

LANDSCAPE MANAGEMENT

an association of the Lawn Care Industry

NOVEMBER 1993 VOL. 32, NO. 11

COVER FEATURE

12 Using perennials for 'custom jobs'

Commercial accounts are discovering what homeowners already know: perennials make landscapes distinctive. LM visited landscapers who provide this service.

Ron Hall

FEATURES

14 LM Reports: Spreaders

The industry's best spreaders cover large areas and carry heavy loads of fertilizer, chemicals or topdressing. Whether designed for pick-up trucks or hitches, this is an invaluable equipment category.

compiled by Terry McIver

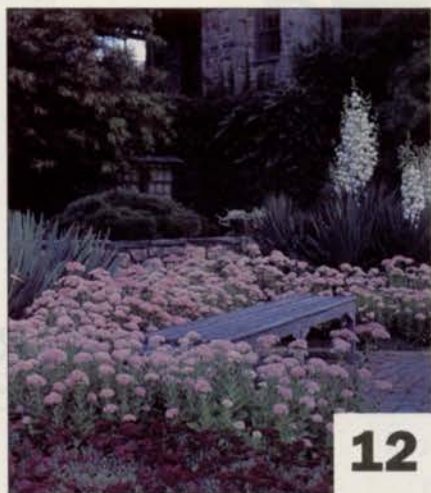
16 1994 Pick-ups

If it's high time to go shopping for a new truck or three, make sure you know what your dealer can offer. Most manufacturers are offering special buying incentives, too.

Arthur Flax

22 The coming of winter

Chemicals, irrigation systems and equipment must be carefully prepared to cope with sub-freezing temperatures in the northern U.S.



12

TECH CENTER

24 Sand, silt and clay

By understanding the properties of soil texture classes, you are better able to develop management strategies best suited to soil limitations.

Charles H. Darrah III, Ph.

GOLF 'SCAPING

38 Specialized equipment

Here are some concepts to consider when hunting for that 'dream machine' that does exactly what you want it to do.

Steve and Suz Trusty

HOT TOPICS

42 A million elms

A relatively new type of disease-resistant American elm is replacing those lost to Dutch elm disease on golf courses and landscapes. Goal of the Elm Research Institute is to have one million planted by the year 2000.

43 Seed harvest: 'fair'

This year's seed harvest reaps modest yields. Weather conditions see-sawed from heavy rain to oppressive heat. During one hot spell the crop was near ruin.

Terry McIver

46 Gypsum saves water

Substantial savings are being chalked up to small gypsum blocks that measure moisture content. The Texas Ag Extension Service is investigating the idea, which has the potential to save thousands of dollars and millions of gallons of water annually.

LAWN CARE INDUSTRY

SPECIAL SUPPLEMENT

27 State of the lawn care industry

● **Chemical lawn care sales flat; allied services boom:** 1,000 surveys mailed, 221 returned; service 'mix' appears to be swinging slightly, toward add-ons; speculation that customer base eroded because of the economy.

Jerry Roche

● **Update: combined TruGreen/ChemLawn operations on fast track:** President Don Karnes and a lean management team steer the industry leader toward support of branch operations and field specialists.

Ron Hall

ADVANSTAR Communications, Inc.,
7500 Old Oak Blvd., Cleveland, OH 44130
Phone: (216) 243-8100
Fax: (216) 891-2675

EDITORIAL STAFF

JERRY ROCHE, Editor-in-Chief
TERRY McIVER, Managing Editor
RON HALL, Senior Editor
MICHELLE THERRIEN, Graphic Designer
KEITH FAZIO, Art Director
MAUREEN HREHOICK, Group Editor

BUSINESS STAFF

JON MIDUCKI, Publisher
ROBERT EARLEY, Group Vice President
JUDY PAWLOWICZ, Production Manager
ROSY BRADLEY, Senior Production Manager
DEBI HARMER, Production Director
DIANE BIAS, Administrative Coordinator

ADVERTISING OFFICES

CLEVELAND (HEADQUARTERS) OFFICE

7500 Old Oak Blvd.,
Cleveland, OH 44130
Phone: (216) 243-8100
Fax: (216) 891-2675

JON MIDUCKI, Publisher: (216) 826-2855
ROBERT EARLEY, Group Vice President
ANNE LANGHENRY, Promotion/Research Mgr.:
(216) 891-2739
BRIAN KANABA, Sales Representative:
(216) 891-3155
ANITA KNIGHT, Sales Representative:
(216) 891-3172
DIANE BIAS, Administrative Coordinator:
(216) 891-2750

SEATTLE OFFICE

1333 NW Norcross
Seattle, WA 98177
Phone: (206) 367-5248
Fax: (206) 367-5367

BOB MIEROW, West Coast Representative

SUBSCRIBER / CUSTOMER SERVICE

(218) 723-9477 FAX (218) 723-9437



ADVANSTAR
COMMUNICATIONS

President & CEO: Edward D. Aster
Vice President Finance/CFO: Richard D.W. Mead
Vice Presidents: Robert E. Earley, Brian Langille,
Brian Nairn, Bernard J. Rogers, Phil Stocker
Vice President, Publishing Operations: Kevin J.
Condon
Vice President, Editorial: Jane P. Edelstein
Treasurer & Controller: Adele D. Hartwick
Secretary & Director of Corporate Finance: David W.
Montgomery

Reprints of all articles in this issue and past issues of LANDSCAPE MANAGEMENT are available (250 minimum). Call or write Brian Kanaba, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130 (216) 891-3155; fax (216) 826-2865.

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advansar Communications, Inc. Corporate and editorial offices: 7500 Old Oak Blvd., Cleveland, OH 44130. Advertising offices: 7500 Old Oak Blvd., Cleveland, OH 44130; 1333 N.W. Norcross, Seattle, WA 98177. Accounting, advertising production and circulation offices: 131 W. First St., Duluth, MN 55802. Subscription rates: \$30 per year in the U.S.; \$55 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$3 in the U.S.; \$6 in Canada; elsewhere \$10. Add \$3.50 per order for shipping and handling (pre-paid orders only). Office of publication: Advansar Communications, Inc., 131 W. First St., Duluth, MN 55802. Second class postage paid at Duluth, MN 55806 and additional mailing offices.

Copyright © 1993 by Advansar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LANDSCAPE MANAGEMENT, P.O. Box 6198, Duluth, MN 55806. Date effective: September 8, 1992.



Printed on Recycled Paper



Printed in the U.S.A.



38

● **Losing the focus of lawn care sales:** An adversarial attitude becomes apparent to customers when they ask a technician a few questions and receive nothing but a one-word answer. And this guarantees one thing: the company will lose.

Ed Wandtke

● **Labor problems cropping up all over:** Most eligible labor lacks trainability, commitment, work ethic, according to our survey. Compiled by the LM editorial staff.

DEPARTMENTS

1 As We See It
4 Ask the Expert
LM Grapevine
46 Info-Center
48 Events

49 Jobtalk
50 Product Showcase
58 Classified
60 Ad Index

ON THE COVER

Aerial photo of a beautiful residential landscape courtesy of Gary Kinman, Kinman & Associates, Dublin, Ohio.

LM READER ADVISORY PANEL

Ken Gerlack
Contra Costa Landscaping
Martinez, Calif.

Twyla Hansen
Nebraska Wesleyan University
Lincoln, Neb.

Tim Hiers
Collier's Reserve
Naples, Fla.

Bill Prest
Springvale Country Club
North Olmsted, Ohio

Mark Schlossberg
Pro-Lawn Plus
Baltimore, Md.

Brian Storm
Terrascape Inc.
Birch Run, Mich.