

These are machines to tickle a young man's dreams, and lighten his wallet. They're sleek, they sparkle on the showroom floor and many come with bucket seats with padded arm rests. They look like they could have been styled by somebody with a name like Ferrari. They promise high performance with pizzazz, and more operator comfort too.

In Louisville a couple of weeks ago several thousand of us got an opportunity to put some of these incredible machines through their paces

Are we talking about the new model year Corvettes? No way, my friend.

We're describing today's commercial mowing machines. These shiny, sleek cutting units dominate EXPO 98 in Louisville each July. They're the stars there, make no mistake about it.

Each year manufacturers compete for the landscapers' dollar with even more mowers, and more features on their mowers (including colorful paint

jobs) as they come up with even more descriptive names for their units—names like Turf Tiger, Chariot, Surfer, or Laser Z, among others.

There are so many mowing units in so many different styles and shapes in Louisville that you could spend all three days of the Show just picking up literature and comparing claims, not to mention actually operating them in the turf demonstration area just outside the convention building.

While landscapers, faced with tight margins and even tighter labor, want machines that cut turf faster and more precisely, they also—judging by their reactions at Expo '98—want machines that are kinder to operators, and units with eye appeal too.

The commercial mowing business is incredibly competitive and every advantage apparently is worth gaining, including image. **LM**

Professional cutters in driver's seat



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LANDSCAPE/GROUNDS

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Many ways to recruit the best

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How to sell water features

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Christmas decoration work pays

PEOPLE & PROJECTS

Business school named after Clarence Davids, Sr.

Trinity Christian College has renamed its business department's instructional facility the **Clarence Davids, Sr.** Business Center. Landscape industry pioneer Davids has served the College since its beginning in 1959. A former member of its Board of Trustees, Davids has supplied the funds for eight business scholarships per year for Trinity business students. The Clarence Davids company is now operated by son Bill Davids, and provides landscape design and maintenance to a number of high profile clients in greater Chicago.

Post Properties founder feted

The Garden Club of America recently presented its Cynthia Pratt Laughlin Medal to **John A. Williams**, founder and CEO of Post Properties, Inc.. The Laughlin Medal is awarded for outstanding achievement in environmental protection and quality of life maintenance. Post Properties, Inc., is one of the largest operators of upscale multi-family apartment communities in the Southeastern and Southwestern U.S. The Garden Club of America has more than 16,500 members in 40 states and Washington D.C., and made the presentation to Williams at its annual meeting in Virginia.