

RICHARD SPERBER'S RETURN PG. 14 KUJAWA'S STORY PG. 52 PLUS: WORST WEEDS PG. 68

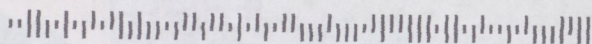
MAY 2019

Lawnandlandscape.com

Lawn & Landscape

Leading business media for landscape contractors

1000



#BXN0JNN *****CAR-RT LOT**C-050 MIX COMAIL
#0041674870# 70
MIKE SCHURY
MANAGER-TURFGRASS INFORMATION CENTER
MICHIGAN STATE UNIVERSITY
366 W CIRCLE DR #10
EAST LANSING MI 48824-3700
18973
355083
10

TELEMATICS AND PREVENTIVE CARE ARE STANDARD: 2 MORE REASONS HINO IS THE RIGHT CHOICE FOR YOUR **LANDSCAPE** BUSINESS:

At Hino, we think it's about more than just delivering a class-leading truck... a lot more. That's why we support our product with a host of benefits and features that remain unmatched in the industry - from a 5 year, 200,000 mile warranty and 24/7 roadside service, to available preventive maintenance plans and Hino Insight, the industry's first fully connected vehicle platform with telematics, remote diagnostics and case management... standard. We call it the Ultimate Ownership Experience. POWERON

HINO INSIGHT CONNECTED VEHICLE





TRUCKS

A Toyota Group Company

POWERON.



WWW.HINO.COM

DEPARTMENTS

- 6 Editor's Insight: A healthy mind
- 10 LL Insider
- 20 Huston: Learn to follow
- 22 Wilson: Inspire a learning mindset
- 24 Harvesters: Start with retention
- 90 Student Spotlight: Kendra Snyder

FEATURES

Dealing with depression

52 Joe Kujawa, vice president of Kujawa Enterprises, a landscaping company in Wisconsin, shares the story of his son, Jack, who took his own life last year.

Traveling choices

58 We take them head-to-head to find the best irrigation solutions.

Digging up details

64 Manufacturers compare the effectiveness of trenchers and v-plows.

The worst weeds

68 This season's toughest problems and how to solve them.

The small spaces

74 Compact excavator and mini-track loader considerations.

Make your website do more

78 Your site can attract business and build your culture.

More to your mower

82 Make your mower do more with these attachments.

BRANDSPOTLIGHT

WITH ASPIRE SOFTWARE

Business systems can now predict and recommend actions. 80

THE TOP 100 ISSUE

27 FOR THE GREATER GOOD

Industry veteran David J. Frank spent decades learning from his peers and working alongside his employees.

36 ROARING IN THE ROCKIES

Executives from three new Top 100 companies give their perspectives on the growing Denver region.

42 A SEAT AT THE TABLE

DLC Resources developed a leadership training program to break down walls and create more dialogue between employees.



Makita[®] RULE THE OUTDOORS



**2 FREE
BATTERIES***

WITH QUALIFYING X2 KITS
FOR A LIMITED TIME

UP TO
\$219
VALUE

GAS PERFORMANCE WITHOUT THE HASSLES



**NO GAS
NO MIXING**



**INSTANT
STARTS**



**REDUCED
MAINTENANCE**

Experience instant starts, lower noise, reduced maintenance, and zero emissions with Makita[®] LXT[®] Cordless Outdoor Power Equipment. Powered by LXT[®] cordless technology, Makita[®] Cordless Outdoor Power Equipment delivers unmatched performance and empowers you to rule the outdoors.

*5.0Ah batteries.

Details at makitatools.com/3RT0

11-0419 MA-6352-19



Brian Horn

Editor | Lawn & Landscape

There's no shame in talking to someone, whether it's a family member, friend or professional.

A healthy mind

When you turn to pg. 52 in this month's issue, you are going to read a story that you may not expect to find in a business publication such as Lawn & Landscape.

Every once in a while, though, we try to include stories that make you think, even if they do not directly apply to the day-to-day operations of a landscaping or lawn care company.

This month, Joe Kujawa, vice president of Kujawa Enterprises, a landscaping company based in Oak Creek, Wisconsin, wrote about the suicide of his son, Jack.

Instead of hiding what is considered a taboo subject, the Kujawas are sharing their experience in hopes it will help someone else.

Yes, it's a raw story from still-grieving parents, but it also gives a practical look at what life is like having a family member struggling with depression.

Aside from Joe working in the industry, what does depression have to do with landscaping?

While I hate stereotypes, I'm going to make one here. This industry is mostly made up of males. And if stereotypes hold true, us males don't really like to talk about feelings, or especially anything that could be perceived as being weak.

By coincidence, May is mental health month, so

now is the perfect time to squash those stereotypes.

Whether you are running a landscaping business or work as an employee in the field or in the office, the daily grind can cause days, weeks, maybe months where failure sometimes outweighs success.

But there's no shame in talking to someone, whether it's a family member, friend or professional about stress or other aspects of mental health. If your business is doing well and you still don't feel right, it's time to think about why you feel the way you do and maybe even take action toward getting some help.

I want to thank Joe and his wife, Patty, for sharing such a difficult story with our audience. I hope after you read about Jack, it helps you have what might be an uncomfortable conversation about your own mental health, or that of a family member or friend's.

If you are interested in helping fight this disease, Joe and Patty have setup the Jack Kujawa Endowment for Mental Health Awareness with the purpose of developing programs and other initiatives to educate and support teens' mental health issues. To donate, please visit: bit.ly/kujawa.

The National Suicide Prevention Lifeline is 1-800-273-8255 and you can learn more about mental health at nami.org. — *Brian Horn*

Lawn & Landscape

Leading business media for landscape contractors.

5811 Canal Rd., Valley View, OH, 44125

Phone: 800-456-0707 Editorial Fax: 216-651-0830 Subscriptions & Classifieds: 800-456-0707

gie
media
incorporated

EDITORIAL

BRIAN HORN EDITOR bhorn@gie.net
JIMMY MILLER ASSISTANT EDITOR jmiller@gie.net
LAUREN RATHMELL ASSISTANT EDITOR lrathmell@gie.net
JIM HUSTON J.R. HUSTON ENTERPRISES jhuston@giemedia.com
BRUCE WILSON & COMPANY bwilson@giemedia.com
THE HARVEST GROUP harvest@giemedia.com
KRISTEN HAMPSHIRE CONTRIBUTING EDITOR

CREATIVE

JUSTIN ARMBURGER ART DIRECTOR jarmburger@gie.net

ADVERTISING/PRODUCTION INQUIRIES

CAITLIN MCCOY cmccoy@gie.net

SALES

DAVID SZY PUBLISHER dszy@gie.net
DAN HEBERLEIN ACCOUNT MANAGER dheberlein@gie.net
TRACI MUELLER ACCOUNT MANAGER tmueller@gie.net
BRIAN MAY ACCOUNT MANAGER bmay@gie.net
DANNY WALSH ACCOUNT MANAGER dwalsh@gie.net
RUSSELL WARNER NATIONAL ACCOUNT MANAGER rwarnar@gie.net
BONNIE VELIKONYA CLASSIFIED ADVERTISING SALES bvelikonya@gie.net

CORPORATE

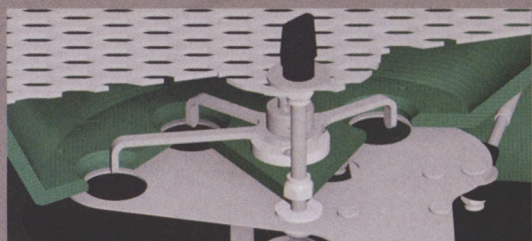
RICHARD FOSTER CHAIRMAN
CHRIS FOSTER PRESIDENT AND CEO
DAN MORELAND EXECUTIVE VICE PRESIDENT
JAMES R. KEEFE EXECUTIVE VICE PRESIDENT
CHRISTINA WARNER AUDIENCE DEVELOPMENT DIRECTOR
MARIA MILLER DIRECTOR, CONFERENCES AND EVENTS
KELLY ANTAL ACCOUNTING DIRECTOR
IRENE SWEENEY MARKETING DIRECTOR
MICHELLE WISNIEWSKI PRODUCTION MANAGER
KEVIN GILBRIDE BUSINESS MANAGER, GIE VENTURES

LAWN & LANDSCAPE MARKET INSIGHT COUNCIL BILL ARMAN & ED LAFHAMME, The Harvest Group; ANDREW BLANCHFORD, Blanchford Landscape Contractors, Bozeman, Mont.; KURT BLAND, Bland Landscaping, Apex, N.C.; BENTON FORET, Chackbay Nursery & Landscaping/Foret Land and Tree, Thibodaux, La.; BOB GROVER, Pacific Landscape Management, Hillsboro, Ore.; JIM HUSTON, J.R. Huston Enterprises, Englewood, Colo.; JESUS "CHUY" MEDRANO, CoCal Landscape, Denver; TAYLOR MILLIKEN, Milosi, Hendersonville, Tenn.; RICHARD RESTUCCIA, Jain Irrigation, Fresno, Calif.; PHIL SARROS, Sarros Landscaping, Cumming, Ga.; JERRY SCHILL, Schill Grounds Management, North Ridgeville, Ohio

permagreen

UPGRADE TO THE ALL NEW

BREAKTHRU AGITATOR



The revolutionary **BREAKTHRU** Agitator, featured on the PermaGreen Triumph, is guaranteed to reduce clogging of your LESCO® or PermaGreen™ 3-hole spreader, or your money back.

Visit permagreen.com to see for yourself why PermaGreen is the **GOLD STANDARD** of spreaders



TAKE THE 60-DAY CHALLENGE

TRY THE PERMAGREEN ON YOUR TOUGHEST PROPERTIES FOR 60 DAYS. IF YOU DON'T **LOVE** IT, WE'LL BUY IT BACK!

CALL FOR DEALER LOCATIONS &
REGISTER TO WIN A TRIUMPH

800.346.2001 permagreen.com



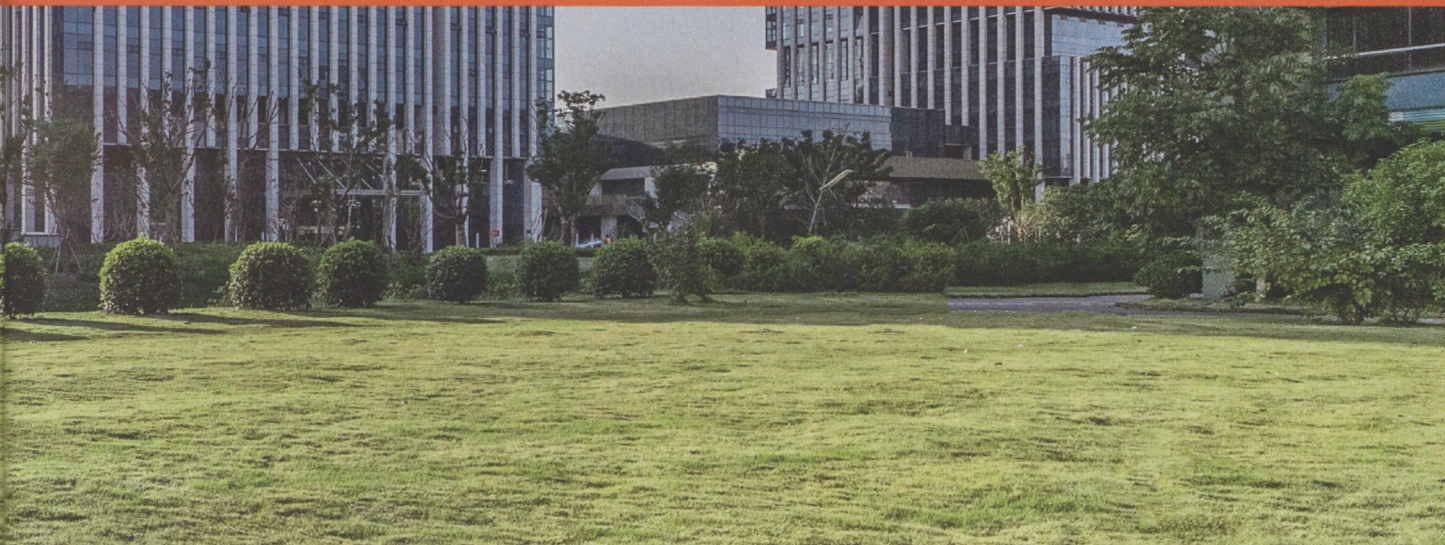
Leave behind cut three-acre

A beautifully manicured lawn speaks for itself. So does the Kubota commercial mower lineup. Each has the power, performance and durability needed to handle the daily demands of the job. Including the new, gas-powered Z700EFI and SZ Stand-On Series. The Kubota commercial mower lineup. Built to last. And leave a lasting impression.



Kubota®

Shape your world.



a perfectly business card.



Z700 EFI



ZD Series



SZ

KubotaUSA.com

© Kubota Tractor Corporation, 2019. This material is for descriptive purposes only. Kubota disclaims all representations and warranties, express or implied, or any liability from the use of this material. For complete warranty, safety and product information, consult your local Kubota dealer. For the complete disclaimer, go to KubotaUSA.com/disclaimers and see the posted disclaimer.

COMMUNITY COMPETITION

NCLC's themes included the industry's overall success and showcasing landscaping as a career. **By Brian Horn**

FORT COLLINS, Colo. – While addressing the crowd during the opening ceremonies of the National Collegiate Landscape Competition, Andrew Ziehler told the students in the audience a valuable lesson he learned from starting a business scratch.

He said in the early years of owning his company, Ziehler Lawn and Tree Care near Columbus, Ohio, he was always concerned about keeping information from his competition, but learned that wasn't the correct way to operate.

"Never do that," he said. "This industry is built on sharing."

The NCLC is hosted by the National Association of Landscape Professionals and took place at Colorado State University in Fort Collins, Colorado.

More than 60 schools and 800 students take part in the competition, which features competitive events in hardscape projects, plant identification, business management and more.

Along with the competition, there is a

career fair and the presentation of more than \$100,000 in scholarship donations from landscaping and lawn care companies and industry equipment manufacturers.

One of those scholarship winners echoed Ziehler's lesson about helping the industry succeed as a whole.

Alyssa Brown, who received \$2,500 from John Deere, said one of her favorite parts of the event is talking to those she is competing against each year and learning from them.

"We all succeed when one of us succeeds," said Brown, who is a senior at BYU majoring in landscape management and planning to pursue a graduate degree in environmental science. "We progress as an industry."

This was the fourth year for Brown participating in the event and she was the team captain of the BYU team. Brown said that she enjoys seeing how the industry continues

TRUFUEL®

THE ORIGINAL ENGINEERED FUEL



**PRECISION BLENDED
READY TO USE**



**RELIABLE STARTUP
BURNS CLEAN
RUNS CLEAN**



**ETHANOL-FREE
FOR EXTENDED
STORAGE CAPABILITIES**

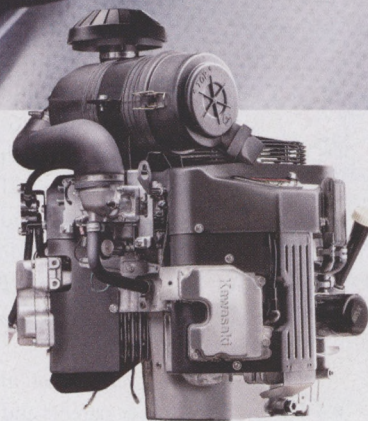
Now available in larger containers.

Find Your Trufuel Distributor
@ Trufuel50.Com

A close-up portrait of a woman with dark, wavy hair and bangs, smiling gently. She is wearing a dark top and a necklace with a circular pendant. The background is a soft, out-of-focus green.

**"WHY? BECAUSE PEOPLE
LOVE BEAUTIFUL LAWNS."**

— PAULITA, CSO AND MANAGING PARTNER, PRESCRIPTION LANDSCAPE



Kawasaki
— ENGINES —
THE TRUSTED ONE

Behind every gorgeous lawn is a committed landscaper. Satisfying customers. It starts with an engine that can handle all the tough stuff. An engine that keeps you up and running, handling the heat, powering through the day. A machine you can trust. That's a thing of beauty.

WWW.KAWASAKIENGINESUSA.COM

the
knock out®
family of roses

THE #1
LANDSCAPE
ROSE FOR A
REASON

FLOWER *power* LIKE NO OTHER

KNOCK OUT® ROSES have the most flower power of any shrub on the market. More than other roses. More than hydrangeas. More than anything else. No other flowering shrub blooms as long or as often, making it a top performer in the landscape.



www.KnockOutRoses.com

FIND A SUPPLIER NEAR YOU
Contact your Territory Manager or
Customer Service: 1-800-457-1859

L&L INSIDER

For more news, visit
Lawnandlandscape.com



More than 60 schools
and 800 students took
part in the competition,
which includes events like
hardscape installation.

to give back to the students.

“Our industry has a big sense of community,” she said.

Another theme commonly heard at the event was the continued push to show that the green industry is a place for a successful career and not just a summer job.

Roger Phelps, corporate communications manager at STIHL, the platinum sponsor at the event, said students are seeing the potential in the industry more and more each year.

However, Phelps says that’s not the case with parents and high schools, who are still skeptical.

“It’s most important to show a career ladder to parents and guidance counselors,” he said.

That career ladder is important to the students, but they have more of an immediate focus when it comes to joining a company.

“They want to know – what am I going to be doing when I get out of college?” he said.

Ivan Giraldo, CEO of Austin, Texas-based Clean Scapes, said he heard a lot of students talking about being good stewards for the environment.

He sees an opportunity for the industry to communicate that the green industry isn’t part of the problem but instead part of the solution.

“We need to keep explaining what our industry can do for the environment,” he said.

BYU-Provo’s team defended their title by winning first place again, while BYU-Idaho finished second and Cuyahoga Community College in Ohio finished third.

Frank Vareska from Cuyahoga Community College finished as the top scoring student while Colin Schulte from North Dakota State University finished second and Bradley Hill from Brigham Young University – Idaho finished third. For full results, visit

bit.ly/nclc2019.

We give new meaning to

Labor leader.

Powered hose reel improves efficiency and reduces operator fatigue

6 cubic yard material hopper provides maximum capacity under CDL requirements

Side mounted engine improves maintenance and servability

2 workers can apply up to 15 yards an hour

Multi-lingual control system provides easy operation for inexperienced operators

High capacity fuel tank offers more than 6.6 hours of run time without refueling

Become a
FINNSIDER
visit
FINNcorp.com/FINNSider

Cover a lot more ground with a lot less labor.

The new MBH6 Material Blower is a dependable workhorse for bark, mulch, compost and soil blends. When labor is hard to find and undependable, FINN machines can improve your productivity and profits. By applying a smooth, even layer, the MBH6 will reduce your labor costs too.

Less Labor. Less Material. More Productivity. The MBH6 Material Blower is a **Smarter Way To Work.**

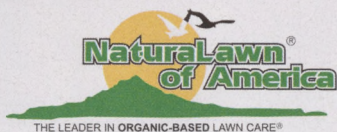
For a free demonstration or quote visit FINNdealers.com or call 800-543-7166.

FINN

SMARTER WAYS TO WORK™

We're Looking For You. Are You Ready To Begin or Enhance Your Business?

The average annual gross revenue produced
by our franchise
owners is **\$1,670,297***



30+ Years of Safer Lawn Care Plus Mosquito & Tick Control Opportunities

1st Year Revenue Potential: up to \$150,000

Serving 100,000+ Customers • 9.7% 2018 Customer Growth
85% Customer Retention • 6 Year Avg. Customer Life
\$66M+ in Gross Revenues • Serving 24 States + D.C.

Key Markets Available in Your Area!
(800) 989-5444 | NaturaLawnFranchise.com

*Based on 34 owners and the 2018 gross revenue report. ©2019. NaturaLawn of America, Inc. A division of NATURLAWN® Services and Products. All rights reserved.



**LOW
NOISE**



**LOW
MAINTENANCE**



**ZERO
GAS**



**ZERO
EMISSIONS**

THE FUTURE IS GREEN

Find a Dealer at:
www.meangreenmowers.com

SPERBER READY TO MAKE A SPLASH

The former ValleyCrest CEO recently announced his return to the industry. He tells Lawn & Landscape that he wants his new company to have a national footprint. **By Brian Horn**

While waiting for his non-compete to end after exiting as CEO of then ValleyCrest (now BrightView), Richard Sperber said he spent a lot of time with family and dabbled in real estate. He also came to a realization.

"In the three years I figured out I wasn't good at anything else but landscaping," he told Lawn & Landscape. "I've always been passionate about the business and I love it."

On April 1, Sperber, whose non-compete ended at the end of 2017, announced the launch of Sperber Landscape Companies. Sperber says the Calabasas, California-based company will eventually have a national footprint and focus on maintenance while being selective on high-end installation projects.

The company will launch with between 200-300 employees through acquisitions and partnerships he hopes to announce soon.

Sperber says he didn't want to go the route of working directly with a private equity firm, instead deciding to work with a mix of investors.

"My whole goal is to build a great business again and have val-

ues that we had before," he says. "It's a people business, right? It's hard to do that when you have a huge private equity firm breathing down your neck full time and they're trying to manage you from the 50th floor of a high rise building in New York. Don't get me wrong, I want to make money, also. But there's just different ways to making money."

Private equity firm KKR bought landscaping giants Brickman and ValleyCrest in two separate deals in 2013 and 2014 respectively and merged the two companies in May of 2014. The company was rebranded as BrightView in December of 2014.

"Our families worked hard over the years to build a certain culture, to treat our employees a certain way. It was all about delivering a great experience to our employees and a great experience to our clients. They moved away from that," Sperber said. "It doesn't mean they are doing something worse. They just have their own core philosophies, have their own ideas of how to run the \$2 billion business versus \$1 billion."

He sees Sperber Landscape Companies eventually having a

national footprint but doesn't have a ceiling on a revenue number.

"As long as there's no shortage of people that want to have some fun and build a great business, I want to get really big," he says.

As far as the name of his new company, he says that could still change.

"It may not end up as Sperber," he says. "I call that my working title."

He adds that he doesn't feel any pressure to live up to the expectations created by the

Sperber name. Sperber's father, Burt, was the founder of ValleyCrest and guided the company to become one of the largest in the green industry. He died in 2011 at the age of 82.

"I have a lot of confidence because my dad spent so much time with me and taught me so much," he says. "There are so many people helping me that liked our company and loved my dad, so I owe it to him to do it. We have to write our own ending and not have someone else write our own ending."



SPERBER

STAY GREEN ACQUIRES PACIFIC CREST LANDSCAPE

The move helps the family-owned company expand into Orange County in California.

SANTA CLARITA, Calif. – Stay Green has acquired Pacific Crest Landscape of Orange County, expanding the family-owned landscape services throughout Southern California.

"This is an exciting time for Stay Green, and we are thrilled that (President) Donnie Smith and his Pacific Crest team are now part of the Stay Green team," said Stay Green CEO Chris Angelo. "Donnie shares our core values about customer service and helping clients achieve landscapes that are beautiful, sustainable and efficient."

Smith has more than 25 years of landscape industry experience and will continue to supervise operations from the Orange County location that he first acquired in 2009.

Smith said he plans a smooth transition as his team continues to provide service to their Orange County clients, and he sees op-



PACIFIC CREST'S DONNIE SMITH FIRST BOUGHT THE COMPANY IN 2009.

portunity for future growth as Pacific Crest becomes part of the Stay Green team.

The Pacific Crest clientele now served by Stay Green consists mainly of commercial office parks and retail centers. Pacific Crest also provides tree pruning, irrigation services and more.

The Stay Green headquarters are in Santa Clarita, and its more than 400 employees serve clients throughout Southern California including Kern County, Santa Barbara County, Ventura County, Los Angeles County, San Bernardino County, Orange County, Inland Empire, Riverside County and San Diego County.

Stay Green generated \$25.4 million in 2018 revenue and ranked No. 81 on Lawn & Landscape's Top 100 list.

Make sure you reach your last straw.



FINN gets the job done.

In 1935, FINN revolutionized how labor and materials were used on the job site with the invention of the Straw Blower.

With FINN's Straw Blowers you can more than double your straw coverage in a fraction of the time it takes to apply by hand. There is no more efficient way to ensure soil moisture retention and provide erosion control to freshly seeded areas.

Now, reaching your last straw means quick work in all your applications.

Multiple Productivity. Maximize Profits.

For more information or to locate a FINN dealer near you visit FINNdealers.com or call 855-543-2431.

FINN

SMARTER WAYS TO WORK™



**DURABLE. RELIABLE.
HOSE, CORD, & CABLE
PRO GRADE REELS**

**MADE IN THE
USA
(SINCE 1923)**

**We Are the Preferred
Choice of Landscape and
Lawn Care Professionals.**



SOLUTIONS FOR:

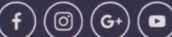
**LANDSCAPE | IRRIGATION | FERTILIZERS | SEEDING | WASH DOWN | PEST CONTROL
AND MORE**

LEARN MORE:

TOLL FREE | 800.269.7335

FOLLOW US:

WWW.COXREELS.COM



L&L INSIDER

For more news, visit
Lawnandlandscape.com



AQUATROLS HIRES LEWIS AS U.S. TERRITORY MANAGER

Lewis will be responsible for overseeing the company's business in the Pacific Northwest region.

PAULSBORO, N.J. – Aquatrols, a manufacturer of soil surfactants and related technologies, has appointed Jay Lewis as their newest U.S. territory manager.

In his new role, Lewis will be responsible for overseeing the company's business in the Pacific Northwest region, including western Canada and Hawaii. Lewis joins the Aquatrols team from Textron Specialized Vehicles, where he worked most recently as their channel development manager. An Oregon native, Lewis has previously managed distribution in the western region for Jacobsen Golf.

Lewis is the second addition this year to the company's sales team, led by North American Sales Manager Mike Navel.

"I am confident that Jay's passion for the industry and continuous drive will be a great asset to our team and to our customers in the Pacific Northwest region," Navel said.

**IMPROVED
FORMULA.
SAME
LONG-LASTING
PROTECTION!**



BEST ON THE MARKET

SUMMER DEER PROTECTION applied every 4-6 weeks — not degraded by rain / irrigation.

SLOW-RELEASE low odor deer deterrent that protects ornamental plants and their new growth.

ADDED VALUE: DeerPro® Spring and Summer acts as an *anti-transpirant*, increasing drought resistance.

*Dependable Quality,
Professional Products.*



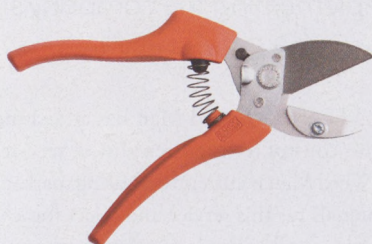
VISIT

deerproprofessional.com

PRODUCT ROUNDUP

NEW AND IMPROVED

Get the lowdown on some of the industry's latest products



BAHCO ANVIL SECATEURS

The pitch: BAHCO's Anvil Secateurs reduce fatigue and the risk of wrist injury with a shock-absorbing buffer.

- Designed with a narrow taper anvil and sharply-angled carbon steel blade
- Highly corrosion-resistant nonstick blade, coated for reduced friction
- Improves accessibility and cutting quality for home, garden or vineyard use

For more info: Snaponindustrialbrands.com



LEONARD SHEATH KIT

The pitch: This kit combines a Leonard Deluxe Soil Knife, a pair of Leonard Traditional Bypass Pruners and a Leonard Dual Leather Sheath.

- The Leonard Deluxe Soil Knife features a 6-inch stainless-steel blade
- This dual-edged blade combines a serrated edge and a sharp edge
- A built-in cutting notch slices through twine and plant ties, and it's equipped with a one-piece molded composite handle

For more info: Amleo.com

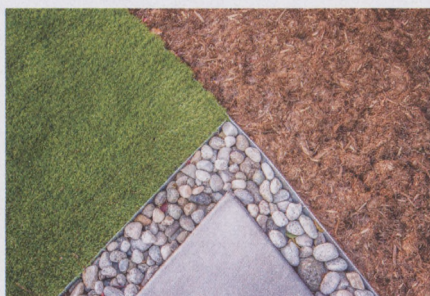


EGO COMMERCIAL SERIES

The pitch: It's a new line of outdoor power equipment designed for all-day run time with weatherproof construction and an enhanced recharging time.

- The new program features a commercial grade 15-inch string trimmer; 600 CFM blower and a 25½-inch hedge trimmer
- All tools are powered by the battery backpack and every EGO tool is backward compatible with the Power+ line-up
- The equipment operates quietly at roughly 80 decibels per use

For more info: Egopowerplus.com



PERFEDGE STEEL EDGING

The pitch: PerfEdge steel landscape edging allows surface water to drain from unwanted locations, keeping areas dry and usable.

- Permanently delineate landscape beds, walkways and gardens from lawn areas while promoting water movement and drainage
- PerfEdge is available in 10-ft by 4-in pieces in either 20- or 16-GA thickness
- Finishes include raw steel, galvanized, or one of three EcoCoat colors: black, brown, or green

For more info: Coyotelsp.com

Your bark can be
**a lot bigger
than your bite.**



FINN gets the job done.

In this dog-eat-dog world you need reliability you can count on. With FINN Bark Blowers you can increase the productivity of your crew up to 700% through high production bulk mulch spreading and accurate application. Your jobs will have uniform coverage and your bottom line will profit from a material savings of 25% or more.

More profit with less labor and less material. Now that's something to howl about.

More Jobs. More Profits.

For more information or to locate a FINN dealer near you visit FINNdealers.com or call 855-543-2431.

FINN

SMARTER WAYS TO WORK™

WEED MAN ADDS MOSQUITO CONTROL TO SERVICE OPTIONS

25 Years and Still Growing


 (816) 842-5551 | prolandscape.com
**PRO
Landscape**
DESIGN SOFTWARE

Select franchise locations will be implementing the company's mosquito control this season.

CLEVELAND – Weed Man has added mosquito control to its current list of services.

Weed Man is currently releasing marketing materials for this service and select franchise locations will be implementing the mosquito control this season.

With a mosquito control service, Weed Man will reduce the amount of pests known for carrying and transmitting diseases like Zika and West Nile.

Weed Man now has 21 service offerings customers can leverage based on their individual lawn and region.

“The Weed Man promise has always been to treat every lawn as if it was our own, so we have been working hard to roll out this new service to continuing being our customer’s first choice for a healthy, pest-free lawn worth enjoying,” said Weed Man Chief Operations Officer Jennifer Lemcke.

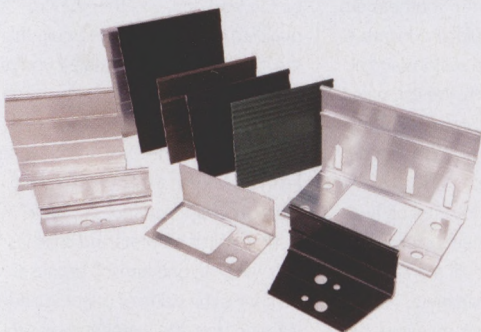
“Our franchisees have matched our enthusiasm and consumers will soon start to see the offering available to them.”

Administered by service technicians, Weed Man’s mosquito control service utilizes specialized equipment to target mosquitoes where they are or could be living to reduce their populations on the property.



**WEED MAN IS CURRENTLY
RELEASING MARKETING MATERIALS
FOR THIS SERVICE AND SELECT FRANCHISE
LOCATIONS WILL BE IMPLEMENTING THE
MOSQUITO CONTROL THIS SEASON.**

WE PLEDGE TO SHARE OUR KNOWLEDGE



PERMALOC. NO ONE KNOWS EDGING LIKE WE DO.

Permaloc has the most highly trained edging and restraint specialists in the world. A quick phone call to Permaloc will help you rest assured that your lines will stand the test of time. Our experts can quickly match you with the best product for your application from our more than 500 options. At Permaloc, we love edging so much that our families are tired of hearing about it. So, let us share our knowledge with you.

Find us at **permaloc.com** or contact us at **800.356.9660**.

landscapes > hardscapes > green build



 **permaloc**[®]
SUSTAINABLE EDGING SOLUTIONS



TRAVELS WITH JIM

follows Jim Huston around the country as he visits with landscapers and helps them understand their numbers to make smarter decisions.

LEARN TO FOLLOW

• **IT WAS EARLY JANUARY** when I pulled out of Park City, Utah, onto I-80 heading east to Sioux Falls, South Dakota. Unfortunately, 100 miles into this trip, fog smothered the road like a Hudson Bay blanket, reducing visibility down to 200 to 300 yards. I slowed down to an agonizingly slow pace. This wasn't the way I wanted to start my winter consulting season.

About this time, two pickup trucks passed me going the speed limit. It was obvious they were traveling together. Like a lead dog, the truck in front was setting the pace and ensuring that the road ahead was safe. The vehicle had heavy-duty fog lamps and excellent visibility because it sat high above the tarmac. I'll come back to this trip later in this article.

LOST IN IDAHO. It was right about the time of the 2008 economic crash when I started working with Chase Coates, president of Outback Landscape (OLI), in Idaho Falls, Idaho.

Chase was coming off a rough year and he knew that he needed to make some adjustments. Unlike so many young landscape contractors, Chase not only sought out new methods and advice, but he also implemented them.

We got together and began a process of budgeting, benchmarking, pricing and strategic planning. Upon departing his office (then in Rexburg,



JIM HUSTON runs J.R. Huston Consulting, a green industry consulting firm.

Idaho) the first time, I wondered if he would take the information that I gave him and implement it. It didn't take long before I had my answer.

Six months later, it was obvious that Chase had implemented the pricing and tracking benchmarks that we had discussed. By the end of the year, Outback Landscape had grown in sales by over 30 percent.

More importantly, the bottom line had improved significantly. But this was only the beginning of a 10-year run that would take Outback Landscape from a fledgling company to one of Idaho's premier Green Industry contractors.

BUILDING ON A SOLID FUTURE.

Throughout the next 10 years, Chase continued to study his business, the

green industry and the opportunities within his market. He continued to plan both strategically and tactically as he sought to master not only the big picture (threats and opportunities outside of OLI) but also the little picture (daily operations within OLI). Early on, we began talking about purchasing land and building a facility to house the company. This would help the company plant a flag, so to speak, in the southeastern Idaho market. It would also increase efficiency of daily operations and allow for future growth. We estimated that the new facility, with its efficiencies, would add from 1 to 2 percent to OLI's bottom line.

Internally, Chase focused on two very important elements of the company. First, he built a great team of field and office managers. Tyler Washburn, operations manager, has been with Chase almost since day number one. Arin Chunn runs the internal systems of the company. Kim Rubert and Kirk Jeppesen comprise

the design/build and sales portion of the team. These individuals allow Chase to focus on threats and opportunities as they handle the daily operations.

However, Chase knew that he needed not only to build a great team with great people in key positions. He also knew that he had to build great systems to hold everything and everybody together. He and his team did their research and implemented industry software to be used in conjunction with his accounting software.

A DECADE LATER. Ten years after first implementing a process of budgeting, benchmarking, pricing and strategic planning, Outback Landscape has grown more than ten-fold in sales revenue with a solid double-digit bottom line. Just this past February, Chase and his team moved into their new facility in Idaho Falls.

Like the lead dog that I was following to help me navigate through the fog to get me safely to my destination, Chase has followed in the footsteps of many others. He followed his father, Blair Coates, president of Coates Landscape Supply and his mother, Michelle Coates, the CFO for the company, who also teaches English at a local college.

Some people always want to be the lead dog, whether they're qualified or not. They often quip that the scenery doesn't change if you're just a follower. Smart individuals, on the other hand, realize that in order to become a leader, you first have to learn how to be a follower. Interestingly, as Chase continues to seek out top-notch mentors and coaches, he's become one himself because he knows the value of listening and learning from the experience of others. This is a lesson from which we can all learn. **L&L**

Contact Jim Huston
at jhuston@giemedia.com

INTRODUCING **STARIS**[®]

BY **eXmark**[®]



THE REVOLUTIONARY STAND-ON MOWER

Exmark[®] engineers reinvented the stand-on zero-turn mower from the ground up. The all-new Staris[®] delivers the commercial performance, durability, ergonomics and ease of service that landscape professionals need to maximize productivity and profitability. The Staris is available with 32- to 60-inch UltraCut[™] cutting decks and Kohler[®] EFI and Kawasaki[®] V-Twin engine options.

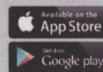
E- and S-Series models available

exmark.com



AUGMENTED REALITY EXPERIENCE

- 1 Download & Open Exmark AR App
- 2 Scan the Staris above
- 3 Explore



Download the FREE **EXMARK AR App** to see the Staris come to life with an augmented reality experience right in front of your eyes.

ASK YOUR DEALER ABOUT FLEET DISCOUNTS WITH THE PURCHASE OF TWO STARIS STAND-ON RIDERS



INSPIRE A LEARNING MINDSET

- **STARTING A NEW JOB** is like learning a new computer program. There's a huge amount of new knowledge and performance-related expectations to absorb while simultaneously becoming fluent in the language and jargon of the culture.

A general flood of information can take months to understand before new employees begin to feel productive. Without reinforcement and a framework for continuous learning, new hires are likely to become stuck on square one.

How many times have you started a new job and were told, "There's a desk, your computer is on order, and here's a stack of projects"?

I've discovered over the years that having an effective, progressive training process that focuses on optimizing a new hire's potential dramatically decreases potential damage control. What's more, it improves long-term culture fit, satisfaction, retention and loyalty.

Studies show a properly followed onboarding can improve financial impact. According to Michael Watkins, author of "The First 90 Days", it can take new employees six months to reach the "breakeven point," when the value consumed by the new hire begins to be overtaken by the value they produce. With the right onboarding approach, Watkins suggests time to



DAVID KRYSH

is the marketing and public relations consultant for Bruce Wilson & Co.

breakeven can be accelerated by up to 30-40 percent.

1. CREATE A MEMORABLE WELCOME.

You've successfully screened, negotiated with and brought on someone who will help you drive your business forward. Regardless of role, all new employees need to feel welcome. Make sure to plan ahead so their appropriate workspace is organized according to function; set up technology, communications tools and applications; provide office supplies, company manual, marketing materials, onboarding paperwork, employee lists, organization chart, business cards, uniforms, vehicles – even where to park their cars; have their company tool kit ready and waiting for them with a personal note welcoming them to the team.

2. DEVELOP AN

ONBOARDING SCHEDULE.

• **First day hourly schedule:** Lead office tour and introductions, and assigned time with each functional stakeholder. Allow time for HR paperwork not yet completed. Lunch out of the office (with company peers, not the boss). Don't give much of a break that first day – make it an immersive experience. Cover (repeat from interviews) company vision, core values, annual and quarterly targets, etc. End that day with a brief 1-on-1 that lasts between 10 and 15 minutes.

• **First week daily targets:** Set learning goals for meeting representatives from different operational areas and allow them to get familiar with their new routines. Pair them with a mentor or someone to shadow to promote team bonding and ask questions as they come up.

• **First month weekly objectives:** Visits to branch offices, clients and/or training programs are options to include here. End of month 1-on-1 meeting.

3. THE FIRSTS. Show them you care. End each milestone—the first day, first week, first month and first 90 days—with scheduled 1-on-1s. Get to know them personally and monitor the impact of your interaction to ensure the process is achieving the desired results. Ask questions and listen. Strive for a 2:1 ratio of hearing their perspective versus giving your own. Together, develop objectives they would like to achieve at each of these milestones that mutually align with your company's goals and plan for course corrections as needed.

Develop a personalized approach that works for your company and be consistent in rolling it out. Continually improving your onboarding program will reduce turnover, keep your employees engaged and productive and will result in winning the hearts and minds of new employees.

60 percent of employees are more likely to stay with a company for three years if they experience great onboarding. But the challenge is bigger than any one person or department. Whether office and managerial or field and clerical, the value of a structured onboarding program cannot be underestimated.

Onboarding is the perfect time to share your company's brand story, core values, big picture vision and structured way forward. A great onboarding program sends the message that you value what your new employee brings to your team and that you are invested in their professional growth as a win-win. Or as Richard Branson, founder of Virgin Airways, answered when asked, what if you train them to succeed and they leave? "What if you don't and they stay?" **L&L**

Contact David Krysh
at bwilson@gjemedia.com

WHERE STRONGER MEETS SMARTER



DINGO® TX 1000



DINGO® TXL 2000



TRX



STX

YOUR TIME IS VALUABLE. Make the most of it with equipment that performs day in and day out. Handle site prep efficiently with TRX trenchers and STX stump grinders. Then dig, haul, plant, build and much more with versatile Dingo® compact utility loaders. Toro has everything you need to stay productive, job after job. To find a dealer near you visit toro.com/dealer.





START WITH RETENTION

- **AS IF THERE WEREN'T ENOUGH CHALLENGES** for landscapers, it's become apparent that your organization better be really good at both retention and recruiting the right people. In today's reality, the employee market has most definitely shifted from an employer's market to an employee's market. Of course, most of you, if not all of you, already know this, right?

Here is what that means to you and your company:

- Construction in all industries has picked up, meaning your people are prime targets.
- People are leaving their current organizations for higher-paying positions.
- Studies show that at least 20 percent of your people are looking for new jobs right now.
- Your organization's ability to recruit and retain the right people is now critical.

If that isn't enough, those of you using the H-2B program are learning that it's becoming more and more unreliable. Additionally, if you've been relying on the H-2B program, your recruiting and retention skills have likely become rusty or non-existent. Beware!

If good employees are leaving and you can't find good ones to replace them, then you have a retention challenge. If you can't keep the good ones and can't fix the problem, it doesn't make sense to go out and recruit more people only to lose them because some areas in your organization need to be fixed.



BILL ARMAN is a landscape business consultant. He spent nearly 30 years at one of the industry's biggest companies.

Try these tips to improve retention at your company.

LISTEN AND LEARN. Conduct exit interviews, hold on-boarding meetings and even better yet, conduct stay on vboard meetings. Learn why people leave, why they came to work for your company and why they stayed at your company and build from there.

BUILD AND SHAPE THE RIGHT CULTURE. Every company has its own unique culture. How would you describe yours? Does it need some work? Do you have an awesome vision that people want to be part of and stay part of? Are your core values clearly spelled out and lived by everyone including the leaders. Remember, this can either be one of your most attractive recruiting and retention tools or, if it's not in good shape, your worst.

“IF GOOD EMPLOYEES ARE LEAVING AND YOU CAN'T FIND GOOD ONES TO REPLACE THEM, THEN YOU HAVE A RETENTION CHALLENGE.”

UNRESOLVED ISSUES. We all have them. What are the lingering issues at your organization? Maybe it's a bad culture, poor leadership, inconsistent application of procedures, favoritism or keeping too many “sacred cows” on board for too long. Sound familiar? Identify your key issues and get these resolved!

BE COMPETITIVE WITH PAY RATES. Learn what the true market value is for the people you are looking for and what it takes to keep the good ones on board. Ordinarily, pay is not at the top of reasons why people come or stay with you, but it is now for sure. Get your top performers up to market value stat!

TAKE STOCK AND GOOD CARE OF WHAT YOU HAVE.

Know who's currently on board and what performance and potential levels they possess. Rate and rank your team members. Get a sense of priority of who you need to focus on and know what is needed to keep your keepers. Identify development needs and retention strategies. Let them know you have an eye on them for moving on up.

HIRING AND ONBOARDING. It's important to make this a positive experience for new employees. Focus on ensuring their safety and providing them with the proper tools to become positive, productive team members. Upgrade this process now. Include a piece on your culture and values. Make certain they feel welcomed and appreciated. Include and involve leaders and owners. Assign a “buddy” for all new team members to help get them on board and to stay on board.

CAREER LADDERS. This is a great tool for both recruiting and retention. Break each position into three steps or rungs. **Example:** Lead Person – Crew Leader – Senior Crew Leader. Show graphically what skills, behaviors and results are needed to achieve each level. Once people get the “picture,” they know what is needed to move up the ladder! They can now actually visually see where they can aspire toward.

So there you have it, or at least a good start to answering the question: Which comes first, recruiting or retention? Start with retention.

Always remember that your success includes people at the core of your business. Your ability to find them and keep them (the right ones) is essential. **L&L**

Contact Bill Arman at harvest@gliemedia.com

100



27

**FOR THE
GREATER
GOOD**

36

**ROARING
IN THE
ROCKIES**

42

**A SEAT
AT THE
TABLE**

A SUPPLEMENT TO

Lawn & Landscape

SPONSORED BY

KOHLER®

Inspired work

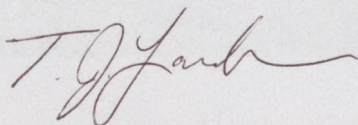
K **OHLER COMPANY** is both proud and excited to be a part of the Lawn & Landscape Top 100 list this year. In a rapidly changing environment, with challenges around every corner, it is inspiring to see the hard work of so many businesses paying off with such impressive growth. We congratulate all of Lawn & Landscape's readers for your dedication to advancing the industry.

The Lawn & Landscape Top 100 is based on 2018 revenue from landscape profit centers. Most information is reported by each company listed, and supplemental data are sourced from public records and reporting by L&L staff.

Companies on the list earned total revenue of \$10,221,735,143 in 2018, which is an increase of \$603,045,036 or 6.27 percent, compared to 2017. The average expected growth for 2019 is 10 percent. Companies on the list also reported total employment of 97,269. Eleven new companies were added to the list this year.

As we at Kohler Company approach our one-hundredth year of designing and building commercial engines, it is a perfect time to renew our commitment to helping you be the most productive and profitable business in your markets. From our industry-leading EFI technology to our non-stop quality improvement initiatives, our focus is simple: provide power that works for you.

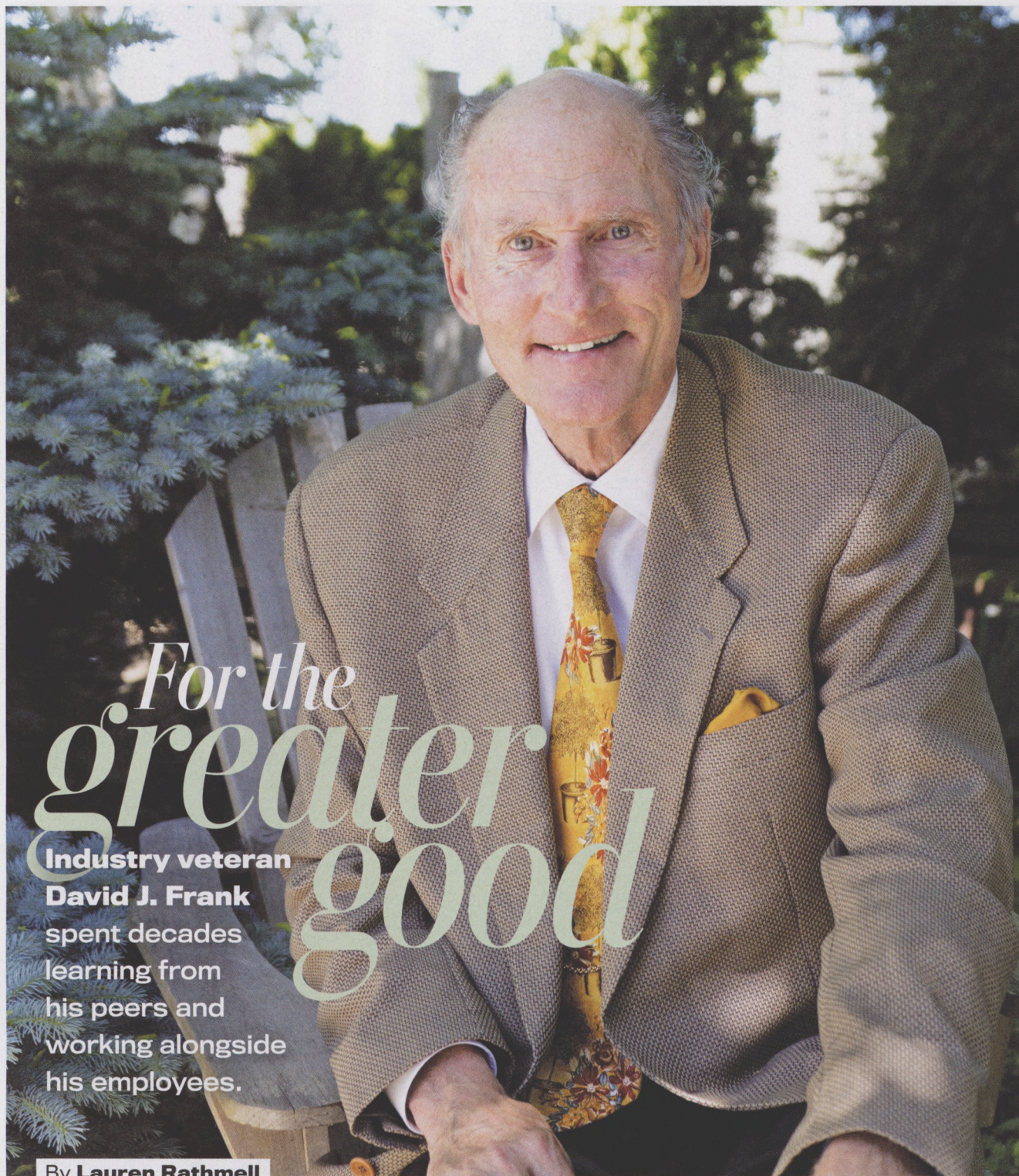
Since 1920, we have had the privilege of helping businesses like yours satisfy customers, grow and expand. We congratulate everyone on the Top 100 list and hope that we can continue to be a part of your continued growth journey for the next 100 years.



T.J. LANDRUM
VICE PRESIDENT,
MARKETING, GASOLINE ENGINES



Since 1920,
we have had the
privilege of helping
businesses like
yours satisfy
customers, grow
and expand.



For the greater good

**Industry veteran
David J. Frank**
spent decades
learning from
his peers and
working alongside
his employees.

By **Lauren Rathmell**

100

THE TOP 100

David J. Frank's employees and industry friends remember him for **his collaborative nature and willingness to learn.**



David J. was often found working alongside his employees at jobsites. David Shrode, the company's longest-tenured employee, says some of his fondest memories are of David J. working alongside him on jobs.

BELOW: David J. Frank pictured with his wife, Jane Frank.

In February, the industry lost one of its great leaders. David J. Frank, founder of David J. Frank Landscape Contracting, passed away after an illness. David J. spent roughly six decades in the industry. He quite literally grew up doing landscaping work. At nine years old, he roamed around his Milwaukee neighborhood, running his one-man business of mowing lawns.

His mother would drop him off at his furthest client and he would work his way back to the house, even employing other classmates as he got busier. At some points, he cared for roughly 30 lawns as a young boy. And it seems that his sense of work ethic and collaboration never left.

EMPLOYEE IMPORTANCE. With a business spanning 60 years and counting, David J. Frank built his company with the ideals that every employee was of value, and the success of his company was not just his own.

Dave Shrode, the company's longest tenured employee, joined David J. Frank in 1979. Shrode says some of his fondest memories of David J. were working alongside him on jobs.

"He worked with the crews side by side," he says. "He would show us how to trim and shape, he was such a hands-on, active individual."

David's son, CEO and president, David R. Frank, says his father had performed every service the company offered and it wasn't a



IT TERRIFIES TALL GRASS.

With best-in-class torque (CV224)* and lasting durability, our all-new Command PRO® commercial engines are custom-built to take down tall, wet grass — without bogging down.

So what're you waiting for?

Find yours at **KOHLERPOWER.com**



KOHLER®
IN POWER. SINCE 1920.

*Class defined as EPA Class I gasoline engines 225cc or below.

Make the other
grass green
with envy.



FINN gets the job done.

Time is money, and better performance means more profits. HydroSeeding® with FINN equipment is more efficient than sodding, broadcast seeding or any other method of establishing turf and controlling erosion.

FINN offers a variety of units ranging from 300-4000 gallon capacities that provide more power and operator-friendly options, all while keeping maintenance costs low.

More Jobs. More Success.

For more information or to locate a FINN dealer near you visit FINNdealers.com or call 855-543-2431.

FINN

SMARTER WAYS TO WORK™

©2018 FINN Corporation

100

THE TOP 100

David J. pictured alongside his son, David R. Frank. "(My father) taught me to work to continually improve myself and my company in every aspect," David R. says.



surprise to see him driving a piece of equipment from jobsite to jobsite.

David J. recruited Shrode at a career fair, and David J. pitched the company to him and Shrode began work in the summer.

"He was passionate, sincere and enthusiastic (about the company)," Shrode says.

When employees saw David J. roll up to job sites, they made sure everything was in shape. "(Everyone) would say 'look alert' and 'the boss is here,' so he really commanded a lot of respect," he says.

A side of David J. that people may not have always seen was the personal relationships he had with his employees, too.

"There was a soft side to him," Shrode says. "He would go out of his way to help in our personal lives."

Shrode recalls landing a big job at the P&H Harnischfeger building. He spent a year and a half on the property doing maintenance and grounds work, and when P&H had their 100-year anniversary celebration, David J. made sure Shrode was a part of it.

P&H gave out limited edition belt buckles to all employees to commemorate the an-

niversary, and David J. made a point to get one for Shrode.

"I had worked on the grounds all that time," he says. "So I felt that was really cool he went out of his way to try to get a belt buckle for me. I still have it now." Shrode says he would often do things like that to recognize his employees. "He didn't need to do those things, but he did them anyway," he says.

Even during the Great Recession, Shrode says David J. maintained the benefits he provided for his employees.

"A lot of companies were failing during those times not too long ago," Shrode says. "He pulled that off and survived it."

With a company of over 300 employees and six different branches, it could be easy for employees to get lost in shuffle, but David R. says his father made a point to meet every new employee.

"For many, many years before I took over from him, he met every one of our new team members and welcomed them to the company, carrying the history of our company and culture that we currently have and strive for," David R. says.

THE TOP 100 ISSUE

COMMEMORATIVE POSTER

100



Presented by

Lawn & Landscape

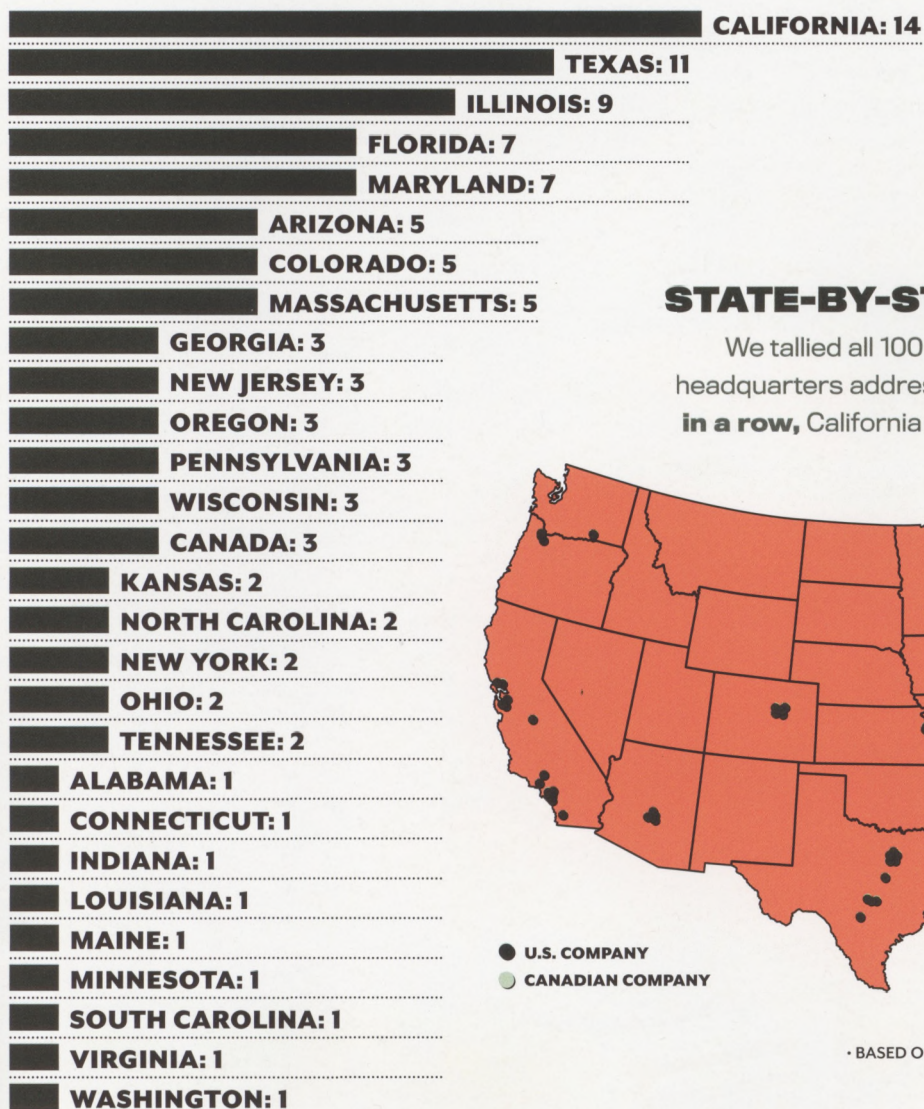
Sponsored by

KOHLER

STATE BREAKDOWN

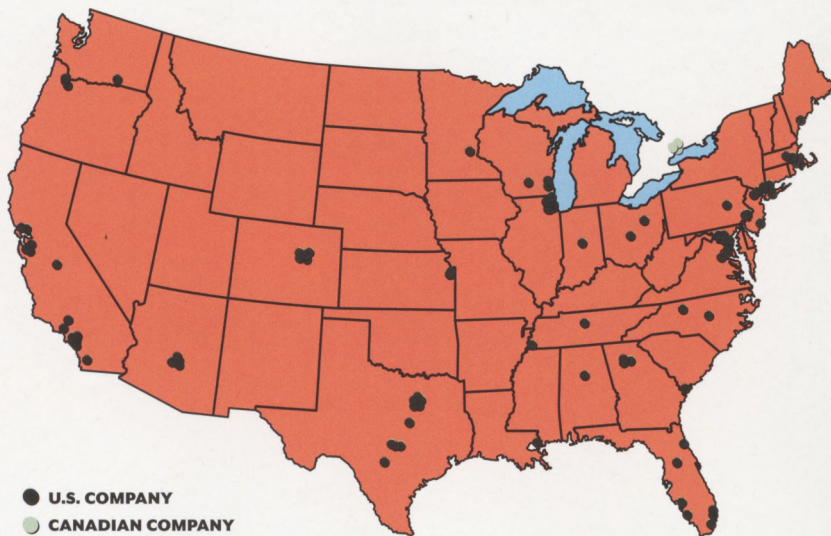
FIND OUT WHERE THE TOP 100 COMPANIES CALL HOME.

Once again, California houses the most top 100 companies with 14, followed by Texas with 11 and Illinois with nine. But revenue wise, it's a different story. Pennsylvania, with three companies, including the largest company on the list, generated the most revenue while Tennessee comes in second thanks to being home to the second-largest company on the list. Ohio claims the third-largest company and lands third on the list, while California and Florida round out the top five with a large percentage of companies on the list headquartered there.



STATE-BY-STATE CENSUS

We tallied all 100 firms' locations by headquarters address. **For the 10th year in a row**, California is at the top of the list.



• BASED ON DATA COMPILED BY LAWN & LANDSCAPE

TOP STATES BY REVENUE

PENNSYLVANIA	TENNESSEE	OHIO	CALIFORNIA	FLORIDA
'18: \$2,651,500,000	'18: \$1,404,027,944	'18: \$1,052,924,692	'18: \$769,988,692	'18: \$638,426,729
'17: \$2,549,000,000	'17: \$1,375,896,347	'17: \$951,700,000	'17: \$661,290,625	'17: \$656,803,116
+\$102,500,000	+\$28,131,597	+\$101,224,692	+\$108,698,067	-\$18,376,387

Presented by

Lawn & Landscape

Sponsored by

KOHLER

TOP 100

ABOUT THIS LIST

THE LAWN & LANDSCAPE TOP 100 is based on 2018 revenue from landscape profit centers. Most information is reported by each company listed, and supplemental data are sourced from public records and reporting by L&L staff.

- ▶ Companies on the list earned a combined revenue of \$10,221,735,143 in 2018, which is an increase of \$603,045,036 or 6.27 percent, compared to 2017. The average expected

- ▶ This year's list includes companies from 27 states and three firms in Canada.

- ▶ Revenue reported in Canadian dollars has

ABBREVIATIONS

%MT: Maintenance

%CLC/F: Chemical Lawn Care/Fertilization

%LD/B/I: Landscape Design/Build/Install

%II/MT: Irrigation Installation/Maintenance

compared to 2017. The average expected growth for 2019 is 10 percent. Companies also reported total employment of 97,269.

► **Brightview** does not include **US Lawns** revenue but does include franchise payments. The company acquired **Benchmark Landscapes**, 90, in February 2019.

► **Davey Tree** does not separate its landscape management revenue from its overall revenue.



INDICATES NEW TO THE LIST

been converted to U.S. dollars using the 2018 average conversion rate of 0.77.

► **Juniper Landscaping** saw the largest growth in 2018 with a 42 percent increase in revenue for 2018.

%IL: Interior Landscaping
%CR: Commercial Revenue
%RR: Residential Revenue
N/A: No Answer/Unknown

2019 RANK	COMPANY	2018 RANK	2018 REVENUE	HEADQUARTERS	EMPLOYEES	% CHANGE FROM 2017	% CHANGE EXP. FOR 2019	% MT	%CLC/F	%LD/B/I	%I/MT	%IL	%CR	%RR
1	BrightView	1	\$2,350,000,000	Plymouth Meeting, Pa.	20,000	6%	2%	N/A	N/A	N/A	N/A	N/A	100%	0%
2	TruGreen Cos.	2	\$1,369,000,000	Memphis, Tenn.	13,504	2%	5%	1%	82%	0%	0%	0%	14%	85%
3	The Davey Tree Expert Co.	3	\$1,020,000,000	Kent, Ohio	9,500	12%	1%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
4	Bartlett Tree Experts	4	\$297,000,000	Stamford, Conn.	2,000	10%	8%	0%	0%	0%	0%	0%	30%	64%
5	Yellowstone Landscape	8	\$230,300,000	Bunnell, Fla.	3,300	32%	10%	80%	0%	18%	0%	0%	100%	0%
6	Gothic Landscape	5	\$218,200,000	Valencia, Calif.	2,200	20%	9%	27%	0%	73%	0%	0%	95%	5%
7	Aspen Grove Landscape Group	6	\$187,000,000	Willow Grove, Pa.	2,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
8	Ruppert Landscape	12	\$184,900,000	Laytonsville, Md.	1,600	19%	6%	50%	0%	50%	0%	0%	100%	0%
9	Park West Cos.	7	\$176,000,000	Rancho Santa Margarita, Calif.	1,600	0%	0%	36%	0%	60%	0%	0%	100%	0%
10	LandCare	10	\$175,000,000	Frederick, Md.	3,200	10%	15%	100%	0%	0%	0%	0%	100%	0%
11	U.S. Lawns	9	\$172,050,000	Orlando, Fla.	2,250	3%	5%	68%	4%	15%	3%	0%	100%	0%
12	Weed Man	11	\$171,800,496	Mississauga, Ontario	NA	8%	6%	0%	100%	0%	0%	0%	5%	95%
13	Ferrandino & Son	13	\$145,000,000	Farmingdale, N.Y.	325	0%	6%	40%	0%	0%	0%	0%	100%	0%
14	SavATree	15(t)	\$138,000,000	Bedford Hills, N.Y.	1,133	27%	15%	0%	17%	1%	1%	0%	30%	70%
15	Lawn Doctor	14	\$128,400,000	Holmdel, N.J.	1,350	9%	5%	0%	90%	0%	0%	0%	5%	95%
16	Ambius	15(t)	\$114,500,000	Reading, Pa.	1,032	5%	4%	0%	0%	3%	0%	97%	100%	0%
17	The Grounds Guys	17	\$77,250,000	Waco, Texas	600	12%	20%	50%	10%	13%	1%	0%	50%	40%
18	Mainscape	18	\$72,900,000	Fishers, Ind.	1,050	-3%	3%	68%	6%	8%	8%	0%	100%	0%
19	Clintar Commercial Outdoor Service	25	\$71,700,000	Markham, Ontario	1,100	17%	10%	40%	0%	5%	0%	0%	99%	1%
20	Massey Services	20	\$71,601,729	Orlando, Fla.	2,060	6%	15%	0%	83%	4%	13%	0%	13%	87%
21	Juniper Landscaping	31	\$71,000,000	Ft. Myers, Fla.	700	42%	38%	40%	0%	44%	16%	0%	40%	60%
22	Rotolo Consultants	30	\$70,200,000	Sidell, La.	700	32%	17%	40%	10%	35%	10%	0%	100%	0%
23	Naturalawn of America	22	\$68,287,667	Frederick, Md.	743	7%	6%	0%	99%	0%	0%	0%	3%	97%
24	Acres Group	29	\$67,000,000	Wauconda, Ill.	865	20%	2%	40%	3%	25%	3%	0%	95%	5%
25	The Greenery	23	\$65,641,000	Hilton Head Island, S.C.	1,000	5%	5%	72%	0%	25%	3%	0%	90%	5%
26	Metco Landscape	28	\$64,000,000	Aurora, Colo.	550	12%	0%	20%	0%	75%	0%	0%	95%	5%
27	Spring-Green Lawn Care	27	\$62,200,000	Plainfield, Ill.	542	7%	7%	0%	95%	0%	1%	0%	7%	93%

28(t)	Denison Landscaping	24	\$62,000,000	Fort Washington, Md.	640	0%	5%	10%	0%	80%	8%	0%	98%	2%
28(t)	Garden Design	26	\$62,000,000	Farmers Branch, Texas	74	5%	3%	2%	0%	98%	0%	0%	32%	68%
30	Heartland	35	\$53,700,000	Mission Woods, Kan.	750	13%	8%	85%	0%	0%	0%	0%	100%	0%
31	Lucas Tree Expert Co.	33 (t)	\$53,000,000	Portland, Maine	650	8%	10%	0%	3%	0%	0%	0%	97%	3%
32 (t)	Cagwin & Dorward	37	\$48,000,000	Novato, Calif.	550	10%	8%	55%	0%	25%	10%	0%	100%	0%
32 (t)	Mariani Landscape	33 (t)	\$48,000,000	Lake Bluff, Ill.	550	-1%	7%	59%	0%	38%	0%	0%	10%	90%
32 (t)	Sebert Landscaping	40	\$48,000,000	Bartlett, Ill.	365	10%	10%	40%	10%	20%	10%	0%	95%	5%
35	Clean Scapes	32	\$46,581,000	Austin, Texas	526	-7%	22%	33%	1%	48%	14%	0%	100%	0%
36	Choate USA	39	\$45,759,649	Carrollton, Texas	170	12%	5%	0%	0%	60%	40%	0%	80%	20%
37	Dixie Landscape Co.	36	\$43,975,000	Medley, Fla.	305	N/A	2%	16%	0%	64%	20%	0%	100%	0%
38	Landscape Workshop	47	\$41,713,675	Birmingham, Ala.	574	20%	7%	65%	10%	15%	5%	0%	90%	5%
39	Baytree Landscape Contractors	52	\$40,600,000	Stone Mountain, Ga.	325	21%	15%	29%	0%	71%	0%	0%	100%	0%
40	Pierre Landscape	48	\$40,000,000	Inwindale, Calif.	260	N/A	20%	8%	0%	77%	15%	0%	85%	15%
41	Christy Webber Landscapes	53	\$39,000,000	Chicago	330	0%	9%	46%	0%	38%	0%	0%	75%	15%
42	Ryan Lawn & Tree	49	\$38,651,698	Overland Park, Kan.	310	13%	15%	0%	45%	5%	15%	0%	5%	95%
43	Chapel Valley Landscape Co.	41	\$38,500,000	Woodbine, Md.	500	2%	10%	65%	5%	20%	5%	0%	85%	15%
44	Greenscape	59	\$37,000,000	Raynham, Mass.	325	23%	8%	35%	0%	40%	0%	0%	98%	2%
45	R.P. Marzilli & Company	58	\$36,630,000	Medway, Mass.	205	21%	15%	21%	0%	74%	0%	0%	8%	92%
46	Elite Team Offices	46	\$36,500,000	Clovis, Calif.	265	5%	5%	20%	0%	80%	0%	0%	99%	1%
47	Teufel Landscape	43	\$36,370,000	Hillsboro, Ore.	340	3%	30%	14%	3%	70%	9%	2%	99%	1%
48	Schumacher Companies	64	\$36,000,000	W. Bridgewater, Mass.	300	10%	0%	0%	2%	88%	10%	0%	10%	90%
49	Bemus Landscape	44	\$35,560,000	San Clemente, Calif.	430	1%	10%	80%	0%	10%	0%	0%	99%	1%
50	AAA Landscape	57	\$35,500,499	Phoenix	610	20%	20%	50%	2%	4%	40%	0%	98%	2%
51	Gachina Landscape Management	55	\$35,477,671	Menlo Park, Calif.	425	9%	15%	59%	0%	30%	11%	0%	84%	13%
52	Landscape Services	65	\$35,027,944	Nashville, Tenn.	300	22%	15%	80%	1%	10%	5%	0%	98%	2%
53	Earthtones Design	71	\$33,400,000	Midlothian, TX	205	23%	5%	3%	2%	55%	40%	0%	90%	10%
54	Dennis' 7 Dees Landscaping	51	\$33,223,918	Portland, Ore.	275	0%	8%	14%	0%	48%	11%	2%	38%	39%
55	Signature Coast Holdings	*	\$33,320,000	Napa, Calif.	600	15%	30%	77%	2%	18%	1%	0%	91%	9%
56	Environmental Management	42	\$32,924,362	Plain City, Ohio	365	-7%	5%	32%	1%	57%	1%	0%	95%	5%
57	Beary Landscaping	61	\$32,500,000	Lockport, Ill.	300	8%	10%	41%	2%	24%	3%	0%	85%	15%
58	Complete Landscaping Service	60	\$32,155,737	Bowie, Md.	375	7%	7%	72%	4%	18%	2%	0%	100%	0%
59	SiteWorks	83	\$32,147,260	Chandler, Ariz.	225	39%	25%	18%	0%	59%	15%	0%	100%	0%
60	Russell Landscape Group	73	\$32,118,575	Sugar Hill, Ga.	525	22%	15%	41%	7%	14%	5%	0%	98%	2%
61	Caretaker Landscape and Tree Management	50	\$31,857,317	Gilbert, Ariz.	376	-5%	4%	30%	0%	60%	3%	0%	25%	75%
62	McFall & Berry Landscape Management	56	\$31,484,000	Annandale, Va.	385	3%	2%	58%	5%	23%	2%	0%	99%	1%
63	Maldonado Nursery & Landscaping	45	\$31,000,000	San Antonio	450	-12%	22%	34%	3%	42%	16%	0%	93%	7%
64(t)	Landtech Contractors	*	\$30,000,000	Aurora, Colo.	300	15%	6%	22%	2%	43%	31%	0%	100%	0%

TOP 100 NEWS & NO

Brightview's big 12 months

It's been a busy year for the nation's largest landscaping company. In June of 2018, Brightview officially went public as company CEO Andrew Masterman rang the bell on the New York Stock Exchange on June 28.

The initial public offering of 21,300,000 shares of the company's common stock was priced at \$22 per share raising \$468.6 million. Bright-View CEO Andrew Masterman said at the time that the move is not only a positive for BrightView but for the industry as a whole.

"This provides a platform for everyone to look to and say this is absolutely and unquestionably a very big and prominent industry," Masterman said.

"If your aspiration is to be someone who runs a smaller organization, that's great. If you have aspirations to be involved with a larger company, it all exists within the landscaping industry."

As of mid-April, the stock was selling at about \$15 per share and the 52-week high was \$23.42.

The company also made a handful

of acquisitions. In November, Brightview acquired Russo Lawn & Landscape while in January added Emerald Landscape Company.

In February, it acquired Benchmark Landscapes, based in Austin, Texas. Russo, located in Hartford, Connecticut, services 26 cities in the state and six more in Massachusetts. The commercial landscaping company has been in business since 1990.

Emerald specializes in commercial landscape maintenance, enhancement, tree care, turf management and irrigation services, employing more than 200 people. It operates branches in the Bay Area markets of Livermore, Hayward, Concord, San Jose, Manteca and Tracy.

Benchmark was founded in 2002 and provides landscape maintenance, design, installation, hardscapes, irrigation and tree care. It ranked No. 89 on Lawn & Landscape's 2019 Top 100 list and reported a 2018 revenue of over \$23.9 million.

Benchmark covers a service area from Austin to San Antonio, inclusive of the San Marcos and New Braunfels areas, and Corpus Christi.

The company operates six branches in four markets.

TruGreen names new president and three new executives

TruGreen appointed John Cowles as president and CEO in September after former president and CEO David Alexander retired.

Prior to joining TruGreen, Cowles was president and CEO at FXI, a producer for the home, healthcare, electronics, industrial, personal care and transportation markets. Cowles is a 30-year business veteran who has held senior leadership positions at major companies such as Touchstone Wireless, Kraft Foods, Campbell Soup Company and George Weston Bakeries.

In early 2019, the company also hired three new executives who will report to Cowles.

Michael Sims joined TruGreen as senior vice president and chief financial officer. In his most recent role as senior vice president and CFO of AdvancePierre, he led the company through an IPO and subsequent acquisition by Tyson Foods. At TruGreen, Sims will be responsible for driving sustainable revenue and EBITDA growth.



M&A IN THE TOP 100

**Brightview wasn't the only company
busy making acquisitions.**

Below is more Top 100 M&A news:

Anthony Conversa will serve as chief growth officer and comes to TruGreen from Brinks Home Security where he served as chief marketing officer and most recently, as president of the direct-to-consumer division. As TruGreen's first chief growth officer, Conversa will lead customer service, research and development, corporate communications and marketing for TruGreen.

As chief information officer, Ayman Taha brings 25 years of information technology experience to TruGreen. Most recently, Taha served as senior vice president of enterprise technology solutions at MGM Resorts International. At TruGreen, he will be in charge of developing digital technology designed to enable an improved consumer and associate experience.

Weed Man purchases rights to Canadian territories

In January, Brenda Rice, the co-founder and president of Weed Man, has announced her retirement after nearly 50 years of leadership. Keeping leadership in the Weed Man network, the CEO of the United States master franchisor, Roger Mongeon, will now take over leadership of the Canadian territories.

Mongeon formed a new company called TH Canada, and in total, the Weed Man team now oversees more than 680 territories worldwide. Weed Man was launched in Mississauga, Ontario, in 1970 by the late founder Desmond "Des" Rice and Brenda, his wife. The couple started franchising in 1976.

Jennifer Lemcke, Weed Man's chief operating officer, will work with all the Weed Man Canada franchisees. Through her efforts, the U.S.-based contingent of Weed Man was named one of the fastest-growing franchises by Entrepreneur Magazine's annual Franchise 500, earning the No. 59 spot in 2019.

• **Aspen Grove Landscape Group**, No. 7, acquired **Long Brothers Landscaping**, a family-owned business with more than three decades of experience. Located in Raleigh, North Carolina, Long Brothers serves the Triangle and Triad regions and is the second North Carolina company that Aspen Grove acquired.

• **Bartlett Tree Experts**, No. 4, announced in February that the company completed eight acquisitions in six months. The acquisitions were; **Tree Frog Tree Care** in Alberta, Calgary; **Colorado Treescapes** in Littleton, Colorado; **C.L. Frank and Co.**, in Northampton, Massachusetts; **Mellinger Tree Service** in Santa Monica, California. The remaining four acquisitions bolster the company's customer base in existing operating areas. These include **Clean Cutt Tree Service** in Wilmington, Delaware; **Pavey Tree** in Dwight, Ontario; **Weise Choice Tree Services** in western Connecticut; and **Connecticut Arborists** in Monroe, Connecticut.

• **The Davey Tree Expert Co.**, No. 3, acquired certain assets of **Landscape Management Services**, a commercial landscape management company based in Houston. The majority of the 60-person LMS team is still on staff.

• **Juniper Landscaping**, No. 21, acquired **Prestige Property Maintenance** in September. Prestige has been serving Dade, Broward and Palm Beach counties since 1986 providing landscaping services, and owns a 25-acre nursery. Prestige employs about 120 people, and the acquisition pushed Juniper's revenue to around \$71 million at No. 21 on the list.

• In September, **Westhook Capital**, a new Los Angeles-based private equity firm invested in **Metco Landscape**, No. 26. The investment was Westhook's first as a company. Metco, based in Aurora, Colorado, will continue to be led by Mark Tomko who will remain in his position as CEO.

• New to the list at No. 55, **Signature Coast Holdings**, a landscaping company with operations in Northern California and Nevada, has acquired **C&R Landscape** of Rocklin, California. Founded in 2001, C&R Landscape had specialized landscape maintenance services for multi-family properties. C&R also offered landscape construction and tree care services and earned \$10 million annually.

• **Stay Green**, No. 81, acquired **Pacific Crest Landscape** of Orange County, expanding its services throughout Southern California. Donnie Smith, owner of Pacific Crest, continued to supervise operations from the Orange County location that he first acquired in 2009. Smith will oversee the day-to-day operation of the former Pacific Crest team.

• In August, **Yellowstone Landscape**, No. 5, acquired **Somerset Landscape & Maintenance**, a \$30-million company based in Chandler, Arizona. Somerset was No. 54 on last year's list with \$32.8 million. The Somerset acquisition breaks Yellowstone into the Dallas/Fort Worth, Phoenix and Las Vegas markets for the first time. Somerset will join Yellowstone, who is owned by CIVIC Partners, a private equity firm based in Chicago. Also last summer, Yellowstone acquired Leaderscape, which is located in Palm Beach, Florida, and employs 100 people.



THE ULTIMATE COMMERCIAL ENGINES.

100 YEARS IN THE MAKING.

Since 1920, we've had one goal: build the best engines in the world.
Today more than ever we're committed to making our engines more reliable,
more durable and more fuel-efficient — so you can make more cash.
Find a dealer at **KOHLERPOWER.com**

KOHLER®
IN POWER. SINCE 1920.

100

THE TOP 100

Networking and sharing ideas to better the industry were among some of David J. Frank's favorite things about industry events.

CONSTANT COLLABORATION. Those who knew David J. say he was always eager to network and learn new things from his peers. Tom Lied, a longtime industry friend and employee, met David J. several decades ago. Lied owned Lied's Nursery and Landscape, and they would bounce ideas back and forth.

"He had a great value of the client," Lied says "In fact, he wanted desperately to please them and to do those things that the client chose, how they wanted him to do it and the way they wanted them done."

The transition from business acquaintance to employee happened when the economy took a turn, Lied says. Lied's son decided to put the business up for sale and David J. bought it. He also made sure Lied had a job with the company. Lied says David J. had

Even with over 300 employees, David J. made a point to meet each new hire.



 **AmericanHort**
Presents **CultivateTM 19**

July 13-16, 2019

Greater Columbus Convention Center
Columbus, Ohio USA

AmericanHort.org/Cultivate

Register Now!

Cultivate¹⁹ is your opportunity to experience the best event in the industry for cultivating personal, professional and business growth.

Nursery Production Tour

Visit Willoway Nursery, Ohio Agricultural Research Development Center (OARDC), and Davis Tree Farm & Nursery

What will you Cultivate?

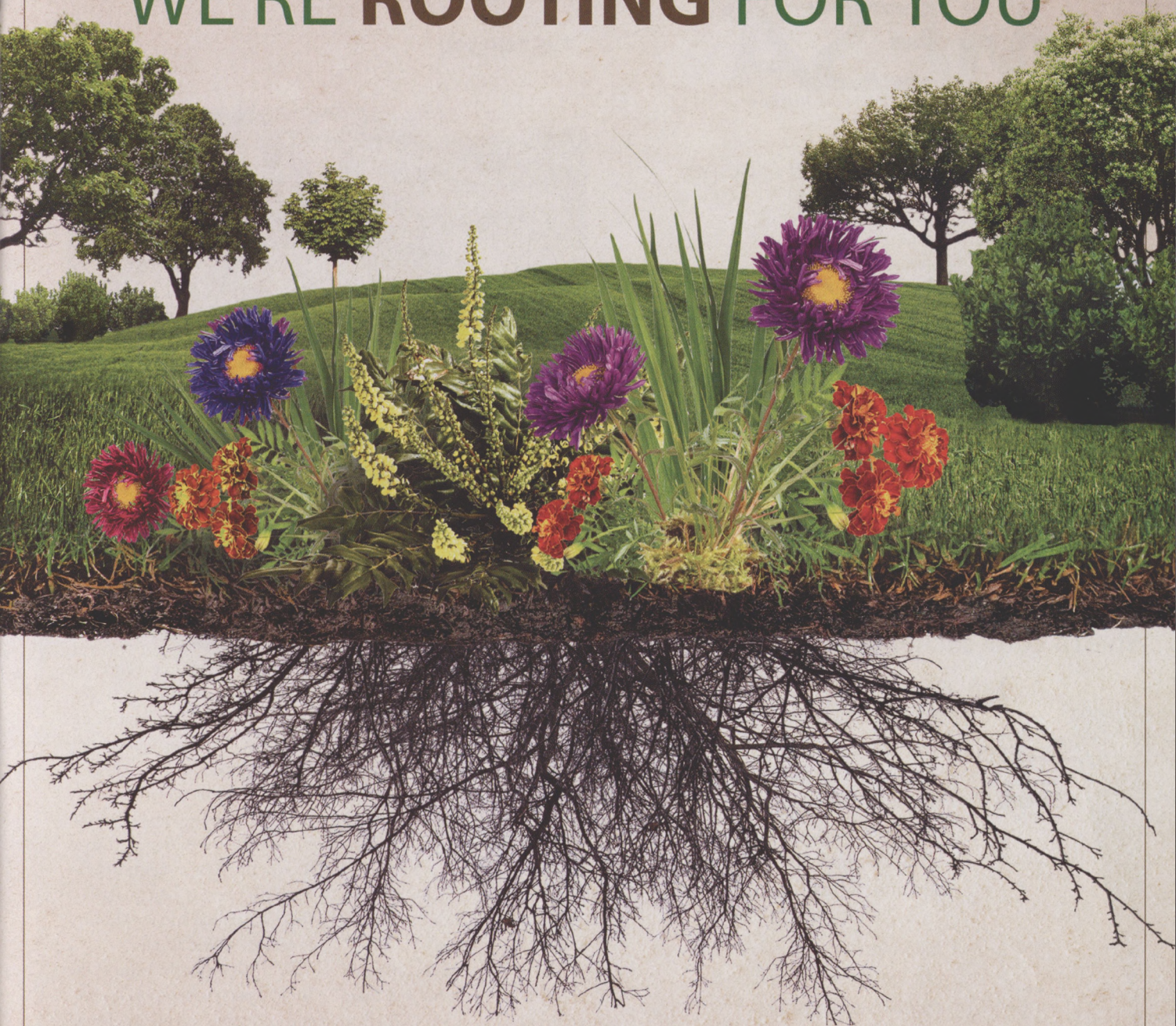
 **AmericanHort**

Cultivate: An Event for the Entire Green Industry.

Perform better, grow stronger, and prepare for the future as a member of AmericanHort, the green industry's leading association. Experience where it all comes together at Cultivate, the industry's premier event for new knowledge, products, varieties, and connections. Join us today, and see how we're better together. AmericanHort.org/Join

— ROOTS® biologically enhanced nutrients grow more beautiful, vigorous plants —

WE'RE ROOTING FOR YOU



Roots products contain specialized biological components including, mycorrhizal fungi, beneficial bacteria, chelated micronutrients and other biostimulants that improve the health of the soil, and the plant ecosystem.

Enhanced nutrition results in more vibrant colors, improved turf density and a sustainable solution for healthier, flourishing plants.

roots®

LebanonTurf

Best of all Worlds®
LebanonTurf.com 1-800-233-0628



It's not complicated
for better turf use better ingredients

MESA®
Patented Controlled Release Nitrogen

Long term feeding

Fewer clippings



Faster green-Up

Dark green
color

When it comes to fertilizer, choose MESA



MESA is a nitrogen source that combines quick release with slow release in a single particle. MESA provides dark green color without surge growth for up to 10 weeks. It's not complicated. For better turf, use better ingredients.

MESA technology is found in our ProScape fertilizer and combination products.

Learn more at LebanonTurf.com/technology/mesa

LebanonTurf

Best of All Worlds®

LebanonTurf.com 1-800-233-0628



100
THE TOP 100



David J. orchestrated a mowing business at the age of nine in his Milwaukee neighborhood. At some points, he cared for up to 30 lawns in the area.

a strong sense of giving back to the industry. He was involved in numerous trade organizations.

"He wanted to help to develop our industry and our opportunities," Lied says. "He spent his time and his assets in helping those associations move forward and assist the practitioners in feeling good about doing what they were doing and to conduct their business on a business-like basis."

The beginning of Lied and David J.'s relationship was based on the idea that it was their job to be good examples for the industry, so sharing tips as competitors was never a concern.

"Our philosophy was that we were responsible to lead and make happy our own client. But that in fact when we were also responsible to develop the industry by creating good companies to deal with clients in an appropriate manner," Lied says. "To help others do

the right thing didn't reduce our opportunity to sell, it just created a better environment in the industry and more people wanting something better."

His involvement with industry associations were some of his favorite industry memories. David R. says he enjoyed being able to openly share his best practices. "He felt he owed it to the industry as whole," David R. says.

With his son at the helm of the family business now, his lessons, and leadership will live on. David R. says he learned from his father that life is so much more fulfilling when you are doing something for others.

"He taught me to work to continually improve myself and my company in every aspect," he says. In fact, David R. says one of the final sentiments his father gave him was simply: "I owe so much to so many." **L&L**

SPECTACULAR IMPRESSIVE EXUBERANT FANTASTIC
ENORMOUS FLOWERS EASYGOING PRACTICAL CASCADE FRESH
DEPENDABLE STRAWBERRY RED MULTICOLORED FREE SPIRIT ENTHUSIASTIC
INSPIRING CHEERFUL WITTY SHOWSTOPPER
EXTROVERTED POETIC CAREFREE
CURIOUS JOYFUL
CHARMING FRIENDLY
FLEXIBLE TOUGH
SINCERE SMART
EAGER EASY
UPRIGHT PLAYFUL
ROMANTIC BOLD
ENTERTAINING WARM
ELEGANT ARTISTIC
IRRESISTIBLE



STRAWBERRY SUNDAE® HYDRANGEA

One of over 100 distinctive plants in the First Editions® family, thoroughly tested and selected for success in virtually every region of the country.



ROARING IN THE

Three companies from the Denver area debuted on the Top 100 list. Executives of each company give their perspectives on the rapidly growing region.

By Holly Hammersmith

If you need proof that Colorado is thriving economically, just ask Phil Steinhauer.

"I don't think we've ever seen a backlog like we've seen this year," says Steinhauer, owner of DesignScapes Colorado based in Centennial, Colo. "People are calling us earlier and we're going in earlier to design jobs with builders and contractors so that when these projects are ready to landscape, they're on the schedule."

Similarly, at Environmental Designs in Henderson, Colorado, President Shawn Ryan says contracts are already signed and have increased over 2018.

"Now we've got to perform," he says. "It should be a great year."

And over in Aurora, Colorado, Larry Overlay, president and CEO of LandTech Contractors, plans on continuing to grow his company in a steady fashion.

"We are very controlled in the way we grow, very strategic," Overlay says. "We also have plans to open up some more branch offices, profit centers and we are working on that as we speak."

THE LANDSCAPING MARKET. According to the U.S. Census, Colorado's population grew 1.4 percent in the one-year time span from July 1, 2017, to the same date in 2018, landing the state's growth rate at No. 7 in the country.

"We have had a lot of growth," Ryan says. "I think the benefit Colorado had is that we didn't see a lot of recession in 2008. A lot of people continued to move to the state, and I don't think it got hit as hard."

Real estate values weren't as bad as other areas and the state rebounded quickly, Ryan says, adding that the state's legalization of cannabis contributed to a booming economy.

"It brought a ton of money to the state," he said.

Steinhauer, whose company ranked 75 on the Top 100 list with \$27.5 million in 2018 revenue, points out changes in the population, including East coast transplants, also have contribute to the growth.

"I think there's a lure to head west," Steinhauer says. "I think that's always been part of the American dream. There's a little bit of a frontier feeling still here in Colorado."

The climate is also appealing.

"People are finding out Colorado's actually got the perfect weather, where you get four seasons but it's not extremely cold all winter long," he adds.

The practically year-round pleasant weather has helped with sales, according to Steinhauer.

Horizon *is* Your One Stop Shop For Everything Landscape.



IRRIGATION



OUTDOOR LIVING



LANDSCAPE



EQUIPMENT

At Horizon, we specialize in every major area of your business—and we do it all under one roof. With more over 70 locations nationwide, Horizon is the only full-service, green industry distributor in your area to offer a full range of products and support...all in one place.

Expect the best when you step into a Horizon store:

- Great Service and Prices
- Knowledgeable, Professional Staff
- Full Service Repair Centers With Factory Trained Mechanics
- Contractor-Grade Product Selection



Visit Your Local Horizon Today!
Scan the QR code, call us or visit us
at HorizonOnline.com to learn more.



Horizon

800.PVC.TURF | HorizonOnline.com
800.782.8873

irrigation | outdoor living | landscape | equipment

100

THE TOP 100

Colorado's population grew 1.4% in the one-year time span from July 1, 2017, to the same date in 2018, according to the U.S. Census, landing the state's growth rate at No. 7 in the country.

"That whole outdoor living – that's kind of a big part of being in Colorado," he says. "With outdoor living comes fire pits, outdoor fireplaces, extensions of living rooms into the outside."

Nearly every residential job performed by DesignScapes Colorado today includes some type of outdoor living space, he says.

"Landscape contractors are doing a ton of construction now, not just trees and shrubs and irrigation," Steinhauer says. "A lot of these spaces have patios and pergolas and outdoor TVs and kitchens and everything imaginable."

For Environmental Designs, a blend of high-end residential customers combined with commercial maintenance accounts has helped keep the company's book of business diversified, Ryan says.

"They have fed off of each other really well and the economy is going strong. Construction is booming," he says. "We've been really lucky with snow. We've been lucky with commercial maintenance, floral install. We do a ton of floral (seasonal color) too."

His company employs around 300 workers during peak season, of which anywhere from 50 to 100 can be seasonal workers. Environmental Designs landed at number 92 on the Top 100 list with \$23 million in 2018 revenue.

Ryan predicts growth for the industry will continue.

"I see Colorado as being a great marketplace as far as continued growth for the next few years," he says.

CURRENT CHALLENGES. While jobs in the state may be plentiful, and landscape projects in demand – labor is an issue just like it is across the country.

"The negative is there's no labor. I mean none," Ryan says. "The limit to your growth is people, not ability. I got jobs I can't do because I can't find more people."

Both Ryan's workforce and workers in the landscape industry in general in Colorado are aging, he says.



"The '90s were phenomenal. I could go to my guys and say I need 20 workers and I could have 20 new guys shows up to work within a week," he says. "Today, in Colorado, I can run ads, do flyers, we have one person dedicated to recruitment, and it's unbelievably painful to find people."

Part of the issue is education that there are more opportunities in the industry than simply mowing a lawn or only working for a season, Ryan says. Part is also the reality that there are other opportunities and industries to work in that may seem more appealing.

"It's hard work, long hours, it's just really demanding for the pay," he says. "And due to the fact that we do snow removal, it becomes a full year-round job. You don't really ever get a good break. You're always working."

FEATURED COMPANIES

LANDTECH CONTRACTORS
Aurora, Colorado

Rank: 64(t)
Revenue: \$30 million

DESIGNSCAPES COLORADO
Centennial, Colorado
Rank: 75
Revenue: \$27.5 million

ENVIRONMENTAL DESIGNS
Henderson, Colorado
Rank: 92
Revenue: \$23 million



More than financing, it's a growth builder

You may not realize what a difference financing for your customers can make. But a majority of landscaping companies offering a program are able to take on more work and land bigger jobs — over \$8,000 on average.*

Let's keep your business growing with financing through the Wells Fargo Outdoor Solutions® credit card program.

Visit us online at wellsfargo.com/outdoorsolutions or call 1-844-259-5329.



Wells Fargo Outdoor Solutions Credit Card Program | Strong credit limits
Competitive pricing | Revolving line of credit for future projects | Simple online & mobile tools

*Lawn & Landscape Smart Finance Survey, Dec. 2018.

© 2019 Wells Fargo Bank, N.A. All rights reserved. IHA-6350101 0119

100

THE TOP 100

While jobs in the state may be plentiful, **finding labor remains a struggle in Colorado** – just like the rest of the country.

COMBATTING WORKFORCE ISSUES. In order to get around the labor issue, many companies are using H-2B workers, alongside other tactics. DesignScapes Colorado has used H-2B workers for about 14 years.

“There’s not a lot of people beating down the door and that’s why we rely so heavily on H-2B,” Steinhauer says.

“Obviously that program is very challenging; to operate a business not knowing if it’s going to be around next year or how it’s going to be managed.”

At Environmental Designs, similarly, H-2B workers have been used for about 12 years now.

At LandTech, Overley sees some positives to the program, despite the unpredictable nature of using a temporary workforce.

“It fills the void when you need more labor,” Overley says. “The beauty of it is, it is temporary. We have been using that program now for 19 years.”

His company employs more than 300 workers during peak season and landed at 64 on the list with revenue of \$30 million.

Overley says his company utilizes both internal and external recruiters to seek out talent.

“Our HR is very good at vetting people. We are very aware of the need, and perhaps the challenges, that go along with personnel and how you really have to vet them,” Overley says.

In addition to using the temporary legal VISA workers, these Colorado landscape contractors are thinking hard about how to bring in more full-time, permanent workers.

“We’re networking with job fairs now. Getting associated with high schools and junior colleges and trade schools to spread the word that you can make a career in the landscape industry,” Steinhauer says.

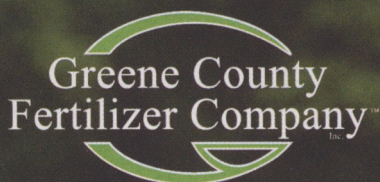
“It doesn’t have to be behind a shovel but there’s estimators, there’s designers, there’s project managers, there’s accountants, there’s administrators.”

Likewise, Ryan says his team has been working with schools to look for young talent. He has also been working on company culture.

“We do a lot of things for culture. We have a scholarship program that we do,” he says. “We do a lot of recruitment events, community development.” **L&L**

The author is a freelancer based in Ohio.

Take your Lawns to the **NEXT** Level



MOVING FERTILITY FORWARD

High Performance Plant Nutrients • Fertilizers • Specialty Products • Soil Amendments
1.855.606.3378 • greenecountyfert.com • Buy and Ship Direct

JUNGLE WHEELS



BETTER THAN EVER!

Increased durability of the wheels by adding a steel belt to the tires

More substantial weld on the hub which creates a more secure assembly

Added castle nuts to the arm assembly for added strength

Platform now features an adjustable neck for level alignment

Increased the size of the grip pin for an easier connect/disconnect



ACCESSORY PRODUCTS

1.888.844.JIMS • junglejimsap.com



Manage and grow
your lawn care or
landscaping business
with software
by the pros for the pros.

Increase productivity

Increase customer satisfaction

Increase efficiency

Decrease costs

Decrease scheduling & routing time

Increase accuracy & accountability

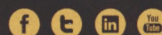
It's your business, on your time,
on any device!



LET'S GET STARTED!

RealGreen.com/MobileGrow

(855) 278-0236



a seat at the table

DLC Resources developed a leadership training program to break down walls and create more dialogue between employees.

Silos tend to form as companies grow. You've got your office and field silos. Then, there are operations and sales silos. There are silos of executive leadership, department managers and field supervisors. Field labor has a silo of its own, too.

"We have been really fortunate in our 30 years of business that we have gained so many talented people, but we were seeing situations where maybe people weren't necessarily confronting each other to solve issues," says Rebecca Herro, the chief development officer of DLC Resources in Phoenix, Arizona.

Rather than having direct conversations, creating "work arounds" can be more comfortable. For example, if Joe doesn't complete his part of a project, his teammate Tom goes straight to the boss rather than talking to Joe about it. Or, maybe emails are sent back and forth rather than teammates having face-to-face conversations.

By **Kristen Hampshire**

• THE PROS OF BEING A PRO •

INSTANT ANSWERS

Our newest branch is always open and never further than a click away. With SiteOne Online, you can order supplies and view inventory from any computer or mobile device. It's a new option for growing your business—and one more reason the industry's top pros choose SiteOne.



The New SiteOne Online



CHECK PRICING AND INVENTORY

See your price and what's
in stock at your branch.



SHOP 50,000+ ITEMS ANYTIME

Access our full catalog
from any device 24/7.



PLACE ORDERS FROM ANYWHERE

Order online for in-branch
pickup or job site delivery.

Set up your free account today at SiteOne.com/Online.

100

THE TOP 100

DLC Resources has tried to avoid creating silos in its various departments by creating a leadership development program.



We are an employee-owned company, so employees naturally are more engaged in the business ... our employees are now working toward their own retirement plans, and that brings a different perspective.

Rebecca Herro, chief development officer, DLC Resources

At DLC Resources, which ranked 86 on the Top 100 list with \$24.9 million in 2018 revenue, a desire to foster employee engagement resulted in forming a leadership development initiative that combines two programs: Everything DiSC, a personal development experience; and The Five Behaviors of a Cohesive Team, based on New York Times bestseller Patrick Lencioni's work.

So far, the entire leadership team, including operations, department and field managers, have completed the six-month program,

which involves meeting every three weeks and "homework" between sessions. Now the company is rolling out an adapted version for its crew foremen.

"We are seeing better conversations and an improved ability to provide helpful feedback," Herro says. In fact, they have no choice but to chime in because a key component of the program is commitment to sharing. "Along with that is the idea that everyone has to weigh in at meetings, even if they don't get their way," Herro says. "If you

VoiceforPest
voiceforpest.com



A MATCH MADE IN ROI HEAVEN

Intelligent call routing + a 24/7 lawn sales team.
Stop losing leads and start stacking Benjamins.

Call 833-837-7546



slingshot
getslingshot.com

100

THE TOP 100

Rebecca Herro, the company's chief development officer, says buy-in from top executives is key in designing leadership programs.

are in the room, you have to participate. You are not allowed to say, 'I don't have anything to say.' You have to engage."

DESIGNING A LEADERSHIP PROGRAM.

Buy-in from the top is critical when developing a leadership development program, Herro says.

"We are an employee-owned company, so employees naturally are more engaged in the business," Herro says. "Our profitability is what drives the (Employee Stock Ownership Plan) value, and everyone's ability to build wealth. So, with this substantial change in our company structure in the last 10 years, our employees are now working toward their own retirement plans,

and that brings a different perspective."

Specifically, employees are motivated to make decisions that save cost, improve efficiency and drive profitability. They may bring up an idea to save time and labor, Herro says. The ESOP is a conversation starter.

"Employees might say, 'I've been thinking about the ESOP,' and it gives them an 'in' to have a conversation with their supervisor that they might not have had before," Herro says.

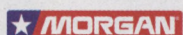
The leadership development program continues and expands this momentum by reinforcing a culture of conversations and collaboration. Not to mention, the program is an investment in leaders and team members. In a challenging labor market, offering such development can give a company a competi-

tive edge. "Our ability to hire, train and retain employees is probably the most important thing we do every day, so this is another way a program like this can help," Herro says.

DLC Resources looked into different program options before creating its leadership development initiative. It selected its current program because of the focus on behavior and how different personalities interpret information and communicate with each other. "It's interesting to hear employees share how they interpret a statement," Herro says. "You assume that people think like you. You learn how people perceive information and the way they look at ideas, whether a person is naturally skeptical or naturally more accepting, or if they work at a fast or more moderate pace.



Standard Stake/Platform bodies as well as the Innovative Proscape Van with Heavy-Duty Door/Ramp to Help Protect and Secure your Valuable Equipment!



www.morgancorp.com • 800-666-7426

TURBO TURF HYDRO SEEDING SYSTEMS

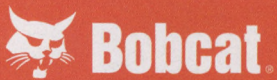


HM-500-T \$9,995.00



TURBO TECHNOLOGIES, INC
1-800-822-3437 www.TurboTurf.com

BOBCAT.COM/DONETOUGH



One Tough Animal.

It's your ambition. It's your drive to succeed. And it's your Bobcat® equipment that brings it to life. When your competition says it's impossible, you can say yes.

Bobcat is a Doosan company. Doosan is a global leader in construction equipment, power and water solutions, engines, and engineering, proudly serving customers and communities for more than a century. Bobcat®, the Bobcat logo and the colors of the Bobcat machine are registered trademarks of Bobcat Company in the United States and various other countries.
©2019 Bobcat Company. All rights reserved. 11375

100

THE TOP 100

Owning those characteristics and having the group acknowledge that can go so far.”

Herro says the personality profiles have been enlightening. “We’ve had people say, ‘I had no idea you felt like that!’”

Combining the two programs rounds out DLC Resources’ leadership development program by integrating the concepts of trust, productive conflict, commitment to decisions, accountability and achieving collective results. This is the teamwork and collaboration piece that helps tear down organizational silos.

For example, a team member brings an issue to the boss, who asks, “Did you talk to the person you have an issue with?” The employee says, “No, I’m bringing the issue to you.”

Herro says, “Since implementing the leadership development program, we are seeing



much more collaboration and more conversations between co-workers. The most significant area of growth has been in a willingness to give feedback to the correct person.”

CULTIVATING COLLABORATION. Sure, there is some stalling that naturally occurs when launching a leadership program. There’s work to

do – homework. Participants must do more than just show up and listen. They have to participate, and that can be uncomfortable at first.

“We built in homework where they had to test out the concepts we discussed in workshops, and the first couple of sessions, some people were coming unprepared and we had to call a timeout,” Herro says. “We had

PHOTO COURTESY OF DLC RESOURCES

ULINE

LAWN AND GARDEN ESSENTIALS

ORDER BY 6 PM FOR SAME DAY SHIPPING
1-800-295-5510 uline.com



GET TO KNOW CEIBASS

Catch a Bigger Future.

You Can't Get a Loan For Retirement.

If your nest egg is in your lawn & landscape business, *Get To Know Ceibass*. We'll nail your exit strategy. Max your value. Rock EBITDA. Get your biz "Buyer-Ready" & zoom-in on the perfect sale. Now is the time. Nobody is more connected or more experienced in the green industry.

Call Tom today **303-974-7577**.

ceibass
VENTURE PARTNERS LLC

www.ceibass.com



GET \$3,500 BACK ON SSL/CTL AND MINI EX COMBO

STOCK UP AND SAVE



BUILD YOUR TEAM FOR THE BUSY SEASON. Now through June 30, when you buy a CASE skid steer loader or compact track loader, and a C Series mini excavator, you get \$3,500 cash back*. It's the perfect partnership of attachment versatility, nimble digging capabilities and serious savings.

GET YOUR OFFER AT:

CaseCE.com/StockUp

CASE
CONSTRUCTION

SINCE 1842

*The \$3,500 cash back offer is valid through June 30, 2019 on a purchase of both (i) an eligible CASE Skid Steer Loader or (ii) an eligible CASE Compact Track Loader and an eligible new CASE Mini Excavator from a participate CASE dealer. Eligible equipment includes new CASE SR210, SR240, SR270, SV280, SV340 Skid Steer Loaders, new CASE TR310, TR340, TV370, TV380, TV450 Compact Track Loaders and new CASE CX30C, CX37C, CX57C, CX60C Mini Excavators, built after September 1, 2016. Offer not valid with sales using rental, government, strategic, public utility, nonprofit/charitable or pass-through contract sales discounts. Offer valid at participating CASE dealers in the United States and Canada. Dealer participation may vary. CASE CE reserves the right to modify or cancel this program at any time, however any retail sales orders placed or purchase orders received by dealer prior to cancellation will be honored. ©2019 CNH Industrial America LLC. All rights reserved. CASE is a trademark registered in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates.

100

THE TOP 100

Herro says leadership development programs make meetings more difficult – and worth it – because everyone is willing to contribute.

to say, 'If we are serious about this initiative, we can't let that happen. We need to dig in.'"

After that initial snag, managers recognized the work they did outside of the sessions was integral to helping them grow as leaders.

"It has been a neat process to lead, and interesting when you see people have those 'aha moments' where a light bulb comes on and they think, 'I could try that,'" Herro says. "It empowers people to ask questions and recognize it's not about their titles. They are members of a team and have a responsibility to ask questions and have tough conversations."

Overall, team members involved in the program were striving to do better. They personally and professionally wanted to improve for the sake of driving the company

forward. Because again, when the ESOP wins, everyone wins.

Now that senior leadership has participated in the program, Herro says the key is to continue the momentum.

"We brought in a consultant who helped us kick off the program and mentored us, and she has been instrumental in its success," Herro says, recommending that companies wanting to roll out a leadership program seek a third-party pro to assist with facilitating the process and holding everyone accountable.

"We got the groundwork for the program and how we wanted to frame it, then we talked about how we want the program to live – how we keep it going," she says.

Further, Herro earned accreditation in

both programs the company uses, basically becoming the in-house expert.

Her advice: "Get certified in the program you are going to deliver so you really know the content."

Does leadership development make everything in business easier? Not exactly. Meetings are actually harder. "You're getting it all out there," Herro says.

But she says the results are far better. When implementing a direction or initiative, leaders are using more "we" than "they."

"There is more ownership of decisions, and our meetings are definitely more energized," Herro says. "And we are getting better outcomes because everyone is pulling in the same direction." **L&L**

What they are saying about The Clendenin Consulting Group...

"The genuine interest that Greg Clendenin takes in helping me with my company is deeply appreciated and extremely helpful. Greg is a real think-partner in analyzing the current situation and options for real improvement. He also advises and assists in implementation of solutions which result in significant impact to revenue, reduction in costs, revenue synergies and much improved bottom line profit. I keep Greg on a monthly retainer now. It is such a great help to have someone with his resume on our staff, so to speak. The time spent with Greg Clendenin is a real shot in the arm."

Darrell Lee
CEO, *Future Services, Inc.*
PCT Top 100

"After my partners and I built a large, Top 100 lawn spray and pest control company, we decided to sell our business. We asked Greg Clendenin to advise us on the deal. He handled the entire process from start to finish in a honest, expert, straightforward and professional manner that advanced the transaction to a successful closure and enabled positive relationships to remain in place post-close."

Joe Patti
Former Majority Owner, *Heron Lawn and Pest Control, Inc.*
aka *Heron Home & Outdoor*

Learn more... www.theclendeninconsultinggroup.com

CCG

THE CLENDENIN CONSULTING GROUP

Proslide^{XT}
The Smoothest Riding Sulky!

**Better Stripes
More Referrals
More Income**

Unique folding design automatically retracts out of your way.

GRIDIRONTM
Custom Tool Storage

844.240.8695 • www.GRIDIRONCTS.com

STIHL



BATTERY POWER. MADE BY STIHL.

REAL VERSATILITY

ONE POWERHEAD, MULTIPLE ATTACHMENTS.

The new battery-powered STIHL KombiSystem offers landscapers game-changing versatility. With up to 13 attachments and the added convenience of battery, the STIHL KMA 130 R delivers powerful, clean and quiet operation perfect for any landscaping job.



NEW
KMA 130 R
KOMBI SYSTEM

13 ATTACHMENTS & ACCESSORIES

BLOW



TRIM



CLEAR



EDGE



EDGE



PRUNE



HEDGE



HEDGE



CUT



DEFINE



CLEAR



SWEEP

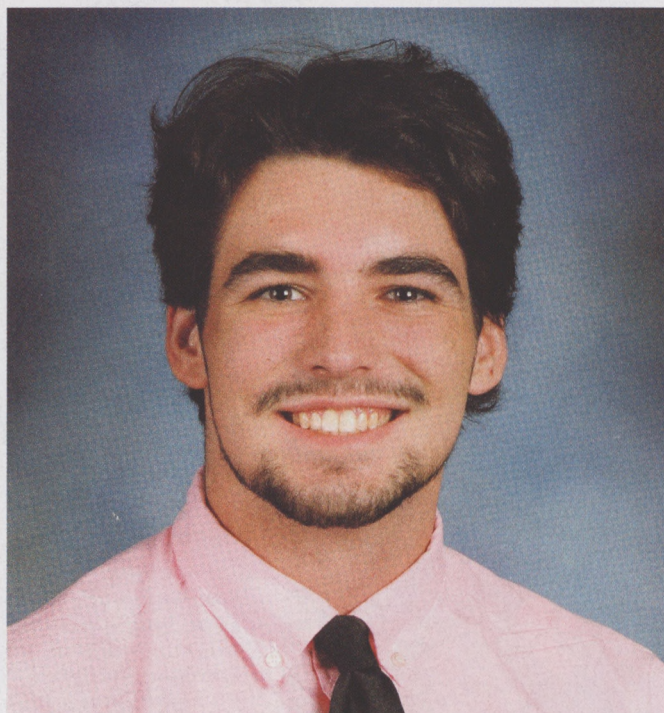


CULTIVATE



FOR MORE INFORMATION,
VISIT: STIHLUSA.COM

October 27, 2018, started just like any other Saturday at our home. We had errands to run, carpools to drive and other things on our to-do list. Our son, Jack, knew we wanted to go over a few things with him, so he came into our room early that morning and snuggled between my wife, Patty, and me. Little did we know that this would be the last conversation we would ever have with our boy.



Shortly after our time with him that morning,
**Jack went down to our basement
and took his life in a storage room.**

DEALING WITH DEPRESSION

Story by **Joe Kujawa**

Z500 SERIES ZERO-TURN MOWERS

POWERED BY YAMAHA

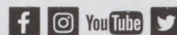


Five Years or 1,250 hours
See a participating Husqvarna
servicing dealer for details

MASTER TOUGH TASKS WITH REMARKABLE OUTCOMES.

Husqvarna zero-turn mowers get your work done quickly and efficiently. Designed specifically to endure tough working conditions, the Z500 Series feature rugged chassis, heavy-duty casters, convenient operator interface, easy service access and higher ground speeds for uncompromised cutting results. HUSQVARNA.COM

Connect with
HusqvarnaUSA



Husqvarna
READY WHEN YOU ARE

I think Jack took his life because he thought everyone would be better off without him. He could not see the value he brought to this world and all the lives he touched in both small and big ways.

HE COULDN'T HAVE BEEN MORE WRONG.


Jack was one of the growing number of teens in America battling mental illness. Suicide is reaching epidemic levels in our society. Today, suicide is the second leading cause of death among individuals between the ages of 10 and 34. I am not here to give advice, but to share our story so that it may validate some of the feelings others in our position may have or may open conversations with those you are worried about.

SEEKING HELP. For us, it started his freshman year in high school when he had his first attempt; we ended up checking him into a psychiatric hospital. There were two more attempts and hospitalizations before it culminated that October morning. We often walked on eggshells living with our own fear, anxiety and exhaustion, mostly because despite our best efforts, we often felt ill-equipped and unsure if what we were doing was right.

My wife and I faced different challenges. Patty was on the front lines. She made sure all his appointments were scheduled and that he got there. She sent Jack's teachers introductory emails about his mental illnesses and kept an open dialogue with them to report changes in Jack's behavior.

Patty would be the one who called school, letting them know Jack needed a mental health day. Even though she works from home, Patty would cancel her plans to spend the day with him, sometimes just sitting next to him so he wouldn't feel alone. Patty was the one that handled him and whatever struggle he was facing when he got home from school. She would do all this while being a loving mother and trying to make sure our other children, Kate, 21, and Ben, 16, never felt neglected or less important than Jack.

I tended to compartmentalize the issue to help me focus (as much as I could) on my landscaping business during the day. At the office, my dad or brother would listen and be supportive. We all knew it was serious – after all, he had tried to kill himself three times. It didn't make any sense to us, but I could tell my family and friends had trouble reconciling the Jack they knew with the one I would describe.

 **EDITOR'S NOTE:** Lawn & Landscape asked Joe Kujawa, vice president of Kujawa Enterprises, a landscaping company in Oak Creek, Wisconsin, and his wife, Patty, to tell the story of their son, Jack, who took his own life last year. You can learn more about Mental Health Month, which is in May, by visiting nami.org/mentalhealthmonth.

Outside the house, Jack was a popular and friendly guy that exuded confidence. He was a fun, caring, thoughtful kid that loved doing whatever he could to brighten someone's day. It wasn't unusual for him to show up at school in his Leprechaun suit or some other costume, or drop off a surprise milkshake at a friend's house. Jack loved his beard and his flowy locks, lighting fireworks with friends and talking with girls.

He earned his varsity letter wrestling as a freshman, and also played football until the depression caused such exhaustion that he could no longer do it. Just before he died, a friend discovered that he would go to his car during free periods to nap so he could make it through the rest of his classes.

At home, Jack balked at his homework, often wouldn't brush his teeth or shower, and rarely helped with dishes or chores. He slept in, played way too much Fortnite and regularly would not come home on weekends. He scoffed at our attempts to create consequences to his actions and it was almost

impossible to find something that mattered to him. If we shut his phone down, he would respond, "whatever." If we took the car keys, we'd get a "who cares." If we tried to ground him, he would just leave.

We tried everything: individual and family counseling, dialectical behavioral therapy, psychiatric medications, hospital stays and more. We read and we prayed. We didn't give up and we did see some improvement. Yet with all this help and support, he still did not see his worth in this world. Jack developed better coping mechanisms, but over time he also developed a greater ability to hide his true feelings – something that others with depression say is common. It isn't unusual for people with depression to become too embarrassed or ashamed of what they are feeling to openly talk about their issues.

Depression is hideous – it is a grueling disease that carries a stigma so intense that many would rather endure their own pain than seek help. It's not sadness, it's self-loathing with an overwhelming sense of loneliness and lack of self-worth. It takes whatever good is in your life and in your mind turns it into a negative. Survival is the most basic of human instincts, yet this disease makes you contemplate killing yourself; it is not logical and it doesn't respond rationally. It often left us at a loss for what to do and filled us with self-doubt.



Improving Rooting,
Increasing Nutrient Availability
& Creating Healthier Plants

XChange

TO ENHANCE TURF AND LANDSCAPE
PLANT PERFORMANCE

XChange from Turf Fuel® is the result of over ten years of university research and has a proven history of helping customers improve turf and landscape plant performance.

XChange increases nutrient availability and helps safeguard plants from sodium in the soil by delivering a heavy dose of **humic** and **fulvic acid**. The root driving **sea kelp** and biostimulants in XChange are true difference makers when it comes to surviving intense stress.



Turf Fuel®

TSP L&L AD R2_SC-18-19



Contact us to learn more | info@target-specialty.com

target-specialty.com/xchange |





MOURNING THE FUTURE. Exhausted and worried, we were lucky this challenge drew us closer as a married couple. I know it is not always that way. We also grew stronger in our faith and thankfully so did Jack.

When he wasn't in a depressive state struggling with his own demons, Jack found strength in his faith and helping others. He served on the Teen God Squad at our church, where he also taught Christian Formation and Confirmation. At his high school, he was a Eucharistic Minister and a member of Kairos, a special retreat for upperclassmen. Jack also trained with the National Alliance for Mental Illness so he could share his story with other teens. Helping others definitely helped him, but it wasn't lasting.

After he died, we found his personal diary. His own words described the internal battle. After returning from a month-long Outward Bound trip, he was happy and determined to face the challenges head on.

The next week, he wrote that his life was a blur – why go on? He gave a girl sage guidance on how to help a friend whom she worried about. The next day he wrote in his diary (with pride), that he had thought of killing himself twice that week – and nobody knew. This awful, ugly disease was getting stronger, strangling the boy who delivered milkshakes and smiles to his friends.

Two months before he died, Jack wrote that he figured out how to kill himself at

home. Yet the week he died, he gushed about how happy he was. We felt he was continuing to get better, but maybe he had just resolved himself to doing it and was relieved. I've since learned that this behavior is not uncommon.

After countless tears, sleepless nights and professional help, the thing I realized is that I'm not sure Jack was capable of being saved. Just like in sports or business, sometimes you can do everything right and still not win.

Jack had everything going for him. He came from a stable, loving home and family, he got the best treatment we could find, he was smart, athletic, popular and caring and had so many friends (more than 2,000 people attended his wake); yet in his darkness, he could see no good in himself. He couldn't tell the truth to those who cared for him about what was really going on inside his mind and heart.

I think Jack took his life because he thought everyone would be better off without him. He could not see the value he brought to this world and all the lives he touched in both small and big ways. He couldn't have been more wrong.

It is said "when you lose a child, you mourn the future." Nothing could be truer. I miss him so much. On the surface, I may appear to have it all under control, but anything can set me off. I see his friends hanging out and I am sad because he is not with them. I went to a college basketball game and midway through

JOE AND PATTY KUJAWA have created the Jack Kujawa Endowment for Mental Health Awareness at Marquette University High School. The purpose of the fund is to develop programming and other initiatives designed to educate and support teens' mental health issues. To donate, please visit: <http://bit.ly/kujawa> or turn your camera phone on and hold it over the QR code above to access the donation website.

it, I started crying as I looked around and realized he will never have the fun of college. He will never know the joy of real love, having a family of his own or all of the little things that make life beautiful and worth living.

Like Jack, what helps me now is helping others. Patty and I openly share his story, from naming his disease and how he died in his obituary to posting on social media, publicly speaking at events and conferences and giving interviews with local TV. Patty has even shared her struggle on the Giving Voice to Depression podcast and has a few more scheduled. We keep the conversation going and in the open. We find his legacy in the notes and words of friends and strangers telling us how they are having conversations they never would have had before Jack died.

Jack coined a phrase: "My aim is to change the world, one heart at a time." We are honoring our son and his goal by telling his story as well as ours to help bring awareness and remove the stigma associated with mental illness. Just like having a child with cancer or other debilitating disease, there should be no shame in having a child with mental illness.

We have established an endowment in Jack's name to help bring awareness and support for teens who are hiding in darkness. We want everyone to know that our son was the popular boy who had the confidence to dress up as Spider-Man, a monkey or a leprechaun just to make someone smile, and yet despite all his efforts, he was the same boy who found no worth in the life he was living.

We all need to recognize this pain in others and support them so they can get the help they need and deserve. **L&L**

➔ If you or someone you know is struggling with mental health, call the National Suicide Prevention Lifeline at **1-800-273-8255**.



The Kujawa family left to right; Patty, Ben, Kate, Jack and Joe in their backyard during Kate's high school graduation in 2016.

SAY HELLO...TO MY DIRTY LITTLE FRIEND

When you're sitting atop the KIOTI ZXC SE, the world is yours. And the way this baby is built, the control and power you'll have to tackle any type of turf can be addicting. With one of the most advanced zero-turn mowers in the market, the most intuitive controls known to lawn-kind, and enough get-up-and-go to make those blades of grass want to cut themselves, if an entire army of mercenaries bursts into your palace, you'll have everything you need to mow them down.



WE DIG DIRT



traveling



choices

Whether it's the take-home policy or the purchase method, there's a lot to consider when it comes to service vehicles.

By Holly Hammersmith

From pickup trucks to vans to utility vehicles, landscape contractors can use a wide variety of vehicles for each specific job. Peter Novak, president of Serpico Landscaping based in Hayward, California, says his company uses pickup trucks for landscape maintenance.

The company, which employs about 150 people, tried out various pickup trucks and decided to purchase primarily one brand. "It's the most versatile option," Novak says. "We wanted to be able to maximize our utilization on our fleet, which means that the more versatile of a vehicle we can use, the more ways we can purpose that vehicle if we're not necessarily sending it out to a maintenance route for the day."

Novak's fleet consists of roughly 85 service vehicles, the bulk of which are pickup trucks. Vans are used by irrigation crews. Management and sales staff are assigned either a company truck or SUV.

DIFFERENT FOR EACH JOB. Similarly, at Phase One Landscapes, a 50-employee company based in Denver, president Dave Graham says pickup trucks are used for maintenance crews.

Graham's fleet includes a one-ton dump truck, multiple pickup trucks (large super duty ones for construction crews and smaller ones for management and a small gardening division) and a handful of trailers to pull behind them. The company has about 20 vehicles in the fleet.

Vans aren't used at his company. "We haul too many materials. The stuff that we have to utilize on projects doesn't really fit in a van.

The tools are all carried either in a toolbox or trailers now," Graham says.

Serpico Landscaping uses vans for irrigation work. "Irrigation technicians are typically the highest paid labor that you will have as a landscape contractor," Novak says. "The wise thing to do is to make sure that you eliminate as much non-productive time as possible. You have to have an inventory of things with them at their hands ready to go."

That inventory includes all tools and parts that would likely be needed for irrigation repair.

"The van works well for that because we can house those parts and equipment, those materials. We can secure them. We can lock the van up," Novak says.

ALL-SEASON APPROACH. At Elegant Landscape & Design, President Eric Koeppel says the company uses UTVs with their crews in Palm Beach Gardens, Florida.

Elegant Landscape & Design is a full-



GROW YOUR BUSINESS WITH HUSTLER

The Hustler Commercial Fleet Program starts at 25% off the MSRP to take your business to the next level!



STARTING
BID/FLEET PRICE **\$22,775**

60" STARTING
BID/FLEET PRICE **\$10,275**

52" STARTING
BID/FLEET PRICE **\$7,450**

54" STARTING
BID/FLEET PRICE **\$5,136**

BASE MODEL
BID/FLEET PRICE **\$11,999**

Learn more at info.hustlerturf.com/lawn

“The wise thing to do is to make sure that you eliminate as much non-productive time as possible.”

PETER NOVAK, president, Serpico Landscaping

service lawn care and maintenance company. The company works with country clubs and employs about 145 people.

Koeppel's fleet consists of one grapple truck, three or four pickup trucks and about three dozen utility vehicles, some of which are hooked up to dump truck trailers. They also have a single passenger van and trailer for a mowing crew.

The utility vehicles carry a lower minimum liability for insurance purposes and are typically stored on the client's property, Koeppel says. They are also less intrusive to the grounds at the high-end properties.

“They give us much more access to areas that we may not be able to get to if you were in a truck,” Koeppel says.

TAKE HOME POLICY. Koeppel says employees can drive vehicles home but are not

allowed to use them for any personal use. Novak says his company policy is that crew trucks and irrigation vans are not taken home.

“The employees depart our warehouse with them in the morning and return to our warehouse. They are housed here at night,” Novak says. Management and sales staff can take vehicles home and often need to because of the nature of their work.

“They are out prospecting or doing whatever they need to do at various times during the day, and they may have board meetings or evening client meetings that they need to attend to,” Novak says.

TO LEASE OR FINANCE? When the company started, Koeppel says the first two trucks were leased. Since then, the company has purchased vehicles. They will finance if a low APR is being offered.

Novak says vehicles are not leased, as they'll finance them or purchase them outright as new vehicles or high-quality lease returns. At 150,000 miles or more, vehicles are flagged.

“We use a red, amber, green type system. It kind of keeps us aware as we're doing our budgeting planning for the following upcoming year,” Novak says.

Graham says most vehicles last seven to 10 years before replacement is considered.

“We got in a position during the 2008 to 2013 range, where we spent more money on repairs and keeping our trucks alive than we should have because at a certain point you're going to spend as much money on repairing them, as you would just making another payment,” Graham says. **L&L**

The author is a freelance writer based in Ohio.



GET AGGRESSIVE!

With the center-pivot 30SG all hydraulic stump grinder from Barreto.

BARRETO

CONTACT US FOR MORE INFORMATION
1-800-525-7348 | 1-541-963-6755 Fax
www.barretomfg.com | info@barretomfg.com

Our Vacs Fit Most Major Brands!!

PRO 38

PRO 12DFS

Convertible X20

Spray For Hours Electric Sprayer

Eliminates Hand Pumping or Lugging a Heavy Tank on Your Back

Check Out The Z-TRIMMER

Trim While You Mow!

America's Lawn Vac Leader · For All Your Cleanup Needs!
800-438-5823 | www.lawnvac.com



JOHN DEERE

DEERE 314G

JOHN DEERE

DON'T SETTLE FOR LESS.
UNLESS YOU'RE TALKING PRICE.

\$379

INTRODUCING THE
MORE-FOR-LESS LEASE

Take advantage of leases as low as \$379/month (\$429 with cab) for 36 months on qualifying models. See your dealer for complete details.*

*Offer valid between 1 April 2019 and 31 October 2019 on qualified new equipment and is subject to approval by John Deere Financial. For agricultural and commercial use only. Advanced lease payment may be required. Average advanced lease payment is 10% of total sales price. Qualified equipment includes the 314G canopy unit with 10"x16.5" tires, 2" seat belt, and 66" construction bucket. Example based on a lease of \$30,076 with a 10% advanced lease payment, monthly payment \$379 for 36 months. Lease terms include 600 hours per year. For an additional \$50 per month (USD), customers can upgrade to a 314G with a cab. Taxes, freight, set up and delivery charges are not included and could increase monthly payment. Payments may vary based upon the end of lease term purchase option price and length of lease term. Available at participating U.S. dealers. Price and model availability may vary by dealer. Prices and savings in U.S. For full details, visit JohnDeere.com/MoreForLess.

JohnDeere.com/MoreForLess

HIRED MUSCLE.

HOW BIG IS YOUR BIGGEST JOB?

The Super Duty® Chassis Cab exudes power, starting with a best-in-class 12,750-lb. maximum payload rating.* With its standard 6.2L V8, no other V8 gas-powered Class 3-5 chassis cab delivers as much work-busting torque — 430 lb.-ft. of it, to be precise. For truly outstanding hauling and towing capabilities, go with the available Power Stroke® V8 Turbo Diesel engine for a best-in-class gross combination weight rating (GCWR) of 40,000 pounds.**† Add it all up, and it's no wonder why the 2019 Ford Super Duty F-550 is the winner of *Work Truck Magazine's* Commercial Truck of the Year award.



Vehicle shown with available features and aftermarket equipment. *When properly configured with 6.8L V10 gas engine. Class is 3-5 Conventional Chassis Cabs based on Ford segmentation. **When properly configured with 6.7L diesel engine. †Horsepower, torque and payload ratings are independent attributes and may not be achieved simultaneously.





Digging up DETAILS

Manufacturers
of trenchers and
v-plows give some
tips on how to use
the equipment
effectively.

**By Holly
Hammersmith**

Though trenchers and vibratory plows are frequently used on similar jobs, there are some key differences.

A few manufacturers of these machines recently offered insight on best practices for use and considerations when selecting either a trencher or a vibratory plow for a job.

USING A TRENCHER VS. A VIBRATORY PLOW.

One of the common differences between trenchers and vibratory plows is maximum depth. Depth needs can vary based on the job at hand, says Tim Phelps, director of sales and marketing at Barreto Manufacturing. His company manufactures small track and large track trenchers with varying horsepower.

"We have pedestrian-sized trenchers, from the little wheeled ones, all the way up to the big ones. The smaller ones start out at dig depths of 12 inches, and then the larger ones we max out at 48 inches," Phelps says.

They also offer trenchers on wheels versus tracks.

"If you're putting in an inch to less diameter of irrigation line or sprinkler heads, a vibratory plow is a great tool," says Chris Thompson, product manager for compact equipment at Ditch Witch.

The disruption is typically an inch wide or less, he says. Trenchers can work with a larger diameter installation.

"We make trenchers and vibratory plows. We also make rock saws which are going on the back of trenchers," he says. "The trenchers and vibratory plows are the ones that do the least disruption."

Some vibratory plows have a pivot on it that the user can articulate such as around a flower bed or golf green, Thompson says.

When it comes to trenchers, Phelps points out contractors can consider a wheeled trencher versus a tracked trencher depending on the job and their needs.

"Typically, track trenchers are going to be for deeper dig depths," he says. "Another big difference between a wheeled trencher and a track trencher is, with tracks you cannot manually steer them, so they have hydraulic steering capabilities."

BEST PRACTICES PRIOR TO DIGGING. When it comes to digging a trench for any project, manufacturers have a few recommendations.

Phelps says there is usually a local agency that can mark utility lines prior to digging. The land

Always Looking Out for Issues Affecting Your **BUSINESS**



RISE Grassroots Network

When issues about pesticides and fertilizers pop up in your neck of the woods, you don't have to address them alone. Join the free RISE Grassroots Network at **pestfacts.org/grassroots** or scan the QR code below. Access resources you can use on the local, state and federal levels with customers, neighbors, community leaders and policy makers to communicate the benefits of

your services and the products you use. Keep up-to-date on policy and regulations running the gamut from private and public pesticide property bans to specific restrictions on sales, use and display of fertilizers and pesticides. RISE is a national trade association of pesticide and fertilizer suppliers serving as a resource to help you keep these products in your toolbox and you out of the woods.

grassroots@pestfacts.org / pestfacts.org/grassroots / DebugTheMyths.com

RISE Responsible Industry for a Sound Environment®

1156 15th St., N.W. Washington D.C. 20005 (202) 872-3860



“As far as the actual machine... let them do their work and they will do a great job for you.”

CHRIS THOMPSON, product manager, Ditch Witch

can be marked with flags or stakes, says Mike Hale, sales and marketing manager for Little Beaver.

“Ours is like a skill saw on dirt. It doesn’t actually have a chain or anything like that, it’s just a wheel with teeth on it. It’s made for smaller widths and shallower, we can only go up to 12 inches deep for sprinklers, irrigation, low-voltage lighting and the like,” Hale says.

Creating a plan of action before breaking ground when using any type of equipment helps, Phelps says. Mapping out a plan on paper can help, he adds.

“You should (also) always white line your intended path,” he says. “That allows you to see exactly where you’re wanting to be and judge and make sure you’re cutting where you intended to cut so it helps keep your trench straight.”

TIPS WHILE DIGGING THE TRENCH. Thompson says operators should make sure they’re wearing proper personal protection equipment, such as a vest.

“As far as the actual machine, I think just understanding these machines are designed to dig and to plow and let them do their work and they will do a great job for you,” he says. “They’re powerful machines and there’s not any muscle you’re going to be able to add that’s going to improve that performance.”

It’s a common mistake for contractors to try to push a machine along, thus working against it instead of with it, Thompson adds. Overworking the machine can create unnecessary wear.

“You end up wearing down the wearables on your machine faster that way. It would be almost like revving a car at neutral or at a stop light,” Thompson says.

Moving too fast can also impact the trench quality.

“You don’t want to overload the machine and try to go too fast, and then the tires will spin and it will kind of fill up the tread, or the tracks will spin and it’ll fill up the tread with dirt, and then they just don’t have any traction at that point,” Phelps says.

Phelps says his company is looking into ways to update controls on their equipment.

“We’re always looking to update our controls, to make them more user friendly, make them easier to understand, easier to use,” he says. “It makes it to where a novice user, somebody that’s not using a machine like this all the time, can easily figure and understand how to use it.” L&L

The author is a freelance writer based in Ohio.



THE CHOICE FOR LANDSCAPE PROFESSIONALS SEEKING EFFECTIVE, ECONOMICAL PRE-EMERGENT WEED CONTROL

Surflan®XL 2G herbicide stops unsightly weeds before they get started. Surflan XL 2G is an easy-to-use selective pre-emergence herbicide for control of certain annual grasses and broadleaf weeds. Used according to label directions, Surflan XL 2G can provide effective weed control all season long.

Apply Surflan XL 2G prior to germination of target weeds, or immediately after cultivation. Length of weed control will vary depending upon the rate of Surflan XL 2G applied, weed population, soil conditions, temperature, watering regime and other factors. Following application, user should monitor and observe level of weed control over time to determine if additional applications may be needed.

• Weeds controlled

Labeled to control or suppress 21 annual grasses and 35 broadleaf weeds. See label for details.

• Plant species labeled for application

Surflan XL 2G is labeled for use on over 250 species of trees, shrubs, perennials, annuals. See label for details.

• Safe for ornamental bulbs

See label for additional information.



Contact your local UPI sales representative or distributor, call 1-800-438-6071 or visit www.upi-usa.com to learn more.

Always read and follow label directions and precautions. Surflan® and UPI logo are registered trademarks of United Phosphorus, Inc. ©July 2017. UPI, 630 Freedom Business Center, King of Prussia, PA 19406

Spring has sprung. And so has this offer.



Get \$300 off¹ on a new Z915E mower, PLUS additional 0% APR Financing for 60 months.²

Summer is on its way, but a great deal on a new ZTrak™ Z915E zero-turn mower is here now. Because, we're offering \$300 off¹ this incredible ZTrak™ mower. Better yet, if you finance with us, you can get an additional 0% APR for 60 months.² See your John Deere dealer today for a deal on a new ZTrak™ zero-turn mower.

Keep Mowing

¹ Offer available from May 01, 2019 - July 02, 2019. Prices and models may vary by dealer. Savings based on the purchase of eligible equipment. Offers available on new equipment and in the U.S. only. Prices and savings in U.S. dollars. See your dealer for details.

² Offer valid on qualifying purchases made between May 01, 2019 to July 02, 2019. Subject to approved installment credit with John Deere Financial, for commercial use only. Up to a 10% down payment may be required. The 0% APR is for 60 months only. Taxes, freight, setup and delivery charges could increase monthly payment. Available at participating U.S. dealers. Prices and models may vary by dealer. Offers available on new equipment and in the U.S. only. Prices and savings in U.S. dollars.

John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.

**JOHN DEERE**

JohnDeere.com/MowPro

the worst weeds

Know what this season's toughest problems are and how to solve them. **By Jimmy Miller**

As the summer heat approaches all across the country, the rush to figure out which weed issues will be most prevalent – and how to stop them – is intensifying.

Largely due to increased rainfall, which can break down pre-emergent herbicides, a variety of troublesome weeds that require post-emergent herbicides are already growing this season. Because some of these weeds are emerging as long-term problems, such as doveweed, LCOs across the country are rethinking their tried-and-true programs to evolve with the changing weed pressures.

“It’s really given a lot of lawn care companies fits because what they used to do is not working on this weed,” says Laurence Mudge, Bayer’s Green Solutions Team manager, of doveweed. “You have to base the program on a good pre-emergent herbicide and post-emergent herbicide strategy.”

There’s all sorts of weeds on the rise that

are causing problems in each region of the country. These are just a few of them:

NORTH: GREEN KYLLINGA. Shannon Slevin has monitored the Mid-Atlantic region for Quali Pro for only about a year. Still, as a former golf course superintendent in New York and Connecticut, he’s long struggled with green kyllinga in the area.

“It’s very difficult to control just because of the amount of seedheads that it produces and how prolifically it spreads with the flow of water,” Slevin says. “It’s going to be a challenge moving forward, for sure.”

Green kyllinga is an annual sedge that starts to germinate in late spring and populates most frequently in low drainage spots or areas that are consistently wet. Given that last year was a wetter summer, Slevin says the weed

was particularly rampant in 2018. He doesn’t expect that to change much this year, as it’ll be the main player in a market that was slammed with precipitation this winter.


Slevin says products with active ingredients like imazosulfuron will most consistently rid of green kyllinga and similar hedges. Waiting too long to notice it though is challenging because it typically requires a few applications.

“The biggest thing is to be proactive with it,” Slevin says. “Once you do spot it, get some chemical control out there and it’s normally two or three different (applications) with a non-ionic surfactant to keep it on the leaf blade and get it into the plant.”

Slevin also mentioned purple violet and

YELLOW MUSTARD WEED is primarily found through the western United States and forms dense patches that can outcompete other plants in the area.





THE YELLOW BUTTON THAT WILL CHANGE THE WAY YOU TRAVEL IN AN EXCAVATOR

INSPIRED BY YOU:

Introducing stick steer, which allows operators to control machine travel with the joystick, just like a skid steer. Go farther with less effort – exclusively on Cat® Mini Excavators.



To learn more, please visit:
<http://Cat.com/miniex-LL>



Japanese stiltgrass as emerging problems, the latter of which is particularly difficult to control. For these, he recommends looking into herbicides with dicamba, quinclorac and 2,4-D as active ingredients.

SOUTH: KHAKI WEED AND DOVEWEED.

Quali Pro's Jake Wylie is in a unique situation. He manages Texas, a state so large that it has multiple and distinct environments within its own borders alone. Out east, it's humid and wet, whereas the western portion of the state is more arid and dry.



This is where plants like Khaki weed are prominent. Most pre-emergence herbicides are unsuccessful, Wylie says, but herbicides with the active ingredient metsulfuron methyl or dicamba can help knock back the weeds without doing too much damage to a Bermudagrass base. He cautions against using carfentrazone-ethyl as it can leave patches of bald turf throughout a property.

Wylie's territory also stretches from Arkansas to California, and he's noticed Khaki weed is growing to become a problem throughout his region.

"We're seeing Khaki weed spread more and more," Wylie says. "I would say that I've been fighting that particular weed for 20 years, and I've seen more and more of it moving east. It's a very troublesome weed and it grows very well in compacted soil."

Out in the southeast part of the country

that Wylie doesn't spend as much time in, Mudge says doveweed continues to be a major issue. That's because doveweed germinates much later than other weeds, so when pre-emergence herbicides are applied, doveweed often hasn't even started growing yet. Many of those aren't always effective anyway, and it doesn't help that they're often applied so early that they miss the doveweed entirely.

Mudge says doveweed is often confused for other grasses, which makes it difficult for technicians to spot because it blends in with centipede grass and St. Augustine grass. He adds that people overirrigating their lawns can exasperate the doveweed problem.

"Sometimes doveweed is considered to be like a cancer," Mudge says. "Once you get it, it just spreads all over the place. Before you know it, you've got a real problem on your hands."



WORLDLAWN®
POWER EQUIPMENT

WORLD-CLASS LAWNMOWERS

BUILT TOUGH

Visit us at worldlawn.com



Isuzu NPR with 19' Dovetail Landscaper Body

297 HP Gas or 210 HP Diesel Engine, Automatic Transmission, 12,000 lb. or 14,500 lb. GVWR, Exhaust Brake (Diesel Only), AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, (Other Options And GVW Ratings Available)



Isuzu NPR HD 4 Door with 19' Dovetail Landscaper Body

297 HP Gas or 210 HP Diesel Engine, Automatic Transmission, 14,500 lb. GVWR, Exhaust Brake, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel (Other Options And GVW Ratings Available)



Isuzu NPR HD with 12' Dump Body

297 HP Gas Engine, Automatic Transmission, 14,500 lb. GVWR, 19.5 Tires, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, Tow Package & Brake Control, (Other Options And GVW Ratings Available)



Isuzu NPR with 18' Enclosed Landscape Body

297 HP Gas Engine, Automatic Transmission, 12,000 lb. GVWR, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, Split Dovetail Ramp, (Other Options And GVW Ratings Available)



Isuzu NPR HD with Spray Rig 13' Bed & 600/200 Gallon Tanks

297 HP Gas Engine, Automatic Transmission, 14,500 lb. GVWR, 19.5 Tires, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, (4) Boxes, 400' Hose, Hand Wash, Tow Pkg, (Other Options And GVW Ratings Available)



Used Landscapers In Stock! Variety of Specs Available

If you are not in the market for a new landscape truck, maybe a premium used unit will work for you. We are one of the few dealers in the country that is dedicated to providing you with used landscaper trucks. Many have brand new bodies!



Isuzu NPR HD with 19' Revolution Body

297 HP Gas Engine, Automatic Transmission, 14,500 lb. GVWR, 19.5 Tires, AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, Electric Hoist, (Other Options And GVW Ratings Available)



Isuzu NPR with 19' Custom Irrigation Body

297 HP Gas or 210 HP Diesel Engine, Automatic Transmission, 12,000 lb. or 14,500 lb. GVWR, Exhaust Brake (Diesel Only), AM/FM CD Player, A/C, P/S, Power Windows & Locks, Tilt Wheel, (Other Options And GVW Ratings Available)

ISUZU
TRUCK

Neely Coble Company

ISUZU
TRUCK

HUGE INVENTORY!



NATIONWIDE DELIVERY OPTIONS!

VARIETY OF WORK READY TRUCKS IN STOCK!

INNOVATIVE EQUIPMENT SOLUTIONS FOR THE LANDSCAPE INDUSTRY!

Nashville, TN - 800-367-7712

www.neelycoble.com

Decatur, AL - 800-433-6351

“Once you get (doveweed),
it just spreads all over the place.”

LAURENCE MUDGE, team manager, Bayer

Post-emergence herbicides with active ingredients like foramsulfuron, halosulfuron-methyl, thien carbazon-methyl, iodosulfuron-methyl-sodium and dicamba will help, though Mudge recommends pre-emergent solutions that include the active ingredient indaziflam.

EAST: GOOSEGRASS AND DALLISGRASS.

Out east, goosegrass continues to be a problem. It's a summer annual grass so it germinates in late spring and misses some pre-emergent applications, plus it can withstand high traffic areas like sports fields or populated landscapes.

To combat this, PBI Gordon's research scientist Eric Reasor suggests post-emergent herbicides with active ingredients like foramsulfuron and carfentrazone-ethyl.

Reasor spends plenty of time in Alabama and southern states closer to the East Coast,

but parts of Tennessee, Virginia and even North Carolina also struggle mightily with dallisgrass, a cool-season grass exasperated by heavy rainfall in those areas as water spreads its seeds.

He says herbicides with foramsulfuron or halosulfuron-methyl work, but those products might not be safe for cool-season grasses. Fluazifop-P-butyl-based herbicides might help, too.

WEST: WINTER ANNUALS. Whereas getting to doveweed is difficult because it germinates so late, some winter weeds that germinate early are problematic in their own right.

Syngenta's Dean Mosdell says most technicians don't put down pre-emergent herbicides down during the fall because they might not renew contracts and service that lawn the next year. As a result, winter annuals could grow

quickly if left unchecked for too long and if the winter is particularly wet.

Weeds like swinecress, brassbuttons and yellow mustard flowers have already started growing this season. Mosdell says apply three-way phenoxy herbicide mixtures as early as possible. A mixture that contains a higher amount of dicamba or fluroxypyr is preferred, he says.

He also says they're already seeing an abundance of grassweeds like bermudagrass. California bur clovers are also a problem, and in places where lawns are comprised of cool-season grasses, there's an increase in competition between those lawns and bermudagrass, dallisgrass and crabgrass.

"20 years ago, I moved out to the area and it was hard to find crabgrass in the Pacific Northwest," Mosdell says. "Now, it's so much easier." L&L

EXTERUS Outdoor Kitchens, Firepits & Fireplaces



FORSHAW

Quality Since 1871
www.exterusoutdoor.com

Our process simplifies your project!

Our modular system takes a fraction of the time of masonry block, and the open framing design allows for faster and easier placement of gas and electrical lines.

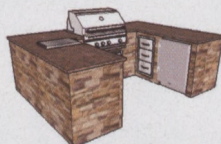
Confused?

Simply follow our 3 step process to design & complete your outdoor kitchen.

Step 1: Select your grill & appliances from our inventory; FireMagic, AOG, Summerset, Primo & True

Step 2: Let us design your custom layout, using our Exterus Modules or simply choose one of our express stock layouts

Step 3: Select your finishes from our inventory. We offer stone veneer and granite tops to complete your kitchen from one reliable source.



EXTERUS

Di

Summerset
PROFESSIONAL GRILLS

AOG
AMERICAN OUTDOOR GRILL

Primo
CERAMIC GRILLS
American Made Amazing Flavor

FIREMAGIC
SAVOR THE MOMENT™

True

Call for an information packet today!

1-800-FORSHAW (367-7429)

BioPlex Regenerative Bio-Fertility
Carbon - Microorganisms - Organic Feeder Substrates

YOU SEE...
**HEALTHY, BEAUTIFUL
TREE and TURF**

WE SEE...
**FERTILE, CARBON RICH
BIO-CHARGED SOIL**

SELECT BioPRILL™ ORGANIC FERTILIZER INGREDIENTS:
BioCHAR (88% Carbon) - Compost - Rhizobacteria
Endo EctoMycorrhiza - AXIS™ - Seaweed
Fulvic & L-Amino Acid - Leonardite Humic Acid, More!
1.0 - 1.5 mm Homogeneous BioPRILL™ Technology
A Complete Carbon Based T/O Product Portfolio...

www.BIO-Plex.com

ATTACHMENTS OF CHOICE

IF IT INVOLVES LANDSCAPE,
WE HAVE YOU COVERED

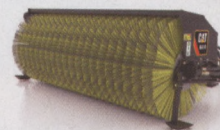
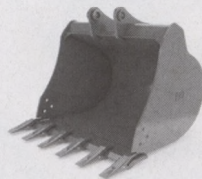
Learn more about the new Cat Landscape Machines by visiting – www.NECatDealer.com/BCP

For every task that comes up on a landscape job, there's a Cat attachment engineered to handle it. Your projects are becoming larger and more complex, and yet your window for completion is only being shortened. Your Northeastern Region Cat® Dealers provide the solutions you need to build a successful landscaping business.

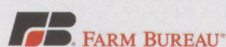
- » A full line of industry-leading landscaping equipment to handle any job
- » Over 35 types of Work Tool attachments — one of the largest selections in the industry
- » 74 locations throughout the Northeast provide immediate parts, service and support
- » Innovative technologies to increase machine efficiency and operator productivity

For more information, visit necatdealer.com/bcp.

LET'S DO THE WORK.™



ASK ABOUT OUR MEMBERSHIP DISCOUNTS



ALBAN 

SINCE 1927
Alban CAT
www.albancat.com
Baltimore, MD
800-492-6994

Cleveland Brothers 

SINCE 1948
Cleveland Brothers
www.clevelandbrothers.com
Murrysville, PA
844-800-0802

FOLEY 

SINCE 1957
Foley, Incorporated
www.foleyinc.com
Piscataway, NJ
732-885-5555

H.O. PENN 

SINCE 1923
H.O. Penn Machinery
www.hopenn.com
Poughkeepsie, NY
844-CAT-1923

Milton 

SINCE 1960
Milton CAT
www.miltoncat.com
Milford, MA
866-385-8538

THE SMALL SPACES

Here's what to consider when shopping for compact excavators and mini-track loaders. **By Arricca Elin Sansone**

Good things really do come in small packages. At least that's true for landscape equipment like compact excavators and mini-track loaders. Sure, you need the big rigs for jobs that require heavy-duty lifting or earth-moving. But compact excavators and mini-track loaders fit where the big equipment won't – and they have plenty of other advantages. "We use our compact excavator every day," says Michael Ely, co-owner of Backyard Escape near Atlanta. "It's a versatile little unit that handles a lot of different tasks well for us."

While Ely typically rents a 75,000-pound excavator for his biggest jobs, such as large swimming pools, he owns a couple of smaller units that work on many sites. There's no question that one of the biggest benefits is the multi-tasking abilities of these small machines. "We purchased various attachments including a trencher, stump grinder, tiller, cultivator and auger for digging post holes.

It saves us a lot of time and labor by hand," Ely says. The variety of attachments makes the unit more cost-effective than a single dedicated piece of equipment.

Ely finds the connections on these units are easy to swap out, consisting of two quick disconnect levers. Changing attachments requires only a minute or two, which is a necessity in the field. Quick disconnects are one of the must-have features to consider when shopping for a machine, he says.

The excavator is lightweight and can be trailered to each site. "It weighs less than 3,000 pounds, so it's light over septic systems or areas where we don't want turf destroyed completely," Ely says. The compact footprint on this machine, at around 3 feet wide, makes it a boon because it fits through 4-foot-wide gates. It's also maneuverable in tight spaces, and the vertical lift loader arm

can handle 1,000 pounds, Ely says.

The mini-track loader Ely owns is a somewhat larger unit that's about 6 feet wide and three times as heavy as the other machine. "It won't fit through backyard gates like the compact excavator, but we use it a lot for grading a lawn, spreading gravel for a driveway, or moving dirt," he says. It's used about three days a week, so it's still a workhorse.

It's no coincidence that both of the compact construction machines he owns have tracks. "These have better traction in all conditions than wheels, which tend to spin and get stuck in rain," he says. "Mud is going to happen, and you've got to deal with it." They're also solid on other surfaces such as sand and gravel.

Ely says maintenance is non-negotiable. "If you don't do it, these machines will not last long. There are lots of moving parts that need weekly, if not daily attention," he says. For example, on Mondays, his crews attend



WE INVITE ALL LANDSCAPE AND HARDSCAPE CONTRACTORS TO LAND IN
LOUISVILLE FOR THE NATIONAL OUTDOOR LIVING AND EQUIPMENT SHOW



EXPLORE & DEMO NEW PRODUCTS

The background of the entire poster is a blue-tinted collage. It features various images of people, mostly men wearing hard hats and lanyards, interacting with each other and with outdoor equipment. The equipment includes a riding lawn mower, a tracked loader, and a walk-behind power tool. The collage is layered with a semi-transparent yellow horizontal band that serves as a backdrop for the main title text.

BRING YOUR CREW

CONCERTS BY EASTON CORBIN
AND CASSADEE POPE
OVER 1,000 EXHIBITS INDOORS & OUT

KEYNOTES BY ECONOMIST
BRIAN BEAULIEU AND
LT. COL. ROB "WALDO" WALDMAN

OCTOBER 16-18, 2019

COLOCATED WITH



KENTUCKY EXPOSITION CENTER | LOUISVILLE, KY | WWW.GIE-EXPO.COM | (800) 558-8767

NEED FOR SPEED: Quick disconnects are one of the must-have features to consider when selecting compact equipment, Ely says.

to the grease points, check the hydraulics and ensure the tracks are tight so they don't come off. He says some operators choose to do everything daily, and that's not a bad idea. "Every maintenance task helps prolong its life," he says.

He also takes his machines to the dealer where he purchased them for a full maintenance once-over every 1,000 hours. That service typically includes changing air filters, an oil change and fluid top-offs. It runs about \$500.

Ely says working with a reputable dealer on a long-term basis is important. "I rent and buy from mine, and building that relationship through the years has been helpful. They won't sell me something just to sell it," he says. When it came to deciding what units to purchase, he rented first to learn the capabilities of each machine and talked to other contractors.



With the amount of time both of his compact machines spend in the field, Ely says they earn their keep. If he adds an additional landscape crew, he plans to add a second compact excavator because it's the most versatile piece

of construction equipment he owns. "I love this equipment," he says. "If it's leaving the shop, it's making me money." **L&L**

The author is a freelance writer based in the Northeast.

PHOTOS COURTESY OF BOBCAT



WERE YOU FEATURED IN THIS ISSUE?

Reprints enable you to reuse your article and simply place it into the hands of your target audience. Having been featured in a well-respected publication adds the credibility of a third-party endorsement to your message.

Give yourself a competitive advantage with reprints. Contact us for more information regarding reprints and additional applications designed to meet your challenging market needs.

USE REPRINTS AS:

- Sales Aids
- Recruitment Tools
- Managed ePrints
- Trade Show Handouts
- Media Kit Supplements
- Educational Programs
- Employee Training
- Sales Presentations
- Conference Materials
- Direct Mail Campaigns

CONTACT BONNIE VELIKONYA

800-456-0707 • EMAIL: BVELIKONYA@GIE.NET

PRECISION FINISHER

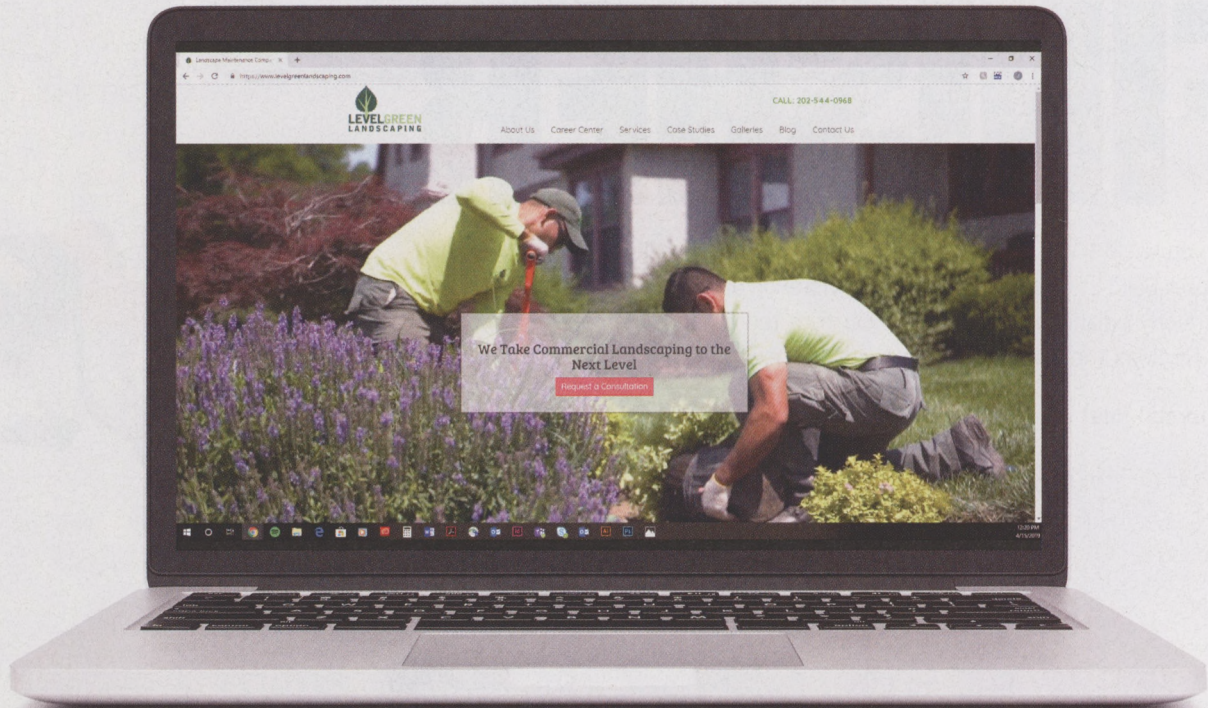
When you wield the power of a RedMax trimmer you'll, cut through your workload with ease. Solid-steel drive shafts reduce vibration and improve acceleration, while the perfectly balanced design helps you trim the toughest terrain with minimal effort. RedMax trimmers – all the power you need. redmax.com

Commercial fleet discounts, financing and leasing options available

BCZ260TS

- 25.4 cc displacement
- 1.3 hp power output
- 10.8 lbs
- 2 year warranty





MAKE YOUR WEBSITE DO MORE

One landscaping company uses its website to attract business and build its culture.

By Arricca Elin SanSone

When Level Green Landscaping in the Greater D.C. area decided to become part of the digital space in 2015, they knew they needed guidance. “A consulting firm was hired to help us work toward our goals,” says Michael Mayberry, chief technical officer at Level Green Landscaping. “The focus became using the website as a resource for attracting and showcasing work and for recruitment.” Here’s what they’ve learned and how they continue to hone their digital presence:

HIRE AN EXPERT. One of the mistakes many companies make is trying to go the DIY route on a website. “Most business owners don’t

have the time to manage this,” Mayberry says. “It’s a huge commitment to plan and implement changes.” For many owners, it’s also a skill set issue because they are likely not trained in optimizing searches to drive traffic to the site. Mayberry actually works with a consulting firm on an ongoing basis to update and tweak the content and functionality of his site.

NOTHING HAPPENS OVERNIGHT. “The consulting firm initially worked with the company for six months to a year to identify what should be part of the site,” Mayberry says. The site launched in 2016 with about 11,000 hits that first year. Last year, they garnered 83,000 hits. But the increase in

traffic didn’t happen by accident. “You can’t just put a website up and say it’s done and expect a thousand hits the next day,” Mayberry says. “It’s an evolution that comes from focus. We’re constantly updating content, photos and blogs.”

PAY ATTENTION TO WHO’S VISITING. Level Green uses a tool that keeps track of who is viewing the site. “This allows us to be proactive and make a phone call to a company to say, ‘Just in case you’re thinking about something, here’s what we can offer,’” Mayberry says. “We want to close the gap between being a visitor and making them a client.”

Continues on pg. 88

ADVANCED TECHNOLOGY OF A WORLD LEADER



TL6R
MAXIMUM **LIFT** HEIGHT **9FT 6.4 IN**
OPERATING CAPACITY
1,841 LBS

TAKEUCHI
From World First to World Leader

With 55 years of experience, Takeuchi has earned a reputation for innovation. From the invention of the first 360-degree excavator to the very first rubber-tracked loader, Takeuchi has led the way in the compact construction equipment industry. See for yourself how our performance, power and reliability stand the test of time.

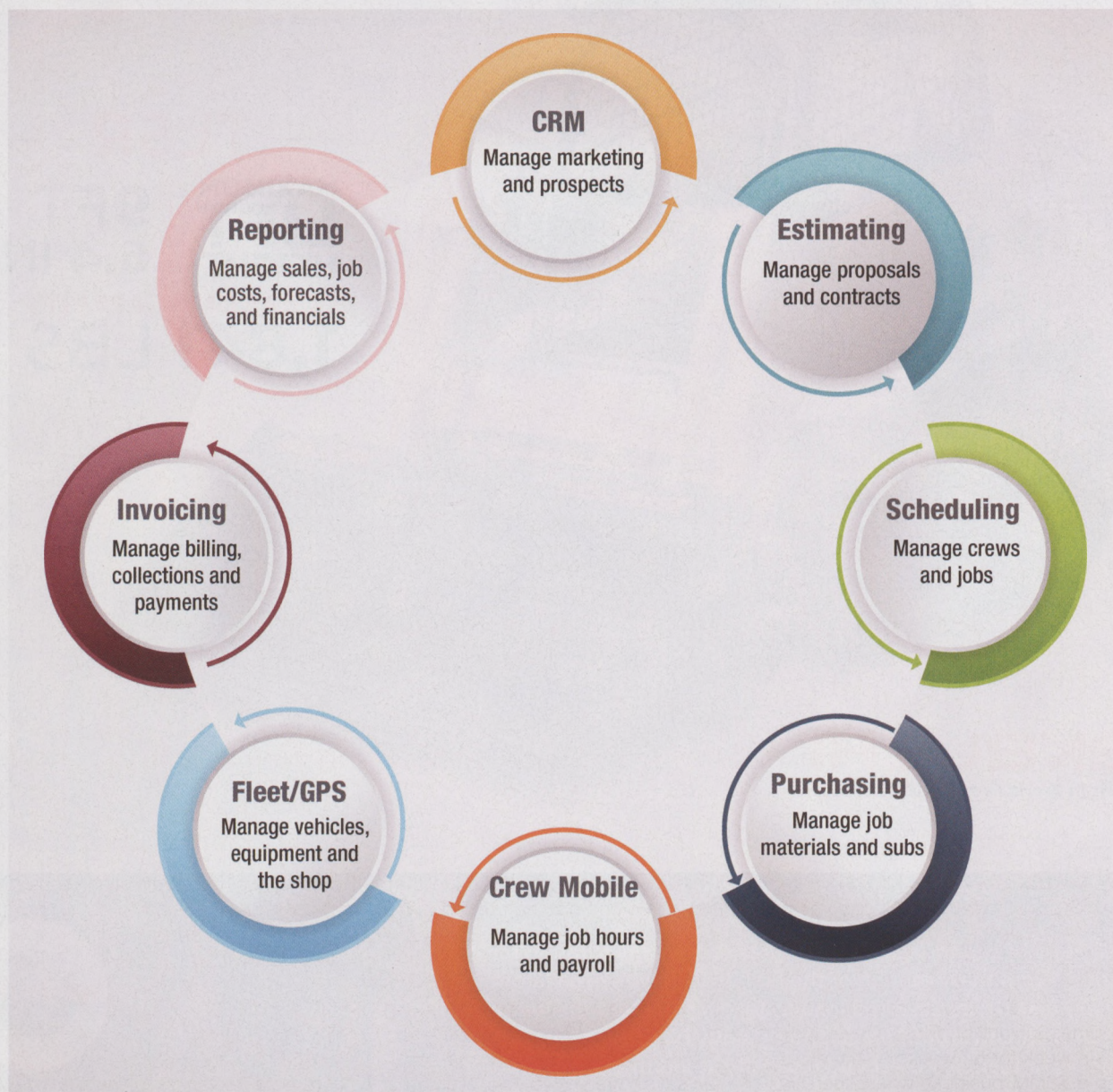
Contact your nearest authorized Takeuchi dealer for details on the TL6R and our full line of excavators, track loaders, skid steer loaders and wheel loaders.



◀ LEARN MORE AT TAKEUCHI-US.COM ▶

LAWN & LANDSCAPE

BRANDSPOTLIGHT WITH ASPIRE SOFTWARE



WE LIVE IN A SMART TECH WORLD...

Business systems can now predict and recommend actions.

A LONG TIME AGO, Michael Gerber (E-Myth author) wrote that successful owners must spend more time *"working on the business"* and less time *"working in the business."* This is a great concept, but begs the question ... How can an owner do this? The answer today is Business Management Software (BMS). BMS provides the Smart Tech to help you work on the business. BMS is Standard Operating Procedures (SOP's) and Business Intelligence (BI) all in one.

"BMS is a game changer," says Kevin Kehoe, founder of **The Aspire Software Company**. "Your margin for error in managing costs has never been thinner, and the need to differentiate yourself has never been more important." BMS provides the management discipline to maximize accountability, efficiency, productivity and customer service. This is critically important today given the shortage of talent at all levels in the industry," Kehoe says. The key goals of a BMS in Kehoe's view are to:

TURN B PLAYERS INTO A PLAYERS:

Everyone wants "A players." What makes an "A player?" An A player is knowledge, combined with organization skills that produce consistently good decisions. Owners can make this happen by providing the "B player" with the information and procedures delivered on phones or tablets to reduce mistakes, guess work and time wasted waiting for directions from above. Think about it: Crews, supervisors and managers all working in **real time** taking initiative and doing the right things. That's a culture anyone would want.

TURN DIMES INTO DOLLARS: There are hundreds of moments every day where little mistakes like mis-bidding a job, installing the incorrect material, neglecting preventative maintenance or not responding to a customer request may only cost a small dime. But multiply those mistakes by 5 days a week for 52 weeks a year. That means a \$3MM business where there is one hour of re-work, one \$10 plant replacement, and one hour of downtime due to broken equipment for one crew will cost you more than \$30,000. "That alone is more than the annual cost of BMS," says Kehoe.

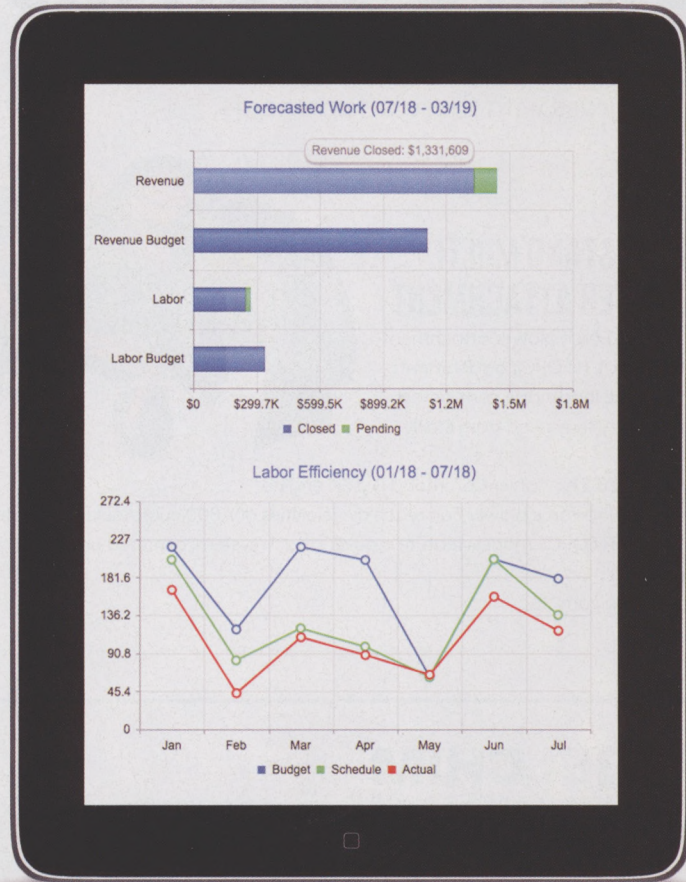
TURN CUSTOMERS INTO FANS: The

question every owner must answer is, how do I make it easier for my customers to do business with me? The simple answers are **(1)** stop wasting their time, **(2)** eliminate inconveniences caused by your mistakes and misinformation and **(3)** give them something no one else can deliver – **and do it consistently**. If you can do this, you create a "sticky" relationship, where they have no reason to talk to anyone else, regardless of the price. "This is an area where The Aspire Software Company continues to invest significant dollars," Kehoe says. "We provide our clients with features that manage customer issues and requests, improve communications between the office and field, conduct site reviews, produce budgets, and approve, monitor and pay for services delivered – all online and in the cloud."

We live in exciting times. BMS makes it

possible for you to "work on the business." Selecting a BMS is more than purchasing a "program." You are making an investment (of less than one percent of revenue) in your business and you must consider **(1)** the quality of implementation program for proper setup, **(2)** the accessibility and quality of support and training services, **(3)** the investment plan for enhancing features and functions and **(4)** the flexibility that allows integration with other applications, as well as the software features and applications.

"BMS at a minimum will reduce paperwork, data re-entry, and endless management meetings," Kehoe says. "But a true BMS will make your people better and your customers happier. So instead of the typical 'fear and loathing' associated with buying software, owners instead might get very excited by how BMS can show them the way to *working on the business instead of in it.*"



MORE TO YOUR MOW

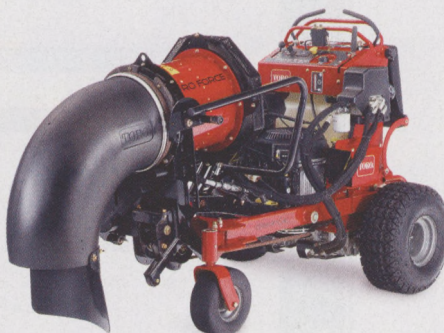
Your trusty mower can be used for more than just cutting the grass with these attachments.

TORO GRANDSTAND MULTI FORCE BLOWER ATTACHMENT

The pitch: The Pro Force blower attachment joins the suite of MULTI FORCE attachments designed to provide landscape contractors with the productivity they need from start to finish.

- It's powered by a 26.5 hp Kohler Command Pro EFI engine.
- At full throttle, the Pro Force blower can reach air velocities of 7,800 cubic feet per minute.
- GrandStand MULTI FORCE models feature a quick-attach system, centered around a 2-inch hitch receiver.

For more info: Toro.com




BOB-CAT AIRFX DECK STRIPING KIT

The pitch: The newest commercial cutting deck from BOB-CAT – the AirFX deck – now lays down head-turning stripes with this brand new deck striping kit.

- The kit is available for all new AirFX 52-inch, 61-inch and 72-inch decks.
- One striping kit fits all three of these deck sizes for the ProCat 5000, ProCat 6000, ProCat 6000MX, and Predator-Pro 7000 series of mowers.
- The striping kit mounts directly to the rear of the cutting deck and includes a belting strip that is adjustable when wear occurs.

For more info: Bobcatturf.com



BELCHIM
CROP PROTECTION

Introducing....


Beloukha®

Sunflower, Bio Based, Safe
Alternative for Weed and Moss
Control on Sidewalks, Around
Trees and Landscape Beds

ReLoad™

Fungicide

Effective and Preventative
Disease Control Against
Pythium Blight and Anthracnose



2751 Centerville Road | Suite 100
Wilmington, DE 19808
Phone: 855-445-7990
www.belchimusa.com | info.usa@belchim.com



JOHN DEERE FRONT MOWER HEAVY-DUTY ROTARY BROOM

The pitch: Compatible with the 1500 Series TerrainCut™ Front Mowers, the Heavy-Duty Rotary Broom increases mower versatility throughout the year.

- Introduced as a four-season implement, the rotary broom can be used for a variety of applications
- In the winter, the broom effectively moves up to 2 inches of snow and can be used in the spring to dethatch lawns when properly set with standard caster wheels.
- During the summer months, the broom effectively performs a wide variety of sweeping jobs, while in the fall, it can be used to tackle falling leaves and pine needles.

For more info: JohnDeere.com



Tighter turns and cleaner cuts, realized.

Fulfilling customers' ambitions moves you closer to yours.

You want to be the one that equips them to take their business to the next lawn, and the next level. Our promotional financing, tools and technologies make it easy to offer customers more purchasing power. They'll also help you increase store traffic, raise average transaction size and build repeat business. Just right for your future.

Find out how we can help you realize your ambitions.

Visit synchronybusiness.com/OPE or call us at 888-365-6166.

 **synchrony**

BOOKS

Benchmarks for Landscape Construction Professionals

Publication special for Jim Huston's new book.

Benchmarks, Standards and Critical Numbers for your company, your industry and your life.

Benchmarks book (\$100)
Benchmarks audiobook (\$100)
Benchmarks MS Excel CD (\$100)
Buy 2 and get the third free.

Just \$200 + S&H

For more details email: jhuston@jrhuston.biz

BUSINESS FOR SALE



**ACQUISITION
EXPERTS LLC**

**WANTED IN FLORIDA
I HAVE BUYERS**

Thinking of retiring, relocating,
don't want to be the boss but stay on?

Contact John Brogan 772-220-4455
EMAIL: John@acquisitionexperts.net

BUSINESS OPPORTUNITIES

SELLING YOUR BUSINESS?

FREE
APPRAISAL

NO BROKER
FEES

Professional Business Consultants

Merger & Acquisition Specialists

Professional Business Consultants can obtain purchase offers from qualified buyers without disclosing your identity. Consultants' fees are paid by the buyer.

CALL:

708-744-6715

FAX: 508-252-4447

pbcmedio1@aol.com • www.PBCBroker.com

LOOK FOR
LAWN & LANDSCAPE ON

facebook

facebook.com/lawnandlandscape

BUSINESS SERVICES

J.R. Huston Consulting offers....
**Standardization for Profit
(SFP) Consultation**
with Michael Hornung of

**ValleyGreen
Companies**

Work with a successful lawn care professional with 28 years of experience to provide you with the tools and the training you need to start and grow your lawn care company profitably.

Total cost is \$1,750 for one day/\$3,000 for two days, plus travel expenses.
You will also receive **60 days of free telephone support.**

If you would like to schedule a SFP consultation, please contact Michael by telephone **320-241-5959** or email (michaelh@valleygreen.net) for scheduling and further details at your earliest convenience.

<http://valleygreen.net>

**How to Price
Landscape & Irrigation Projects**

Publication special for Jim Huston's classic book.
This is the Green Industry standard on estimating.
Everything that you need to know to price your projects & services accurately and profitably.

HTPLIP book (\$150)
HTPLIP audiobook (\$150)
HTPLIP MS Excel CD (\$150)
Buy 2 and get the third free.

Just \$300 + S&H

For more details email: jhuston@jrhuston.biz

FOR SALE

**Discount
Small Engines & Parts**

Small engines & parts from Briggs & Stratton, Kohler, Tecumseh, Robin and more.
www.smallenginesuppliers.com

Also, look up your own parts and buy online at
www.smallenginepartssuppliers.com

FOR SALE

Seat Warehouse
Quality Replacement Seats



Call 855-700-SEAT (7328)
www.seat-warehouse.com

doorbags.com

Protecting Your Message At Their Door

Order Today/**Free Shipping**

**REDUCE PESTICIDE USE
BY 50% OR MORE**



**ECO-505
INJECTION SYSTEM**

Spot-spray pesticide while blanket applying fertilizer



GREGSON-CLARK
Spraying Equipment

A Division of Rhett M. Clark, Inc.

Toll free - 800.706.9530
Phone - 585.538.9570
Fax - 585.538.9577
Sales@GregsonClark.com
GregsonClark.com

A WEBSITE WITH **YOU IN MIND**
LAWNANDLANDSCAPE.COM

FOR SALE

WWW.STORKSPLOWS.COM

We provide the Snow and Ice Industry with the best **Value** and selection of parts and plows. While being **Innovative** and focusing on **Honest** service done with **Excellence**.



Walk Behind Spreaders

PowerSpreaders.COM

941.650.9730

HELP WANTED

Florasearch, Inc.

In our third decade of performing confidential key employee searches for landscape and horticulture employers worldwide. Retained.

Career candidate contact welcome, confidential and always free.

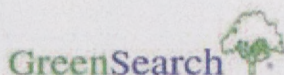
Florasearch, Inc.

Phone: 407-320-8177

Email: search@florasearch.com

www.florasearch.com

HELP WANTED



Green Industry Leaders Start Here!

Solve your key leadership hiring needs by contacting **GreenSearch**, the professional search and HR experts **exclusively** serving landscape contractors and the green industry nationwide. Contact us today!

www.greensearch.com

1-888-375-7787

info@greensearch.com

LinkedIn: greensearch-usa



EXPERTS IN FINDING LANDSCAPE TALENT!

No upfront fees.

We know what rocks to look under to find the hidden candidate.

Need to upgrade or replace confidentially?

We're the firm to call.

Expanding your business?

We're the firm to call.

THE FOCUS AGENCY

877-362-8752

www.focus-agency.com

search@focus-agency.com

*In business over 30 years
with clients coast to coast.*

H2-B WORK VISA INSURANCE

Need a permanent solution to the H2-B visa cap problem?

Seasonal & permanent workers.
Based in San Antonio, TX.



Call Todd Miller at (210) 695-1648
www.puertorico-pronto.com

LAWN SIGNS

PROMOTE TO NEIGHBORS

PROMOTIONAL POSTING SIGNS

RND SIGNS
Marketing, Design & Print

*View Hundreds of
Promotional Ideas, Layouts
& Exclusive Images Online!*

RNDsigns.com • 800.328.4009
Posting Signs • Door Hangers
Brochures • Mailers More



PLANTS, SEEDS & TREES

NATIVE SEEDS

Largest producer of native seeds in the Eastern U.S. Hundreds of species of grass and wildflower seeds for upland to wetland sites. Bioengineering material for riparian areas and erosion control. Contact **ERNST SEEDS** today.

www.ernstseed.com – 800/873-3321

SOFTWARE

BILLMASTER Software®

Simple, Reliable, Affordable

**Perfect for Small Business
Convert from any existing system**

**All at a price your
business can afford**

**Call today to get started.
201-620-8566**

**Email: sales@billmaster.info
www.billmaster.info**

PLACE YOUR CLASSIFIED TODAY!

Please contact Bonnie Velikonya at 800-456-0707 x291 or bvelikonya@gie.net.

Advertiser	Website	Page #
AmericanHort	cultivate8.org	32
Ariens/Gravely	gravely.com	91
Aspire	youraspire.com	80-81
Bailey Nurseries	firsteditionsplants.com	35
Barreto MFG	barretomfg.com	60
Belchim Crop Protection USA LLC	belchimusa.com	82
Bio Plex Organics	bio-plex.com	72
Bobcat Company	bobcat.com/lbuildquote	47
Case Construction Equipment	caseco.com/fromthegroundup	49
Caterpillar	cat.com/miniex-LL	69
Ceibass Venture Partners	ceibass.com	48
Clendenin Group, The	thecledeninconsultinggroup.com	50
Conard Pyle Company, The	starrosesandplants.com	12
CoxReels	coxreels.com	16
DeerPro	deerproprofessional.com	16
Exmark	exmark.com	21
Finn Corporation	finndealers.com	13, 15, 17, 30
Ford Motor Company	ford.com	62-63
Forshaw	forshaw.com	72
Greene County Fertilizer Company	greencountyfert.com	40
Hino Diesel Trucks	hino.com	2-3
Horizon	horizononline.com	37
Hunter Industries	hunterindustries.com/hpc	92
Husqvarna	husqvarna.com	53
Hustler Turf Equipment	hustlerturf.com	59
John Deere Company	johndeere.com/mowpro	67
John Deere Construction	johndeere.com/rentalsales	61
Jungle Jim's Accessory Products, Inc.	junglejimsap.com	40
Kawaskai Motors Corp	kawasakienginesusa.com	11
Kioti Tractor	kioti.com	57
Kohler Co	kohlerpower.com	29, 31
Kubota	kubotausa.com	8-9
Lebanon Turf Products	lebanonturf.com	33, 34
Mainely Ticks	mainelyticks.com	88
Makita USA	makitatools.com	5
Mean Green Products	meangreenmowers.com	14
Morgan Corp	morgancorp.com	46
NaturalLawn	naturalawnfranchise.com	14
Neely Coble Co	neelycoble.com	71
New Peco, Inc.	lawnvac.com	60

Advertiser	Website	Page #
Northeast CAT Group	necatdealers.com	73*
Novae Corp	gridironcts.com	50
OPEI	opei.org	75
PBI-Gordon Corp	pbigordonturf.com	65*, 87*
Perma-Green Supreme	permagreen.com	7
Permaloc Aluminum Edging	permaloc.com	19
Pro Landscape/ Drafix	prolandscape.com	18
Real Green Systems	realgreen.com/mobilegrow	41
RedMax	redmax.com	77
SiteOne Landscape Supply	siteone.com	43
Slingshot	getslingshot.com	45
STIHL	stihlusa.com/community/real-people-stihl-people-brett-russell/	51
Synchrony Financial	synchronybusiness.com/opec	83
Syngenta	growwithsyngenta.com	89
Takeuchi MFG	takeuchi-us.com	79
Target Specialty Products	target-specialty.com	55
Toro Company	toro.com/7500-D	23
TruFuel	trufuelso.com	10
Turbo Technologies	turboturf.com	46
Uline	uline.com	48
United Phosphorus, Inc.	www.upi-usa.com	66
Wells Fargo Retail Services	wellsfargo.com/outdoorsolutions	39
World Lawn	worldlawn.com	70

* denotes regional advertising

LAWN & LANDSCAPE (ISSN 1046-154X) is published monthly. Copyright 2019 GIE Media, Inc. 5811 Canal Rd, Valley View, OH, 44125. All rights reserved. No part of this publication may be reproduced or transmitted by any means without written permission from the publisher. Single copy rate: \$5.00 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 Valley View office. Periodicals postage paid at Cleveland, Ohio, and additional mailing offices. Postmaster send changes to LAWN & LANDSCAPE, 5811 Canal Rd, Valley View, OH, 44125. Canada Post: Publications Mail Agreement #40612608. Canada Returns to be sent to IMEX International, PO Box 25542, London, ON N6C 6B2.

Were You Featured In This Issue?

Reprints enable you to reuse your article and simply place it into the hands of your target audience. Having been featured in a well-respected publication adds the credibility of a third-party endorsement to your message.

Give yourself a competitive advantage with reprints. Contact us for more information regarding reprints and additional applications designed to meet your challenging market needs.

Call Bonnie Velikonya at 800-456-0707 x291



IT JUST SCREAMS, "FAST!"

TZone™ SE is the fastest triclopyr combo on the market.

Formulated for speed, and delivering twice the triclopyr per acre as most combination products, TZone™ SE Broadleaf Herbicide For Tough Weeds leaves the competition in the dust. The reduced-solvent ester formulation of TZone SE controls more than 60 of the toughest broadleaf weeds. And TZone SE does it with a fast visual response for fewer complaints and callbacks.

***Leave the lesser herbicides behind:
Choose TZone SE.***

PBIGordonTurf.com

TZone™ is a trademark and Checkered Flag® and ProForm® are registered trademarks of PBI-Gordon Corp. 11/17 05027



**pbi / Gordon
CORPORATION**
Employee-Owned

Continued from pg. 78

PAY ATTENTION TO WHERE PEOPLE CLICK.

Level Green Landscaping also monitors how long visitors spend on the site, how people find them (such as through a search engine or job link), and what content people are clicking on. This information helps the company create similar content to draw in more traffic. For example, videos with subtitles are big draws, primarily because they can be watched without sound and while viewers are doing something else.

KEEP CONTENT FRESH. “The goal is always to get people engaged with your content,” Mayberry says. For example, on one side of the site, a marketing blog talks about recent projects and shows the company’s expertise. On the other side, the “culture blog” features brief articles about individuals in the company. Updating content also shows clients you’re intelligent about the industry and its relationship to technology. It’s essential for connecting with a younger audience, who absorb information in a different way from previous generations.

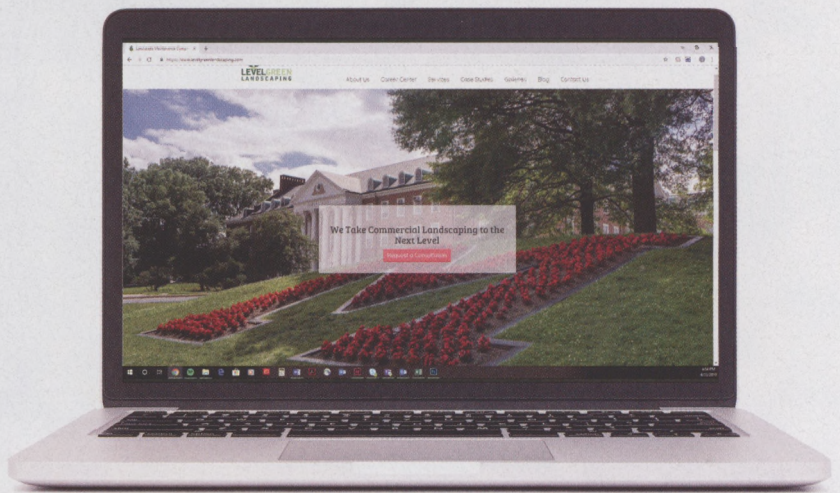
GET PROFESSIONAL PHOTOGRAPHY. “You would think with everyone having a camera in his or her pocket, it would be easy to get good photos. But it hasn’t worked for us,” Mayberry says. To ensure they have high-resolution, high-quality images, the company periodically hires a professional photographer to shoot key images at their 750 sites. “We pick the sites that show best and come up with an itinerary. We get stock footage, too, such as shots of crews working or the trucks,” Mayberry says.

USE SOCIAL MEDIA OUTLETS. Facebook, Twitter, Instagram and LinkedIn are becoming a larger part of Level Green Landscap-

ing’s online presence. The company garners about 1,000 visitors a month from social media posts. “That’s a decent chunk of traffic, and it has helped drive people through to our website,” Mayberry says. Typically, he tries to post to social media such as Instagram once or twice a week, though his goal is to increase that number.

BE CONSISTENT AND PATIENT. “A website is a smart investment, but it doesn’t pay back in six months. It’s really a three-year plan to reap the benefits,” Mayberry says. “Stick with it, get professional help and don’t lose steam.” **L&L**

The author is a freelance writer based in the Northeast.



Lawn Care Operators

Are your customers protected?

Mainly Ticks Franchises Now Available in Select Communities

Educating entire communities in protecting people, pets and properties from ticks and mosquitoes.

- 90% Year-to-Year Recurring Revenue*
- Local Territories - Compact Route Densities
- Affordable Community Based Franchise Model
- Timely Addition to your Current Service Lines
- Discounts for Veterans, Teachers, PMPs & LCOs
- 14 Year History of Growth* - Avg. 2018 NPS of 9.776*
- 70% of customers live within 12 miles of our home location*

Mainly Ticks affiliate

Ready to start the process? Go to:

www.mainlyticks.com/franchiseinfo



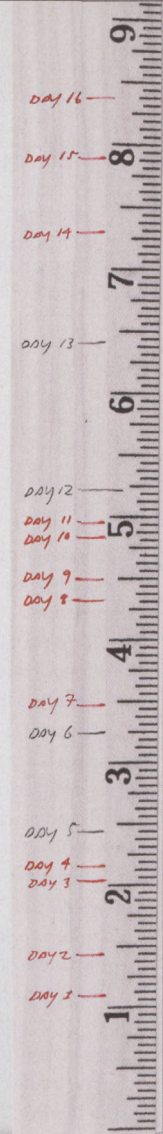
855 NIX TICKS ~ 855-649-8425

Mainly Ticks®

Franchise Development, Inc.


Tick Management through Education & Science ~ A World of Difference

This ad is not an offering. An offering can only be made by Franchise Disclosure Document.



Because they grow up so fast.

Mature perennial weeds have met their match. Using a new class of chemistry for turf, Manuscript® herbicide selectively controls weeds at any growth stage. It controls **Tropical Signalgrass**, **Crabgrass**, and other grassy weeds, anytime they are actively growing. To learn more on how to reclaim your turf, visit [GreenCastOnline.com/Manuscript](https://www.GreenCastOnline.com/Manuscript)

 **Manuscript**
Herbicide

syngenta



@SyngentaTurf #Time4Manuscript

©2019 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. GreenCast®, Manuscript®, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks used herein are the property of their respective company.

STUDENT SPOTLIGHT

Kendra Snyder

By Lauren Rathmell

STUDENT SPOTLIGHT

brings you the perspectives of horticulture students and insights into the future of the industry.



For Kendra Snyder, hands-on experience in the green industry was just a part of her upbringing. She grew up around plants as her parents own and operate a nursery. She's had a close look at the industry since she was a little girl, and her interests brought her to start more formalized learning at Pennsylvania College of Technology.

Graduating this month, Snyder is pursuing a degree through the university's Landscape Horticulture Technology program. "I like to grow plants, but I also like to design," Snyder says. Her program is a two-year associate degree that starts with traditional plant introduction and botany classes, but Snyder says the hands-on things that take place during the later semesters are her favorite.

"As you continue through the program, you get into classes like sustainable landscape, learning about different aspects of the business, dealing with contracts, as well as things like green roofs and permeable pavers to keep the outdoors sustainable," she says.

She has studied in hand-drawn design courses as well as courses that teach computer-assisted design, and she hopes to someday work at her parent's nursery designing landscapes for its client base.

"It's just where I get to let out all my creativity and (see) my designs come to life with the different programs we use," she says.

Her well-rounded course work has her heading into graduation feeling very prepared for what lies ahead, too.

"(This program) is a really good way to get into the industry because you've seen a lot of different aspects because we also do things like a plant propagation from cuttings, or we create our own actual bedding crop and then we sell it," she says. Snyder also has a passion for sustainability. She hopes to

see more of an emphasis on it as designers make their plans for a landscape.

"Adding a lot more natives to the landscape, in growing them and putting them into design, that just creates a good sustainability for the insect life," she says. "And then that leads up to the birds and it goes up from there with the whole food chain."

Most recently, Snyder worked on a project that helps give back to her community. She and her classmates were able to assist in the completion of a memorial garden for a local girl who passed away from cancer.

"We're putting the patio in now and then we're going to have a green space around it and it's along a creek bed," she says. "I think that it's awesome that we are able to give back to the community."

Snyder says students were able to assist with the design work and give the contractors their input for consideration on the final plans for the garden.

As she enters the work force, Snyder says she hopes future employers see the hard work her peers are ready to do.

"A lot of the kids that I know are really hard workers and that they're willing to put in the time and effort for the job to come out right," she says. "We have a really good group of kids who are willing to work and stay the extra hours that we need to in order to get a job finished. With our generation, we do have a lot of ambition." **L&L**

EMPLOYEE OF THE MONTH

THE PRO-TURN® 400 DELIVERS.

With a stronger frame, smarter controls and a smoother ride, the Gravelly® Pro-Turn 400 out works, out performs and out lasts the competition.

Find your local Gravelly dealer at GRAVELY.COM



GRAVELLY®

SHINE A LIGHT ON **VALUE**



RS

*An **up light** to add texture, contrast, and depth*



WS

*A **wall wash** to highlight stonework or architecture*



SP-A

*A **path light** to boost ambience and safety*

*Versatility, elegance, and affordability merge seamlessly with the FX Luminaire **Value Line**.*

Taken together, the RS, WS, and SP-A fixtures offer a cost-effective, system-level lighting solution backed by the superior performance synonymous with our name. The corrosion-resistant aluminum fixtures are available in a range of finishes to complement any outdoor space.

LANDSCAPE LIGHTING | **Learn more.** Visit fxl.com

FXLuminaire