familiar with the various companies and individuals involved in these deals noted that they all have exceptionally strong track records of successfully providing these services. Where they may lack experience,

however, is combining a variety of unique corporations and their cultures into one healthy and harmonious group.

"The biggest challenge these individuals will face is aligning the different visions of these different companies," observed Bruce Wilson, president, Environmental Care Inc., Calabasas, Calif., who noted that although ECI did entertain preliminary discussions with representatives from LandCare USA it is not interested in any deals that would change its current ownership structure.

The value of a healthy organization is an intangible that shouldn't be overlooked.

"Companies like ours and Brickman are companies that were built from the ground up and that have put strong organizations in

THE Players

TRUGREEN • CHEMLAWN

The following are the four companies acquired by TruGreen-ChemLawn to form the company's new landscape management division.

COMPANY: Environmental Landscape Services
OWNER: Charles Racusin
FOUNDED: 1975
LOCATION: Houston, Texas
1997 REVENUES: \$7 million

COMPANY: Minor's Landscape Services
OWNER: David Minor
FOUNDED: 1980
LOCATION: Fort Worth, Texas
1997 REVENUES: \$12 million

COMPANY: Northwest Landscape Industries
OWNER: Rich Akerman & James Wathey
FOUNDED: 1973
LOCATION: Tigard, Ore.
1997 REVENUES: \$17 million

COMPANY: Otey Brothers Inc.
OWNERS: Michael & Brady Otey
FOUNDED: 1981
LOCATION: Westboro, Mass.
1997 REVENUES: \$6 million

place over time," added Wilson. "You can't just take a bunch of different companies and put them together and instantly have a successful organization."

"I think this group will have to let each original company maintain its own culture until it meshes over time," agreed Laflamme. "They're so geographically spread out that they might as well let them work independently and provide them with the tools they need to be successful."

In addition, the involvement of public investors should present a wealth of new influences on contractors used to doing business in an environment where they ultimately only answered to themselves.

"Forecasting and meeting budgets are what we live and breath, not in terms of revenues, but in terms of profits," asserted Elkins, noting that ISS' parent company is publicly traded. "There's going to be a lot of reporting to investors and stockholders that these individuals have never really seen before, and there will definitely be some new pressures on them."

"Up until now, the decisions for their companies have been made based on the owners' goals," added Griggs. "Now, they may have to be more dollar-oriented to show shareholders that progress is being made. That could lead them to make some short-term decisions to build an increased return for one year but that might not be in the best interests of the company over the long term."

"I wonder how the stock market will react to an initial public offering from a landscape company," added St. John. "No matter how big a company is, we're still in a volatile industry that is dependent on labor and where environmental and labor issues are always a problem."

EVERYBODY ELSE. What these deals mean for the rest of the industry remains to be seen. In addition, many eyes will be watching other leading firms, such as Environmental Care, The Brickman Group or ISS Landscape Management Services, to see how they react.

"Our business has been growing at about 20 percent per year, and we plan to continue to grow and follow the track we've been on," noted Scott Brickman about his plans as president of the \$100 million dollar group.

Regarding the company's expansion plans, Brickman would only say, "Our growth will include acquisitions when and where it makes sense for the company."

Wilson was equally reserved in discussing ECI's acquisition strategy. "We've always looked at the possibility of acquisitions, although it hasn't been a primary method of growth for us," he explained. "The fact that some other companies are making acquisitions won't cause us to panic."

Most contractors seemed to agree that the companies most likely to be affected by these organizations are those in large markets. "I don't think we'll see consolidation in cities with less than 500,000 people," commented St. John.

"I want to say that this can get our industry out to the public in a larger sense for our image, recruiting and professionalism," said Elkins. "But that won't happen if these groups don't take steps to move us in that direction."

As for market effects, Elkins guessed that certain changes could be in store depending on the strategies companies employ. "Consolidation could result in the standardization of certain practices such as pricing," he noted. "At the same time, we could see the price of services drop if companies decide they are going to buy business instead of buying companies. These large companies could also really change standard bid qualifications for a lot of jobs."

In the end, however, the customers are the ones most likely to dictate what happens to the industry and how successful these companies can be.

"It's still going to boil down to the fact that customers buy from a company because they trust that company and like the person they are dealing with," concluded Elkins. "The size of our companies doesn't matter as much as we think it does." **LL**

The authors are Group Publisher and Editor of Lawn & Landscape magazine, respectively. Paul Schrimpf, Managing Editor, contributed to this report.

THE NEW BREED OF COST CUTTERS



THE BEST WAY TO GROW YOUR BUSINESS.

To grow a business in today's competitive marketplace you need to watch both sides of the ledger... costs as well as sales. That's where Scag commercial mowers can really add to your balance sheet. Take the exciting new Turf Tiger for example. No other mower in its class offers the awesome power and performance of our newest zero turn rider. And like all Scag mowers, it's made to run day after day, season after season, with easy field serviceability, high productivity and consistent quality. And that cuts costs.

If you're looking for better bottom line performance, then you need a mower that offers better maneuverability, precision cutting and faster speeds. A mower you can count on every time you put it on a job. From walk behind and 3-wheel riders to the awesome Turf Tiger, the mower you're looking for is Scag.

SCAG
Simply The Best

New discoveries and recent introductions are creating a variety of new choices in the control of turf insects.

By Rick Brandenburg



Most turfgrass managers realize the biggest question about insect control isn't "if" you will need to treat, but rather "when" or "where" or "how often." In many areas, the threat from white grubs, chinch bugs, armyworms and a number of other insect pests is frequent and severe enough that turfgrass managers enter each season prepared for battle. This battle is often long and expensive, however, each year additional tools become available for contractors' use against a range of turfgrass insect pests.

One of the welcome trends observed in turfgrass insect control products has been a shift toward products that are lower in toxicity, considered reduced risk, and in some cases are "natural" in composition. This move toward such products reflects the demand for such products from society and turfgrass managers alike, but it is also a sign of advances in research and technology.



Research on natural, biological, and organic pest control has produced a number of new options for insect management in turfgrass. In some instances, these new approaches are unique chemistries for conventional pesticides.

NEW GROUPS. One major group of new chemistry has been the increase in products in the class of synthetic pyrethroids. In general, these pesticides have low use rates as compared to other conventional pesticides, low mammalian toxicity, and a broad spectrum of control against surface feeding insects. On the other hand, they have limited activity against some of the soil insect pests (i.e., white grubs), and are relatively toxic to fish. These products, all labeled for use in residential landscapes, include Tempo, Scimitar, Battle, Mavrik, and Talstar.

Many turfgrass managers have found these products to be quite practical and useful due to the low use rates and rapid knockdown of pests. Some are surprised by the higher price, but one must con-

Many of the newer insect control products target specific stages of insect development and require close monitoring of the pests. Credit: Brandenburg



Today's Options in **Insect Control**

insect management

sider the use rate for 1,000 square feet before automatically assuming these products are more expensive to use.

Two newer products directed primarily at white grub control are Merit and MACH 2. Merit reached the market first and attracted interest when the U.S. Environmental Protection Agency provided an accelerated registration and classified it as a reduced risk pesticide. However, the unique chemistry of this product requires that the application be made in a preventive manner. A turfgrass manager cannot simply wait until large third instar grubs are present and then use Merit to remedy the situation. Merit must be used against small, newly hatched white grubs to be fully effective.

One important feature of Merit is its low toxicity to mammals, fish and birds. This is due to the unique chemistry (a class called chloronicotinyls) which affects a nerve site in insects that is very sensitive. Merit also has systemic activity that is somewhat unique for a turfgrass insecticide. We are still learning about all of the options for using Merit against turfgrass insect pests, but this product has been widely accepted by the lawn and landscape industry.

Another product that has received a lot of attention during the past year and also has a favorable toxicity profile is MACH 2. This product is similar to Merit, providing excellent white grub control with relatively low toxicity, and it has a tendency to work best when applied preventively.

The mechanism by which MACH 2 controls insects is much different than for Merit or any other white grub insecticide. MACH 2 stands for "molt accelerating compound," which means that it speeds up the normal molting process in grubs. The accelerated growth causes the insect to stop feeding, eventually stressing the insect to death.

Similar to Merit, MACH 2 has low toxicity to birds, fish, earthworms and wildlife and, despite the requirement to be used in more of a preventive fashion than on an as needed basis, it will probably have good success in the marketplace. Such products challenge our traditional concept of integrated pest management where we use pesticides more on an "as needed" approach when a pest problem threatens the turf.

When other control options (e.g., cultural or biological) are not practical, then a

**You have tried the rest. Now ride the best.
Ride the ROCKET !!!**

ROCKETWHEELS

from **trimmertrap** Inc.
A Specialty For Your Valuable Equipment



Operator remains in a fixed position directly behind the controls at all times, during turns and even when backing up. No stepping off or jackknifing. The fixed position—utilizing dual caster wheels provides a much less fatiguing and more stable ride for the operator.

- Casters turn on thrust bearings instead of bushings
- Folds up without interfering with mower controls
- Quickly disconnects for mowing slopes
- H.D. thick wall and full length bushings throughout
- High quality three piece wheels & H.D. tires and bearings

Call 1-800-279-8727 for more information

USE READER SERVICE #31

Ride On Sprayer Spreader!

**Treat 3,600 sq.ft. Per Minute
Spray 30,000 sq.ft. Per Fill**



**\$3,499
Free Video**

1-800-346-2001

USE READER SERVICE #30

AgrEvo

**Rainfast.
fast.**

Finale® Herbicide is rainfast in an average of 4 hours. That's clearly faster than other non-selective systemic herbicides. And one more good, fast reason why you should...

Switch to

95 Chestnut Ridge Road / Montvale, NJ 07645 / 201-307-9700
Remember to read and follow label directions carefully. © 1998 AgrEvo USA Co.



USE READER SERVICE #29

pesticide can be called upon to quickly remedy the problem. Fortunately, in the case of white grubs, many turf managers are familiar with high risk sites for infestations. In areas where problems from white grubs are expected, the use of a preventive application of a pesticide prior to the infestation is not necessarily counter to IPM philosophy. This is particularly true when the pesticides used have favorable characteristics that may justify their use in such situations.

THE NATURALS. Another new product that is classified as a "natural" product is Conserve SC. This product is in fact the result of a fermentation process involving a soil organism. The fermentation product can be produced commercially and packaged as a readily available product. Conserve SC has many of the desired characteristics of conventional pesticides, such as good shelf life and ease of application.

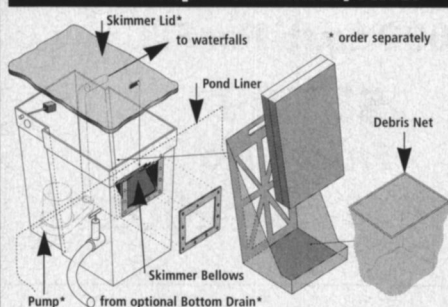
This product has shown good effective-

ness against a wide variety of caterpillar pests of turfgrass. While the spectrum of control is limited to caterpillars, the availability of a "natural" product for such use is welcomed by many turfgrass managers. The active ingredient, spinosid, is similar to the conventional insecticides Merit and MACH 2 in that it is quite selective and affects primarily only the pest species.

Another natural product that has been around for a long time but that only re-

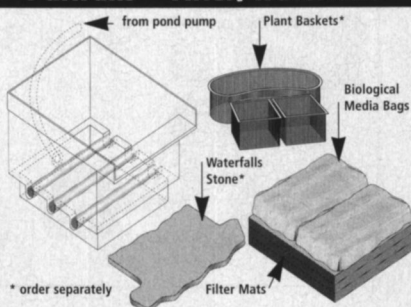
Four + Functions in Each Unit!

PondSweep™ Skimmer/Filter



- Pond Skimmer
- Pump Housing
- Bottom Drain Compatible
- Biological Filter
- Prefilter/Settling Chamber

PuriFalls™ Filter/Waterfalls



- Biological Purifier
- Waterfalls
- Plant Basin
- Pipe Junction
- Pipe Dishcharge Model Available

Call us for a model that matches your needs.

Pond Supplies of America • 1204 Deer Street • Yorkville, IL 60560 • Ph: 1-888-PICK-PSA

USE READER SERVICE #32

Eagle-1
Int'l. U.S.A.

**High-Power
Environmentally Friendly**

**BacPac Sprayer
...puts you ahead!**

- **Powerful**—spot sprays to over 40 feet
- **Patent Pending Design**—feels lighter on your back
- **Environmentally Friendly**—replaces noisy, air polluting engine-powered sprayers

Order Factory Direct

Tel: (425) 558-1212 Fax: (425) 558-1222

18005 NE 68th St., Park East, Bldg. A-110, Redmond, WA 98052

or through your local dealer

Retail \$420.00



Without
advertising,
a terrible
thing
happens...

NOTHING.

**To advertise in L&L
call 1-800-456-0707**

USE READER SERVICE #33

Summary of Cultural and Non-Chemical Insect Control Strategies

CULTURAL PRODUCTS AND METHODS	INSECTS TARGETED	COMMENTS
Good management		Turf will be more tolerant of damage
Healthy, dense stand of turf	Ants, wasps, bees	Reduces ants, wasps, bees
Resistant varieties of turfgrass	Chinch bugs	Limited availability of resistant varieties
Endophyte-enhanced turfgrass	Armyworms, cutworms, billbugs, chinch bugs, sod webworm	Only affects surface-feeding insects; available only in tall fescue and perennial ryegrass varieties
<i>Bacillus thuringiensis</i> (Bt) bacteria	Armyworms, cutworms, sod webworms	Slow acting; narrow spectrum of insects affected
<i>Bacillus popilliae</i> (milky spore) bacteria	White grubs	Limited availability; benefits remain unclear
<i>Beauveria bassiana</i> (fungus)	Chinch bugs, mole crickets	Naturally-occurring; limited commercial production
<i>Metarhizium anisopliae</i> (fungus)	Various caterpillars, white grubs	Effectiveness not well-documented
Clamshell pieces	Armyworms, cutworms	Limited availability; benefits remain unclear
Entomogenous nematodes (<i>Steinernema carpocapsae</i> , <i>S. Glaseri</i> , <i>Heterohabditis bacteriophora</i>)	Armyworms, cutworms, billbugs, green June beetle, white grubs, fleas, mole crickets, sod webworms	Numerous products for different pests; specific environmental conditions must exist for successful use
Insecticidal soaps and oils	Armyworms, cutworms, sod webworms	Only soaps have a role in turfgrass; effective on some caterpillars
Azadirachtin (neem seed extract)	Armyworms, cutworms, sod webworms	Controls caterpillars as a growth regulator; must be applied to small worms
Diatomaceous earth	Armyworms, cutworms	Acts as a desiccant; effectiveness is questionable in a moist environment
Traps	White grubs	Adult (i.e. Japanese beetle) traps are widely available, but they have not been proven effective in reducing larval (grub) infestations in turf

? Software that has Answers!

CompuScapes software has answers for the demanding, growing professional who wants a finely tuned organization, delivering peak performance and quality in products and services.

CompuScapes software provides...

- ♦ estimates and proposals
- ♦ job cost analysis
- ♦ workorders & service requests
- ♦ routing & scheduling
- ♦ customer invoicing
- ♦ complete accounting
- ♦ handheld computers
- ♦ much more...

"CompuScapes has made my company more efficient, competitive, organized and most of all profitable."


James J. Sharp
Sharps Landscaping, Inc.

CompuScapes
(800) 350-3534

www.compuscapes.com

Starting at \$2,995 Rental & Finance available

USE READER SERVICE #35




Stays Put.

Unlike other total weedkillers, Finale® Herbicide stays put. So you can clear weeds along paths & driveways in straight, predictable lines. And Finale works fast.

Switch to

95 Chestnut Ridge Road / Montvale, NJ 07645 / 201-307-9700
Remember to read and follow label directions carefully. © 1998 AgrEvo USA Co.



USE READER SERVICE #34

cently generated interest from manufacturers is Neem. Neem extract from the neem tree that grows throughout the semi-arid tropics contains an active ingredient called azadirachtin. This product acts as an insect growth regulator and immature insects stop growing properly and/or are repelled by it.

New formulations provide a reliable product that is proving effective when used against caterpillar pests if applied while

they are still small. Products such as Turplex, BioNeem and Azactin are available for turf and ornamentals. Once again, as is the case with several of the newer products, it is critical that the application be targeted toward the smaller, more immature insects to obtain best results. This means a good scouting and monitoring program and a working knowledge of the pest biology and life cycle is essential.

Another biological product that has been around for many years, yet was never commercialized on a large scale, is the fungal pathogen, *Beauveria bassiana*. At least one company and possibly a second will have this product available for turf use in

1998. Naturalis-T is labeled for the control of crickets, chinch bugs, and white grubs. There has only been limited testing conducted by university specialists and the exact fit of *Beauveria bassiana* products is still not clear. Hopefully, more complete data on these products will be available soon to help guide turf managers in the use of these products. It is known, though, that these products are sensitive to light and that application late in the day appears to improve performance.

NEMATODES AND BACTERIA. One final biological product that has been available for years has been the entomogenous nematode products. A variety of products have been on the market for several years and have enjoyed a wide range of successes and failures. The changes in products and companies over the years, as well as inconsistent results and special storage and application require-

(continued on page 100)



Insect pest damage to turfgrass can occur in almost any landscape setting, causing customer dissatisfaction and callbacks.

Credit: Brandenburg



Bed Edging

Think of it as a 6x Power Shovel!

Digging is a labor intensive and expensive job. Save time and money with the power alternative. The powerful little Edge-R-Rite® from Turfco, with its 5 interchangeable blades beats a shovel for almost anything (except leaning). Use it for soft-ground digging, irrigation, edging, landscaping unusual shapes, flower-gardens and more. Of course, install the "edging" blade and it does sidewalks and driveways in a snap!

**The Edge-R-Rite® from Turfco: think of it as a 6x power shovel
Tough, Simple, Smart!**

The "J" blade cuts a clean trench which is perfect for vertical brick edging. "J" blade: one of 5 custom digging blades for the Edge-R-Rite®.

Durable, easy to operate turf equipment - perfect for landscaping!

Turfco Mfg. Inc. • 1655 101st Ave. NE • Minneapolis, MN 55449-4420 • Ph. (612) 785-1000 • FAX (612) 785-0556

Conventional Chemistries Provide Options

While we talk a lot about new products that are available and we eagerly await the new "wonder" products from the development pipeline, most of the products that have served us well over the years still play a valuable role in turf insect control programs. Many of the products that have been around for quite a few years, such as carbaryl (Sevin 80WSP), chlorpyrifos (Dursban Pro), bendiocarb (Turcam), isofenphos (Oftanol), trichlorfon (Dylox), acephate (Orthene TTO) and ethoprop (Mocap), still comprise a very significant portion of overall insecticide use on turfgrass.

Part of this is due to user familiarity with the product name, but much of the continued use is due to the fact that these products have proven themselves effective through the years and many of them have a very good "fit" in certain situations. In addition, some of these products have new formulations that in certain use patterns may improve performance.

The availability of a wide range of insecticide chemistries is of value for several reasons. First, it gives the turfgrass manager a variety of choices. If there are specific concerns at an application site, such as runoff, then one or more products with the desired characteristics are probably available. The low water solubility of chlorpyrifos, for example,

makes it a candidate for use in certain situations where a more water soluble product may be less appropriate. The availability and use of different classes of insecticides may also help reduce the likelihood of pesticide resistance and minimize the likelihood of enhanced microbial degradation of pesticides in the soil.

New application technology has also renewed interest in some of the standard insecticides. Numerous types of equipment are now available that apply the product below the soil surface and reduce drift, odor and surface residues while often increasing efficacy at lower rates. Some of the conventional products also have a slight price advantage over some new generation insecticides, and such an approach may make their use even more attractive.

Whether you use a newer chemistry or one of the industry standards, the ultimate choice of product should be dependent upon several considerations, including the pest you are trying to control, the site of application, your ability to apply a specific formulation, your budget and the desired level of control. The key point here is don't jump to a new product just because it's new if you've been having success with your current product. — Rick Brandenburg

Sundance KID II Grinder



- **Totally Enclosed Grinding Action**—Safe and efficient.
- **Fewer Moving Parts Equals Less Maintenance**—Direct drive to rotor.
- **Portability**—Transport with 3/4-ton pickup. Excellent for curbside or job site grinding.
- **Positive Feed**—Hydraulic cylinder direct to feed roll and hammers.
- **Convenience**—Low 4'6" loading height.
- **Durability**—Grinder weighs 8,600 pounds. Rotor weighs 1,725 pounds.
- **High Capacity**—Up to 15 tons per hour.

Sundance
P.O. Box 2437 • Greeley, CO 80632
970-339-9322

USE READER SERVICE #38

AgrEvo

Speed Kills.

Finale® Herbicide kills the weeds as fast as 1 to 4 days. It's also rainfast in just an average of 4 hours. All of which means you can spray and plant in record time.

Switch to

95 Chestnut Ridge Road / Montvale, NJ 07645 / 201-307-9700
Remember to read and follow label directions carefully. © 1998 AgrEvo USA Co.



USE READER SERVICE #37

LAWN & LANDSCAPE • MARCH 1998

37

Making the Cut

Contractors tackle challenging mowing sites by matching crew sizes and equipment to the project and communicating effectively with clients.

By Paul Schrimpf

Anyone who has mowed grass day in and day out for a season will tell you that there are times where time is lost and efficiency is not maximized. Many maintenance contractors have found solutions to their problems either through equipment, training, manpower or customer communication. Jim McColgan, operations manager, Nanak's Landscaping, said the biggest chal-

lenges with the sites his Orlando, Fla.-based company maintains are the different types of turfgrass and the expectations of some of the company's high-profile customers.

Nanak's services some important resort properties whose managers oversee special events on the grounds. Keeping in contact with these clients is critical to the customer's satisfaction, noted McColgan.

In addition, these are very "people-oriented" sites, requiring the crews to move about the landscape with great discretion. No power equipment can be run before 9:00 a.m., and great care must be taken when operating equipment near windows or where people are congregating.

Nanak's prefers to use walk-behind mowers in most cases because of the clients' perceptions. "When it comes to riding units, no matter what size the mower is, people tend to think that a riding mower is too big," explained McColgan, adding that the company's walk-behind fleet includes 62-inch deck mowers down to 30-inch units.

In central Florida, there tends to be a mix of bermudagrass and St. Augustinegrass. McColgan noted that bermudagrass tends to be used in the higher profile areas and will typically require two mowings per week. The St. Augustinegrass, on the other hand, will generally get mowed once a week.

FOLLOW THE LEADER. About 80 percent of the customers serviced by Douglas Lawn & Landscape, Westminster, Md., are commercial. Retirement and apartment complexes are among the toughest projects serviced, according to Douglas Zepp, owner.

He has found that an efficient way to handle these projects and keep the crews moving is to use two separate crews. The first crew comes in with 60-inch and 72-inch mid-mount riding mowers and a 48-inch walk-behind to handle the open areas. A trim crew follows and performs all of the trimming, edging and finish work.

(continued on page 40)



Contractors consider a variety of factors before deciding what mowing equipment and crew people to use on a site. Credit: Walker

See No Weevil.



For Out-of-Sight Weevil Control—SCIMITAR®.

To see no weevils, SCIMITAR is an exceptional addition to your turf pest management program because it:

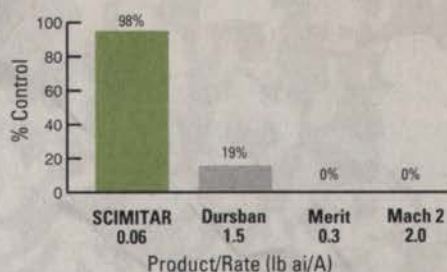
- Controls both *Hyperodes* and *Ataenius* weevil adults
- Targets adults to prevent eggs and larvae
- Delivers fast knockdown
- Provides outstanding performance at low use rates
- Is available in two convenient formulations—wetable powder & capsule suspension
- Is easy on the environment

To see no weevils in turf, nothing is better than SCIMITAR.

For more information, contact your authorized Zeneca Distributor, or call Zeneca Professional Products Toll Free at 1-888-617-7690.

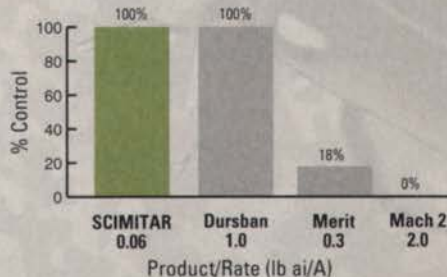
www.zenecaprofprod.com

Control of Annual Bluegrass Weevil



Source: S. R. Alm, et al, University of Rhode Island, Kingston, RI, 1997.

Control of Adult Black Turfgrass *Ataenius* Weevil



Source: H.D. Niemczyk, Ohio State University, 1996.

Scimitar
INSECTICIDE

Always read and follow label directions carefully. SCIMITAR® is a registered trademark of a Zeneca Group Company. Dursban is a trademark of DowElanco. Mach 2 is a trademark of RohMid LLC Company. Merit is a trademark of Bayer Corporation. © 1998. Zeneca Inc.

ZENECA Professional Products

USE READER SERVICE #48

mowing site challenges

(continued from page 38)

CONDO CHALLENGE. The only thing more difficult than trying to please a picky client is trying to please dozens of different wants and tastes within the same project. That's exactly the dilemma that faces R.B. Stout's maintenance crews, according to Mike Roberts, production supervisor for the Akron, Ohio-based contractor.

The main problem is that there are many extremely small turf areas that traditional walk-behind equipment can't reach. And, in larger turf areas, residents often complain vigorously against the use of any riding equipment.

Condo crews are usually three or four crewmen strong, carrying two, 48-inch walk-

'There's no secret formula in deciding when and where to mulch. It comes down to the experience and training of the crews.'

PRO LANDSCAPE

The Only Software Designed by Landscape Professionals For Landscape Professionals!

THREE Programs in ONE Complete Package:

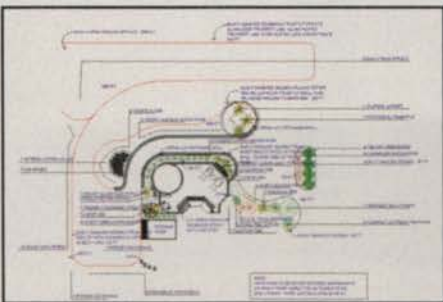
- 1 Photoscape technology includes over 1400 plant and other landscaping materials to create realistic Photoscape images.
- 2 Easy-to-use professional CAD tools simplify creating a detailed plan-view site drawing of your Photoscape image.
- 3 Cost estimating module automatically includes all plants and materials used in your Photoscape image and plan-view drawing.

ONLY \$695

Win More Bids In Less Time!



Complete site plan documents can include all details and dimensions required for field crews to implement your customer's landscaping plans.



Copyright © 1997, Autodesk, Inc. Autodesk and the Autodesk logo are registered trademarks, and Photoscape is a trademark of Autodesk, Inc. All other brand names, product names or trademarks belong to their respective holders.

Plants and materials are automatically accumulated in the estimating module to create landscaping proposals.



Autodesk
10725 Ambassador Dr. • Kansas City, MO 64153
(800) 231-8574

Fax: (816) 891-8018
E-mail: landscape@autodesk.com

behinds, five 21-inch push mowers, string trimmers, backpack blowers and a walk-behind blower. On some jobs, the 21-inch mowers are the only options for reaching the tight turf areas, and the same crew is always employed to perform this tedious work. "It takes a special kind of worker to have the patience to do the work on these projects," acknowledged Roberts.

Stout also uses blowers and other equipment, but the recent activities of legislators attempting to ban blowers in Los Angeles has caught Roberts' attention. Even greater emphasis is placed on training the employee to run equipment responsibly so residents are not inconvenienced or disturbed.

In general, Stout has not had the luxury of being able to leave grass clippings, but they do it whenever they can, Roberts said.

"With condominium complexes, you basically have 400 owners to answer to," agreed Dave Schumacher, director, sales and marketing, Schumacher Landscaping, Boston, Mass.

To tackle these multi-resident projects, Schumacher sends out the same crew to those sites each time. He uses a six-person crew carrying a 72-inch riding mower, two 51-inch riding mowers, two 51-inch walk-behinds, a 36-inch walk-behind and a pair of 21-inch push mowers. The 36-inch unit serves the crew well in terms of control and reaching tight places.

With a few exceptions, Schumacher crews bag all clippings. To keep clippings disposal from becoming a time consuming problem, the company has multiple sites where crews dispose of green waste without making a long trip.

Shopping malls and business parks are a challenge with parking islands featuring nar-

(continued on page 42)



IT WORKS FOR SMALLER JOBS TOO.



Presenting perhaps the most powerful cleanup tool in tool history: PowerBroom.™ See your dealer for a full demonstration of its impressive capabilities. (Within reason, of course.) To learn more, call 1-800-521-7733.

P O W E R B R O O M B Y

shindaiwa

www.shindaiwa.com

USE READER SERVICE #46

mowing site challenges

(continued from page 40)

row strips of grass. Schumacher noted that these jobs are usually scheduled for a 6:30 a.m. to 7:00 a.m. start time, before cars begin to park and obstruct mowing equipment. When cars do get in the way, the turf is left unmowed and a crew person returns later in the day to finish up.

"We could reach the grass in many cases,

but it isn't worth the liability if a car should happen to get banged," he explained. "As long as the client is called and understands that we'll be back, it's never a problem."

DODGING RAINDROPS. It shouldn't be surprising that Pat Enstrom, landscape maintenance supervisor, Teufel Nursery & Land-

For the past 30 years,

high dose chemicals

have



ruled

as America's all-purpose

insecticides.

Good Design Ease

Like many companies that maintain the properties they design and build, designers at Clarence Davids & Co., Blue Island, Ill., are highly conscious of how the projects they plan will ultimately effect the company's maintenance department.

Kurt Pfledderer, manager, design department and project manager, provided some tips for designs that ultimately reduce the work load for maintenance crews.

Plant Beds. Pfledderer suggested that plant beds should be grouped together rather than scattered in isolated areas throughout the landscape. When curved beds are desired, he recommended a gentle curvilinear pattern that is visually pleasing but that doesn't require dramatic shifts in mowing pattern by an operator.

If there are rapidly-growing trees in the beds, Pfledderer will specify about 12 inches more bed depth in front of the plant material to compensate for second year growth. "We keep the borders back to allow for the maturing of the plant," he explained. "It takes about five times as long to cut out the turf and expand the bed then it does to maintain the edge with a trimmer."

Turf areas. Designers at Clarence Davids

scape, Portland, Ore., said that his biggest challenge is the frequent rainfall in the area.

To handle its average project — about an acre of turf — Teufel will send out a three-person crew carrying two or three 36-inch walk-behind mowers, a pair of 21-inch push mowers, trimmers and blowers.

Along with small lot sizes, Enstrom noted that the constant rain precludes using riding mowers to any great extent due to poor drainage and the potential for turf damage. Crew familiarity with the site is also important, because they learn where the drainage trouble spots are and can take greater care in mowing these areas.

One place that Enstrom has not been able to save time, however, is in leaving

USE READER SERVICE #80

believe that turf is an important design element in the landscape, but Pfledderer noted that he never specifies less than 36-inch wide expanses of turf anywhere in the landscape. This is so the company's 36-inch walk-behind mowers can handle the task without the use of a trimmer or smaller push mower. "We keep small, out of scale turf patches to a minimum, or leave them out completely where we can," he stressed.

Pfledderer also avoids putting benches over turf areas, opting to place them over pavers, granite, crushed stone or some other relatively maintenance-free surface. It also keeps irrigation systems from needing to be aimed near where people sit.

Slopes. Pfledderer will design sloped areas of turf in the landscape, but limits their grading to a maximum of 30 degrees. This matches well with the equipment the maintenance department uses, and the gentle sloping means that mowers with larger, more efficient decks can be used.

"We'll use a 21-inch push mower on slopes at or greater than 33 degrees, and a 36-inch or 52-inch walk-behind mower on slopes up to 25 degrees," he explained. "The 52-inch machine can handle that slope size due to its wider wheel base." — *Paul Schrimpf*

clippings. The turf, wet as often as it is dry, simply clumps too much to achieve an acceptable appearance when the clippings are left. "We pick up about 80 percent of the clippings we generate," Enstrom admitted.

MUCH MULCHING. Rob Solomon is a branch manager at Redwood Landscaping, Santa Rosa, Calif., and the projects he and his crews tackle are among the most difficult sites Redwood services. Client properties range from high-end apartment complexes to median strips for municipalities.

Mowing equipment choices for the sites are based on two factors: the limitations of the site and what equipment will allow crews to leave grass clippings on the turf.

In terms of site limitations, slopes are a big issue, Solomon noted. At one site, the crews must mow a slope with a nearly 2-to-1 ratio. "We suggested the client switch over to a low maintenance ground cover, but they like the turf," he explained.

The slopes on this site are too steep to mow with anything other than a 21-inch

push mower, so Solomon has tried to purchase mowers that are light and powerful.

"We have mowers now with all aluminum decks to reduce weight, and the engines feature 4½ horsepower," Solomon explained.

In general, Solomon said that the smaller

(continued on page 101)

Time's up.



Companies that are successfully competing for the tree & ornamental care dollar in today's market are taking a number of different roads to profitability.

By Paul Schrimpf

To many lawn care contractors, adding tree care services to their mix has looked like a natural fit for company growth. After all, both services are based in the landscape, both involve fertilizer and pesticide use, and both trees and turf are valued for their aesthetic qualities by clients.

Surveys of the readership of *Lawn & Landscape* magazine in recent years conducted by Research USA, Chicago, tree and ornamental care has consistently ranked in the top five fastest growing business segments for contractors.

However, not everyone who has entered the tree care realm has come away with good feelings and hefty profits. For example, when Philip Fred, president of Philip's Lawn & Tree Therapy, Mooresville, Ind., started out in business on his own in 1987, the plan was to grow the business in both lawn and tree care services.

Ten years later, the lawn care side has flourished, but his tree care services have remained relatively stagnant. "The lawn care side took off, so I focused on lawn care from the start," explained Fred. "Today, we downplay tree care."

Fred still provides quality tree care services to present and prospective clients, but doesn't actively market it. "With trees and shrubs, there are so many variables in pests and weather that routes can get very inefficient," he explained. "It's also been difficult to cross-train technicians."

"There's definitely money to be made out there, but it's tough to be multi-disciplinary," he said.

Obviously, there is a difference between merely offering a service and

(continued on page 46)



While a lawn care program can generally follow a predetermined schedule, tree care service is more dependent on weather and environmental factors. Credit: Davey Tree

T&O Services:

One Size Doesn't Fit All

PREVENT GRUBS. STOP THEM IN THEIR TRACKS. OR MAKE SURE IT'S NOT EVEN AN ISSUE.



Now you can control grubs preventatively or curatively. With a single application. Only with new MACH 2™ Turf Insecticide.

MACH 2 is a powerful killer with a new chemistry that accelerates the molting process of target insects.

Just hours after ingesting MACH 2™, the insect stops feeding. Then it dies beneath the surface in 2 to 3 weeks. It's that simple.

With MACH 2™ Turf Insecticide, you'll kill target

enemy insects all season long. Grubs. Cutworms. Armyworms. Sod webworms. Plus, odorless MACH 2™ is easy to apply. You don't even have to water it in immediately.

So don't let grubs control your grounds, or your schedule. Depend on MACH 2™ Turf Insecticide. It's all you need to prevent or cure.

For more information or for the distributor nearest you, call 1-888-764-6432.

MACH 2™
TURF INSECTICIDE

**ALL YOU NEED
TO PREVENT OR CURE.**

USE READER SERVICE #44

TM/RohMid LLC Company ©1997 Always read and follow label directions.

(continued from page 44)

making it grow. Contractors that say they have a thriving tree care business provided their insight into creating a profitable tree care business as a lawn care contractor.

KEEPING IT TOGETHER. For some companies, the best way to make lawn care and tree care

services flow is to train the employees to perform services on both trees and turf. This is how the program has worked for the 18 years it has been offered at Liqui-Green Lawn & Tree Care, Bloomington, Ill., according to David Harris, vice president.

"Some of our lawn care technicians have

been trained in tree spraying, which has helped us because we treat the two services equally," noted Harris, who also indicated that their business is about half tree care and half lawn care.

"We provide a full spray program, including both preventive and curative treatments for certain diseases and insects," he continued. "We will also provide deep root feeding, and, when necessary, we will use a microinjection system for nutrients and pesticides when it's most beneficial."

Outside of cross-training employees, little else crosses over between lawn and tree services. "It's on a completely different routing schedule from lawn care," stressed Harris. "Most times, you're waiting for a good time to go out and do the spraying (for specific pests) because it is difficult to predict when these problems will manifest themselves in the landscape. Timing is absolutely critical."

To help determine when to treat for a

Mulching Simplifies Tree Care

Mulching provides proven benefits to trees, including a cooler and more stable root environment, moisture-holding properties and reduced competition from weeds and turf, in addition to reducing the likelihood that mowers or trimmers will damage the trunk. Mulch should be added at a depth of 2 to 4 inches and cover as much of the root system as possible. Mulch should be kept about 1 to 2 inches away from the trunk to avoid the possibility of causing trunk rot at tree's base. — *International Society of Arboriculture*

- AT LAST! -

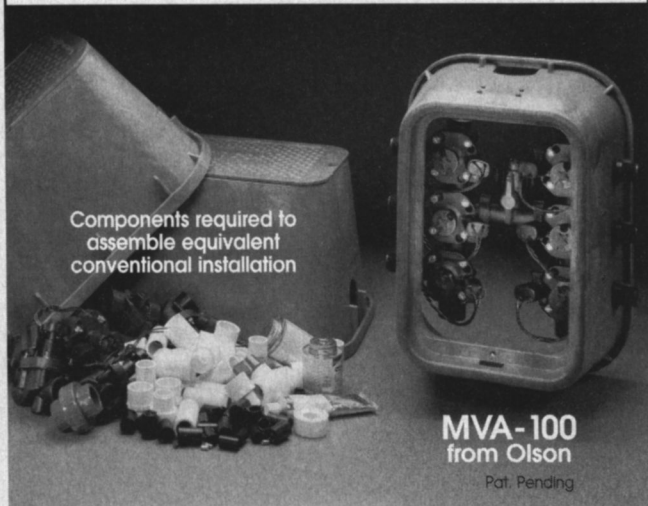
A professional valve installation with the Multi-Valve Assembly from Olson

The MVA provides economy and convenience by eliminating the need to purchase and assemble the many components formerly required to install multiple automatic 1" control valves. Available with 3, 4, 5 or 6 valves, the MVA is factory built and factory tested, ready to connect to the power and water sources.



**OLSON
IRRIGATION
SYSTEMS**
when water counts®

10910 Wheatlands Ave. / Santee, CA 92071 / 619 562-3100, 800 770LSON / FAX 619 562-2724



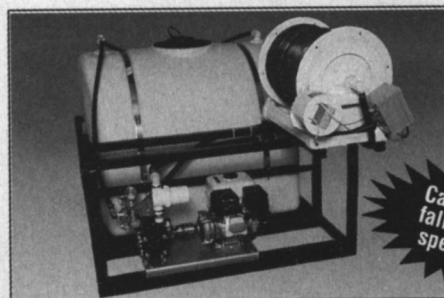
Components required to assemble equivalent conventional installation

MVA-100
from Olson
Pat. Pending



**EVERYTHING FOR THE
LAWN MAINTENANCE INDUSTRY**

CELEBRATING OUR 30th YEAR!



200 gal. poly baffled tank unit

**Call us for
fall/winter
specials.**

- 200 gal. poly baffled tank
- 5.5 Honda with D-30
- Electric reel

- 300 ft. 1/2" hose
- Unit pre-tested & ready to use
- Custom built units available

**OLDHAM CHEMICALS
COMPANY, INCORPORATED**

COMPLETE SUPPLIER OF T & O CHEMICALS

1-800-888-5502

Or write: P.O. Box 18358, MEMPHIS, TN 38118

Yesterday: Providing herbicide/Pesticide related coverages for four generations!!

Today: Approved by The Professional Lawn Care Association of America!

Tomorrow: Why wait until disaster strikes to gain the best possible protection for your company?

Please provide me with a free evaluation of my current coverages:

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ **# OF FULL-TIME EMPLOYEES:** _____

INSURANCE RENEWAL DATE: _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 3731 WHITE PLAINS, NY

POSTAGE WILL BE PAID BY ADDRESSEE

B & DA WEISBURGER INC
5 WALLER AVE
WHITE PLAINS NY 10601-9902



given problem, Harris and others on staff will observe trees on the company's grounds and certain customers' yards to determine the best treatment timing.

Tom Hofer, president, Spring Green Lawn Care, Plainfield, Ill., said that each of his franchises approaches tree care somewhat differently depending on the market and the franchisee's own ambitions to grow that part of the business. The best performing tree care divisions among the franchises make up about 30 percent of the bottom line. "It varies a lot among the owner-operators," said Hofer. "Some don't do tree care at all, and some are very intense about growing that part of the business."

Hofer said that it's up to each individual franchise owner to as to how they approach tree care. Some have technicians doing both tree and lawn care on the same routing, but more keep the tree care routing separated.

"It depends on what area of the country you're in as well," added Hofer. "In the northern markets, trees get one or two deep-root feedings each year and a couple of insect sprays, but in the southern markets you'll have the feedings and four or more additional treatments depending on the length of the season." The more complex the treatment program is, the more difficult it is to put both lawn and tree care on congruent schedules.



Some companies have adopted a plant health care approach to caring for trees and ornamental plants. This usually means more frequent visits to a customer site to monitor pest and disease problems, but does not necessarily mean any treatments will be required. Credit: Jeff Iles

SEPARATE BUT EQUAL. Many other successful tree care companies that also perform lawn care services have found success by separating the two entities into individual profit centers. This is the setup at Green Seasons Lawn & Tree Care, Dover, Del., explained Wayne George, Sr., president. The company has been doing tree care for 18 of its 22 years in business, and provides deep root feedings and pest monitoring and control for trees and ornamental plants.

The individual that runs the division is certified with the International Society of Arboriculture and the Delaware Nurserymen's Association and maintains a pesticide license. The certifications are important to gaining credibility with the customer and

making the sale, George noted.

"We tell customers that if there's a difficult problem with a tree or shrub in their landscape, we have a certified arborist on staff that we can send out to provide an accurate diagnosis," stressed George.

The company used to do all blanket spraying of trees for insect and disease problems, but about eight years ago adopted a plant health approach that only uses pesticides when necessary. The main concern was mounting pressure from customers and their neighbors about drift, as well as concerns regarding the amount of pesticides that the company was using, George noted.

George said the plant health approach reduced pesticide consumption at Green

It's your choice.

Use your local insurance broker? Fine.
Finance your premium? Fine. Select your
payment plan? That's fine with us, too.
We want to be easy to do business with.

WEISBURGER Green
Insurance

1-888-275-9347

Web Site/E-mail: weisinsure@weisburger.com Fax-On-Demand: 800-ASK-WEIS (800-275-9347)

Seasons at least 60 percent for trees and ornamentals in the first few years and significantly decreased the number of irate calls from neighbors.

When prospective customers call in to the office, a tree care specialist visits and performs a survey of the plant material in the landscape. Depending on the plants to

be cared for and the scope of the property, the technician will recommend a program requiring from four to eight visits per season. The uniqueness of plant material makes it difficult to standardize a program for tree and shrub care, George noted.

"On some properties, you may have one species of plant that has a problem with just

Outside of cross-training employees, little else crosses over between lawn and tree services.

No Other Landscaping Device Does More...

The **Harley Power Box Rake®**



Model S-6 or S-8

for Skid Steers and Tractors

- Rake and windrow rocks, roots or trash
- Condition the soil
- Instantly turn old lawns into new seed beds

Landscapers

Pipeline Contractors
Parks & Recreation
Sod Installers
Finish Graders
Builders & Developers
Street & Highway Depts.
Golf Courses
Cable Companies
Horse Farms, Tracks
& Training Centers
Soccer, Baseball &
other Athletic Fields

Easy to Operate and Maintain...

Get rid of those broken down single-use attachments and gain new ground this season with a **Harley Power Box Rake®**, model S-6 or S-8 for skid steers.

- **Bi-Directional.** Only Harley offers forward and backward raking capability with the adjustable twin barrier bar for a perfectly screened seed bed.
 - **Adjustable End Plates.** Attach the end plates to simulate the action of a box scraper. The Harley rake gathers and piles for pick up. Remove plates to windrow.
 - **Parallel Arm Design.** Harley eliminates the erratic rocking caused by the skid steer short wheelbase.
 - **Bi-Angular Construction.** Rotate the carbide toothed power roller for left or right windrowing.
- Achieve excellent results quickly with the free step-by-step **Harley Power Box Rake®** instructional video.



Model T-6 or T-8

Versatility Does the Job!

For more information, a demonstration or a free video, contact Glenmac today or call your nearest Harley dealer.

Glenmac

PO Box 2135, Jamestown, ND 58402-2135 U.S.A.

(800) 437-9779 ■ (701) 252-9300 ■ FAX: (701) 252-1978 ■ Email: glenmac@daktel.com

one pest at a certain time of the year," explained George. "In these cases, a two-visit program would be proper." In other cases, he continued, a variety of plant material with more than one pest or disease pressure during a season may require more visits to monitor and treat when necessary.

Eight inspections per season sounds like a high number, but it's really the only way to effectively monitor sites with diverse plant material. George noted that not every visit results in a treatment, and that the technician leaves extensive notes about what was found and what treatments were performed, if any. "It's important to let customers know whenever you visit the site," he stated.

Green Seasons also handles customer emergency calls on damaged plant material, but it charges a fee for assessing the problem and suggesting a solution. "If we perform the service, the estimate cost is deducted from the final bill," explained George. "Frankly, if the customer doesn't hire us because of the fee, then they were probably more interested in having us diagnose a problem so they could fix it themselves. Charging this fee adds to peoples' perception of us as a professional company."

Presently, the tree care division accounts for about 35 percent of the company, and George would like to see further growth. And of all the keys to success, he noted that ongoing training of technicians is most important. "Our main strategy is to keep our people trained and educated," stressed George, "so they can recognize problems and use the best techniques to diagnose and treat problems." LL

The author is Managing Editor of Lawn & Landscape magazine.

A Natural Systems Approach

PHC FLOWER POWER PROGRAM

Mycor™ Flower Saver™ VAM Flower Bed Inoculant



Combines a cocktail of four select strains of vesicular-arbuscular mycorrhizal fungi with growth promoting bacteria and organic biostimulants in a single dry application. The ideal pre-plant soil treatment for both spring planting of new beds and flower bed changeouts.

Healthy Start™ 3-4-3 Biofertilizer



A totally natural fertility system for new flower plantings and gardens. Healthy Start™ contains NPK and a range of micronutrients derived from organic plant and animal proteins, combined with humic acids to recondition poor soils, and nitrogen fixing and phosphorus solubilizing bacteria.

Yuccah™ Natural Soil Wetting Agent



This product is a natural based soil and media wetting agent for plants growing in dry, compacted soils and in hard-to-wet peat mixes and mulches. Yuccah™ is derived from *Yucca schidigera* extract.

Terra-Sorb™ Hydrogel



Terra-Sorb™ is a non-toxic hydrogel that holds hundreds of times its own weight in water, for gradual release into the root zone as needed, helping to reduce watering frequency, while reducing plant loss from drought and water stress. Perfect for non-irrigated flower beds.



Plants already know how to grow.

Our job as horticulture professionals is to create those conditions that best enable natural growth mechanisms to perform as desired.

At PHC, Inc., that simple realization has resulted in a revolutionary new approach to the development of plant health care products – an approach that emphasizes prevention over cure, and cooperation with natural growth processes over chemical treatment.

Each of our more than 30 environmentally-compatible, biologically-based plant care products is the result of extensive research, field testing and successful commercial use in a broad spectrum of soil conditions and growth environments. In every instance, great care is exercised in the selection and processing of the naturally-occurring microorganisms and organic nutrients used in our products. In addition, synergistic product formulas – combined with innovative delivery systems – are employed to ensure superior efficacy and availability.

PHC PLANTING PRODUCTS

Mycor™ Tree Saver™ Transplant Inoculant



This product contains spores of VAM and Pt mycorrhizal fungi mixed with Terra-Sorb™ planting gel, yucca extract, kelp meal and humate soil conditioners. Tree Saver™ Transplant Inoculant is used when planting landscape trees and shrubs.

Healthy Start™ Macro Planting Tablets 12-8-8



Available in 21 gram and 7 gram sizes, these biofertilizer planting tablets contain nitrogen fixing and phosphorus solubilizing bacteria together with a blend of slow-release nitroform fertilizer, natural organic nutrients, and humic acid to enrich the soil and promote healthy consistent growth.

Mycor™ Plant Saver™ 4-7-4 Planting Inoculant



Combines Healthy Start™ Biofertilizer with mycorrhizal fungi, beneficial bacteria and humic acid to create the ideal growing conditions for all perennials, shrubs, vines and landscape plantings.

ACCOUNT MANAGER POSITIONS AVAILABLE
Fax Resume to 508-497-3491, no calls please.



Plant Health Care, Inc.

440 William Pitt Way, Pittsburgh, PA 15238
www.planthealthcare.com fax: (412) 826-5445

1(800)421-9051

Terra-Sorb™, Yuccah™, Mycor™, Tree Saver™, Healthy Start™, Plant Saver™, Yuccah™, and Flower Saver™ are trademarks of Plant Health Care, Inc. ©1998

34M98H8

Rotors, Reliability & Results



Manufacturers of irrigation products are focusing on new product design that keeps the irrigation contractor in mind.

By Bob West

The lower cost of pop-spray heads makes them popular, although rotors are more preferred for quality water application.



F

or manufacturers of pop-up spray heads, gear-driven and impact rotors, the performance of these products isn't as easy to improve upon as it may have been five or 10 years ago.

Manufacturers admit there is still room for improvement in the performance of their products, but the product development improvements made across the industry have led manufacturers to place increased importance on a new priority for future changes – the irrigation contractor.

"The equipment that's out there all works well," observed Jeff Carowitz, marketing manager, Hunter Industries, San Marcos, Calif. "What we're really looking at now is giving contractors the features they need to manage water distribution."

ROTO ROTORS. The benefits of rotors vs. spray heads are essentially undisputed. "Rotors are much more efficient than spray heads in most applications," commented Carowitz. "The rotors apply water at a rate that the soil can absorb it, whereas spray heads work in more of a controlled flood fashion."

And irrigation contractors have recognized these

(continued on page 52)

A Few Plugs For A Zoysiagrass That Doesn't Even Need Any.



Less Water.

Sunrise Brand seeded Zoysiagrass is exceptionally drought tolerant – requiring little or no watering in many areas.

More Wear and Tear.

In wear tests, Sunrise Brand seeded Zoysia far outlasts other warm-season varieties.



Sunrise Brand seeded Zoysiagrass from Jacklin Seed and International Seeds. It's everything you want from a Zoysiagrass. Without the plugs.



Less Maintenance.

Sunrise Brand seeded Zoysia needs infrequent mowing and little or no fertilizer to maintain its thick green appearance.



Seeded, Not Sprigged.

Sunrise Brand Zoysia is seeded. So you can have beautiful turf in weeks, instead of years from plugging.

JACKLIN
Seed Company

MEDALIST
AMERICA
TURFGRASS SEED

QUALITY you can see— ACCURACY you can bank on!

Micro-Trak's new automatic rate controls are ruggedly built with heavy-duty switches, long-life Hall effect sensors and weatherproof connectors. These advanced models also include many new features for easier and more accurate application. They hold true to the target, eliminate waste and ensure the best possible results with chemicals or anhydrous.*

*Optional NH3 kit required.



MICRO-TRAK[®]
An Electronics Company
P.O. Box 99
Eagle Lake, MN 56024-0099

© 1997



MT-3400™

With built-in on/off controls for up to 4 boom sections



MT-2400™

For use with separate electric boom control switches

- Automatic flow-based control
 - On-the-go rate adjustment
 - Out-of-range warning light
 - Application rate, flow rate, total flow, speed, distance and area per hour functions, plus two separate area counters
 - Lighted liquid crystal display, BriteKnob™ and panel lighting for night use
- Includes flowmeter, sensors, servo valve, wiring and mounting hardware

For more information or your nearest dealer, call:

800-328-9613

Phone: 507-257-3600 Fax: 507-257-3001
www.micro-trak.com trakmail@micro-trak.com

USE READER SERVICE #56

"THE TOUGH ONES"



SC-18 Sod Cutter

- Polyurethane vulcanized drive wheels.
- Drive and blade controls on main handle.
- Changes into a 12" cutter in minutes.
- 5.5 H.P. Honda OHV engine with centrifugal clutch.
- Twist grip throttle that will automatically go to idle and stop machine movement when released.
- Roller, ball, and bronze bearings on all friction points.
- Easy load/unload trailer available.

TR-20 Turf Rake (Not Shown)

- 5.5 H.P. Honda or 5.0 H.P. Briggs engines.
- 20" dethatching width.
- 5 position height adjustment.
- Handle will fold to fit into vehicle.

TA-19 Turf Aerator

- One-piece, 3/16" plate frame.
- Removable 50 lb. weight bar.
- Protection guard to keep cores away from chain.
- 4.0 H.P. Honda OHV engine.
- User friendly controls.
- 3/4" heat treated tines.
- Front wheel posi-traction drive.
- Fits through a 30" gate.

TA-26 Turf Aerator (Not Shown)

- Larger, more stable on sloped areas.
- Gives 40% more production than the TA-19 aerator.
- Fits through a 36" gate.

TS-20 Turf Seeder (Not Shown)

- 20" seeding width.
- 1/8" cutting blades on 1 1/2" centers.
- Seed box will not dent or rust.



Call Toll Free
888-252-7710

CLASSEN
MANUFACTURING, INC.

BUILDING EQUIPMENT FOR OVER 20 YEARS

1403 So. Pine Industrial Road, Norfolk, NE 68701 Telephone (402) 371-2294 FAX (402) 371-3602

USE READER SERVICE #55

irrigation

(continued from page 50)

benefits. "Although the greatest demand is still for the midsize heads in the 25- to 40-foot range, the demand for the short throw rotor is something we see as a growing market because a lot of contractors are looking for a product to cover larger areas while using less zones," agreed Chip Kah, president, K-Rain Mfg., Riviera Beach, Fla.

Dirk Lenie, residential/commercial marketing manager, Toro Irrigation, Riverside, Calif., noted that spray heads' precipitation rates are often three or four times higher

(continued on page 54)

Contractor Comments

The sprinkler heads available to today's irrigation contractor are generally very effective products, according to some of those irrigation contractors. They said manufacturers are making more reliable products that suit most of their needs. But that doesn't mean these sprinklers can't be improved upon.

"The ability to get water closer to the heads needs to be improved," recognized Greg Kear, owner, Kear Construction, Doylestown, Pa. "Most rotors can get water on turf 30 feet away, but they can't get down three feet away. Unless you have perfect overlapping you end up with dry spots around the heads."

"What's most important to us is that manufacturers come up with a small gear-drive head in the 18- to 25-foot range," added Nick Bowen, sales manager and irrigation division manager, ILT Vignocchi, Wauconda, Ill. "There's been a gap there for years."

Of course, contractors warn that manufacturers should never reduce the quality of product they are producing today. "Product choice is more an issue of reliability than anything," noted John Ossa, irrigation superintendent, Jensen Landscape Services, Cupertino, Calif. "We're happy to pay the higher price of a product if that product will stay in the ground longer." — Bob West

HOW TO SOLVE THE PROBLEM OF OVERS AND UNDERS



Over throw and under throw.

Over flow and under flow.

Getting precise, even coverage is especially tough on complicated landscapes. But now you can get true matched precipitation rates across all nozzle sets with 570 MPR Plus Nozzles on 570Z Fixed-Spray Sprinklers. They're designed to deliver precise volumes at the exact radius and pattern you select, so you get accurate, economical coverage in every zone. Save water and trouble. Call 1-800-664-4740 for a free informational video.

*With the
570Z sprinkler,
your designs produce
beautiful landscapes
with no hassles.*



TORO. IRRIGATION

© 1998 The Toro Company

USE READER SERVICE #57

*It's about
productivity*

New Turf Problem Solvers

- ♦ Reduced turf clippings
- ♦ Aggressive tillering & fill in
- ♦ Improved mowing quality
- ♦ Very dark green color
- ♦ Better versus brown patch
- ♦ Durable under traffic
- ♦ Establishes new performance standards

WIZARD
Turf Type
Perennial
Ryegrass

EXCEL
TURF TYPE
PERENNIAL RYEGRASS

PENNANT II
TURF TYPE PERENNIAL RYEGRASS

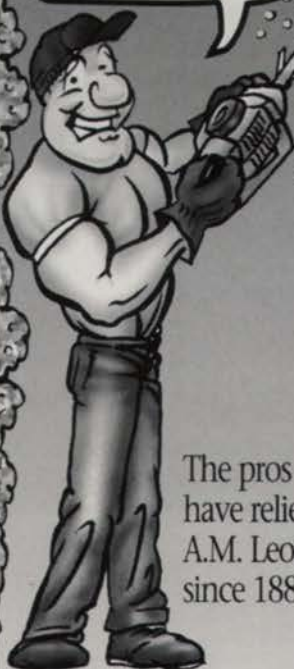
CELEBRATION
DWARF PERENNIAL
RYEGRASS BLEND



"Seeds for the 21st Century"
Burlingham Seeds

E. F. Burlingham & Sons
P.O. Box 217
Forest Grove, Oregon 97116
800-221-7333 503-357-2141
Fax 503-359-9223
Quality Seed since 1914

For a cut above
and prices trimmed
smartly, call
these guys!



The pros
have relied on
A.M. Leonard
since 1885!

For hard working, long
lasting and priced right
Tools That Work, call
A.M. Leonard.

For a FREE
catalog call
1-800-543-8955
or mail the
request below.

LLD98

Name _____

Co. Name _____

Address _____

City _____

State _____ Zip _____

A.M. Leonard
TOOLS THAT WORK!

P.O. Box 816 • Piqua, OH 45356
Open 24 hours everyday
Fax: 1-800-433-0633
Web: <http://www.amleo.com>

irrigation

(continued from page 52)

than rotors. "With most systems, the rate is .2 to .4 gpm for rotors, compared to 1.4 gpm with pop-up spray heads."

"Rotors are also much easier to install and they cover larger areas," added Carowitz in explaining the increasing popularity of rotors among contractors. However, rotors still face one primary issue before they'll be able to overtake pop-up spray heads as the sprinkler of choice.

"It's a basic question of economics — a rotary head sprays 15 feet for \$15, but a contractor can do the same thing with a spray head that costs \$3," Carowitz observed. "If they want to use more rotary heads, contractors have to be able to justify the cost with improved application efficiency by taking advantage of the ability to use larger rotors on one valve and minimize the number of valves installed. This then also saves on the amount of piping and zones necessary for a job and the labor cost will go down."

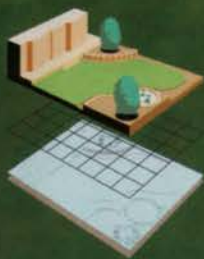
"They won't change the amount of water contractors have to apply, but minirotors are just much more efficient than pop-up sprays if you look at the coefficient of uniformities," Kah added. "But I think the idea that spray heads are more efficient remains one of the biggest misconceptions in the industry."

UNDER PRESSURE. Pop-up spray heads can create additional problems with misting heads, or water that is forced out of the head at such high pressure that it ruins the distribution pattern and creates a mist pattern. This problem is leading more irrigation contractors to at least consider installing heads with pressure compensating devices, according to Lenie.

"Pressure compensating systems should continue to be added to systems as water becomes valuable in order to achieve better distribution through better control," he noted, adding that such systems do tend to cost more. "This gets to be more of a specified item right now, but as water gets more expensive we think the contractors will have to focus more on the misting problems."

Lenie added that much of the misting focus centers around pop-up spray heads because they mist at a lower pressure than rotors do. "The rotors' single streams are less

(continued on page 56)



DesignWare®

COMPUTER IMAGING SOFTWARE
for the Landscape Industry

*Give Your Company
The Winning Edge!*

Before



After



Planscape®

Jones Residence



DesignWare® Features

- Create a photo realistic image of your design concept.
- Sell higher value projects every time!
- Creates professional presentations.
- Improves customer satisfaction.
- Saves hours of valuable time!
- Allows changes to be made in seconds.
- Increase closure rate by 50% or more.

NEW IMPROVED FEATURES...

- **PERSPECTIVE** – Show your perspective with ease, while maintaining its quality. Build retaining walls, patios, and other hardscape items with the perspective feature. Select from a variety of textures, like brick and stone, and change patterns in seconds.
- **ESTIMATING** – DesignWare® exports a Bill of Materials to DiG's Land Quote® program for professional estimates.

- Easy to use, whether you're a novice or you've used other landscape design programs before!
- Saves time and money.
- Calculate the square footage of decks, walks, etc. in seconds.
- Export design information into Land Quote® for accurate and professional proposals.



LAND QUOTE®

QUOTATION



World Corporate Headquarters

516-654-1600

Fax: 516-654-8046

Web: www.digsoft1.com

E-mail: digsoft@unix.asb.com

USE READER SERVICE #24

irrigation

(continued from page 50)

susceptible to misting than fan spray distribution patterns are," he said.

PEOPLE POWER. All of the product improvements in the world are wasted if the individuals working with those products in the field don't know how to use them.

"Ease of adjustability is one of the most important things contractors are looking for with different heads," noted Carowitz. "And that's for when the system isn't operating as well as when it is on."

"Manufacturers seem to be addressing issues such as flow stoppage, which lets contractors shut down one head and replace a nozzle while the rest of the system is on," observed John Ossa, irrigation superintendent, Jensen Landscape Services, Cupertino, Calif. "This lets us take advantage of the flexibility from different nozzles." **LL**

The author is Editor of Lawn & Landscape magazine.

Surefire Selections

Equipment selection, often done in haste, is critical to the long-term success of an irrigation system. Equipment that is high in quality and performance, low in maintenance, long lasting and water conserving represent the essential components of a quality irrigation system.

Pop-up spray heads for turf areas should have a minimum pop-up height of 4 inches. This is necessary because of mowing heights required for turfgrasses. A 6-inch pop-up height is advisable adjacent to streets where the turf builds up faster.

The 12-inch pop-up height should be used in ground covers and beds. These heads require a heavy-duty retraction spring to prevent damage by maintenance crews.

A high quality wiper seal is necessary and important to prevent leakage around the stem and to minimize blow by when the stem pops up. The blow by or flushing action that occurs when the water is turned on cleans the wiper seal and flushes debris from the head.

Heads should seal in the operating position at 10 PSI or less while the amount of water used in the flush mode should be minimized to conserve water. The cap on the top of the head that allows access to internal parts should have a tight seal. Some heads have caps that leak and require tightening in the field.

This passage was excerpted from The Complete Irrigation Workbook, by Larry Keesen. To order a copy of this book, call Fran Franzak at 800/456-0707.

GT ProMax

MANUFACTURED BY GROUNDTECK



- Spreads and sprays over 6600 sq. ft. per minute
- One hand steering - ZTR. highly maneuverable
- Stainless breakaway spray boom
- 65-gal. tank and 100-lb. variable speed stainless steel SPREADER
- Interchangeable high pressure hand gun to low pressure wand
- Heavy duty variable speed hydrostatic drive
- 100 ft. hose reel and aluminum utility tray
- SEVERAL MODELS AND OPTIONS AVAILABLE
- PLEASE CALL FOR MORE INFORMATION, VIDEO AND PRICING



- **ELIMINATES OPERATOR FATIGUE**
- **TRIPLE YOUR PRODUCTIVITY**

LAWN POWER and EQUIPMENT, INC.
www.groundtek.com

Winter Garden, FL 34787 • Phone (407)656-1088 • Fax (407)656-5148

BIRDS! BIRDS! BIRDS!



Tired of nuisance geese and birds?

ReJeX-iT® can help!

Spray AG-36 on turf and TP-40 on water, to safely, invisibly, and effectively repel unwanted birds.

ReJeX-iT® products are EPA registered "reduced risk" repellents.

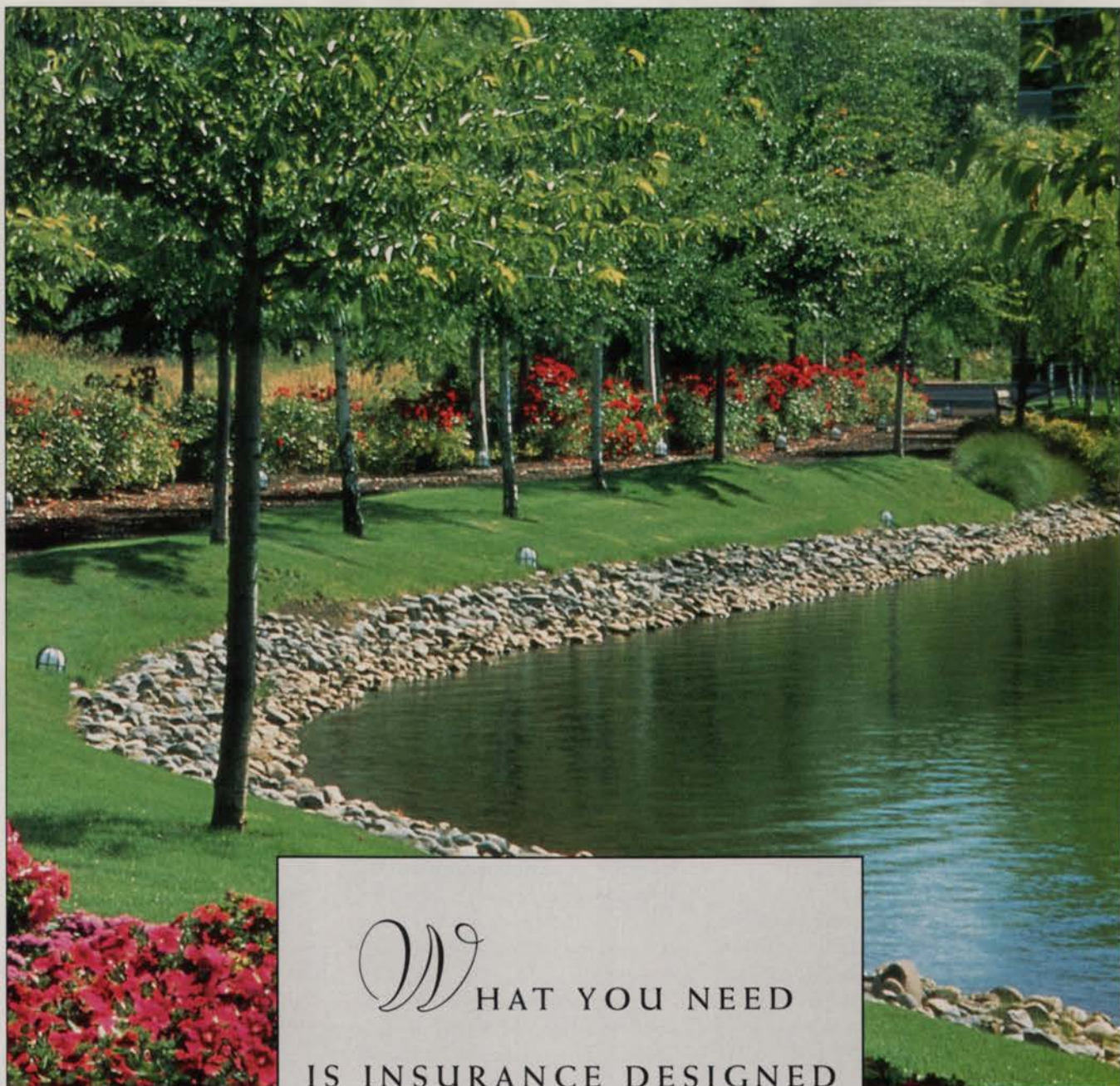
Call us at 1-800-HADBIRD or

visit our web site—

<http://www.rejexit.com>

USE READER SERVICE #62

USE READER SERVICE #110



WHAT YOU NEED
IS INSURANCE DESIGNED
AROUND YOU.

CNA has been designing customized insurance programs for

more than 25 years. We even have one specifically manicured for the landscape contracting industry.

It's more than just basic property protection, it offers additional limits for trees,

shrubs and plants – whether they're in-transit, leased or

installed. We also provide coverage for on-site pollution accidents. To learn why we're the perennial favorite of landscape contractors,

call 1-800-CNA-6241.

CNA

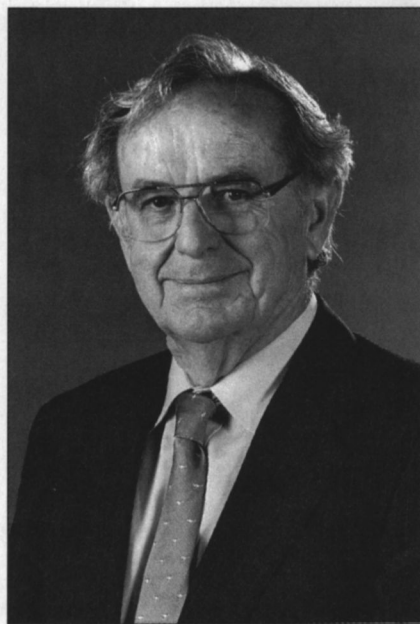
COMMERCIAL INSURANCE

ALCA
ASSOCIATED LANDSCAPE
CONTRACTORS OF AMERICA

This program is underwritten by one or more of the CNA property-casualty companies. CNA is a registered service mark of the CNA Financial Corporation. This advertisement is not a contract. Only the policy can provide the actual description of services, terms, conditions and exclusions.

USE READER SERVICE #12

Irrigation Industry Loses Great Innovator, Pioneer



Among Hunter's many honors was the American Association of Irrigation Consultants' Industry Achievement award in 1991.
Credit: Hunter Industries

Few individuals in the irrigation industry in this century can claim to have had greater impact on irrigation products and manufacturing processes than Edwin Hunter had. His 14 years as president of Hunter Industries, San Marcos, Calif., were merely the tip of the iceberg in a career that spanned five decades and resulted in numerous awards and more than 150 U.S. patents for turf and landscape irrigation products.

Hunter passed away in San Diego, Calif., on Jan. 23. He was 80 years old.

Hunter honed his skills as an innovator of manufacturing and design processes while working for his father's company, Hunter Engineering, in the 1930s and 1940s. In charge of new production and assembly techniques, he eventually designed and patented roll-form machinery that manufactured flexible aluminum blinds for Venetian blind window coverings.

Hunter's tenure in the irrigation industry began in 1952 with the Moist-O-Matic Co. He, along with Ren Richards, a physicist, soil scientist and his neighbor, began experimenting with using a tensiometer-based moisture sensor that would automatically control an irrigation system. At first a hobby, Hunter saw tremendous potential for this and other innovations in the irrigation industry.

Perhaps his greatest vision was in the area of thermoplastics. In the early 1950s, Hunter saw the need for a line of sprinkler heads constructed of plastic.

While at Moist-O-Matic, he developed an extensive line of irrigation products for irrigation systems that included multi-station hydraulic controllers and valves and plastic pop-up sprinklers with gear-drive rotary mechanisms. In 1960, Hunter unveiled the "650," his first gear-driven pop-up sprinkler, a revolutionary product in the industry.

In 1962, The Toro Co., Minneapolis, Minn., purchased Moist-O-Matic and retained Hunter as its director of design and development. In his 20 years at Toro, Hunter pioneered many irrigation system components, including plastic valves, hydraulic and electric controllers and the graceful stream rotor.

He left Toro in 1981 and, with his

sons, Paul and Dick, and daughter, Ann, founded Hunter Industries. The company was a platform from which Ed Hunter launched a number of innovative products to the market, including a complete line of gear-driven rotors for residential, commercial and golf course applications.

Today, Hunter Industries generates more than \$100 million in annual sales and employs almost 1,000 people in California and its Cary, N.C., manufacturing and distribution facility.

"One of the things I remember about Ed was that he loved the challenge of solving technical problems," confided Bob Fragala, owner and treasurer, Stateline Irrigation Products, Tyngsboro, Mass., who was an eastern sales representative for Hunter from 1983-88. "Ed was a very creative engineer, but I think his success was due not only to his creativity but perhaps more to the fact that he loved his job."

"The industry is fortunate that Ed Hunter chose irrigation to focus his talents on," expressed Ben Taliaferro, executive vice president, Century Rain Aid, Madison Heights, Mich. "He came along with his company at a time when the industry was really struggling with its products, and took the industry into the future." — Paul Schrimpf

PowerRoute97

A New Age Of Lawn Care Software Is Dawning.

- ▼ PowerRoute97 is the software that major lawn care companies and industry leaders are choosing.
- ▼ Overwhelmingly recommended by experts inside and outside the lawn care industry.
- ▼ Interfaces with state-of-the-art Windows CE handheld computers.
- ▼ The only software to use the latest Windows 95/NT/internet technology.
- ▼ PowerRoute97 will add the most to your bottom line.
- ▼ This software package is fully year 2000 compliant.
- ▼ Easily converts your existing data.

The new age of Lawn Care Software.



1-800-874-7594 • www.frontrunnertech.com • fax (602) 934-6288
8751 N. 51st Avenue Suite 101 • Glendale, Arizona 85302

USE READER SERVICE #59

**front
runner**
technologies

Light

Up Your Night

New trends in landscape lighting are creating less intrusive lighting designs and more product variation.

By Denyse
Fissel



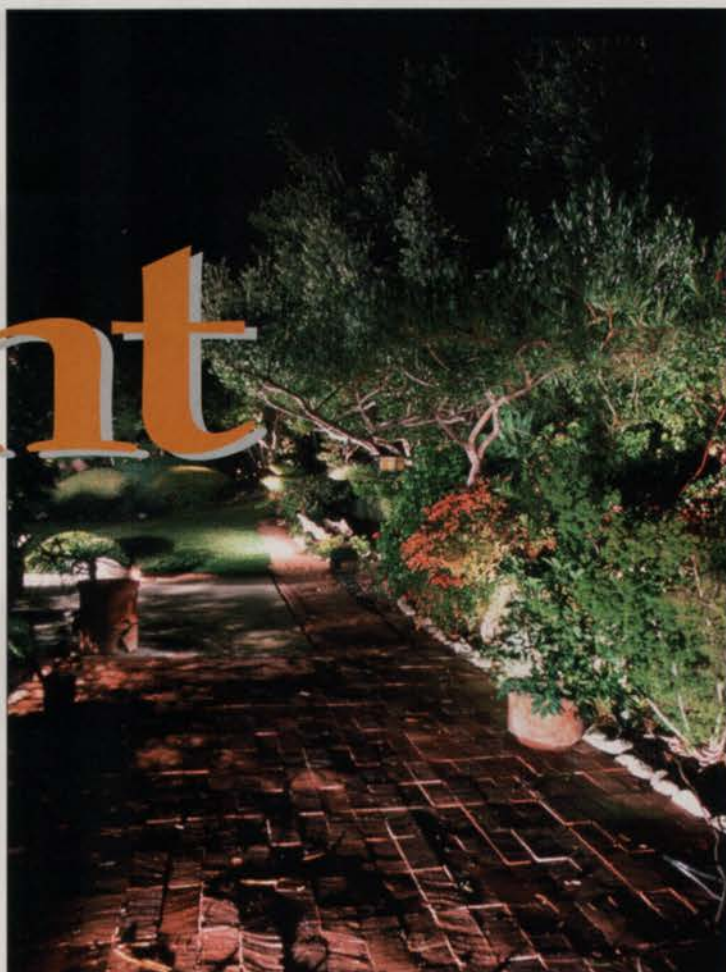
Interest in the use of landscape lighting by homeowners is growing across the country, with designs ranging from the practical to the ultra decorative. Customers are looking to use lighting to accent their home's architecture, light dark pathways and driveways and dramatize the landscape, waterfalls or a favorite outdoor sculpture during the nighttime.

Lawn and landscape contractors who want to take advantage of this trend need to understand why the customer is interested in lighting and what options are available in lighting fixtures and designs.

SET THE STAGE. In order to create the design that will light the homeowner's nighttime stage, a contractor must first know where the attention is to be focused. Lighting designer and contractor, Bud Austin, maintains that in order to make a design a masterpiece, questions must be asked of the client to understand how they live. Austin, technical specialist for Hadco, Phoenix, Ariz., suggested asking customers questions on how the yard will be used, what are the people traffic patterns in the yard, how many children are in the home, how the customers entertain and where their primary sitting and entertainment areas are located.

"In the lighting business, the contractor is an artist," Austin

(continued on page 62)



A strong landscape lighting design highlights one or several key elements of the landscape.





SPRING MICRO-INJECTION FOR TREE HEALTH CARE

Spring is one of the best times to effectively treat many tree problems. MAUGET offers a "pharmacy" of plant health care products for its time proven closed micro-injection system. In minutes following application, MAUGET active ingredients become part of the tree's natural transport system.

That's one reason MAUGET products have been the choice micro-injection system for tree care professionals for over 40 years. MAUGET continues to be the standard for micro-injection tree care.

SPRING TREATMENTS THAT PROVIDE YEAR LONG BENEFITS INCLUDE:

Insecticides, such as **IMICIDE**, containing Imidacloprid, the active ingredient found in MERIT® and **ABACIDE**, containing abamectin, provide full season control for a broad spectrum of insects including Bronze Birch Borer and Mites.

Fungicides, include **FUNGISOL & CARBOJECT**, which will control or suppress over 31 diseases.

Fertilizers and Micro-Nutrients correct nutritional deficiencies & stimulate crown development.

IMISOL and **ABASOL**, two powerful new products. In one single application they control a variety of insects, including Bronze Birch Borer and Mites and over 31 tree diseases. **IMICIDE** and **ABACIDE**, have each been formulated with **FUNGISOL**. These two unique combination products are only available in the MAUGET micro-injection system.

MYCOJECT, containing oxytetracycline, suppress bacterial diseases such as Ash Yellows, Leaf Scorches of Oak & Elm and Fire Blight.

Mauget
5435 PECK ROAD
800•TREES-Rx
ARCADIA, CA 91006
800•873•3779
www.mauget.com

**THIS SPRING
TAKE A NEW LOOK
AT TREE HEALTH CARE
AND
THINK DIFFERENTLY.**

lighting trends

(continued from page 60)

explained, "except you are painting on a black canvas with light."

Clients and designers are becoming more exposed and educated to good lighting techniques, Austin remarked, which in turn leads to customers demanding better designs and manufacturers producing more variety in fixtures. Fixtures are being manufactured more decoratively, so they serve more like attractive metal sculptures during the daylight hours and lighting fixtures during the nighttime, he added.

TRENDS. Lighting designs are moving toward making light look as natural as possible, Austin commented. And in that drive toward natural lighting, the fixtures are being made smaller.

"Initially, lighting fixtures were huge and it was hard to hide the light source," he explained. "Working with small equipment, it is easier to hide the sources, and miniatur-

(continued on page 64)

Outdoor Lighting Checklist



W

hen designing a lighting plan, walk around the deck or yard with the customer during light and dark hours, Leon Frechette recommends in the *Builder's Guide to*

Decks. Observe different lighting effects created by the sun, moon and the landscape. Remember to use three basic lighting techniques when recreating these effects:

1. Choose a focal point — select the main element to design the lighting plan around, such as a large tree, main entrance, front walk or landscaped island, but choose no more than two focal points.
2. Plan for safety and security — look for dark spots in corners and behind large bushes. Keep an eye out for potentially hazardous steps and curbs and plan to light these areas.
3. Use combined lighting techniques — blend different lighting techniques into a plan. For example, back light a row of bushes along a wall or uplight a nearby small tree while downlighting the surrounding low ground cover.

The following list is a handy checklist for reference as you work with the customer or assemble a bid package:

- | | |
|-------------------------------|-------------------------|
| ✓ Light up the deck and patio | ✓ Accent a walkway |
| ✓ Accent a garden | ✓ Highlight landscaping |
| ✓ Light a pathway | ✓ Border a driveway |
| ✓ Create an entryway | ✓ Highlight the home |

Aura Lighting Products

Concepts In Illumination

Aura Lighting Products

779 N. Benson Ave. • Upland, CA 91786

Tel: 800 • 942 • 8880 • Fax: 909 • 985 • 5938

Auraltg@AOL.com

Creative curb

Creates profits



Call for FREE Demo Video

- Low maintenance
- Create various shapes, sizes and colors
- Self-propelled, electric or gas powered
- Residential, commercial and golf course uses
- Add to your services and bottom line
 - material costs average \$.40 per foot
- Durable curbing is freeze thaw tolerant

1-800-292-3488

Concrete Curb & Landscape Border Equipment

Fax 714-587-9680 • 714-587-8488 • 5 Chrysler • Irvine CA 92618

USE READER SERVICE #65

USE READER SERVICE #66

ARBORSYSTEMS INJECTION SYSTEM



Using the patented Wedgle™ Tip and WedgeChek™

The **ArborSystems** injection system will significantly reduce the amount of time needed to treat trees for insects, diseases and micronutrient deficient symptoms.

Chris D. Seditto

Now Available: Insecticides and Micronutrients

- ★ **GREYHOUND Insecticide (AVID™):** Controls Elm leaf beetles and lacebugs.
- ★ **POINTER™ Insecticide (Merit®):** Controls aphids, scale insects, leafminers and many others.
- ★ **IRON NUTRIBOOSTERS™:** Relieves symptoms of iron chlorosis in oaks and maples.
- ★ **IRON/MANGANESE NUTRIBOOSTERS™:** Relieves symptoms of iron and manganese deficiency in trees.

Come
visit us
on the web

arborsystemsllc.com

ArborSystems, LLC

1-800-698-4641

USE READER SERVICE #67

P.O. Box 34645 • Omaha, NE 68134 • (402) 339-4459 • Fax (402) 339-5011

lighting trends

(continued from page 62)

ization makes the designs look better and adds a more natural effect."

Mike Southard, national sales manager, Kichler Lighting, Cleveland, Ohio, said the decreasing size of lights has become a popular feature for deck lighting. The lights can be enjoyed without the use of blinding floodlights that were once common.

"With the smaller compact fixtures, you can enjoy lighting without a lot of light," he said. "When I was young, light was functional. In the 1960s and 1970s, it all changed. Today, there are fewer restrictions and you can become more creative with it," he said.

As time progressed, designs became more elaborate while producing less light because of the increasing popularity of the low-voltage electrical systems in the 1980s, now the norm in residential landscape lighting designs, he said.

"Lighting designs are always primary for good landscape lighting and the fixtures are merely secondary," Southard remarked. "It

should be attractive and blend in with the landscape."

There are so many trends in the market that each person interviewed seemed to offer a new trend that they had observed. There does not seem to be one outstanding trend that anyone noted, except that landscape lighting is becoming more popular, thus creating greater demands on contractors and manufacturers.

Southard also observed a push for more durable fixtures, especially those that are made out of a nonmetal, composite material. This material makes the fixtures able to withstand salt damage that can break down aluminum fixtures over time in the coastal areas, and, in the northern areas, the composite material can withstand the effects of the drastic temperature ranges, snow and

deicing materials, he added.

Certain color finishes for fixtures are becoming more trendy with the verdigris finish – a weathered green color – being pushed off the most popular list by other colors such as copper, brass and rust, according to Southard.

But Austin reminded landscape lighting contractors that, "Beauty is in the eye of the

(continued on page 66)



Uplighting trees and the walls of buildings can create a dramatic visual effect in a landscape.

KICHLER® LANDSCAPE LIGHTING



ADVANTAGE CONTRACTOR

What's your advantage? Kichler's *Premiere Contractor Program*, which gives you the opportunity to win valuable prizes, gives you free seminars & training, free literature & newsletters, a Kichler Landscape Lighting shirt ... and much, much more. And, of course, Kichler's line of top quality, award-winning designs means business for you! So call 1-800-659-9000 Ext. 6445 right now, or fill in and mail this coupon today.

ASK ABOUT OUR NEW COMPOSITE, 50W-MR16 FIXTURES.

OTHER KICHLER ADVANTAGES:
Top Distributors
Exciting New Products
High Quality & Value
Competitive Pricing
7 Distribution Centers
Committed Employees
Dedicated Management



Tell me more ... about the *Premiere Lighting Program* and include your Landscape Lighting Catalog.

Name: _____

Company: _____

Address: _____

City: _____

State: _____

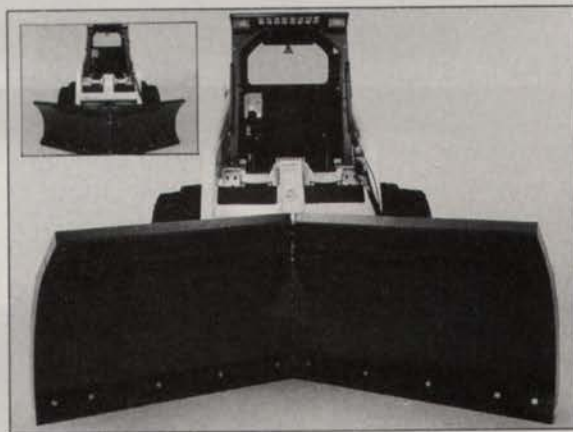
Zip: _____

Current Dealer: _____



Send this coupon to: Kichler Landscape Lighting, LLC-2, 7711 E. Pleasant Valley Rd., Cleveland, OH 44131-5552

V-Blades & Angle Blades



Call 1-800-843-3720
K-W Manufacturing Co., Inc.
dba Kwik-Way Manufacturing
605-336-6032 • Fax 605-336-6033

USE READER SERVICE #68

USE READER SERVICE #69

Honda Proudly Announces Some Dramatic Reductions.

No, this isn't a closeout sale. It's a brand new line of string trimmers from Honda. And thanks to some dramatic reductions, now you really can do more with less.

Noise Reduction

Honda's new trimmers take advantage of their 4-stroke engine's combustion format to dramatically decrease noise.

Emissions Reduction

4-stroke engines are well known for producing fewer emissions than comparably sized 2-stroke engines, making them very environmentally friendly. In fact, Honda's trimmers meet all EPA and CARB emission standards.

Maintenance Reduction

Honda's trimmers use straight gasoline, eliminating the hassle of mixing gas and oil. And they can run two times longer than comparable 2-stroke engines on the same amount of fuel!

Effort Reduction

The engines also suppress spark plug carbon buildup and carburetor clogging, maintaining like-new starting ease.

Price Reduction

Starting under \$320,

Honda's hard-working, durable string trimmers are some of the most efficient and cost-effective string trimmers available.

HONDA
Lawn & Garden

For a free brochure and location of the Honda Lawn & Garden Dealer nearest you call 1-800-426-7701.



For optimum performance and safety, please read the owner's manual before operating your Honda Power Equipment. ©1998 American Honda Motor Co., Inc.

USE READER SERVICE #70

Topsoil Shredders THE SCREEN MACHINE®

LARGE & SMALL AVAILABLE
800-837-3344



7001 Americana Parkway • Reynoldsburg, OH 43068

USE READER SERVICE #75

MTI

Model
528



PROGRESSIVE ELECTRONICS INC.

Wire Tracking &
Valve Locating

Troubleshooting
For LESS !!

Only
\$300

We Pay
for U.P.S.

800-600-TURF

(8873)

Order by 1 p.m.

CALL US AND SAVE! 7:30 am - 5 pm

SHIPS SAME DAY

We Carry ALL the Major Manufacturers PST

USE READER SERVICE #74

Hydraulic Dump Trailer



**Put A Bri-Mar
Trailer To Work
For You!**

Easily and safely load your heavy duty lawn equipment (up to 80 inches wide) or skid loader and dump up to 12,000 lbs. of soil, mulch or gravel – all with one Bri-Mar dump trailer! Standard features include remote control, ladder ramps, and electric brakes. Available in 12' and 14' lengths. Seventeen styles and sizes. Additional options available.

Call today for a free brochure and the name of your nearest dealer!

1-800-732-5845



BRI-MAR

TRAILERS

330 Wolf Avenue, Chambersburg, PA 17201 • Watch for our new web site!

USE READER SERVICE #73

lighting trends

(continued from page 64)

checkbook holder."

Leon Frechette, Spokane, Wash., said he sees solar landscape lights becoming an increasingly popular choice because they offer more flexibility to the design. "Solar powered lights offer the ability to add lighting to a location that otherwise could not be reached by electrical power," he said.

Christine Bassett, director of marketing, Lumenyte, Costa Mesa, Calif., a manufacturer of fiber optic lighting systems, noted that fiber optic systems can offer cost efficiency and are safer to use near water than other lighting systems. She added that both of the product's qualities are a growing trend in the diverse market.

Fiber optics are unique because there is no electricity running through the fiber optic line, only light, Bassett explained, which makes it a popular light source around water, such as pools and spas.

"Consumers want more energy-efficient lighting systems, and fiber optic lines are durable and able to withstand a wide range of temperatures," she continued. And because the fiber optics are fed from one light source, there is only a need to change one lamp when it burns out, she explained, instead of a lamp for each fixture.

"Customers want something low maintenance and safe," she said of the average lighting consumer. With Lumenyte's design, the lamp can be used for up to 6,000 hours, decreasing maintenance costs and operational costs, Bassett claimed.

Southard observed that there are no trends more popular in one part of the country than the other.

"With the Midwest (weather) there is not as much opportunity to be outside, but people tend to enjoy their outside inside," he remarked. "It's real nice to light up the snow at night. It's very dramatic," he said.

DESIGNS. Frechette, author of *Builder's Guide to Decks*, included a chapter on how to perform an appealing installation of landscape lights in his book. Two common mistakes he has observed are not hiding the light fixtures when placing them outside and using too many lights, over emphasizing pathways.

"You don't need to outline the property line or outline the driveway with lights. The

(continued on page 68)



5:30 PM?

(QUITTING TIME
IS RELATIVE.)

2000 AD?



E-tech



CLEAN SWEEP™ a revolutionary crank shaft design that "sweeps" the fuel/air mixture into the combustion chamber for optimum power and efficiency.

POWER CAT™ the only catalytic muffler available on a two-stroke powered, hand-held product in the United States. This high-volume muffler produces optimum power while reducing certain harmful emissions.

Husky's 225, 232 and 235 engines have powered a line of landscaper products so durable that when others wear out, they're just getting broken in. But now, through a breakthrough in 2-cycle engine technology, these engines are even better. That breakthrough is E-tech: a revolutionary engine system that reduces smoke and odor without sacrificing fuel economy, high power, low noise, and legendary durability. E-tech is featured in many Husqvarna products such as trimmers/brush cutters, hedge trimmers, hand-held blowers and lawn edgers. To learn how this technology can work for you, visit a Husqvarna Power Retailer. To find one close to you, call 1-800-HUSKY 62.

Husqvarna
Over 308 Years of Superior Value

www.husqvarna.com

©1997 Husqvarna

(continued from page 66)

design would be more desirable if they were on one side, but more people put fixtures on both sides," Frechette explained.

He said he likes to use lights near shrubbery or plants and have the light directed out onto a path or walkway without overilluminating the area. "Lights themselves don't really have any character," Frechette said about nondecorative fixtures. "The fixture is an eyesore. The only thing eye-appealing is the dome and, overall, we're looking at a plain black fixture stuck out of nowhere."

When trying to achieve a more natural scene, Austin said downlighting – mounting the light source from atop a high structure, either a tree or house eave, and angling it down on the subject – should be the method of choice here because it is the way lighting occurs in nature.

Because uplighting – where the lamp is placed on the ground and angled up toward the subject – is the most unnatural lighting

approach, it should be used only when trying to direct viewers' attention or make a scene dramatic, Austin recommended.

"When using either up- or downlighting, the key is to bring the subject out of the scene," Austin explained.

Good light installation requires that the light source never be seen directly when it is set up. Also, over-lighting a design should be avoided and transformers, wires and fixtures should be out of the way so they do not become a hazard, Austing added.

Frechette commented that security and safety come with lighting, but he has found those not to be the primary reasons people purchase lighting. "People are seeking landscape lighting to add a little class to their environment," he stated.

"I don't think weather plays a big part in people deciding to purchase landscape lighting," he added.

Austin relayed that contractors tend to turn their market toward owners in the

large, new suburban residences in the subdivisions, but he said he has found that a better market is the smaller, older homes.

People who have been in their homes for years have an older, more established landscape in their yard that can better be put to landscape lighting, he commented. Most developers of new homes have clear-cut the land before building so the landscape tends to be too underdeveloped to set to a design.

Lights can do wonders and can make a small yard look bigger, or can be used to focus on one interesting point in a small yard, Austin said.

"I still feel like we just scratched the surface," said Ray Szwec, regional sales manager of After Hours, a division of Hinckley Lighting, Cleveland, Ohio. "Every time I do a home, you always get others interested in the area," he added. **LL**

The author is Associate Editor of Lawn & Landscape magazine.

Still The Leader...



California Landscape Lighting

For over 35 years, we've provided landscape professionals across the country with the largest inventory of competitively priced manufacturers available. We back this with experience and a commitment to Customer Service unequalled in the industry.

Call today to learn how to put this to your advantage.

TOLL FREE

Order Desk: 1-800-457-0710

Fax Line: 1-800-457-0730

E-mail: callite@pacbell.net

or visit our web site at

www.callite.com



California Landscape Lighting

31260 Cedar Valley Dr. • Westlake Village, CA 91362

Nationwide Distributors

Landscape Lighting Fixtures by

Aura Lighting
Arroyo Craftsman
B-K Lighting
Bronzelite
CopperMoon
Dreamscape
Electro-Elf
Focus Lighting
Greenlee Lighting
Hadco's "NightLife"
Hanover Lantern
Kichler Lighting
Kim Lighting
Rockscapes
Lumière Designs
Nightscaping by Loran

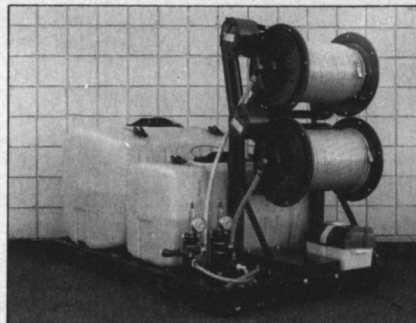
Outdoor Speakers
Rockustics
Studio Acoustics

Accessories
California Series
Transformers, Low
Voltage Cable, 12V
Lamps, Remote
Controllers by X-10 Pro
Stakeville USA Products



C & S TURF CARE EQUIPMENT, INC.

**BUILDING QUALITY EQUIPMENT
FOR PROFESSIONALS, BY PROFESSIONALS**



C & S Protank® Sprayers

- ELECTRIC AND GAS UNITS
- DESIGNED TO FIT IN A WIDE RANGE OF VEHICLES
- SINGLE AND DUEL TANK CONFIGURATIONS
- DIAPHRAGM, PISTON, OR ROLLER PUMPS

Complete Sprayers...Ready to work

(330) 966-4511 (800) 872-7050

FAX (330) 966-0956

Custom Orders Welcome!



The Latest Addition to the FEBCO MasterSeries® Family



Just like their big brothers, 2 1/2" through 10" sizes, the new compact 1/2" through 2" backflow preventers Models 850 Double Check and 860 Reduced Pressure Assembly feature quality and reliability, a FEBCO hallmark for nearly 70 years. We are so proud of our new addition, ***we've expanded the warranty to five years!***

Other features of the 1/2" through 2" include:

- Replaceable seats to extend valve life
- Single-access top entry simplifies check maintenance
- Top mounted test cocks for easy testing
- Modular relief valve makes maintenance child's play



NEW MODULAR CHECK DESIGN
Bayonet-style check for quick & easy service



**NEW
1/2"—2"
MODELS
850 & 860**

FEBCO®
BACKFLOW PREVENTION

New 5-Year Warranty on 1/2"—2" Models 850 & 860. We stand behind our quality. Look for the Gold Seal!

FOR MORE INFORMATION, CONTACT YOUR DISTRIBUTOR OR CALL:

CMB Industries, Inc.
P.O. Box 8070
Fresno, California 93747
Tel# (209) 252-0791 • Fax# (209) 453-9030



Fluid Control Division
A United Dominion Company

Many contractors add special accessories to their trucks to outfit them for their unique needs.

By Denyse Fissel



Successful contractors carefully examine their crews' needs before deciding how to outfit their trucks. Credit: Westheffer

In the lawn and landscape industry, buying service vehicles is a lot like ordering a steak dinner — everyone agrees you have to start with a good piece of meat, but how it's cooked, the side dishes, the trimmings and the beverages are a matter of varying personal taste.

And so it goes with vehicles. Contractors first select what they feel is the best vehicle, then add equipment and options until they have created the vehicle that will best serve their crews in the field.

Most contractors make alterations to trucks so the vehicles are suited to their individual businesses. Many times, trucks are bought stripped down and equipped with a wide range of accessories both stock and custom-built. The ultimate goal for



The most valuable vehicles in the fleet are adaptable to a wide range of tasks. Credit: Stahl

any vehicle, though, is bottom-line productivity, and there are about as many ways to outfit a truck as there are contractors.

EVERYTHING IN ITS PLACE. "Our goal is to try to create a truck so everything has a place," stressed Mike Ward, president, Mike Ward Landscaping, Cincinnati, Ohio. "If something has a place then people know where to put it." Put in terms of labor savings, Ward calculated that if 20 workers spend five minutes per day every working day trying to find a misplaced item and the workers were paid \$10 per hour, it could cost the company \$4,000 per year to be unorganized.

Ward equips his trucks with a two-way radio for communication. Trucks also feature a customized bed that allows the sides to fold down for items such as bulk salt to be easily loaded onto the truck. He purchases small dump trucks with a dump body and specifies different sizes of toolboxes and trimmer racks for the trimmers, blowers and gas cans on the trailers, he said.

Ward said he purchases dump trucks with only the cab and chassis. They add a flat bed from a manufacturer to the vehicle.

(continued on page 72)

Trucks:

A Custom Fit



In the ever-changing world of business and industry, one thing remains the same. Dodge is dedicated to people who are dedicated to their work.

For evidence look no further than our On The Job program, which gives qualified businesses commercial breaks, so to speak.

The program includes a new flexible financing and leasing

plan, which lets you tailor-make a deal based on your individual business needs. Even open-end leases and upfitting equipment for a new vehicle are covered. (When we say flexible financing, we mean flexible.) Plus, there's a choice of our



ON THE JOB



extended 100,000-mile/5-year Powertrain Care PlusSM service contract with Road Hazard Tire Coverage,* or up to \$500 cash back.† And all that's over and above any national consumer incentives.



An important commercial message from The New Dodge



What makes our On The Job program truly outstanding, however, are the capable commercial Dodge trucks it covers. The newly redesigned Dodge Ram Vans and Wagons, with more available Magnum® power, more safety features, and three different body lengths to choose from. Dodge



Ram Pickup,†† available with an improved Cummins Turbo Diesel. And of course, Dodge Dakota,†† the only pickup in its class with an available V-8. Whatever your next commercial venture, Dodge has an excellent way to help you sponsor it.

*Service contract not available in AL, FL, MS, OK or UT. No refund if canceled. Some vehicles ineligible. There is a \$100 deductible for each covered repair visit. Tire coverage covers only complete or pro-rated replacement for original four tires, excluding spare. See plan copy and full details at dealer. †\$300-\$500 cash back, depending on model. ††Select models only.

Always use seat belts. Remember a backseat is the safest place for children.



The New Dodge

For still more hardworking info, call 1-800-WORK RAM. Or stop by our Web site: www.4adodge.com

trucks

(continued from page 70)

"The key is to think how are you going to use the truck now and in the future and think out a plan," Ward recommended. This could save a lot of money by not having to redo something that was added or have to take a vehicle apart in order to add additional components to the truck.

"Setting up the truck right the first time is cheaper than doing it twice," he added.

Subscribing to the same philosophy of designating a place for everything, Dwight Hughes, Jr., owner of Dwight Hughes Nursery, Cedar Rapids, Iowa, equips his trucks with customized racks and holders leaving nothing without its prescribed place.

Hughes explained in his book, *Systems for Success*, how he constructed racks to make better storage space out of his trailers and trucks. Hughes has a designed place for every item — he even constructed a wooden lunchbox holder positioned on the back of the truck cab to hold each employee's lunchbox.

Behind the cab seat are organizers that

hold items such as a first aid kit and hand tools and keep the inside of the trucks neat.

Hughes designed a box that mounts underneath the flatbed of his 1-ton truck where tarps, insect repellent, ropes and marking paint can be stored. Tucked between the chassis of the truck and its frame is a tray where rakes can be carried, and a special compartment exists for holding hand tools and shovels. And, by welding expanded steel to the bottom of the trailer frames, he created shelving for hauling spare tires, garden hoses, vinyl edging or anything flat.

For a gooseneck trailer, sideboards were constructed for hauling equipment and plant material. The trailer can be tarped and the sideboards can be removed, which makes equipment easy to unload from all sides.

ADAPTABILITY. Adapting vehicles to provide for multiple uses and efficient changeover is also a concern for contractors. Mike McClurry, vice president of Marvin's Garden and Landscape Services, Sarasota, Fla.,

New TG-CL Truck

Rarely is the use of a new truck style by one company newsworthy, except when that company is TruGreen-ChemLawn.

According to Kirk Hurto, vice president of technical services, the truck features custom-built, fully-enclosed spraying systems in the back of pickup trucks. The spray system is a fully electrical design, running off of the truck's alternator, and it offers the same capabilities as the company's fleet of large spray rigs.

Plans are for the new vehicles to comprise 30 percent of the company's fleet, Hurto noted. — Bob West

said that the purchase of a new skid steer loader demanded he find a way to modify his trailer. The trailer now carries the skid steer's attachments to the sides and also has the

(continued on page 74)

PAVE TECH'S

PAVE EDGE®
Paving Stone Edge Restraint



Make a Choice — Not a Compromise!

612/881-5773 • Fax 612/881-2169
1-800-728-3832
www.pavetech.com



Hey! Spread It Around!

When you apply dry free-flowing materials, improve your application accuracy with a Gandy drop spreader. Each spreader is painstakingly constructed with only the finest materials. The attention to detail makes Gandy spreaders unsurpassed in the industry. You get years of trouble-free use with minimum maintenance. Put a Gandy spreader to work in your business or commercial turfgrass area. Spread it around! Call your dealer today.



It's Gandy
1-800-443-2476
www.gandy.net



USE READER SERVICE #42

USE READER SERVICE #43

No Matter How You Cut It...



You End Up the Winner !

Quality • Service • Commitment

Price • Performance • Reliability

Join The Dixie Chopper Team

What Are You Waiting For? Call Today

DIXIE CHOPPER

THE WORLD'S FASTEST LAWN MOWER

800-233-7596

www.dixiechopper.com

USE READER SERVICE #81

trucks

(continued from page 72)

capability of carrying other machinery.

McClurry said he attempted to attach toolboxes to the trucks and trailers but could not find a way to mount them underneath the truck or trailer without them becoming damaged.

"If we were always on the street we wouldn't worry about the boxes, but often the trucks are off road," he said.



Many times, contractors will buy their trucks stripped down and equip them with a wide range of accessories both stock and custom-built. Credit: Truck Craft

Stake Bodies by Reading. Built to Deliver.



When your job requires you to deliver, Reading's the only choice. Every Reading stake body delivers durable construction including a reinforced understructure, rugged stake racks, and full rust protection. Only Reading can deliver years of trouble-free hauling.

©1998 Reading Body Works, Inc. Reading is a registered trademark of Reading Body Works, Inc.

Only the best carry the name

Reading

800-458-2226

www.readingbody.com

The cabs are filled with three-person crews where even the glove compartment space is used. The truck registration and title are enclosed in a plastic bag and taped to the back of the seat to save space, he said.

"I have a toolbox for every foreman, and it is hand-carried on to the truck," he added. "If I made the toolbox immovable, that could waste space. I want to make things to be mobile."

The toolbox contained in the vehicle includes a first aid kit and tools specific to the job. Reliability is important and McClurry said he wants a truck that can "crank in the morning and get us to and from the job."

Sam Lang, president of Fairway Green, Raleigh, N.C., equips his one-ton trucks with a diesel engine and a custom rig for his spraying business. Lang explained that he purchases only a bare bones truck with a 4-wheel disk brake package, cab and chassis, costing about \$28,000, and he pays an additional \$3,500 for a diesel engine.

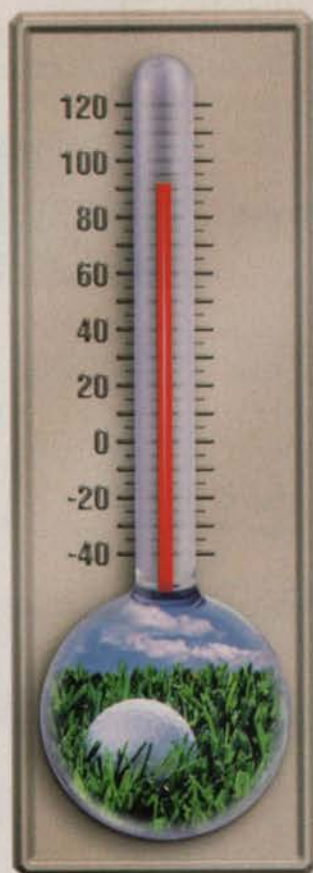
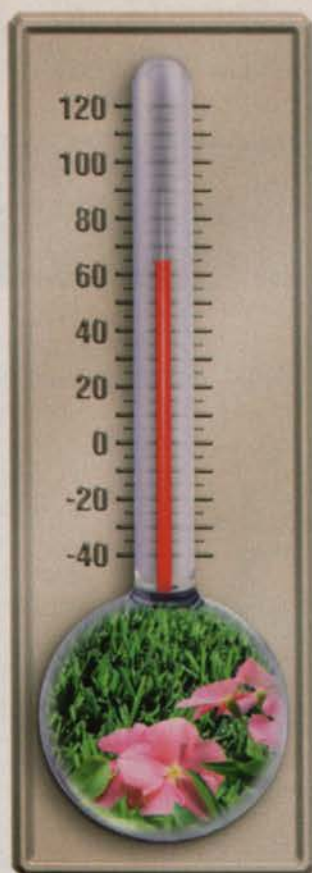
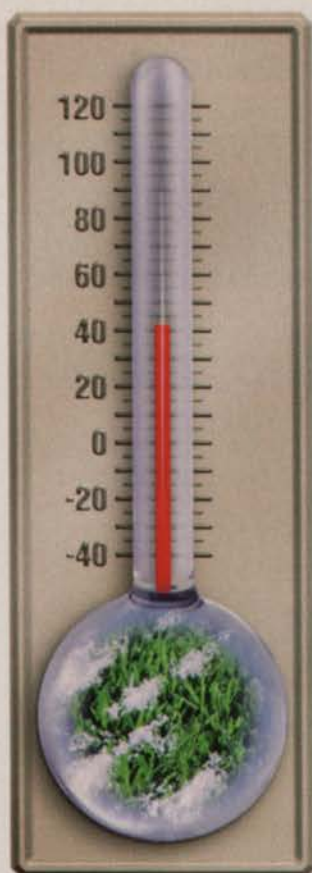
"I don't worry about the cost of the truck if it's going to give me greater reliability," he commented. "If that truck is down you aren't producing any revenue."

In the past, after the rig was on the cab for one year, it was removed and the bed was sandblasted and painted. Lang said now he gets his new trucks coated with Rhino Liner, a polyurethane coating sprayed into the cab and on to the truck's bed and chassis to prevent rusting. The 1/8-inch-thick layer of material is worth the \$400 investment, he added.

Rich Johnson, vice president of the Rhino Liner franchise in Raleigh, said only one coating is needed to prevent rusting. The

(continued on page 76)

USE READER SERVICE #82



'Tis The Seasons For BlueChip



BLUE  **CHIP**

**Early Greenup With
Great Fall Color**

BlueChip isn't just the perfect bluegrass variety for spring, summer or fall. It's ideal for every season. Expect to see **BlueChip** as one of the first signs of spring and last colors of fall. But no matter what the season, you will spend less time, labor and money on **BlueChip** because of its excellent performance under low maintenance. A Five Steps Above™ variety, **BlueChip** 'tis a proven performer year round.



Medalist Phone: 1-800-568-TURF • Fax: 208-777-7954
Jacklin Phone: 1-800-688-SEED • Fax: 208-773-4846 • www.jacklin.com
5300 West Riverbend Avenue • Post Falls, Idaho 83854-9499
©1998 Jacklin Seed • All rights reserved

JACKLIN
S E E D
A DIVISION OF J.R. SIMPLOT COMPANY

MEDALIST
A M E R I C A
T U R F G R A S S S E E D
1-800-568-TURF

USE READER SERVICE #83

(continued from page 74)

coating contours to the truck and can also be sprayed inside the cab, making the interior waterproof. Then, when the truck is dirty, the interior can be hosed out with water, he recommended.

EYE FOR SAFETY. Reliability is a necessity for Ed Hoffman, division manager/maintenance, Clarence Davids & Co., Blue Island,

Ill., but he is also concerned with safety. All of the trucks are equipped with as

many safety standards as possible and are set on a preventive maintenance routine.

"During the busiest time of the season, you don't want to be doing maintenance. We're too busy to have a truck that doesn't work," he said, citing his busy periods between Apr. 15 and May 15 and then Oct. 15 through Dec. 15.

After a new truck is purchased, the installation of a dump body is contracted out to a mechanic, Hoffman remarked. Any toolbox or tool rack installations, truck painting, and decal work is done by employees in-house.

Hoffman said he equips his fleet of dump body trucks with two, 2-foot by 3-foot long toolboxes underneath the body. The smaller trucks, used mainly for crews and pulling open-air trailers, have two toolboxes that fit lengthwise along the truck bed.

Trucks once were equipped with radios, but Hoffman said he has switched to digital, hand-held radios for greater privacy and better convenience. "When the guy is in the field, the radio is on his belt instead of in the truck," he explained.

Versatility is also a necessity to achieve performance in Clarence Davids' other divisions, which include landscape construction, maintenance and winter snow removal. Hoffman's fleet of dump trucks are all equipped with beds that have removable bed sides that can be taken off during the winter so the snow plow driver can have better visibility.

"It was done so they don't hit cars when they're backing up," Hoffman added.

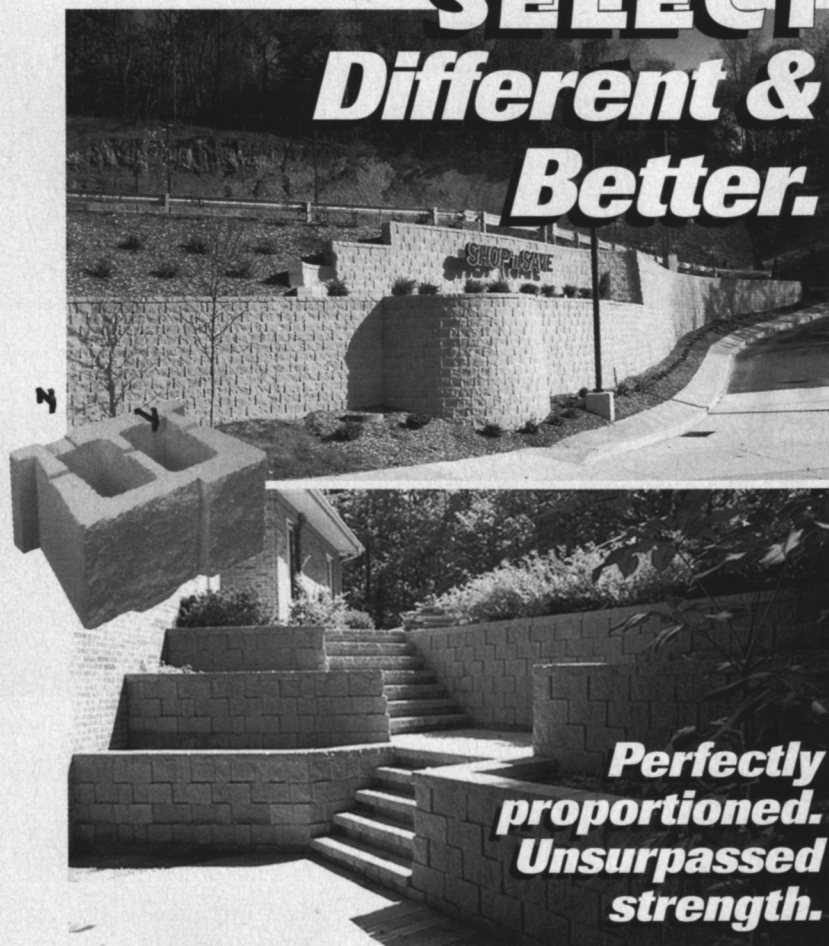
Each truck is also equipped with a safety light mounted on top of the cab to warn drivers during snow plowing or when crews are working off the side of the road, he mentioned.

"Everything we do is for safety," he remarked, adding that it also adds professionalism to the company. **LL**

The author is Associate Editor of Lawn & Landscape magazine.

The ultimate goal of any vehicle is bottom-line productivity.

StoneWall[®] SELECT[®] Different & Better.



Whatever the scale of your retaining wall projects, no other segmental retaining wall system compares to the natural stone beauty created by the perfectly proportioned, offset split texture, and unsurpassed strength of StoneWall SELECT.

CAD details available on our web site at

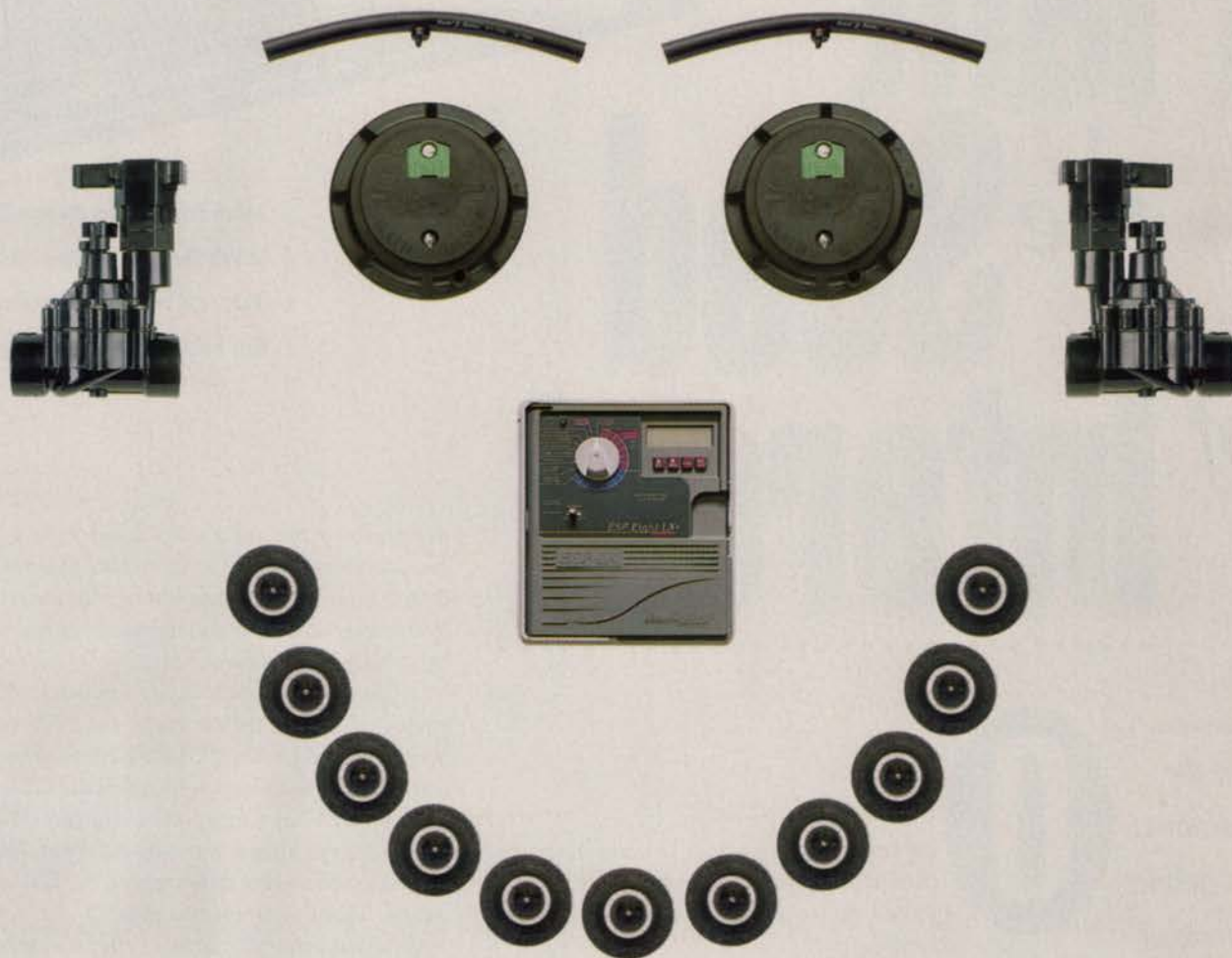
www.selecticd.com

ICD[®]
Corporation
Innovative Concrete Design

3934 North Ridgely Circle
Milwaukee, WI 53211
Toll Free 800/394-4066
Phone 414/962-4065
Fax 414/332-9678

USE READER SERVICE #85

Thanks for Naming Rain Bird® #1



Contractors Rate Rain Bird #1 in Product Performance



In a recent independent study of 1200 contractors, the majority named Rain Bird® their irrigation manufacturer of choice. Other results indicate:

- More than 90% are likely to recommend Rain Bird products to other contractors
- Rain Bird meets or exceeds customer expectations in all product categories
- A majority said they purchase Rain Bird most often.

Contractor confidence is driving us to do even more to win - and retain - your loyalty. We promise to continue

to exceed your expectations for product and service performance.

The next time you need rotors, spray heads, controllers, valves, or landscape drip products, turn to the manufacturer more contractors prefer: Rain Bird.

Thanks for naming Rain Bird #1.

RAIN BIRD

145 North Grand Avenue, Glendora, CA 91741 • (626) 963-9311
<http://www.rainbird.com>

USE READER SERVICE #16

Plant the Seed of Interest



Yellow Pages readers are more likely to be over the age of 35, have a college degree and an annual income of more than \$40,000. Credit: GTE Directories

Both the traditional and online versions of the Yellow Pages provide a pipeline to potential customers.

By Harriet Meyers

One important ingredient to controlling the costs of your business is making sure you get the best return possible on your advertising investment.

My next door neighbor is frustrated with his yard. He lives alone, spends the daylight hours in his office and is not interested in planting shrubs and flowers or maintaining them during his limited free time. He does, however, take pride in his property and is willing to pay someone to keep it looking attractive.

He decides to check his Yellow Pages directory to see what services are available, looks up "landscaping" and finds a large selection of display ads. He is attracted to the ads with the most information and notices that some of the ads refer to an online Yellow Pages. Online Yellow Pages sounds like a great resource so he boots up the electronic directory and clicks on a landscape contractor's listing.

This online ad provides detailed information on all of the services available, costs, benefits and even mentions a maintenance plan — just what my neighbor

needs. The online contractor provides the chance to ask questions and look at four-color pictures of gardens. This is the contractor whose print and electronic Yellow Pages ads make an impression on my neighbor and who gets his business.

Lexington Tree Service, in Lexington, Ky., has advertised in the Yellow Pages for 27 years. "We needed to build a name for the business when it was first established, so we advertised in the GTE Yellow Pages," said Suzie Curtis, office manager. "Now, we use a full-page ad, and we really stand out. We're the first tree service customers see, and the first one they call on. That's a competitive edge."

A robust economy, a more educated public, increased home building and home resales provide a favorable environment for growing a landscape contracting business. Last year, 38 million U.S. consumers checked the Yellow Pages heading for "Landscape Contractors," making it the 83rd most referenced heading from more than 2,000 headings in the average directory.

And, while many people continue to shop in their reliable print Yellow Pages directories, a growing number of shoppers are also going online. Matrix Information Directory Services forecasts that online users will increase from 57 million this year to 377 million by the end of 1999.

This article discusses how to make your business as visible as possible by using print and electronic Yellow Pages advertising, and how to make sure the consumers who see your ads decide to call you.

(continued on page 80)

LIGHT AS AIR.

CUTS THROUGH ANYTHING IN ITS PATH.

KIND OF LIKE A SHINDAIWA.

The powerful new '97 Shindaiwa trimmers descend on weeds and grass without mercy. Their superior power-to-weight ratios mean unmatched performance at the point of impact. The T260, for example, rips through jobs with a lot more power than the rest of the 24cc class. Yet it weighs nearly a pound less. More power. Less weight. A trait (along with our seven-day money-back guarantee) found in all of our commercial-grade trimmers—the industry's widest line. Shindaiwa doesn't just roar past the competition. We blow them away.



Call 1-800-521-7733 for a dealer near you. ©1996 Shindaiwa Inc.

shindaiwa
www.shindaiwa.com

USE READER SERVICE #52

(continued from page 78)

ADDRESS CONSUMER CONCERNS.

Today's consumers are concerned with the costs associated with the service, so your ad needs to convince them that it is worth giving you a call. What are the benefits of contracting your service? Do you offer guarantees, discounts, low maintenance designs, free estimates? State that in your ad and remind people of the time they'll save by letting you take care of their property.

Quality and reputation are also critical. You may offer reasonable rates, but does that mean your services and products are lower in quality? Tell people if you are an award-winner, the degrees your employees have, whether you are licensed and insured and any guarantees you offer. Let them know how long you've been in business in their community, and whether you are family-owned and operated.

Which Directories Are Best?

According to the Yellow Pages Publishers Association, nearly 6,000 directories are printed across the country each year. With so many to choose from, how can you decide which publishers and which Yellow Pages books provide you with the best value?

The best thing to do is ask every Yellow Pages sales representative you talk to for the following types of information before making a decision:

- ★ number of years the publisher has been in business
- ★ how much the sales rep knows about your market
- ★ other directories or services offered by the publisher
- ★ how the publisher publicizes the directory
- ★ number of years the directory has been published
- ★ how many customers receive the book
- ★ how soon do new residents and businesses receive one
- ★ number of consumers who look up landscape contractors or related headings — *Harriet Meyers*

Environmental and health risks worry people today, and customers may be uncertain about the use of chemicals. Reassure these people in your ad whether you offer organic lawn care or adhere to safe technical

programs.

Finally, you need to tell people why they should call you rather than your competitors. What makes you different or unique?

(continued on page 82)

Make it a truck for all seasons.

Firestone has the solution for a better handling work truck. Coil-Rite™ and Ride-Rite® air helper springs. When your truck is loaded down with clippings, sod, plants and shrubbery, or hauling all your equipment on a trailer in back, you need more than an ordinary suspension alone. And the same holds true when you put your snowplow on in winter.



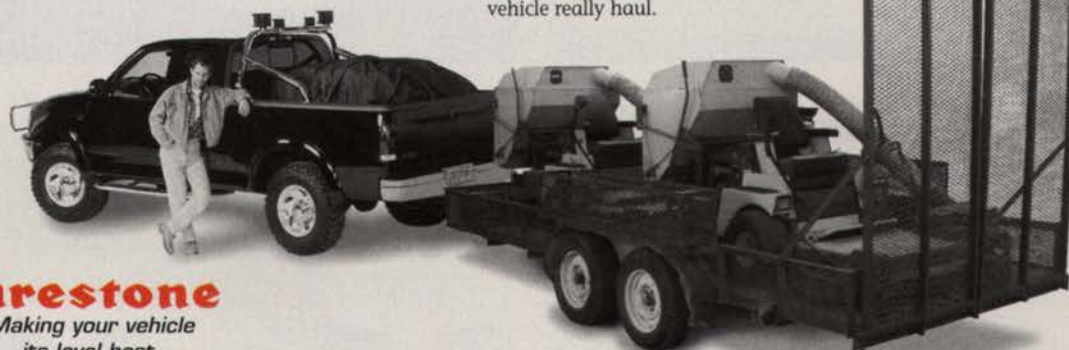
Coil-Rite™

Under heavy load or towing conditions Firestone air helper springs provide extra support for your truck's coil springs and leaf springs. So adding Coil-Rite and Ride-Rite to the front and back of your truck gives you greater stability and control. It's a smoother ride all the way around. Call for the Coil-Rite and Ride-Rite dealer near you and find out how to make your vehicle really haul.

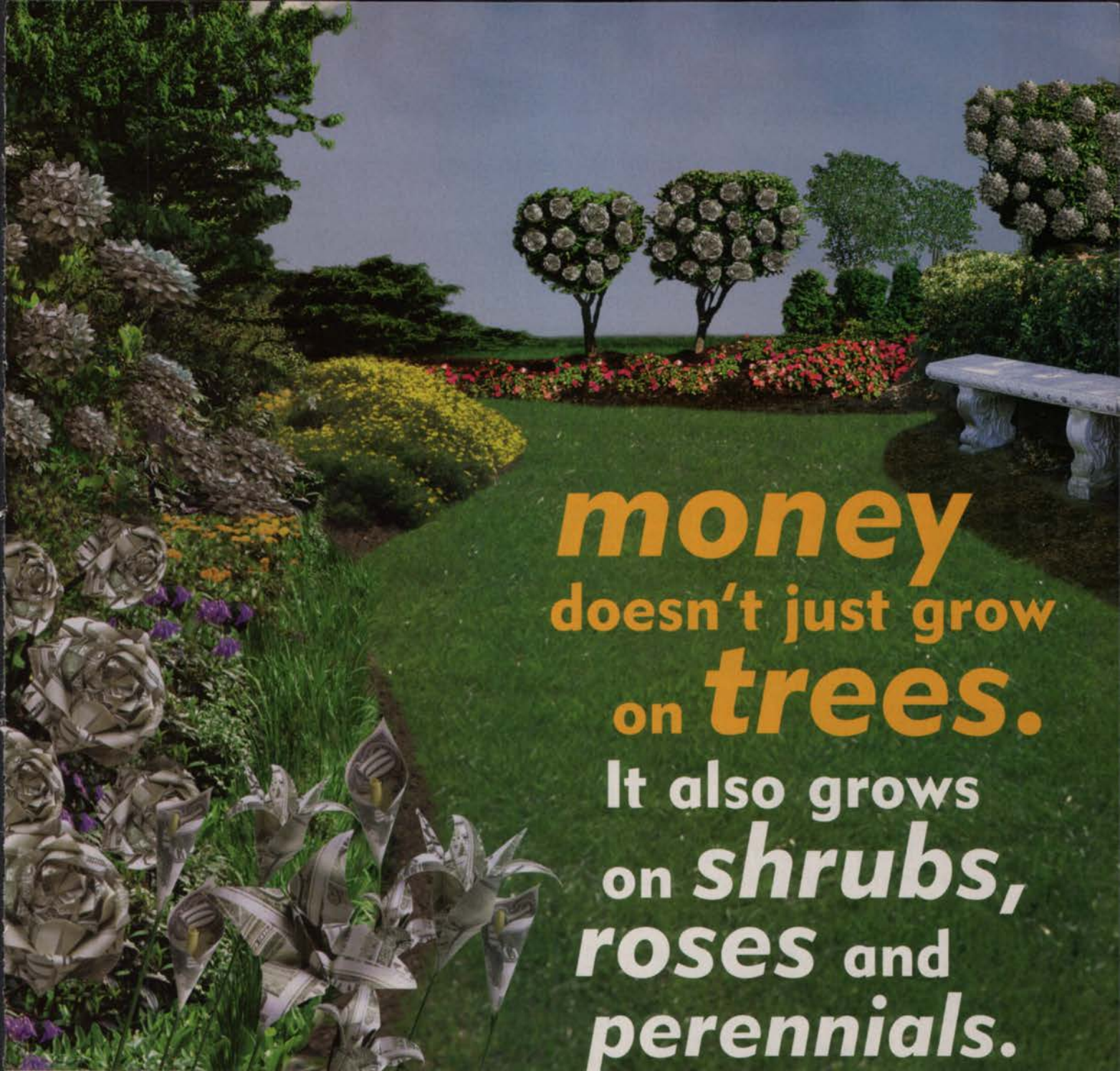


Ride-Rite®

Firestone
Making your vehicle
its level best.
1-800-247-4337
www.firestoneindustrial.com



© 1997 Firestone Industrial Products Company FIR0128



money
doesn't just grow
on **trees.**
It also grows
on **shrubs,**
roses and
perennials.

Lebanon Turf Products is pleased to uncover a new profit center for landscapers. The Professional Preen® Ornamentals and Ground Cover Program.

The number-one consumer weed preventative, Preen®, is now available in a professional formulation. Combined with our marketing support program, Professional Preen can get your customers on your call list when you need them. Early. Plus, if you're already doing



beds and shrubs, you'll love Professional Preen's two active ingredients – proven to control both grassy and broadleaf weeds.

For more information and money-growing tips, stop by your nearest Authorized Lebanon Turf Products Dealer. Or call 1-800-233-0628

Lebanon
TURF PRODUCTS

USE READER SERVICE #71

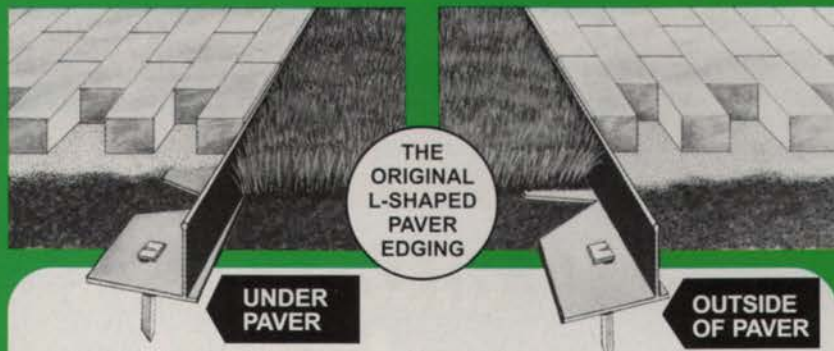
(continued from page 80)

Do you offer one-stop shopping on a wide variety of landscape services, restore old landscapes or provide video or computerized presentations on design options? If you are after the commercial landscape audience, mention your quantity discounts and follow-up services. And for residential consumers, list any free consultation services you offer.

ATTRACTIVE, SIMPLE DESIGN. A consumer who is looking up "landscaping" is thinking about appearances.

So it is critical for your Yellow Pages ad to be attractive and tasteful. Studies have shown that even when they have the name of a specific business in mind, many people check the Yellow Pages directory – and they could be attracted to your competitor's ad.

CURVED PAVER JOBS ARE EASIER WITH BRIC-EDG™



BRIC-EDG is very flexible and will save your company time and labor on curved or straight designs

SAFER THAN METAL EDGINGS AROUND PEDESTRIANS CHILDREN OR PETS.

OUR 15 YEAR GUARANTEE INCLUDES LABOR AND FREIGHT.



- 7 1/2 FT.* OR 15 FT. SIZES.
- STURDY BLACK VINYL
- NO SHARP EDGES
- STEEL STAKES INCLUDED

* Can be shipped UPS

◀ Photo Courtesy of Landscape Impressions NH



Please Call for Your Nearest Distributor!

Circle paver application for a walkway

1-800 EDGINGS (334-4647) in U.S. and Canada

124 E. ST. CHARLES RD. • VILLA PARK, IL 60181
PHONE: (630) 833-3033 • FAX: (630) 833-0816

Oly-Ola
SALES, INC.



Who's Looking?

- ★ 38 million references made to "Landscape Contractors" (83rd most frequently referenced heading out of more than 2,000 headings)*
- ★ 76 percent of consumers had a decision to make at time of reference
- ★ Consumers looked at an average of six display ads
- ★ 80 percent contacted a business seen in the Yellow Pages
- ★ 51 percent made a purchase after reference
- ★ 70 percent were new customers to business where purchase was made
- ★ Consumers refer to landscape contractors heading mainly from April through September.
- ★ When asked what type of advertising and information sources they considered when making decision, 23 percent of respondents said Yellow Pages, 18 percent direct mail, 13 percent newspapers and 5 percent television.**

*Survey conducted by Statistical Research Inc. from 1984-1996.

** Media Impact Study conducted by National Yellow Pages Monitor, a division of NFO research, Inc. in 1996.

Consumers surveyed said they looked at an average of six display ads under the landscape heading.

Printing technology has changed dramatically, so your ad should not look like it did 10 years ago. Ask your Yellow Pages sales rep if the publisher offers any design services at no extra charge. Whether you are creating a new ad or updating your old one, here are some design tips provided by David Roeder, a designer of Yellow Pages ads for 25 years.

* Look at other advertising, especially in the Yellow Pages, but also in newspapers, direct mail, etc. Get an idea of what you like and use that idea in your ad.

* Make your ad as attractive as possible by using good illustrations, an attractive typeface and consider one or more colors.

* Make sure your ad is easy to read and that the phone number, address and loca-

(continued on page 84)

MORE WORK FEWER WORKERS



It's more than a revolutionary new way to work. It's a wake-up call for the landscaping industry.




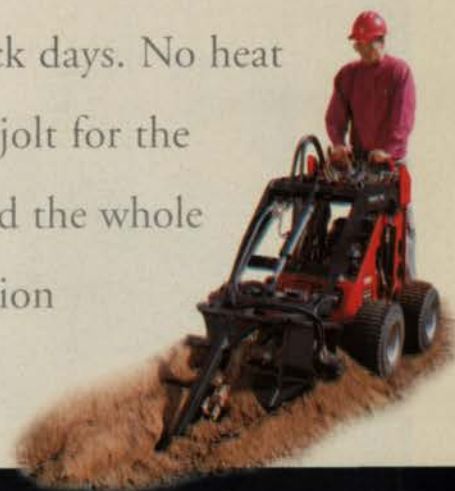
Presenting the new Toro® Sitework™ Systems product line, featuring the Dingo™ 222 compact utility loader.



The Dingo 222 hauls, tills, trenches, plants, digs, drags and drills. Slips through openings less than four-feet wide.

Turns on a dime. And travels, attachments and all, on a 12-foot custom trailer.

No sick days. No heat exhaustion. No late starts. It's like a caffeine jolt for the whole crew.  Only now you may not need the whole crew. Call 1-800-476-9673 for more information or ask your Toro distributor for a demo.



© 1998 The Toro Company

TORO

**SITWORK
SYSTEMS**

USE READER SERVICE #72

*It's about
productivity*

(continued from page 82)

tion of your business are in large type.

* Consider your audience. Think about the image you want to portray. Illustrate that you are a reliable expert offering quality materials and service.

* If you run other types of advertising, use a consistent logo or artwork so people will recognize your business.

* Contrast your ad design to that of

your competitors. If the other ads are all black and yellow, add a color or try reverse type. If theirs are in straight boxes, use a design or illustration on your border.

* Ask to preview how your ad will look like on the page. It could look great standing alone, but get lost among other ads.

After 16 years in the business, Dan Albright, owner, Albright Landscaping, St.

Petersburg, Fla., decided to add red to his ad. As a result, he's seeing an increase in his calls. "Because of the type of work we do, I just felt Albright Landscaping demanded more than a black and white ad. I wanted something that would catch our customers' eyes as soon as they looked at the page." Even if you don't choose color, focus on the image you communicate in your ad and think about how it appears to potential customers.

NEW ENHANCEMENTS. Teresa Keenan, GTE Directories director of market integration, pointed out that it is very important to consider the services and products a publisher offers. Today's consumer is looking for more information than ever, and interactive directory services, including electronic Yellow Pages, can add value to your advertising investment.

Some publishers offer consumer information lines that give advertisers the chance to update their ad, sometimes as often as once a month. Customers looking up "Landscape Contractors" in the Yellow Pages see a box beneath the heading with the local Quick Tips® information line phone number and four-digit codes for selections on topics such as "who to call" and "services offered."

QuickTips information is provided by national professional associations. Advertisers can purchase sponsorships of individual or multiple tips, and callers have the option of being connected directly to the retailer.

Another service offered by some publishers enables advertisers to include their own brochures in a package which is delivered with the new directory. The advertiser can select the neighborhoods, choose delivery based on a variety of demographics and can even send out advertising only to people new to the area or to new housing developments. This is a form of direct advertising, but it eliminates postage costs and guarantees delivery with a trusted directory.

BROADEN YOUR CUSTOMER BASE. In a recent study, conducted by Find/SVP, a market research group in New York, Internet users said they use online technology because of the tremendous amount of information available. With an online ad, you can offer detailed information about the variety of services you offer. You can actually show

(continued on page 86)

**ANYBODY
CAN
PUT
TANKS
ON A
TRUCK!**

Tuflex®
FIBERGLASS PRODUCTS

TUFLEX MANUFACTURING CO.
1406 S.W. 8th Street
Pompano Beach, Florida 33060
Toll-Free: 1-800-327-9005
954-785-6402
FAX: 954-785-6404

**Experience
the tough-flex
difference.**



We certify that this is an actual photograph and that the tanks were not altered in any way to produce this picture.

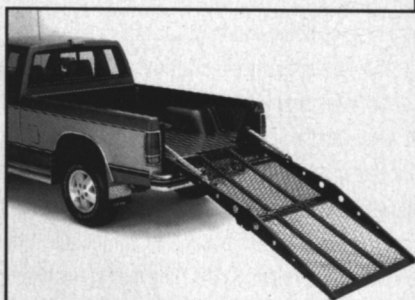
USE READER SERVICE #88

REDI RAMP

From METKO, INC.
1251 MILWAUKEE DRIVE
NEW HOLSTEIN, WI 53061-1499

**M-100
Standard Ramp**
- fits standard
size pickups.

**M-300
Porta Ramp**
- fits any pick-up,
trailer or van.



- **Simplicity**
Quick and easy operation with
standard spring assist on all M-100 model
- **Minimal Maintenance**
All steel construction with a glossy black
powder-coat paint finish
- **Flexible**
Sell your truck, keep your ramp
for new vehicle

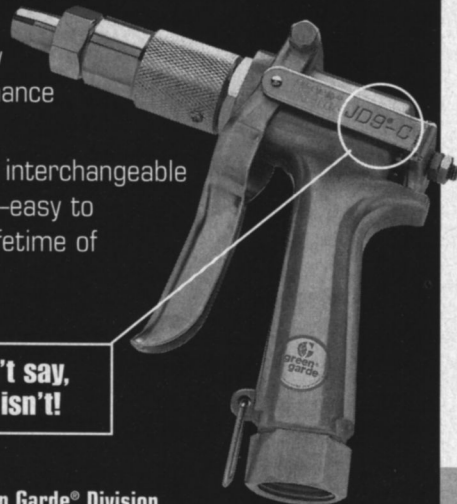
Call and order direct today:
800-733-4726
FAX: 920-898-1389



USE READER SERVICE #91

Genuine "JD9®." The standard of the industry for over 25 years!

- Highest quality spray gun you can buy—
more sold than any other brand!
- Precision machined parts from the
highest-grade materials—
assures long-
lasting durability
and top performance
year after year.
- Ample supply of interchangeable
parts available—easy to
maintain for a lifetime of
quality service.



If it doesn't say,
"JD9®," it isn't!



Green Garde® Division
H. D. Hudson Manufacturing Company
500 N. Michigan Ave • Chicago, IL 60611
Phone 1-800 745-2392 Fax 1-312 644-7989
www.hdhudson.com



CONSIDER THE CONTRACT SWEEPING BUSINESS

AA-TACHSM

SPECIALIZED EQUIPMENT

How many times have your customers asked if you
sweep? Think of the lost opportunities to generate
revenue. No need to purchase a truck mounted
sweeper. This low cost sweeping system attaches or
removes from your truck in about five minutes.
For more information, call our toll free number

1-888-922-8224

6929 North Hayden Road, Suite C4614 • Scottsdale, AZ 85250

USE READER SERVICE #90

Don't be fooled by imitations!

im-i-ta-tion (im/i ta/shen), *n.* 1. a counter-
feit; copy. 2. bogus; phony. 3. fraud. 4.
artificial; fake; false. 5. impersonation. —
adj. 6. designed to imitate a genuine or
superior article or thing.



All cars come with four wheels and a motor.
But that doesn't mean they're alike. It's the same
with spray guns. Before you buy a cheap imita-
tion, ask yourself: How long will it
last? Are parts available or
interchangeable? Is it precision
made? What kind of materials
is it really made of? Does it
have a warranty? Can I balance
low price with performance?

Sugg. List
\$39⁹⁵
model GES-505
(38505)

**But if low price is what you really want,
your best deal is from Green Garde®!**

Available only from your Green Garde®
distributor. Phone 1-800 745-2392
for the name of one near you.



USE READER SERVICE #89

LAWN & LANDSCAPE • MARCH 1998

85

marketing

(continued from page 84)

various landscape designs and gardens visually.

Online advertising also offers the flexibility of updating information often, easily and at low cost. You can change your message to reflect sales and seasonal promotions. Your message is available to consumers any time of day, and they can ask you questions or even place orders electronically.

There are a wide variety of online options that landscape contractors might want to consider for their business. Here's where a Yellow Pages publisher can help.

"The purpose of our interactive directory, called SuperPages®, is to link buyers and sellers," said Mike McMahon, GTE Directories national sales manager. "Spending money on a web page without being part of an online directory is like opening a business without hanging a sign out front.

Beware the Bogus

Businesses across the country are receiving what appear to be invoices for advertising in the local Yellow Pages directory. But they are actually solicitations for "bogus Yellow Pages."

Bogus Yellow Pages are directories that are never printed or distributed, or have geographic coverage that is not useful to you and are only distributed to the advertisers in them.

Why should you be concerned? Many people pay these "bills" by mistake. According to the Yellow Pages Publishers Association, dubious Yellow Pages operations bring in as much as \$500 million a year.

Here's how you can recognize these bogus bills: They usually do not include a telephone number for the publisher. The amount billed is often between \$75 and \$150. They may refer to a "statewide" or a "regional" Yellow Pages directory. They may carry the walking-fingers logo. And they carry a disclaimer, usually in very small or very light print, that says "this is not a bill; this is a solicitation," sometimes on the back.

"We recommend that everyone look carefully at every bill," said Teresa Keenan from GTE Directories. "Our bills always include our company logo."

"Ask the sales representative when and how you will be billed and what that bill will look like when you place an ad," Keenan added. "If you get a questionable bill, call your local Yellow Pages publisher. If you suspect you are the victim of a misrepresentation, contact your Postmaster." — Harriet Meyers

According to McMahon, the typical online Yellow Pages user may be your ideal customer. Studies show these users have

household incomes of more than \$50,000 and a higher than average education level.

(continued on page 88)

Hook and Go.

A Galbreath Hook Hoist lets one truck do the work of several.



Galbreath Hook Hoists deliver cost-efficient flexibility whether transporting equipment and materials to the job site; hauling, dumping, and spreading; or countless other applications. Investing in less equipment while increasing your productivity means greater profits for your business.

- Available in single, tandem, and multi-axle configurations.
- 13,000 lb. up to 60,000 lb. capacities.
- Options available for specific job applications.



Galbreath also offers equipment platforms and containers for a variety of work requirements. With Galbreath you can hook and go your way to lower operating costs. Call today for more information.

Galbreath

Winamac, IN
800-285-0666

Ider, AL
800-964-6478

Mansfield, TX
800-297-0668

Visit our Worldwide Web Site at: <http://www.galbreath-inc.com>

G-05-352

USE READER SERVICE #92

Lawn Assistant II
for Windows
The Industry Leader

Mapping Assistant
for Windows
Routing • Mapping

Landscape Management Assistant
Job Costing • Estimating
Proposals


RealGreen
SYSTEMS
Software Serving the
Green Industry

Call today:
(800) 422-7478
(810) 360-LAWN
for our new 144-page
information book

USE READER SERVICE #93

C & S TURF CARE EQUIPMENT, INC. TURF TRACKER

SS8030



FEATURES:

- Spreads and sprays over 4000 sq. ft. per minute.
- Zero turning radius for maximum maneuverability.
- Full hydrostatic drive.
- 12' break away spray boom.
- 150 lb. capacity; 3 speed electric spreader.
- Designed for residential and commercial properties.

(330) 966-4511 (800) 872-7050
FAX (330) 966-0956

USE READER SERVICE #95

Unparalleled in the industry!

Bed Shaper

Make that famous "S" curve with the new Bed Shaper Walk-Behind Edger.

Create new landscape beds, or clean up existing beds, smoothly... at the rate of up to 100 feet per minute!



New Walk-Behind Model
with hydrostatic transmission.

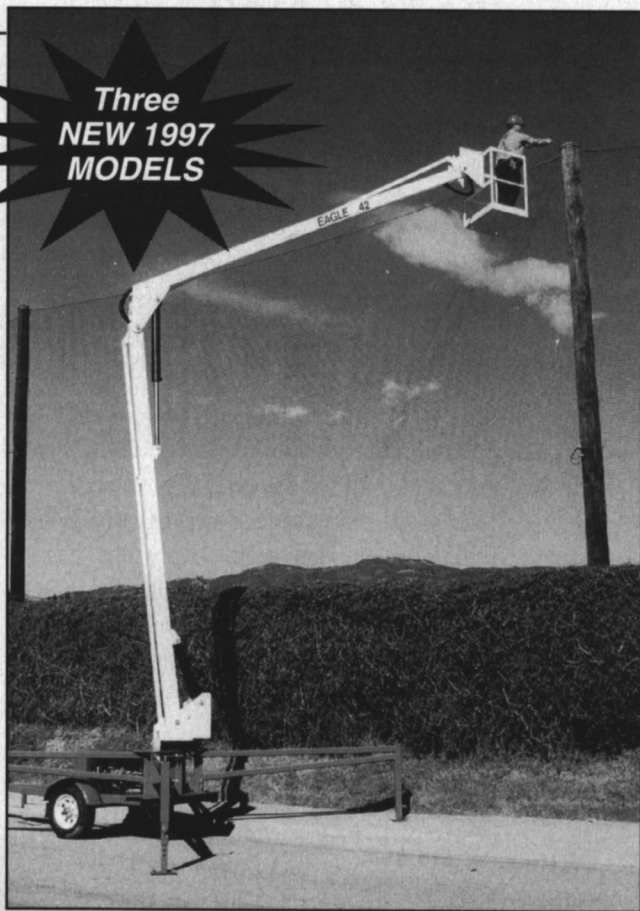
Call for more information:

717/626-6779 • fax 717/627-3190

Bed Shaper, Inc. • Lititz, PA 17543

USE READER SERVICE #97

Three
NEW 1997
MODELS



AmeriQuip

Trailer Mounted Aerial Lifts
Telescopic & Articulated Models

*Easy to set up,
operate and maintain.
Outstanding portability
ideal for all types of
overhead tasks*

**Call toll-free
1 (800) 824-9776**

AmeriQuip

1480 Arrow Hwy., La Verne, CA 91750

(909) 392-2033

Fax: (909) 392-4651

USE READER SERVICE #94

LAWN & LANDSCAPE • MARCH 1998

87

(continued from page 86)

ONLINE OPTIONS. Online Yellow Pages offer a wide variety of options that can cost as little as \$25 a month, depending on the publisher. Here's an example of the options offered by GTE:

* **Basic Listing** – your business name, address, phone and fax number and a map to your location are listed free under one category. SuperPages contains free listings for more than 11 million businesses.

* **Fact File** – this information is accessible via a hyperlink from your Basic Listing and can include information to help potential clients match your business to their needs, such as business hours, products and services offered and the payment method accepted. This costs \$25 per month.

* **Display Advertisement** – a “full page” display ad above your Fact File giving you space for additional information and a graphic display. The cost is \$35 per month, which includes the Fact File, with a one-time setup fee of \$210.

* **Home Page** – a simple website providing up to three pages of text, graphics and

hyperlinks. Cost is \$45 per month and a \$400 one-time setup fee.

* **Custom website** – a professionally-designed, custom-built website of unlimited size. Provides more information than a Home Page and gives you your own “storefront” on the World Wide Web. Cost is based on functionality and design requirements.

* **Banner advertisement** – billboard-type ads that appear across the top of web pages. The banner ad is also linked to your businesses’ home page or website. Rotating site is shared by a limited number of advertisers. Cost is \$500 per month and a \$50 one-time fee if you provide the banner.

CHECK IT OUT YOURSELF. If you’ve decided to give the Internet a try, you’ll find there are a large number of expert electronic designers, programmers and software companies available. Yellow Pages publishers that also offer an Internet presence provide one supplier who can integrate both printed and electronic advertising, can produce, write,

design, program and maintain ads and promote them to consumers.

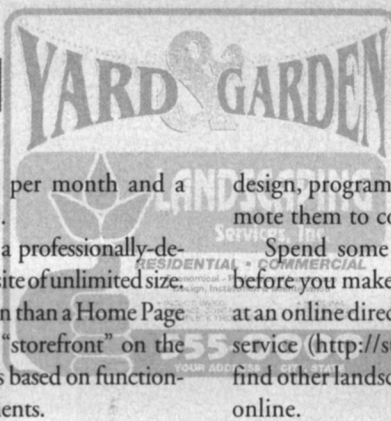
Spend some time surfing the Internet before you make your decision. Take a look at an online directory such as the SuperPages service (<http://superpages.GTE.net>). And, find other landscape contractors advertising online.

A Gallup survey revealed that consumers 30 to 49 years old accounted for 83 percent of landscape installation/construction sales. Americans 50 and older accounted for nearly half of all expenditures on homeowner landscape maintenance services.

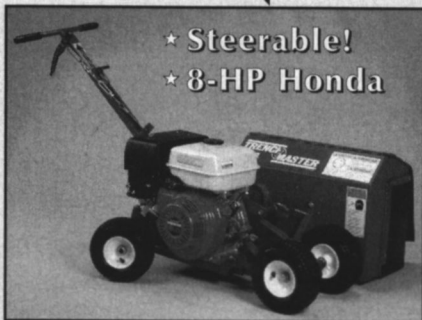
Users of Yellow Pages are more likely to be over age 35, have a college degree, and an annual income of more than \$40,000. People new to an area also tend to use Yellow Pages.

Plan your Yellow Pages advertising carefully, and you may attract these consumers to your business. **LL**

Harriet Meyers is a freelance writer and public relations consultant in Columbia, Md.

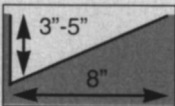


Introducing BED EDGER



- ★ Steerable!
- ★ 8-HP Honda

- Define Beds or install plastic Edging
- BedMaster rotor digs check shaped Trench up to 5" deep and 8" wide.



A STEERABLE TRENCHER FOR DEFINING BEDS

BED EDGER™ with the patented BEDMASTER™ Rotor is the ultimate tool for defining beds or installing plastic and steel edging. The 8-hp Honda Engine provides the power needed to trench in the hardest clays. The steerable wheels make fancy curves and tree rings easy. The Model F-780H BED EDGER™ performs the same functions as the model F-702 TRENCHMASTER.™



Rt 3, Box 339, Ozark, AL 36360
(800) 633-8909 • Fax: (334) 795-3029

AERA-VATOR®



The Aera-vator is the best soil preparation tool on the market. It makes the perfect seed or sod bed, even in the hardest soil. This one machine replaces every other implement I have and the trailer space they took up. We have an AE-40 for smaller lawns and an AE-60 for commercial seeding, sodding. One pass with the Aera-vator before seeding or sodding and you will never have a call back from grass not rooting into compacted soils.

Brian J. Kerber DBA, The Lawn Firm
121 W. 62nd Street, Excelsior, MN 55331

FIRST PRODUCTS INC. • Tifton, GA 31793
1-800-363-8780 • GA Residents 1-912-382-4768

General Conditions:

Important Costs

By Charles Vander Kooi

E

very contractor on every job has general condition items. No matter how small the business, what kind of work you do or how small the jobs are, there are general conditions—and you should be putting them on your estimates. If you are not, you may very well be losing money.

Some contractors may be covering these items in general or administrative overhead. If so, accounting for them is done by percentage. General costs vary too much from job to job to be costed by percentage. Contractors can distinguish general costs very easily, so count and cost them, reason them through, and estimate them on a job-by-job basis.

DEFINING CONDITIONS. What are the general condition items that should be estimated on a job? General conditions are overhead type items that are not applicable to the company as a whole. They can be applied to particular jobs in a reasonable fashion because they are only needed for one particular job.

I like to think of general conditions as “job overhead.” General conditions are things that cost a contractor money on a job but are not a part of the finished product the customer will have when completed. The contractor pays for them while doing the job, but leaves them when the job is done. For example, portable toilets are general condition items, that cost money on a monthly basis, but are not a part of the finished product.

In a set of specifications, it is very easy to see what general conditions are. Every set of specifications is broken down into three major divisions. There is the proposal or bid division in the front of the book. In the back of the book, there is a large section that details technical specifications. This section gives details of how to put a project together and the kind of materials that will be required to be installed. Between those two sections are two other sections called general conditions and supplemental general conditions. In those sections are thousands of dollars worth of items that will cost money on the job, and that must be provided to complete the project.

*Not
identifying
all of a
job's costs
can ultimately
eliminate
that job's
profit.*

By the Numbers

Here is a list of some of those items. For the first seven items listed and numbered, a more detailed discussion will follow the list.

1. Supervision
 2. Mobilization
 3. Clean up (Daily)
 4. Toilets/Job Offices
 5. General Job Equipment
 6. Gophers
 7. Temporary Water Trailers (Office and Storage)
- Dumpsters/Storage Yards
Temporary Fencing
Barricades/Flag Persons
Tests/Engineering
Pedestrian Ramps
Special Insurance
(i.e. Contractor's Risk)
Plane Fare for Out-of-Town Jobs
Job Signs/Safety Requirements
Transporting Material to Job Site
Temporary Electricity
Punch List Items
As-Built Drawing
Photographs of Construction
Per Diem to Key Employees
Job Crane
Special Job Material

Actually, this list could go on and on because it will vary on each job. The key is that contractors recognize the importance and the costs of these items on a job-by-job basis.

I estimate labor for each function based on actual production times. So, I need to pick up unproductive times such as times of job layout, organizing the workers, meetings, phone calls, paperwork time, etc., somewhere else. I do that in the supervision category of general conditions.

SUPERVISION. I figure supervision in two ways. If I am a general contractor, I put in the number of people (one, one and a half, two, etc.) who will be needed to supervise for the duration of the project. If I am a subcontractor or specialty contractor doing smaller jobs, I figure the amount of days I will have people on the job. For instance, let's say I have 200 man hours on the job with a five-man crew working eight hours a

day. That is 40 hours per day. Consequently, I will have people on the job for five days. Then, I estimate how many hours I will spend in supervisory tasks per day if I am running the job. If I feel I would be supervising for three hours per day for five days, I would put 15 hours of supervision in general conditions.

MOBILIZATION. Mobilization is time spent transporting equipment to the job and the set up any trailers, fences or storage yards. It will also include the takedown procedure after the job is completed. Again, I estimate the distance, traffic conditions, and/or unique difficulties in getting to the job. Then, I put in the hours for the labor and equipment to perform that function.

This item also comes into play if a contractor is paying "gas time" or drive time for workers to and from (or between) projects. If so, multiply the number of people paid by the amount of time to get to the project from the office, multiplied by one or two ways, multiplied by the number of days expected to be on the project will provide the mobilization hours.

DAILY CLEAN-UP. Every day crews stop early to put away tools and clean up work areas. Sometimes, there are not many tools and the work areas need little cleaning. Other times, the crew uses a lot of tools and small materials or there are sidewalks, curbs, gutters and asphalt to sweep and clean every day. That's why I like to estimate this as a separate item.

Again, the number of employees cleaning up (usually all of them) multiplied by the amount of time to clean up, multiplied by the number of days on the job will total the cleanup time.

TOILETS/JOB OFFICES. I remember bidding a job once that was three miles long and ran on each side of a small town. When I bid that job, do you know what I saw? I saw a person working on the far end of that job having to go to the restroom. I saw him or

her get in a truck, drive through town (stopping at every red light on the way) to the toilet, which was at the designated yard and staging area on the other side of town. Then I saw the employee use the toilet, drive back through town and stop at a 7-Eleven to get a Big Gulp so they would have to go to the bathroom again. Then he or she drove the truck back to the job site.

And do you know what I saw when the employee got back to the job? Another person got in the same truck and went through the same procedure all over again. We could have had one truck busy solely as a "potty truck." So, when I saw this, I estimated for five toilets and put them up and down that job in proximity to where the crews would be working. That was unique to that job, but, because I was estimating item by item, I could pick the cost up.

GENERAL JOB MANAGEMENT. I estimate for equipment in two places. I put general job equipment in general conditions. This is the kind of equipment that is going to be at the job every day. Pickup trucks are general job equipment. Skid steer loaders, tractors and generators can be general job equipment if they are going to be on the site for an extended period of time. I put them in for that time. If the equipment does not fit that way, I estimate it as specialized equipment with the function it will perform.





General conditions are things that cost a contractor money on a job but that are not a part of the finished product the customer will have when the job is completed.

require that kind of person on a full- or part-time basis on that particular job. That job may be outside of the city in which the company is located or it may be of the size or nature that requires such a person just for that job. Again, I estimate that person's time by multiplying the amount of hours spent per day "gophering" by the number of days that will be spent on the job.

TEMPORARY WATER. In order to provide a feel for the magnitude of some of these items, I want to share an experience of mine concerning this particular item. I remember estimating and getting a site-development job for a contractor who required us to maintain a large acreage of grass for 30 days. No sweat.

I saw that requirement in the technical specifications and included in my estimate two men for 30 days to maintain the area. On the thirtieth day, I met the owner's representative to sell him the job. After we shook hands, he gave me a bill from the local water company. It was addressed to our company – and it was for several thousand dollars.

I asked, "What is this?" The owner's representative opened the specifications to a pre-marked page and showed me these highlighted words in the general conditions: "Contractor will pay for water during construction." This project was on a water meter. Thousands of dollars of water had been consumed to run the irrigation system day and night to bring up acres of turf.

Well, we tried to fight the bill, wrote letters, screamed and hollered, but after months of no resolution, finally paid it. Seven little words in the general conditions cost us thousands of dollars. **LL**

The author is president of Vander Kooi & Associates, Littleton, Colo. He can be reached at 303/697-6467.

GOPHERS. Gophers are people who "go for this or go for that." Some companies have a gopher in general overhead because they

have someone who does that sort of thing throughout the company. It might even be the owner of a company. But some jobs

Non-productive Time Cost Worksheet

In addition to general costs, identifying tasks that require time but may be hidden because they don't produce results is a key for successful estimating. Here's a suggested list of such tasks for maintenance contractors to be aware of:

FUNCTION	FREQUENCY	TIME SPENT	TIME COST PER DAY
Clock in			
Get work orders			
Gather tools			
Gather equipment			
Service equipment			
Load vehicles			
Travel to work site			
Unload at site			
Take work breaks			
Reload at site			
Travel to next site			
Unload at site			
(Repeat for each scheduled visit in a day.)			
Return to shop			
Unload equipment			
Do paperwork			
Clock out			
TOTAL:			

Credit: Phil Nilsson, Nilsson Associates

NEW PRODUCTS



Toro fixed deck mid-size mowers

- Offered in 36- and 48-inch mid-size mowers
- Features Toro's patented T-Bar control system
- Offers either a 12.5-hp Kawasaki engine, 13-hp Kohler Command engine, 14-hp Kawasaki engine or 15-hp Kohler Command engine
- Decks are made with a con-

tinuous weld 10-gauge steel top and 7-gauge steel skirt

- Ground speeds up to 6 mph and a reverse speed of 2 mph
- All units can be used with mulching kit or a 3-bushel soft bagger

Circle 200 on reader service card

MTD Direct Effect commercial mower

- Mowing deck cutting height is adjustable from 1 to 4½ inches in ½-inch increments
- 5-gallon fuel tank
- Floating stamped deck has a 1¼-inch shaft with split steel pulleys
- 16-inch by 7½-inch 4-ply wheels
- Bi-directional fluid hydrostatic transmission
- 4815F and 5416F models feature full floating decks with

an oscillating front axle for a quality cut

Circle 201 on reader service card

Great Dane zero-turn Scamper

- Hydro walk-behind mower
- Extra-wide wheel stance for stability
- Cutter decks available in 36-,



- 48-, 52- and 61-inch sizes
- Engines include Kawasaki, Vanguard, Kohler
- Adjustable 1½- to 5½-inch cutting height
- 5-gallon fuel tank

Circle 202 on reader service card

Bear Cat EZ TrimMowers

- Engine options available from 4- to 6-hp
- Steel trimmer head
- 12-gauge steel frame, ¾-inch trimmer shaft
- Heavyweight .130 mil line
- ⅝-inch solid steel axle
- 24-inch wide cutting swath

• Both electric start and self-propelled models are available

Circle 203 on reader service card

Bri-Mar dump trailer

- Heavy-duty, hydraulic, low profile series
- Can load lawn equipment and skid loader (up to 80 inches wide)
- Dumps up to 12,000 pounds of soil, mulch or gravel

(continued on page 94)

SEED SMARTER!

Great lawns have never been easier

CONTROL AT THE GUN

Precise trimming without adjustments at the unit.

LARGER HOSE

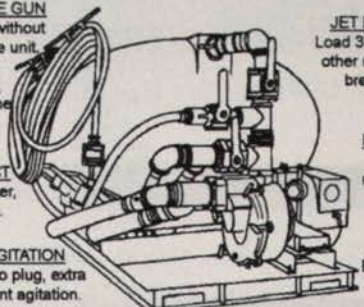
More flow to get the job done fast.

QUICK CONNECT

Need to go for water, save lots of time.

DIRECT JET AGITATION

No agitation tube to plug, extra large jets, constant agitation.



JET BALE BUSTER

Load 3 times faster than other units, no need to break up mulch.

BIG 4" x 4" PUMP

611 Gallons per minute and lots of pressure.

DUAL SUCTION

Better unloading in uneven terrain.

Model shown HS-750-XPW. \$ 7995.00. Specifications are different for other models.

TURBO TURF HYDRO SEEDING SYSTEMS

50 Gal.	650 sq/ft/load	\$ 1295.00	500 Gal.	6600 sq/ft/load	\$ 4795.00
100 Gal.	1300 sq/ft/load	\$ 1995.00	750 Gal.	1/4 Acre/load	\$ 7995.00
150 Gal.	2000 sq/ft/load	\$ 2795.00	1000 Gal.	1/3 Acre/load	\$ 9995.00
300 Gal.	4000 sq/ft/load	\$ 3995.00	1500 Gal.	1/2 Acre/load	\$ 19995.00

BUY NOW, WITH NO PAYMENT UNTIL SPRING

NEW CHECK OUT OUR NEW TURF SPRAYERS **NEW**

Turbo Turf Sprayers are loaded with premium features. They feature Raven tanks, Hypro or Kappa pumps, Briggs or Honda engines.

50 Gal from \$ 1495.00, 100 Gal from \$ 1795, 200 Gal from \$ 1895.00, 300 Gal from \$ 2295.00

For a free hydro seeding information pack, call:

TURBO TECHNOLOGIES, INC

1108 Third Ave., New Brighton, PA 15066

1-412-846-0670 1-800-822-3437 Fax 1-412-846-3470

http://beavercounty.com/badger/ E-Mail turbotec@ccia.com

USE READER SERVICE #100

FINALLY...

A SOFTWARE PACKAGE THAT MEETS ALL YOUR NEEDS AND IS 100% MICROSOFT COMPATIBLE!!

- Pest Control Companies
- Lawn Care Companies
- Property Maintenance
- Landscape Management
- Mowing Services
- Tree Care Services

SERVICE

COMMUNICATION

SOFTWARE

After looking at our **FREE VIDEO** You will see why over 90% of our customers switched from their existing software.

Call Now!
1-888-742-5727

USE READER SERVICE #99



**THE FIRST...
AND STILL THE BEST...**

DAWN INDUSTRIES



**KWIKCUT ** KWIKSEAL ** KWIKADAPT
KWIKFIT ** KWIKPUNCH ** ALPRENE SADDLES**

AVAILABLE TO WHOLESALERS AND DISTRIBUTORS ONLY

DAWN INDUSTRIES, INC.
4410 NORTH WASHINGTON STREET
DENVER, COLORADO 80216
<http://www.dawnindustries.com>

(800) 321-7216 OR FAX (303) 295-6604

USE READER SERVICE #102

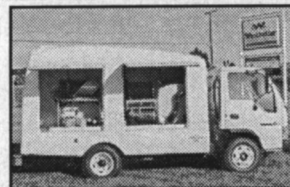
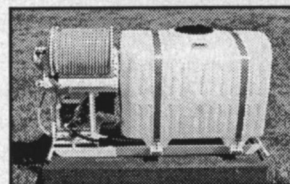
GUNS • REELS • SPREADERS • VALVES

Your #1 Stop Parts Warehouse.

*Over 100 Models of Sprayers Available!
More than 2 Million Dollars
Worth of Parts Inventory.*



WESTHEFFER COMPANY, INC.



To Order Call 800-362-3110 Or Fax 800-843-3281

P.O. BOX 363 • LAWRENCE, KS 66044
(785) 843-1633 • FAX (785) 843-4486

www.westheffer.com • email: westheffer@idir.net

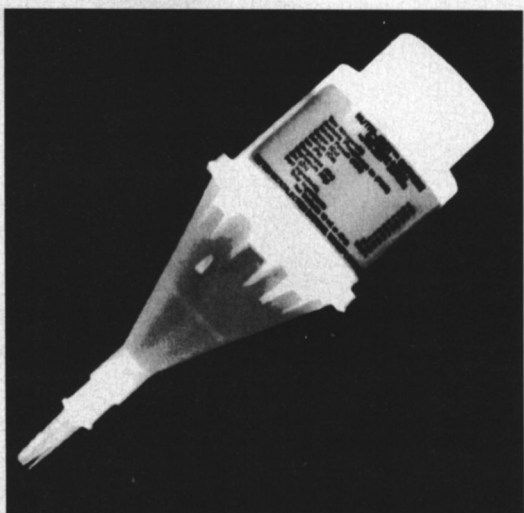
BACKPACKS • METERS • TANKS • HANDCANS

HOSE: GREEN GARDE • KURIYAMA • ARROW • ACCUFLEX • SYNFLX

PUMPS: HYPRO • HYDRA-CELL • FLOJET • UDOR • FLOMAX

USE READER SERVICE #103

***Sometimes the best way to
spray your trees...
is not to.***



From **Tree Tech Microinjection Systems** comes a full line of nationally labeled insecticides, fungicides and fertilizers in leakproof microinjection units.

Insecticides - Acephate, Avid® and MetaSystox®R

Fungicides - Bayleton®, Aliette® and Alamo™

Fertilizers - Our proprietary Nutriject™ formulations

479 S.W. 42nd Street
Williston, FL 32696
1-800-622-2831

e-mail: treetek@aol.com



Alamo is a registered trademark of Ciba-Geigy Company
Aliette is a registered trademark of Rhône-Poulenc Ag Company
Avid is a registered trademark of Merck and Co., Inc.
Bayleton is a registered trademark of Bayer, AG, Germany
MetaSystox R is a registered trademark of Gowan Company

Tree Tech™ Environmentally Sound Tree Health for the '90s and beyond.

USE READER SERVICE #101

LAWN & LANDSCAPE • MARCH 1998 93

NEW PRODUCTS

(continued from page 92)

- Available in 12- and 14-foot lengths
 - Features remote control, ladder ramps, electric brakes
 - Metal side extensions offered
- Circle 204 on reader service card**

Encore Z52 riding mower

- 52-inch cutting width
- 20-hp B&S Vanguard V-twin
- Direct hydraulic drive
- Zero-turn radius capability



- Ground speeds to 7.5 mph
- Front and back anti-scalp rollers

Circle 205 on reader service card

Seed Research 8210 turf-type tall fescue

- Dwarf, turf-type tall fescue
- Endophyte enhanced
- Resistant to sod webworms, billbugs, chinch bugs, armyworms and aphids
- Features moderate resistance to white grubs and nematodes
- Resistance to a variety of diseases, including stem rust, net blotch, crown rust, red thread, pythium blight, pink snow mold and brown patch

Circle 206 on reader service card

Eagle-1 Mfg. BP-120 Back Pack sprayer

- Capable of a fine mist to spot

spraying at ranges of more than 40 feet

- Ergonomically designed sprayer is strapped to operator's back
- Equipped with an electric fuel gauge to view available battery energy
- Recharges from three separate electrical sources: auto power ports, AC battery charger or solar panels
- Spot sprays more than 4½ gallons per tank per charge
- Rugged polyethylene and UV resistant tank

Circle 207 on reader service card

Billy Goat power rake

- Heavy-duty 7-gauge steel deck
- Utilizes heat treated and tempered flail knives for durability



- Reels interchangeable with other popular brands

Circle 208 on reader service card

Howard Johnson's professional products

- Features extensive product line of slow release fertilizers
- Offers crabgrass control, turf fertilizer, weed control and insect control
- Packaging is color-coded to help identify products

Circle 209 on reader service card

(continued on page 97)

Maybe You Should Have Bought A FloBoy.

Don't clown around with a stick-built nightmare.

Get a FloBoy pumping system!

Yes, we cost a little more at the front end – but we save you a lot more on the back end. How?

We're ready to pump the day we arrive. We operate virtually trouble-free. And we give you one-source accountability which translates into hassle-free service.

Before you decide on a do-it-yourself pumping system, call us at 1-800-426-0370. We won't leave out any important parts.



FLOBOY
Pumping Systems

DESIGNED AND MANUFACTURED BY FLOWTRONEX PSI – THE LEADING NAME IN PUMPING SYSTEMS AROUND THE WORLD
PHONE: 419-825-2353 • FAX: 419-825-3714 • E-MAIL: FLOBOY@FLOWTRONEX.COM



USE READER SERVICE #104

Lawn & Landscape

Please Print

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Do you currently subscribe to
Lawn & Landscape? _____

Do you currently subscribe to
T&O Service Tech? _____

FREE PRODUCT INFO

For even faster service, fax this card to us at
216-961-0364



FOR MORE INFORMATION
on advertised and featured products and
services, circle the appropriate number below.

1	25	49	73	97	121	145	169	193	217	241
2	26	50	74	98	122	146	170	194	218	242
3	27	51	75	99	123	147	171	195	219	243
4	28	52	76	100	124	148	172	196	220	244
5	29	53	77	101	125	149	173	197	221	245
6	30	54	78	102	126	150	174	198	222	246
7	31	55	79	103	127	151	175	199	223	247
8	32	56	80	104	128	152	176	200	224	248
9	33	57	81	105	129	153	177	201	225	249
10	34	58	82	106	130	154	178	202	226	250
11	35	59	83	107	131	155	179	203	227	251
12	36	60	84	108	132	156	180	204	228	252
13	37	61	85	109	133	157	181	205	229	253
14	38	62	86	110	134	158	182	206	230	254
15	39	63	87	111	135	159	183	207	231	255
16	40	64	88	112	136	160	184	208	232	256
17	41	65	89	113	137	161	185	209	233	257
18	42	66	90	114	138	162	186	210	234	258
19	43	67	91	115	139	163	187	211	235	259
20	44	68	92	116	140	164	188	212	236	260
21	45	69	93	117	141	165	189	213	237	261
22	46	70	94	118	142	166	190	214	238	262
23	47	71	95	119	143	167	191	215	239	263
24	48	72	96	120	144	168	192	216	240	264

Reader service card valid 3/98 through 6/98

Lawn & Landscape

Lawn & Landscape

Please Print

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Do you currently subscribe to
Lawn & Landscape? _____

Do you currently subscribe to
T&O Service Tech? _____

FREE PRODUCT INFO

For even faster service, fax this card to us at
216-961-0364



FOR MORE INFORMATION
on advertised and featured products and
services, circle the appropriate number below.

1	25	49	73	97	121	145	169	193	217	241
2	26	50	74	98	122	146	170	194	218	242
3	27	51	75	99	123	147	171	195	219	243
4	28	52	76	100	124	148	172	196	220	244
5	29	53	77	101	125	149	173	197	221	245
6	30	54	78	102	126	150	174	198	222	246
7	31	55	79	103	127	151	175	199	223	247
8	32	56	80	104	128	152	176	200	224	248
9	33	57	81	105	129	153	177	201	225	249
10	34	58	82	106	130	154	178	202	226	250
11	35	59	83	107	131	155	179	203	227	251
12	36	60	84	108	132	156	180	204	228	252
13	37	61	85	109	133	157	181	205	229	253
14	38	62	86	110	134	158	182	206	230	254
15	39	63	87	111	135	159	183	207	231	255
16	40	64	88	112	136	160	184	208	232	256
17	41	65	89	113	137	161	185	209	233	257
18	42	66	90	114	138	162	186	210	234	258
19	43	67	91	115	139	163	187	211	235	259
20	44	68	92	116	140	164	188	212	236	260
21	45	69	93	117	141	165	189	213	237	261
22	46	70	94	118	142	166	190	214	238	262
23	47	71	95	119	143	167	191	215	239	263
24	48	72	96	120	144	168	192	216	240	264

Reader service card valid 3/98 through 6/98

Lawn & Landscape

Place
Stamp
or
Meter
Here

Lawn & Landscape

PO BOX 5817
CLEVELAND, OH 44101-0817

Place
Stamp
or
Meter
Here

Lawn & Landscape

PO BOX 5817
CLEVELAND, OH 44101-0817

(continued from page 94)

Stanley hydraulic cutoff saw

- CO25 hydraulic saw for work on concrete, masonry, pipe and structural steel
- Adjustable wheel guard made of cast aluminum
- Optional handle extension available
- Integral flow control
- 20 inches in length and 12 inches in width
- Available in underwater version CO23UW

Circle 210 on reader service card



J.J. Mauget Imisol

- Received EPA registration as combination micro-injection product
- Contains Imicide insecticide and Fungisol fungicide in one treatment
- Targeted to control both tree insects and diseases
- Imicide provides systemic control of scale insects, aphids, adelgids, Japanese and elm leaf beetles and mealy bugs
- Fungisol is labeled for anthracnose, many cankers, fusarium and verticillium

Circle 211 on reader service card

Buntun Bullet walk-behind mower

- Heavy-duty reinforced 10-gauge steel construction for durability
- Features ergonomically designed handles and an operator



- presence control system for comfort and safety
- Four-point deck pins for cutting height adjustment
- 5-speed Peerless transmission with reverse assist
- Double traction belts
- Models available in 36-inch cutting width with a 12½-hp Kohler OHV Command engine
- Also available in 48-inch cutting width and 14-hp Kohler OHV Command engine

Circle 212 on reader service card

Spanish Training Services language training

- A home study course for green industry supervisors and foremen
- Designed for communicating with Spanish-speaking workers
- Contains a study guide, oral practice exercises, flash cards, and audio tape
- Learn words for hiring, giving instructions, correcting and praising personnel
- Covers: pronunciation, greetings, greenery, watering and spraying, machinery and tools, following up and correcting tasks

Circle 213 on reader service card

Valeo anti-vibration gloves

- Driver-style gloves available with or without Kevlar lining
- Feature Viscolas padding in

YOUR BEST INVESTMENT DOWN THE LINE

THE L-2 UNDERGROUND PIPE LAYER



- Lays pipe or cable
- Simple, efficient all mechanical drive
- Rugged yet compact and highly maneuverable
- 850 lbs. on rubber tracks provide for minimal lawn damage
- Reliable, consistent performance in a low maintenance machine
- Operator training provided
- 16 hp. Kohler magnum engine
- Boring attachment available

LINE WARD
CORPORATION

157 SENECA CREEK ROAD
BUFFALO, NY 14224 • 716 675-7373
FAX 716 674-5334 • 800 816-9621

USE READER SERVICE #106

Easy Lawn HYDRO SEEDING SYSTEMS

SAVE UP TO
\$500

900 GALLON
UNITS STARTING
AT \$13,995

Model shown:
HD9003T

Model shown:



900 GALLON AND LARGER
UNITS AVAILABLE W/
STAINLESS STEEL,
POLYETHYLENE,
OR POLY LINED
STEEL TANKS

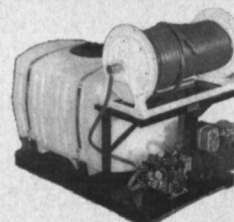
LARGE OR SMALL EASY LAWN HAS A UNIT FOR YOU

Call for your Toll free info TODAY! Free **888-327-9717**

EASY LAWN MULTI-PURPOSE SPRAYERS FREE 5HP HONDA UPGRADE

9.5 GPM, 450 PSI DIAPHRAM PUMP,
5 HP GASOLINE ENGINE
HOSE REEL W/ BALL BEARING SWIVEL,
300' 1/2" HOSE, LAWN GUN

Model
shown
EZ104-10



STARTING AT **\$2295**

USE READER SERVICE #105



- Name Retention Products
- Door Hanger Bags
- Hats and Clothing

Phone
for free
catalog

Promote with
POSTING SIGNS



R.N.D. Signs
1-800-328-4009

NEW PRODUCTS

palm thumb and fingers

- Complete line of both half-finger and full-finger gloves with or without wrist support
- Anti-vibration glove liners also available

Circle 214 on reader service card

Novartis LinkPak dispensing system

- 10-gallon returnable, refillable container
- Quick connect closed system
- Accurate product dispensing
- Minimizes exposure to products
- Reduces storage and handling of 10 gallon by 1 gallon containers
- Eliminate need to triple rinse

Circle 215 on reader service card

Jacto Western line of backpack sprayers

- Available in 4-, 16- and 21-liter sprayers
- The 4-liter model is a shoulder carry unit
- The 16-liter and 21-liter models are both backpack units

- All utilize brass chambers and have waterproof shoulder straps
- Feature top-mounted pump mechanisms to avoid leakage
- On/off lever doubles as pump seal tool
- No additional tools are required for disassembly

Circle 216 on reader service card

Three-point hitch models from TurfVent for core plug aerators

- Equipped with a category "0" or "1" three-point hitch
- Three new models have coring widths of 32-, 40- or 48-inches
- Provide coring density of 45 cored vents per square yard
- Features galvanized metal weight tray, steel adapter for hitch connection
- Oil impregnated tine shaft bearings, TurfVent ejector tines for 3½-inch coring penetration

Circle 217 on reader service card

LITERATURE

The Hunter Industries 1998 Irrigation Products catalog for landscape irrigation professionals details irrigation equipment for turf and landscape, a complete line of rotors, spray heads, valves and controllers for residential and commercial installations, including parks and sports fields. The free catalog is designed to inform and educate with installation tips of interest to installers and specifiers. Product sections include operating specifications and performance charts.

Circle 218 on reader service card

Advantage, a professional development program for irrigation professionals, is a comprehensive product and sales training program for landscape contractors, specifiers and distributors. Rain Bird Video Campus has a five-part instructional video

series accompanied by companion workbooks that cover a variety of topics in irrigation system design and controllers. Spanish language tapes and workbooks are also available.

Circle 219 on reader service card

Kichler Landscape Lighting's new 52-page catalog features the company's entire landscape lighting product selection and accessories. The free catalog includes a wider and more unique selection of fixtures with several new fixtures dedicated to decorative path and spread lighting. The catalog also features a new series of professional stainless steel transformers with a selection of remote systems, pullable timers, and 12, 13, or 14 multi tap units.

Circle 220 on reader service card



NEW PRODUCTS

John Deere aerator/spreader

- 40-inch width
- Up to 2-inch aerator depth
- 100-pound spreader capacity
- Manual lift adjuster
- 132, 8-inch diameter tines made of steel
- Unit can be used as an aerator alone

Circle 221 on reader service card

Lange's Melt Man Plus ice melter

- Active ingredients are potassium chloride and magnesium chloride
- Has a usage of ¼-pound per square yard
- Purchase in 7½-, 18-, 40-, 50-pound bags
- Covers 30 to 200 square yards per bag depending on size of bag
- Six products available

Circle 222 on reader service card

Omaha Standard GMB truck body

- Fits all popular 56-inch two- or four-wheel-drive trucks
- Contemporary contoured styling
- Galvanneal steel construction
- Integrated storage unit behind the cab
- Hinged side and tailgate
- Recessed tie-down rings in the floor of truck bed

Circle 223 on reader service card

Turf Cocktail biostimulant/fertilizer

- Made from whole fish, plant protein extracts, natural sugar
- Stimulates and supports beneficial soil microbes
- Increases antioxidant activity
- Natural chelating agent does not leach
- Slow release of nitrogen, carries other nutrients for 15 weeks

Circle 224 on reader service card

Jacklin Seed Co. Top Gun perennial ryegrass

- Good summer and fall density
- Excellent dollar spot resistance and improved brown patch resistance
- Has endophyte content over 90 percent to provide resistance to many surface feeding insects
- Performs well alone or in a mixture with Kentucky bluegrass, fine fescue or as permanent turf in temperate and transition climates

Circle 225 on reader service card

N-Viro Soil additive

- Sludge-derived product that can be used as an agricultural liming material, fertilizer and/or soil conditioner
- Contains multiple agricultural inputs and is bio-active for rebuilding soils
- Pasteurized to contain calcium carbonate, slow release nitrogen, organics, trace minerals and residual bio-activity
- Granular, dry product can be applied with conventional application equipment

Circle 226 on reader service card

Gardeneer Protective Tree Guard

- Protects the bark of trees by absorbing blows from outside forces
- Guard fits around the base of a tree up to 4 inches in diameter
- For larger trees, several Tree Guards can be combined together



• Light gray color blends in with bark of most trees
Circle 227 on reader service card

Grower Systems Adhere spreader sticker

- Non-ionic sticker effective in use with insecticides, fungicides and foliar fertilizer applications
- Encourages rapid spreading and absorption in the plant leaves and stems
- Reduces plant stress, increases root structure
- Retains plant moisture in soils with a high evaporation rate

Circle 228 on reader service card

Kreen from Kano Laboratories

- Internal engine cleaner keeps engines running smoothly
- Said to improve gas mileage and engine pick-up by dissolving carbon build-up on valve stems
- Can be used on construction equipment, cars, trucks or lawn mowers
- Cleans upper cylinder, crankcase, lower piston rings and valve stems
- Usable in gas or diesel engines
- Best when added every 1,000 miles

Circle 229 on reader service card

"We feature Royal Brand turfgrasses because of their dependable quality and top-of-the-line performance."

Geoff Myer, The Planters Seed Co.

At Royal Seeds, we take as much pride in your turf results as you do. Our seed consistently produces uncommonly beautiful turf from coast to coast, under the most challenging conditions.

Let our expert consultants work with you to design the seed program that will best meet your needs.

Royal Seeds, proud producers of Bonanza II Tall Fescue, Fairfax Kentucky Bluegrass and other fine turfgrasses.



Salem, OR • 800-228-4119 • www.royalseeds.com

USE READER SERVICE #28

LAWN & LANDSCAPE • MARCH 1998 99

insect management

(continued from page 37)

ments, have reduced the popularity and attractiveness of this control technology.

Several species of nematodes are available, and each species is most effective against a particular group of insects. For example, Cruiser is most effective against white grubs. Specific application guidelines for each product are critical for success. Failure to follow guidelines exactly will often result in a complete failure of the product.

The use of various bacteria for insect control has been explored for many years and several products are available, but they received limited use in turf. Several products containing *Bacillus thuringiensis*, including Dipel, Caterpillar Attack, Javelin and Thuricide, are newer strains that are fairly effective against caterpillars.

A new strain, *Bt. Japonensis* 'buibui' was under development for a number of years and had shown excellent promise as a biological control for several species of white grubs. However, Mycogen Corp. discontinued

development of this product in 1996 and there is no new information on any plans for further development. A biological control of Japanese beetle grubs, milky spore or *Bacillus popilliae*, continues to be available in limited quantities, but grub control is typically less than 50 percent.

SUMMARY. A number of new tools are becoming available to meet the needs of turfgrass managers and help move turfgrass pest management into the next century in an environmentally conscious and cost effective manner. However, this promising outlook for the industry is going to require a renewed commitment to education. First, those of us in the industry need to commit to education concerning all of the tools available for turfgrass insect management. Many of the new products require a very thorough understanding of how they work and the specifics of how to make them work most effectively and in concert with other

management strategies. In addition, there is a need for an even better understanding of pest biology to target products toward the most susceptible stage.

Customers also need education about the use of these new products. There must be an understanding of the limitations of certain products, which may include effectiveness against only the smaller stages of a pest and slower activity or control. Improved scouting programs may be required, and the cost of such activities may need to be passed on to the customer.

The advent of new products and strategies for turfgrass insect control is a bright spot for our industry. Research indicates the development of products that meet customers' needs will continue. Keeping abreast of their development is essential to the maintenance of a profitable business. **LL**

The author is a turf entomologist at North Carolina State University, Raleigh.



"Yesterday, I serviced over 270,000 square feet of home owners' lawns. I left the building at 7:30 in the morning and returned around 4:45. The most difficult thing I did all day was pour the fertilizer into the spreader. Best of all, I'm over 50 and didn't even feel worn-out."

Linda Stegner

Features:

- Stainless Steel Tank
- Sprays Over 1 Acre per Fill-Up
- 100# Spreader With Variable Speeds
- Foot Control Spreader
- Economical (Sprays 1/2 Gal. per Sq. Ft.)
- Stainless Steel Deflector
- Sprays a 4 to 12 Feet Pattern
- 15 Foot Hand Wand
- Zero Turn Radius
- Twin Hydrostatic

ALL FOR
\$7,500
plus tax & freight

CALL
(614) 873-3719
FOR A COLOR BROCHURE
OR DEMO TAPE

EXPAND YOUR BUSINESS by offering the COMPLETE line of **FABRISCAPE** Fabrics & Erosion Control Products

PERFECT FOR

Professional Landscape
Service Needs!

The Retail
Garden Center!



Bulk Rolls 3-15' Wide



**FABRIC FOR
YOUR EVERY NEED!**



Available
3' x 25' - 3' x 50' - 3' x 100'
4' x 50' - 4' x 100' - 6' x 50'

Landscape Fabrics

Weed Control • Woven Ground Covers
Filter Fabric • Paver/Patio Underliner • Soil Separators

Erosion Control

Burlap • Jute • Polyjute® for slope control • Silt Fence

Construction

Road / Driveway / Recreation Park Underliners & Fences

Accessories

Plastic & Steel Securing Pins • Knives • Fabriscape Drainage System

FABRISCAPE INC.
LANDSCAPE FABRICS & EROSION CONTROL PRODUCTS

4800 S. CENTRAL AVE., CHICAGO, IL 60638
(708) 728-7180 • 1-800-992-0550 • FAX: (708) 728-0482

USE READER SERVICE #108

USE READER SERVICE #109

TORO ProLine

MODEL 22040
SALE PRICE
\$799.00



21" COMMERCIAL
SELF-PROPELLED
RECYCLER II MOWER
REAR BAG INCLUDED

LONGHORN

IRRIGATION
LANDSCAPE
WHOLESALE

DALLAS, TX
214-406-0222
TOLL FREE

1-800-284-0205

USE READER SERVICE #112

(continued from page 43)

deck sizes have provided the best mulching results, so they use 36-inch and smaller decks whenever possible. One branch manager developed a solution for the company's 11-foot mower to mulch large sites. "It's essentially a chain link screen that is attached at the base of the deck," Solomon said. "It breaks up the clumps of grass and vibrates the clippings back into the turf."

Redwood crews won't mulch every time

on every site, Solomon noted. Crews consider the height and type of grass, the client and the time of year.

"There's no secret formula in deciding when and where to mulch," admitted Solomon. "It comes down to the experience and training of the crews." **LL**

The author is Managing Editor of Lawn & Landscape magazine.

TIRED OF GIVING AWAY YOUR BUSINESS?

Every day mowing and landscape professionals give away profitable fertilizer and pest control dollars because they lack critical training and support. **We have the solution!**

- Effective sales/marketing programs • Complete training and support
- Strong brand awareness with Scotts products • Financing available

EMERALD GREEN
LAWN CARE

...featuring

Scotts
products

"A Division of Scotts Lawn Service"

For a FREE OPPORTUNITY KIT call...**800/783-0981**

USE READER SERVICE #111

NIGHT-HAWK

Lighting Products, Inc.
LANDSCAPE LIGHTING
Under 15 Volt
UL Listed



Copper
Area, Drive,
Step & Walk
Lights

Built to Illuminate the Landscape!
12927 S.W. 133 Court, Miami FL 33186
1-800-230-9577

Fax (305) 256-0299

Email mjhhawk@icanect.net

Visit our Web Page

www.nighthawklighting.com

USE READER SERVICE #63



**IN STOCK
READY TO SHIP**

model #GSPCO 200



Epoxy Primer, Enamel Paint
200 Gallon Poly Tank, Jet Agitation
Honda 5.5 HP Engine
Udor Kappa 40 Pump (10.9 gpm @ 560 psi)
Hannay E-1526 Reel, 12-volt rewind
300' 1/2 ID 600 psi PVC Hose
Chemlawn Gun or JD9C

MANY SIZES and STYLES AVAILABLE

Gregson Clark SPRAYING
EQUIPMENT

PO Box 8 Le Roy, NY 14482

800-706-9530 716-768-7035 FAX 716-768-4771



USE READER SERVICE #117

CLASSIFIEDS

RATES

All classified advertising is 95¢ per word. For box numbers, add \$1.50 plus six words. All classified ads must be received by the publisher before the first of the month preceding publication and be accompanied by check or money order covering full payment. Submit ads to: L&L, 4012 Bridge Ave., Cleveland OH 44113. Fax: 216/961-0364.

BUSINESS OPPORTUNITIES

WHOLESALE DISTRIBUTOR

Needed to market environmentally friendly, liquid, slow-release fertilizer products direct from manufacturer. Ken Franke, P.O. Box 123, Plato, MN 55370; 800/832-9635.

BIDDING FOR PROFIT

Grow Your Company and Accounts
with Tips and Techniques from
PROFITS UNLIMITED

a Division of Wayne's Lawn Service

BIDDING & CONTRACTS (\$42.95)

Examples on bidding and contracts (residential and commercial markets). How-to's on: Determining your cost of operation; Applying these costs to your bidding process; Calculating your cost. Bidding Strategies on: Mowing, Landscaping, Mulching, Power Seeding, Snow Removal and many more.

CONTRACTS & GOALS (\$29.95)

Lawn and Snow Removal Sample Contracts; Advantages and disadvantages of using contracts; Responses to common customer objections to signing contracts.

MARKETING & SALES (\$34.95)

Aspects of marketing and selling your service. Contains many forms of marketing found to be successful and those found to be ineffective.

LETTERS FOR SUCCESS

(set of 13 - \$19.95)

"Cold Call" introduction, bid proposals and cover letters, contracts, collections and several others for use as they are, or as a framework to write your own.

Mail check with your order,
Print name and address to:
#1 Profits Unlimited
3930-B Bardstown Road
Louisville, KY 40218
800/845-0499

FRANCHISE OPPORTUNITY

Tired of running your business without any support? With a **NaturaLawn of America** franchise you not only get comprehensive agronomy support through the use of our proprietary natural, organic-based fertilizers and biological controls, but you get to use our proven marketing strategies to easily grow your customer base to virtually any size you wish. For information call us at 800/989-5444; e-mail us at natural@nl-amer.com; or contact us on our web page at www.nl-amer.com

ORGANIC BASED SYSTEMS FOR LAWN, TREE & SHRUB CARE

GREENPRO SERVICES (since 1977)
ASSOCIATE PROGRAM

- You're the boss
- Protected areas
- Pure organics (not waste products or manures)
- Training by experts
- Up to \$10,000 investment
(back in your pocket
within 9 months)

Our present associates have increased their business profits by 25 percent to 300 percent.
Find out how. 800/645-6464.

EXTRA INCOME POWER WASHING

EARN \$100/hour power washing and sealing wood decks. Learn the most effective method, equipment setup and supplies. Complete training package: Manual, video, advertising kit, and equipment catalog. For free information packet call 248/683-9080.

FRANCHISING

Franchise your business!

A Seminar for business owners and C.E.O.s

Boston	Apr. 6	Harrisburg, PA	Mar. 25
Chicago	Mar. 26	Hartford	Mar. 24
Cincinnati	Apr. 14	Houston	Mar. 31
Corpus Christi	Apr. 2	New York	Apr. 8
Dallas	Apr. 1	Norfolk, VA	Mar. 26
Detroit	Apr. 15	Washington, DC	Apr. 7

**Tuition \$145 • Call the franchise specialists for
information on franchising and "Franchise Your Business!"
seminars scheduled throughout the country.**

1-800-FRANCHISE (1-800-372-6244)

francorp
Specialists in Franchise Development L&L

WANT TO BUY OR SELL A BUSINESS?

If you have thought about the possibility of selling your business, **Professional Business Consultants** can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, I have companies available in **Lawn Care, Grounds Maintenance, Pest Control, Landscape Installation and Interior Plant Care**, all over the United States and Canada.

CALL: 708/744-6715 or FAX: 630/910-8100 or REPLY TO: P.B.C., 682 Phelps Ave., Lockport, IL 60446.

EXPAND INTO PEST CONTROL

Add pest control service to your business. Make over \$75,000 annually. Free report: PC Opportunities, 6 Anna Drive, Ste. A21, Budd Lake, NJ 07828.

LAWN & GARDEN WATERING SYSTEMS



Lawn & garden watering systems

A truly unique business opportunity.

Hide-A-Hose International Inc. is a successful, down to earth company that is interested in licensing honest, hardworking entrepreneurs in the lawn and garden watering business.

Revolutionary concept; can be installed in hours, for a fraction of the cost, with no special equipment necessary. Relatively low initial investment required and great market potential. Find out more by calling: **1-800-326-HOSE** or 508-627-8391 or Email us at mlakso@tiac.net

BUSINESSES FOR SALE

COMMERCIAL LANDSCAPE MAINTENANCE

Located in beautiful Southeast Florida, owner relocating. 21-year-old established commercial lawn service in the Pompano Beach area, grossing \$650,000 yearly, includes trucks, trailers, equipment and contracts. Asking \$325,000 with some terms available. Will stay for transition. Please reply to P.O. Box 93-4667, Margate, FL 33093-0667.

SUNNY PORT CHARLOTTE, FLORIDA

Sunny Port Charlotte, Florida!!! Retail nursery and landscaping business. Turnkey operation! One acre+, 3,200 SF building. Same location for 21 years! Owner wants to retire!!! \$1,300,000. Kisha Tallman, Realtor-Associate, C-21 Award. 800/476-2190. Call Today!!

LANDSCAPE MAINTENANCE

Landscape maintenance company serving Detroit suburbs. Sales of \$110,000. Accounts and equipment \$22,000. 810/775-7920.

LANDSCAPE/MAINTENANCE

Owner retiring from well established LANDSCAPE/MAINTENANCE business in beautiful Northern Oregon community. \$200k sales with owner net profit over \$60k. Price \$180k includes 125 commercial and residential contracts, vehicles and equipment. Great growth potential. Call 541/386-1942.

COMMERCIAL LAWN CARE

Commercial lawn care company located in Atlanta, Georgia. Ten years in the north metro area. Average gross over \$420,000 annually. Selling for \$305,000 for all accounts, trucks and equipment. Land and warehouse available. Fax all inquiries to 770/720-4842.

It pays to advertise in L&L classifieds!

SCOTTSDALE/PARADISE VALLEY, ARIZONA

Owner relocated to far West Valley, wanting to sell East Valley residential contracts as well as equipment, truck, trailer, irrigation supplies, etc. Asking \$85,000. Will stay for transition. Please call 602/386-1404.

SARASOTA, FLORIDA

Live and work in paradise! Full-service landscape and small wholesale nursery. Owner retiring after 18 years. Grosses \$200,000 yearly. Includes all equipment and inventory, no real estate. Asking \$175,000. 941/923-8087.

IRRIGATION BUSINESS

Family owned and operated for 22 years. Over 800 established clientele, with great potential for expansion. Turnkey operation. Located in Colorado. \$200k. Larry or Rich 719/636-2223.

LANDSCAPE & SNOW REMOVAL

Well established, medium size \$500k landscape and snow removal business in the North suburbs of Chicago is for sale to a young, ambitious, knowledgeable person who would work the business on a buy-out basis. We are retiring after 40 years, but will stay to train. Reply in confidence and Fax background to: (Once In a Lifetime Opportunity) to 847/634-3910.

COMPUTER SOFTWARE

TRIMMER SOFTWARE

TRIMMER

Software for the Landscape Contractor



**An Estimating,
Billing,
Routing,
Site Scheduling,
and
Customer Tracking
Tool to Make
Your Life Easier!**

Priced at just \$495.00

For a FREE Demo Disk contact us at
TRIMS Software International, Inc.
3110 North 19th Avenue, Suite 190
Phoenix, AZ 85015
(800) 608-7467 • Fax: (602) 277-8029
www.trims.com

EDUCATION/INSTRUCTION

LANDSCAPE DESIGN

BE A LANDSCAPE DESIGNER

Home study. Design lawns, courtyards, walkways, gardens, and shrubbery. **Free career literature.**
SEND OR CALL: 800-223-4542

Name _____
Address _____
Age _____ Phone (____) _____
City/State _____ Zip _____
School of Landscape Design, Dept. GTC668
PCDI, 6065 Roswell Rd., Atlanta, Georgia 30328



FOR SALE

FINANCING

LET THE GOVERNMENT FINANCE your small business. Grants/loans to \$800,000. Free recorded message: 707/448-0270. (NK8)

FREE 1998 MKI LANDSCAPERS SUPERSTORE™ CATALOG

Buy direct and save! Engines, equipment, parts and accessories. Call MOHAWK INDUSTRIES 800/724-2229 for your FREE CATALOG. Up to 90-day terms. Trimmer line, filters, blades, belts, safety supplies, hand tools and much more!

RADIOS HALF PRICE!

**MOTOROLA – JOHNSON
KENWOOD – UNIDEN – RADIUS**
escape NEXTEL go 900 w us
Call: 800/779-1905

HERSCH'S WHOLESALE TURF SUPPLIES

CLIP Lawn Industry Computer Program
Unlimited Version - Item No. CLIPUN35 \$1195.00
125 Customer Limit - Item No. CLIPBS3 \$695.00
RBG Rotary Blade Grinder Item No. EQBG120
Was \$329.99 NOW \$299.99. Kawasaki 12.5-hp Engine
Item No. FB460VSP \$549.00. Kawasaki 14-hp OHV Engine
Item No. FC420V \$599.95. Oil Filter for Kawasaki Engines
Item No. K52057 – Buy 10+ Only \$5.50 Each.
RYAN AERATORS ON SALE!
Lawnaire IV was \$1,725.00 Now \$1,595.00
Lawnaire V was \$2,345.00 Now \$2,295.00
Lawnaire 28 was \$3,995.00 Now \$3,895.00
Optimol 5-Gallon Pail BEST BUY Item No. 1x5 \$125.00
Hannay Hose Electric Hose Reels Series 1500 \$399.00
Call for pricing on Hypro and Banjo Spray Products.
Irrigation Supplies! Maxi-Paw Sprinklers Buy 20+ Only \$10.95 Each
Hunter Adjustable Sprinklers Buy 20+ Only \$10.95 Each

We Can Ship the Products Anywhere in the USA!
Call Today To Order: 800/THE-LAWN
Also ask for our New 1998 Catalog

CONCRETE PROFITS FROM CURBMATE

Since 1983, Curbmate Corporation has been beautifying landscapes throughout the U.S. CURBMATE's concrete extrusion machine automatically installs concrete landscape edging quickly and easily.

- Excellent profit margin
- Beautiful product
- A variety of shapes
- Easy to install — fast!
- Increase your landscaping business

Call for free packet — ask for special landscaper discount. 801/262-7509

EQUIPMENT, ENGINES & PARTS

Landscapers Supply

Takes the bite out of high

SPINDLE BEARINGS

As Low As **\$4⁵⁰**

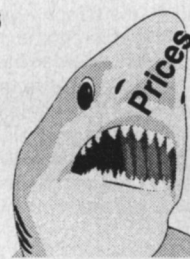
GATOR BLADES

As Low As **\$8⁷⁹**

TRIMMER LINE

As Low As **\$31⁹⁵**

per 5 lb. spool



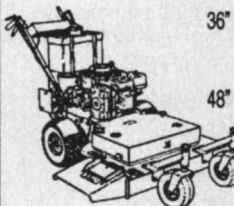
32" Gear Drive 12.5HP B&S **\$1799⁹⁵**

36" Gear Drive 14HP Kawi **\$1949⁹⁵**

48" Gear Drive 14HP Kawi **\$1998⁹⁵**

52" Gear Drive **\$2499⁹⁵**

17HP Kawi



Call for a **FREE Catalog**
1-800-222-4303
www.landscapersupply.com

LANDSCAPE DESIGN KIT



LANDSCAPE DESIGN KIT 3
48 rubber stamp symbols of trees, shrubs, plants & more. 1/8" scale. Stamp sizes from 1/4" to 1 3/4". \$78.50 + \$6 s/h VISA, MasterCard, or MO's shipped next day. Checks delay shipment 3 weeks. CA add 7.75%Tax. **AMERICAN STAMP CO.**
12290 Rising Rd. LL98, Wilton, CA 95693
Phone or FAX orders to: 916-687-7102

HYDRO-MULCHERS

HYDRO-MULCHERS®

Hydro-Seeding Machines

Most Brands & Sizes – New & Used

James Lincoln Corp.

800/551-2304

MOWER REPLACEMENT PARTS

FREE 200-PAGE CATALOG – SAVE \$\$\$
ON MOWER PARTS, AIR & OIL FILTERS,
TRIMMER LINE, BELTS, PLUGS, OIL, TOOLS,
WATER GARDEN SUPPLIES.
MOW MORE SUPPLIES 800/866-9667
ORDER FREE CATALOG MM98LL

It pays to advertise in the

L&L Classifieds.

CLASSIFIEDS

INSURANCE

COMMERCIAL INSURANCE FOR LAWN CARE FIRMS "GREEN INDUSTRY SPECIALISTS"

M.F.P. Insurance Agency is dedicated to providing comprehensive insurance programs to the Green Industry at competitive prices. We back up this dedication with a staff of professionals who understand every facet of your business, from marketing to customer service. We know how to properly insure your company whether you're a sole proprietor or a multi-state operation.

Just as your customers look to you for lawn care advice, people come to us for insurance advice because they do not want to become insurance experts themselves. If you want good advice, the right coverage and competitive rates, please contact:

Richard P. Bersnak, President
Jill A. Leonard, V.P.

1-800-886-2398
FAX: 614-221-2203

M.F.P. Insurance Agency, Inc.
50 West Broad Street, Suite 3200
Columbus, OH 43215-5917

POWER EQUIPMENT REPLACEMENT PARTS

Premium Replacement J. THOMAS Parts for Outdoor Power Equipment

Introducing:
INTERMIX™
No Smoke
NEW OIL
FOR THE
UNBEATABLE
PRICE OF
\$23.50
PER CASE

Complete
Gearbox
STARTING
AS LOW AS \$149.99

**OPTIMUM
TRIM LINE™**
PRICES
START AS
LOW AS
\$5.99

Spindle
Bearings
PRICED AS LOW AS
\$4.80 EACH

FOR PRODUCT INFORMATION OR A
FREE CATALOG OF OUR COMPLETE
LINE OF MOWER AND SNOWBLOW
PARTS CALL 1-800-422-4184

Call
Fran Franzak
at 800/456-0707
to advertise.

MULCHER - SEEDER

Mulcher - Seeder



4 Models - 200 to 1,000 gal.
Reasonable Price Free Brochure
Swihart Sales Co.
Rt. 3, Box 73, Quinter, KS 67752
www.Swihart-Sales.com

785-754-3513 or 800-864-4595

CATCHER LIFT SYSTEMS



ALL SEASONS CATCHER LIFT SYSTEMS

as shown in
**WALKER
TALK**
Vol. 10
enabling Walker Mower
owners to reach
new heights of...

- Productivity, Profit, and Safety.
- Lift, dump and go in 20 seconds. 7.0 box.
 - Improves worker safety.
 - Better employee performance.
 - Higher profits through more accounts serviced.
 - More power for "98"
 - Lifting the 9.5 Box. 28 second cycle.

Now Available For Scag Turf Runner
800/786-2301
5100 Valley East Blvd., Arcata, CA

TILLING EQUIPMENT

LI'L HOE® Goes Where Big Tillers Can't



- NEW Hefty 2 hp engine
- Meets EPA standards
- Folds up, hangs up, fits in trunk
- Eight inch bolo tines

Perfect for weeding and cultivating raised beds, borders, landscaped areas or gardens. Optional attachments: Digging Tines, Border/Edger, De-thatcher and Aerator. Available gas or battery-powered.

FREE CATALOG
1-800-999-8161 **HOFFCO**
Makin' It Easy!

358 NW F St. • Richmond, IN 47374-2297
www.hoffcocomet.com

HELP WANTED

EMPLOYEE SEARCHES

Florapersonnel, Inc. in our second decade of performing confidential key employee searches for the landscape industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential and always free. Florapersonnel Inc., 1740 Lake Markham Road, Sanford, FL 32771. Phone 407/320-8177, Fax 407/320-8083. Email: Hortsearch@aol.com Website: http://www.florapersonnel.com

RECRUITMENT

Join Century Rain Aid, America's leading irrigation and landscape lighting distributor, as we continue to grow. Century is now accepting applications for branch management positions. Irrigation experience and a college education are preferred. Century offers industry competitive wage and benefit programs. Please send your resume and salary requirements to: Century Rain Aid, 31691 Dequindre Rd., Madison Heights, MI 48071, Attn: Wayne Miller. Pre-employment drug screening required. Century is an Equal Opportunity Employer. E-mail: briday@rainaid.com Web site: www.rainaid.com

BRANCH MANAGER

Industry leader, award winning, full-service firm in Chicago western suburbs seeks aggressive sales and client-oriented individual to be accountable for a multi-million dollar growing branch operation and be part of the senior management team. Responsibilities include sales growth, budgets, estimating, bidding contracts, quality control, training and staff development, motivating sales staff, client interaction, operations management and branch profitability. Horticultural/business degree or similar a must, along with working knowledge of all grounds maintenance operations and proven leadership and sales record. This is an excellent career opportunity for an energetic, goals oriented, proven leader with three to five years experience as a branch manager and excellent interpersonal and communication skills. Send resumes with salary requirements and references to: Tandem Landscape Company, 33w480 Fabyan Parkway, Suite 101, West Chicago, IL 60185 or fax to 630/232-6370, Attn: Mark Sorrentino.

MAINTENANCE SUPERVISORS

The Brickman Group, Ltd., one of the nation's largest and fastest growing full-service landscape companies, has an immediate need in principal cities east of the Mississippi for maintenance supervisors with two to five years experience. Brickman seeks energetic, team-oriented college graduates with proven leadership, communication and interpersonal skills. Brickman offers full-time positions, excellent advancement opportunities and exceptional compensation and benefits with an industry leader building on a 56-year tradition of uncompromising customer service. For immediate confidential consideration, please send or fax your resume with an indication of your geographic preferences and willingness to relocate to: The Brickman Group, Ltd., Corporate Office, 375 S. Flowers Mill Road, Langhorne, PA 19047, 215/757-9630, EOE.

LANDSCAPE FOREPERSONS

A fast growing, full-service landscape contractor in Vail, Colo., is seeking qualified individuals to fill maintenance and installation positions in the spring of 1998. A minimum of 2 years experience and/or a related college degree. Salary commensurate to experience. Benefits available. Bilingual a plus. Please mail or fax resume to: Johnie's Garden, Inc., P.O. Box 5115, Vail, CO 81658, fax 970/827-5696, phone 970/827-9200. E.O.E.

GROWTH OPPORTUNITIES

Q: Tired of unkept promises
and no growth potential?

A:



If you want a sales or field position where
you can grow in earnings & responsibility...

Nature's Trees, Inc., an industry leader and innovator, is rapidly expanding its SavaLawn division. **Sales Representative & Lawn Specialist** positions are opening in New York, Connecticut and New Jersey. Both positions offer a competitive salary & benefits package. Sales Representatives also receive a generous auto allowance. Please forward your resume to:

SavaLawn

Attn: Human Resources

205 Adams Street, Bedford Hills, NY 10507

Phone: (914) 241-4999 Fax: (914) 666-5843

E-mail: SavaLawn@msn.com

COME GROW WITH US.

EXCITING CAREER OPPORTUNITIES FOR VEGETATION MANAGERS

Rapidly growing Vegetation Management Company is looking for experienced Division Managers to work out of our regional and branch locations throughout the U.S. Must have a minimum of two (2) years experience in Vegetation Management and/or a degree in horticulture/arboriculture/urban forestry or related field. Must be self-motivated, decisive, creative and have strong organizational skills.

WE OFFER:

- Excellent starting salary
- Company paid health insurance
- Excellent working environment
- Bonuses
- Vacations
- 401k Program

For career opportunity and confidential consideration, send or fax resume, including geographic preferences and willingness to relocate to:

DeANGELO BROTHERS, INC.

Attention: Paul D. DeAngelo

100 North Conahan Drive

Hazleton, PA 18201

Phone: 800/360-9333

Fax: 717/459-5500

EOE/AAP/M-F

BRANCH MANAGER "TRAINEE"

Are you branch manager material? But too inexperienced to be considered by a major chemical lawn care company. Kapp's Lawn Specialists has a short term training program. We are in several cities in the Midwest. Our training packages average \$35k per year and our branch managers packages average \$75k per year. Applicants should have assistant manager experience. Join a rapidly growing company that **really cares** about its employees. Send or fax resume to: Kapp's Lawn Specialists, Michael Markovich, 4124 Clubview Dr., Fort Wayne, IN 46804, Fax: 219/432-7892.

MIDWEST BRANCH MANAGERS

Kapp's Lawn Specialists is one of the fastest growing chemical lawn care companies in the Midwest. Our managers receive generous salaries and benefits, new personal vehicles, and a nice chunk of the annual profits! We are the leading lawn care company in some major cities! We have been in business for over 30 years. Join a **fast growing** company that **really cares** about its employees. Our managers packages averages \$75k per year. Applicants must have branch manager experience and must be able to relocate. Send or fax resume to: Kapp's Lawn Specialists, Michael Markovich, 4124 Clubview Dr., Fort Wayne, IN 46804, Fax: 219/432-7892.

EMPLOYMENT OPPORTUNITIES

GreenSearch - Attention employers... can't find good managers and supervisors? Or maybe you're a job seeker looking for a new opportunity? We can help you! Serving all Green Industry company categories throughout the Southeast U.S. Candidates pay no fees. Call GreenSearch toll-free at 888/375-7787, Fax 770/392-1772. GreenSearch, 6690 Roswell Road, #310-157, Atlanta, Georgia 30328-3161. Web site: www.greensearch.com

GROUNDS MAINTENANCE

GROUNDS MAINTENANCE - SITE MANAGERS:

Davey Commercial Grounds Management, a division of The Davey Tree Expert Company - has a variety of career opportunities for experienced landscape/grounds maintenance professionals. Responsibilities include staffing and coordination of large on-site landscape maintenance projects. Qualifications: 5+ years field experience with solid horticultural skills in turf, ornamental and annual plant maintenance, personnel management, job scheduling and estimating. Top-rated candidates will be good communicators, organized, motivated, bilingual, customer-focused and understand an income statement. Excellent salary and benefit package available.

Send your resume to: Davey - Grounds Management Opportunities: at 1500 N. Mantua St., Kent, OH 44240 or fax to: 330-673-5406.



FIELD SUPERVISORY POSITIONS

Established company in Massachusetts seeks individuals with three to five years of experience in landscape maintenance or construction. Thorough knowledge of equipment and techniques required, as well as ability to manage others. Year round positions \$25-\$30,000. Send resume in confidence to: Landscapers, P.O. Box 258, West Harwich, MA 02671.

MAINTENANCE CREW LEADERS

Well established, full-service landscape company in Richmond, Va., is seeking experienced maintenance crew leaders. Self-motivated, detail oriented candidates must exhibit a strong interest in horticulture, good knowledge of plant material, and the ability to efficiently manage time and crew. Mail or FAX resume with salary history to: Atlantic Plantscapes, 8818 Brook Road, Glen Allen, VA 23060. FAX 804/266-6495.

JOIN THE WINNING TEAM!

Sun Ventures, Inc. seeks an individual with strong leadership skills in the lawn maintenance field. We require a positive attitude, two to five years experience in the agricultural field, good communication skills and a need for excellence in all job aspects. Sun Ventures, Inc. is based in the Baltimore metropolitan area. We offer a competitive salary, paid vacation, benefits package and a company vehicle. Please mail or fax resume to: Sun Ventures, Inc., P.O. Box 488, Jessup, MD 20794. Fax 410/799-1758.

WANTED FOR THE ISLAND OF BERMUDA

Qualified Landscape Team Leaders
& Landscape Gardeners

We are looking for young, energetic team players who have experience with hardscaping, softscaping, maintenance and irrigation. Applicants should hold an Associate or a Bachelor degree in Landscape Architecture, Horticulture or Landscape Management. Send resume by fax, e-mail or mail.

Sousa's Lawn Care and Design

PO Box PG 130

Paget PG BX Bermuda

Phone: 441/238-1797

Fax: 441/238-3507

E-mail: Sousas@ibl.bm

FIELD OPERATIONS MANAGER MAINTENANCE DIVISION

Are you aggressive with strong organizational and communication skills and like challenges? Do you have three to five years experience running day-to-day field operations comprised of 75 employees or more? We are a well established full service landscape company looking for a field manager to oversee several areas supervisors and day-to-day operations. Located in the Arizona's Greater Phoenix area, we have been in business over 23 years. If you are the right person for the job - we are offering a generous salary, company vehicle, health and dental insurance, 401k with generous company match, and profit sharing. Our starting package is \$30,000 to \$45,000 depending on past success and experience. Five years minimum experience in the landscape industry. Please send your resume to 12629 North Tatum Blvd., Suite 236, Phoenix, AZ 85032.

CHARLOTTE BRANCH MANAGER

Lawn care company seeking experienced operations manager. Must have a minimum of three years management experience. Excellent pay and benefits package. Send resume to: L&L, Box 393, 4012 Bridge Avenue, Cleveland, OH 44113.

**Call Fran Franzak at
800/456-0707 to advertise.**

CLASSIFIEDS

GREAT CAREER OPPORTUNITIES

Leading Charlotte, N.C., landscape company is currently seeking highly qualified, self-motivated professionals. Positions include: Irrigation Manager, Maintenance Foreman, Color Specialist, Landscape Designer, Plant Purchaser and a Landscape Billing/Job Tracking Specialist. We offer excellent starting salary, insurance, friendly working environment, bonuses, vacation, profit sharing and 401k program. For confidential consideration, send resume to: The Metrolina Landscape Company, P.O. Box 669003, Charlotte, NC 28266-9003.

LANDSCAPE DESIGNER NEEDED

Well established landscape company seeks landscape designer/sales manager. Position requires horticulture degree and minimum of three years experience plus sales experience. Generous commission and benefits. Please send resume to: PLLC, Inc., P.O. Box 282, Weatogue, CT 06089.

LANDSCAPE MANAGER

Award winning commercial landscape management firm with reputation for high standards is seeking an individual with strong management skills to coordinate service operations for high profile customers. As Associate or Bachelor degree in landscape is preferred with five years experience in commercial field. Excellent salary and benefit package with annual bonus. Submit resume to: Margie Hill, Environmental Landscape Services, 5190 Crestview Dr., Memphis, Tennessee 38134 901/382-9000.

PUTTING GREENS

KEEP YOUR CREWS BUSY ALL WINTER LONG

Dealer Wanted ... Buy manufacturer direct professional synthetic turf putting greens for home and commercial uses. For about the price of a Big Bertha Driver you can purchase a professional putting and chipping practice facility for your customers' yards. The highest quality, lowest cost-Guaranteed! As a Dealer you will have an Exclusive Distribution Area, a Market Research Report for your area, and carry NO inventory. FREE VIDEO 800/334-9005.

WANTED TO ACQUIRE

COMMERCIAL LANDSCAPE COMPANY

Commercial landscape company in Southeast or Mid-Atlantic U.S. Minimum \$10 million sales. Opportunity for owner to either stay and build through further acquisition, or develop exit strategy. Goal is to be major U.S. player in five years. Reply to L&L, Box 392, 4012 Bridge Avenue, Cleveland, OH 44113.

WANTED TO BUY

HYDROSEEDERS & STRAW BLOWERS

We buy, trade & sell new and used hydroseeders and straw blowers. Call 800/245-0551 for a free copy of our latest used equipment list or our catalog of hydro-seeding equipment and supplies. E-mail: dirtboy@ix.netcom.com

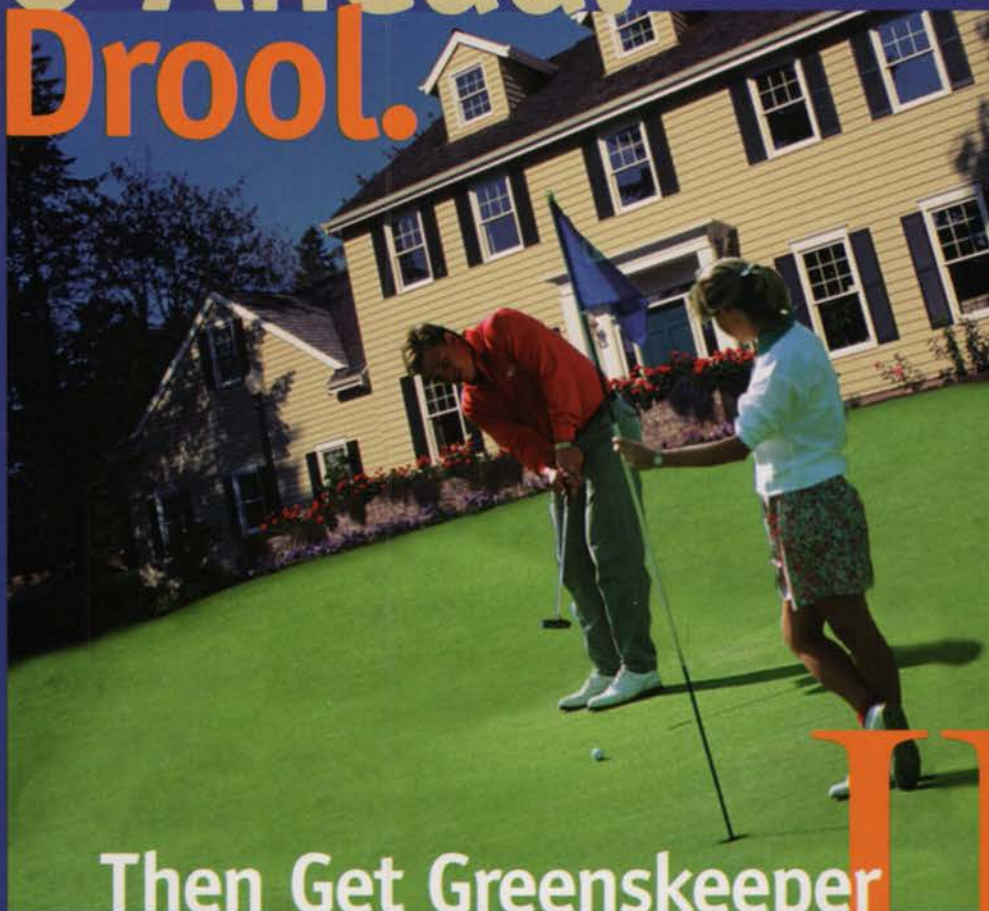
AD INDEX

ADVERTISER	PG#	RS#
AA-Tach	85	90
AgriEvo	33,35,37,	29,34,37
	42,43	80,98
American Cyanamid	9	14
American Honda	65	70
American Isuzu	23	84
Ameriquip	87	94
A.M. Leonard	54	60
Aquascape	20	21
Arbor Systems	63	67
Aura Lighting	62	65
Autodesk	40	39
B. & D.A.		
Weisburger	47	49
Bandit Industries	10	15
Bed Shaper	87	97
Bri-Mar Mfg.	66	73
Brown Mfg.	88	40
California Land-		
scape Lighting	68	77
Classen Mfg.	52	55
CNA Insurance	57	12
Compuscapes	35	35
Creative Curb	62	66
C&S Turfcare	68,87	78,95
Danville Industries	20	22
Dawn Industries	93	102
Design Imaging		
Group	55	24
Dixie Chopper	73	81
Dodge Truck	71	
DTN Weather		
System	21	25
Eagle Sprayers	34	33
Easy Lawn	97	105
Echo	6,7	13
E.F. Burlingham	54	61
Fabriscape	100	109
Febco	69	79
Firestone	80	86
First Products	88	41
FFC	22	26
Flowtronex	94	104
Frontrunner		
Technologies	59	59
Galbreath	86	92
Gandy	72	43
Glenmac	48	53
Gregson Clark	101	112
H.D. Hudson	85	89
Holt Specialty	11	17
Husqvarna	67	58
ICD	76	85
Jacklin Seed	51,75	76,83
J.J. Mauget	61	64
Kichler Lighting	64	68
K-W Mfg.	64	69
Lawn Power &		
Equipment	56	62
LawnCadd	100	108
Lebanon	81,107	71,113
Line-Ward	97	106
Longhorn	101	112
Marsan Turf	66	74
Metko	85	91
McMillen		
Construction	12	18
Micro Trak	52	56
Night-Hawk	101	63
Novartis	16,17	
Oldham Chemical	46	47
Olson Irrigation	46	45
Oly-Ola Sales	82	87
Pave-Tech	72	42
Perma Green	33	30
Plant Health Care	49	54
Pond Supplies	34	32
Rain Bird	77	16
Reading Body		
Works	74	82
Real Green		
Computers	86	93
Remote Control		
Technology	22	27
RJ Advantage	56	110
RND Signs	98	107
RohMid LLC	*45	44
Royal Seed	99	28
Scag	31	96
Scotts/Emerald		
Green	101	111
Screen Machine	66	75
Sensible Software	5	51
Service Commu-		
nication Software	92	99
Shindaiwa	41,79	46,52
Sundance	37	38
Toro Irrigation	53	57
Toro LCG	2	50
Toro Sitework		
Systems	83	72
Tree Tech	93	101
TrimmerTrap	33	31
Tuflex	84	88
Turbo Technologies	20,92	23,100
Turfco	36	36
Visual Impact		
Imaging	15	19
Vitamin Institute	108	114
Walker Mfg.	18	20
Westheffer	93	103
Winners Circle	19	
Zeneca Professional		
Products	*39	48

This ad index is provided as a service to our readers. We regret any omission.

*Denotes regional advertising.

Go Ahead. Drool.



Then Get Greenskeeper

22-4-10.

II

Lebanon Turf Products is the only company that offers a homogeneous fertilizer with isobutylidene diurea to lawncare professionals. Period.

Greenskeeper II 22-4-10 is quite simply, the best fertilizer the golf or lawncare industries have ever seen. Its dual release nitrogen sources are perfect for warm or cool season grasses — regardless of soil type or condition. And it's backed by our Authorized Lebanon Turf Products Dealer network.

So the only problem your customers might have with their lush, golf course green lawn is the number of folks asking to play through.

For more information, or to order Greenskeeper II 22-4-10 today, contact your nearest Authorized Lebanon Turf Products Dealer. Or call 1-800-233-0628.

Lebanon
TURF PRODUCTS

USE READER SERVICE #113

greenskeeper
II

• **WHY** DO LEADERS CALL IT "GREATEST or BEST STUFF or PRODUCT in the WORLD?" **FREE TRIAL OFFER**

Absolutely Otherwise IMPOSSIBLES MADE EASY by World #1 Plant Supply



BILLIONS-PROVEN EXTRA-LIFE-MAKER
WORLD'S FAIR Gold Medal **50** **HORMS #4** **TM**
SUPERthrive **IN ONE**



17 of typical **worldwide**
massive "impossibilities"

1800 SALVAGED OLD TREES: "NONE SICK OR DEAD"

SUPERthrive™ unique **extra** life:—TRANSPLANTING, MAINTENANCE, SALVAGING. "IMPOSSIBLES" MADE EASY. 1,800 60 to 75 year-old trees dug from grounds of 20th Century Fox Studios, stock-piled in weather for 2 years, replanted along streets of Century City. Landscape architect and contractor reported "not one sick or dead tree at any time." **Only SUPERthrive™ could have done this—or even approached it.**



◀ **400 HUGE SPECIMEN TREES DUG IN HOT, DRY SOUTHERN CALIFORNIA SUMMER. ZERO LOSS. Disneyland®** (Enabled opening a year earlier). *Disneyland and Disney World are registered trade marks of The Walt Disney Co.



◀ **17 DRUMS PRE-PLANTED A WHOLE DESERT CITY, ZERO LOSS, SPRING AND SUMMER, AFTER FAILURE IN WINTER. Havasu City, Arizona.**

- **ZERO LOSS IN 3000-ACRE PROJECT FOR USDA, VERSUS 3% SURVIVAL: NEXT BEST.** — California Polytechnic State University.
- **PLANTED 10,000 TREES, Seattle World's Fair, WITH ZERO LOSS.**
- **SAVED ALL OF HUGE SHIPMENT OF PALMS FROM FLORIDA TO 48 Taiwan GOLF COURSES. LOSE OVER HALF WITHOUT.**
- **PUSHES BACK DESERTS, LANDSCAPES SHEIKS' PALACES, Saudi Arabia.**
- **PLANTED OVER 600,000 BARE-ROOT ROSES, 16 YEARS, LOSS FEWER THAN 1 IN 1,000, Albuquerque, New Mexico.**
- **SAVED ALL TREES TRANSPLANTED by U.S. Corps Of Engineers, FOR CAMOUFLAGE, WORLD WAR II.**
- **TWO WEEKS DIFFERENCE IN HYDROMULCHED GRASS STAND, ALONG FREEWAY BANK FOR EROSION CONTROL.** — Maryland.
- **SAVED ALL CELERY TRANSPLANTED IN 17 LARGE HOUSES, before and after one without, IN WHICH ALL LOST.** — California.
- **1200 TREES WITH 4" CALIPER TRUNKS BARE-ROOTED IN DESERT JUNE. NO LOSS.** — Tucson, Arizona, City Parks Department.
- **BIGGEST TRANSPORTATION OF LANDSCAPE MATERIALS, CALIFORNIA TO FLORIDA, TO PLANT Disney World® NO LOSS.**
- **KEPT ALL PALM SPRINGS DESERT GOLF COURSE'S GREENS PERFECT, SUMMER WHEN ALL OTHER COURSES WITH BENT GRASS GREENS IN AREA LOST 6 TO 14 GREENS.**
- **HIGHLY COST-EFFECTIVE EARLIER, INCREASED YIELD — ABOVE THE BEST — FROM SEED, TRANSPLANTING, DRIP IRRIGATION, SPRAYING YOUNG CROP PLANTS: Recent EXAMPLE: ONE GALLON ON DRIP RAISED 25 ACRES OF GRAPE TONNAGE 26%, SWEETER, LARGER — WHILE EACH NEARBY GROWER LOST HALF OF CROP TO SHATTERING STORMS.** — California



◀ **38 EXTRA INCHES GROWTH ABOVE FERTILIZERS-ALONE. SEVEN MONTHLY USES.** Tucson, Arizona, City Parks.



◀ **TREE-SAVING RECORD OF 1/2 CENTURY.** California Polytechnic State University, Cal. Capitol, Cal Tech, U. of Cal., Cal. State U.



◀ **SAVED GIANT CACTUS TREES** authorized moved to desert botanic garden, Reported planted all famous and "world's biggest" Nevada hotels. Pushes back Africa desert.

TIP LANDSCAPERS:

- Point with pride to ALL your jobs.
- Build demand for you.
- Protect and save essentially 100% of all plant material.
- Predict healthy, active, uniform and beautiful "super-normal" plants.

VITAMIN INSTITUTE 5409-15 Satsuma Ave., NORTH HOLLYWOOD, CA 91603

(800) 441-8482, FAX (818) 766-8482

USE READER SERVICE #114