

# WEEDS TREES & TURF

The Magazine of Landscape and Golf Course Management Since 1962



## 22 Turf vehicles

A bull market, yet manufacturers aren't certain what turf managers really want.

## 26 Lawn care

A recent survey shows the chemical lawn care and landscape maintenance market hitting \$2.8 billion this year.

## 30 Goin' green

A service giant spawns a network of new lawn care companies.



## 36 One roof, two operations

A Michigan company has found that you can successfully blend pest control and lawn care operations.

## 42 Tapping an immature market

Youthful Southern California has been slow to develop its lawn care industry. A Riverside firm is growing with the market.



## 44 Solving problems

A North Dakota custom applicator seeks new ideas to old problems.



## 48 Catering to industry

Stockton, Calif., is a solid lawn care market for two detail-oriented Californians.

## 54 Winter injury

What you can do to protect your plant materials from the harshness of the coming months.

## 58 Management in business

Direct mail programs should be just a part of an overall marketing plan.



## 60 Hands-on experience

Learning by doing is why a North Carolina community college is thriving.

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