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INSIDE

THE VOICE OF THE GREEN INDUSTRY

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FEATURES

SPECIAL REPORT

**22 CONSOLIDATION PART 2:
THE RACE TO INTEGRATE**
Consolidators have to get it
together to get your business
BY SUSAN GIBSON

**26 WHAT PROPERTY MANAGERS
WANT FROM YOU**
Two pros tell us what it's all about
BY GEORGE WITTERSCHEIN

30 NOBODY'S STANDING PAT
Independents seek alliances with
property managers
BY RON HALL

**34 WHO'S WHO IN PROPERTY
MANAGEMENT**
BY GEORGE WITTERSCHEIN

36 LM REPORTS: SPREADERS
Just in time for spring
BY CURT HARLER

INSECT CONTROL GUIDE

**40 COOL-SEASON TURF'S PUBLIC
ENEMIES**
BY PATRICIA J. VITTM, PH.D.

**42 WARM-SEASON INSECTS:
PREDICTING THE CRIME**
*BY RICK L.
BRANDENBURG, PH.D.*



**46 ORNAMENTAL INSECT CONTROLS:
CHANGES TO COME**
BY DAVID SHETLAR, PH.D.

50 8 STEPS TO CREW EFFICIENCY
Make your crews more profitable
BY JERRY GAETA

**54 1999 TRUCK GUIDE: THEY GET
YOUR WORK DONE**
LM's Guide to Trucks & Accessories
BY ROBERT E. REAVES

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COLUMNS

8 OPENING SHOTS
Goodbye to my old gang

10 ASK THE EXPERT
Hosta spots, lacebugs

DEPARTMENTS

14 HOT TOPICS
TGCL's landscape divisions;
gray leaf spot alert

70 EVENTS

72 PRODUCTS

77 CLASSIFIED

79 AD INDEX


80 GRAB BAG
Hot markets; best lawn

ON THE COVER: PHOTO COURTESY OF
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EDITORIAL STAFF

- Sue Gibson **Executive Editor** (440) 891-2729
E-mail: sgibson@advanstar.com
- Ron Hall **Managing Editor** (440) 891-2636
E-mail: rhall@advanstar.com
- Nancy Stairs **Technical Editor** (440) 891-2623
E-mail: nstairs@advanstar.com
- Karl Danneberger, Ph.D. **Chief Science Editor**
E-mail: Danneberger1@osu.edu
- Vernon Henry **Group Editor** (440) 826-2829
- Lisa Lehman **Art Director** (440) 891-2785
- Lisa Bodnar **Sr. Graphic Designer** (440) 891-3101

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BUSINESS STAFF

- John D. Payne **Group Publisher** (440) 891-2786
E-mail: jpayne@advanstar.com
- Brenda Dunlap **Administrative Coordinator** (440) 891-2734
- Karen Lenzen **Production Manager** (218) 723-9129
- Debi Harmer **Production Director** (218) 723-9325
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ADVERTISING STAFF

- Cleveland Headquarters**
7500 Old Oak Blvd.
Cleveland, OH 44130-3369
- Heather M. Fox **Eastern Account Manager**
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859 Willamette St.
Eugene, OR 97401
(541) 338-0022 Fax: (541) 338-0044
E-mail: jkiesewetter@advanstar.com

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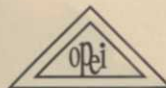
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Bill Clutter says that all he really expected to do in lawn care was make a living. And, for 25 years, he did. In fact, he made a darn good living as he built his business, Turfguard, into one of the best lawn application companies in Ohio.

You pay the price

But the effort took its toll. Bill's a hearty, robust man with a booming voice, and he's as quick with a firm handshake as he is with a laugh. But, his ticker can't stand the strain of 60 and 70 hour work weeks anymore. What's the good of having

friends, if you don't have time to go fishing with them, he recently told me. Hey, that makes sense to me.

Bill put himself on the sidelines in March, at least for the next couple of months for some extended fishing with his buddies. He called me in March to tell me he'd sold his operation in Dayton, OH, to TruGreen-ChemLawn (TGCL).

Who are those guys?

Uh oh, there they go again. Those folks at

TGCL in Memphis, TN, seem to be intent on breaking up that old gang of mine, making it harder and harder for me to snag a free lunch with every passing industry event.

Not only did TGCL pick up Clutter's company this spring, but they also bought the lawn application business of Gene Pool, another long-time acquaintance here in Ohio. Bill and Gene were among the small group of business owners that got the Ohio Lawn Care Association off to such a fine start a decade ago. They've both been excellent ambassadors for the lawn care industry, and I'll never forget trekking along with Gene to the office of our congressman, Rep. Paul Gillmor (R-OH), at PLCAA's annual Day on the Hill. Rep. Gillmor even seemed to enjoy our visits.

I learned about Bill and Gene's decision to sell

their lawn application businesses about the same time that I heard that TGCL had also acquired Idaho-based Perma Green. That was another independent lawn care company with a lot of good memories behind it and a fine reputation.

Say what you want about the folks in Memphis, TGCL's headquarters, but they're one busy group. And, it doesn't look like they're going to slow down anytime soon either.

Shop until you drop

Some of my remaining independent lawn care buddies keep telling me that they think that TGCL is going to run out of cash. I remember having similar conversations in 1992—just after TruGreen gobbled up ChemLawn. And then again a few years ago at the Ohio Turfgrass Conference when we found out that TGCL had acquired Barefoot. Is TGCL through? As the late, great Jackie Gleason would say: "Hardy, har, har."

This past year, ServiceMaster (NYSE: SVM), parent company of TGCL, recorded sales of \$4.7 billion, its 28th consecutive year of growth. Revenue of ServiceMaster's Consumer Services, of which TGCL is a part, increased 23% and exceeded \$2 billion for the first time. After-tax profits for the Consumer Services group were up 27% to \$157 million, representing 3/4 of all SM profits for the year.

While I'm glad my friends were in a position to trade in their years of hard work for some of that ServiceMaster cash, I'm beginning to wonder who's going to be around to talk about how TGCL is going to run out of money at the next GIE. **LM**

Agree? Disagree? What's on your mind? Give Ron the business at 440/891-2636; fax, 440-891-2683; e-mail, rhall@advanstar.com

Adios to that old gang of mine



Ron Hall

RON HALL
Managing Editor

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Out, darn hosta spots!

What causes spots on hosta? These spots are whitish gray with brown borders. As the problem increases, it destroys the leaves and the plants look ugly.

— NORTH CAROLINA

The problem appears to be related to a fungal leaf spot disease caused by *Colletotricum* spp. This fungus produces large white or grayish spots with brown borders. As the disease progresses, the leaves and petioles can be disfigured.

An application of a copper-containing product such as Bordeaux mixture should help. Repeat the application as needed.

Another possible culprit is foliar nematodes. These tiny microscopic worm-like pests can cause extensive damage to foliage. Contact your local county extension agent or send a sample to our laboratory for diagnosis and management recommendations.

London plane pain

Some of the London planetrees in our area have severe lacebug problems each year. Not only do these plants look bad, but they drip a black substance on the cars parked beneath them. How can we manage these lacebugs without spraying? Because of drift, we don't want to spray these trees.

—MICHIGAN

Lacebugs can become a serious, ugly pest on a number of ornamental plants. The infested leaves will show a bronze color with stippling. They can infest relatively healthy trees. These

sucking insects can weaken the plant, as well, and their black excrement can cause aesthetic problems. The damage is most severe during the summer.

Injecting with products such as Inject-A-Cide®, Abacide® or Imicide® from Mauget Co. will help manage the lacebug problem. Studies on London planetrees in Europe have shown effective control for two years with only one treatment of Imicide. Abacide and Inject-A-Cide B® also reportedly work well but do not last as long as Imicide.

Trunk injecting using these tools can be effective, if it is done correctly. Treat the trees in spring for best results.

Extensive feeding by lacebugs can weaken the plants. Therefore, consider providing proper mulching, watering and fertilizing, as needed, to help improve plant health.

St. Louis jumping beans?

Many white oaks in and around St. Louis are dropping leaves prematurely. The leaves show small pinhead-size, yellow-brown, gall-like structures on the lower side and brown spots on the upper side. What are they? What can be done to protect the trees?

—MISSOURI

Your comments suggest a problem known as jumping oak gall. It is caused by a tiny gall wasp. A severe infestation can cause defoliation. The affected leaves will have tiny pinhead-size galls ranging from yellow-

brown spheres on the underside of leaves and many small brown spots on the upper and lower surfaces.

The tiny galls contain a single wasp larva, which eventually drops from the leaves. Larval activity causes the fallen gall to "jump" or bounce around, similar to jumping beans. This activity helps the gall to fall deeper into the turfgrass or on leaves lying on the ground. The wasp overwinters inside the gall and emerges as an adult the following spring.

The damage from jumping oak gall is primarily an aesthetic concern. Although the damage looks severe, generally trees will survive. Insecticide management is difficult and not practical because the pest is hidden.

These sprouts must go

How to we manage sprouts growing from the base of tree at ground level?

—MICHIGAN

These sprouts are often called "root suckers." Depending on the size and stage of development, they can be hand-pruned or mowed off carefully. After removal, the area can be mulched to inhibit or slow-down further growth. However, this may not work well in every situation.

Tree collar devices made out of biodegradable materials, similar to the product made from biodegradable planting containers, can also be useful in managing sprouts. Once installed, they can last for one to two years.

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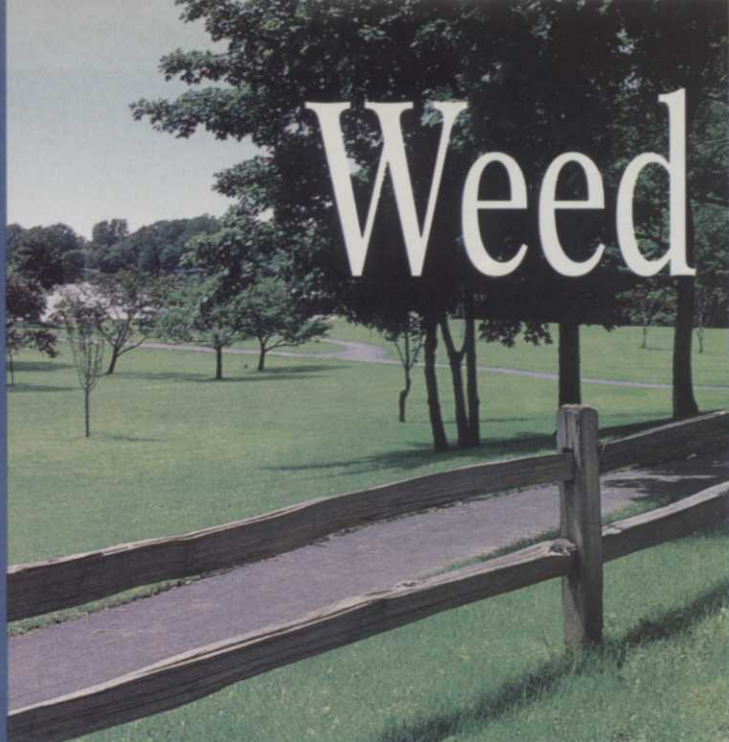
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AgriBioTech revamps management



HENDERSON, NV —

AgriBioTech, Inc., (ABT), besieged by investor-initiated class action lawsuits, re-vamped its management team and announced that it will cut costs. It's also developing a plan to consolidate the many seed companies under its umbrella into a single entity.

Formed in 1987, ABT has acquired more than 30 seed operations since 1995 to become the world's largest forage and cool-season turfgrass seed company, with 1998 sales of about \$205 million.

But growth hasn't been as smooth as hoped, as indicated by the lawsuits, the first of which was filed in January. The suit and several similar actions allege that in 1997 and 1998, ABT overstated favorable financial results and strong revenue growth, which caused its stocks to trade at artificially inflated levels. ABT's stock (Nasdaq symbol: ABTX), which traded at \$29 a share in July 1998,

traded in the \$5 to \$6 range as LM went to press. ABT says there is no substance to the lawsuits and is vigorously defending itself.

Richard Budd, following ABT's Feb. 22 annual shareholders meeting, became Chairman and CEO of the company. Budd has been a member of ABT's board of directors since 1998 when his

company, Lofts Seed, was acquired by ABT. He is CEO of The Budd Group, Winston-Salem, NC. Also, board members took the unusual step of creating the office of president, and dividing it among four co-presidents.

In March, Budd announced: "Demand for our products and spring shipments appears to be very

good." He added that while ABT can't predict profitability for the remaining two quarters in the fiscal year, it feels it can break even on the pretax profit line for the remaining six-months of 1999.

Also, Budd said that ABT will attempt to cut expenses by \$14 million by the end of the fiscal year.

— Ron Hall

Prepare for gray leaf spot scourge

ANNAPOLIS, MD — Turfgrass researchers and agronomists convened here in March to discuss strategies to avoid a repeat of widespread damage caused by gray leaf spot in 1998. The disease devastated perennial ryegrass and other turfgrasses across eastern and mid-Atlantic states. The severity of the attack caught turfgrass managers off guard in the transition zone.

While much of the symposium was directed at helping golf course superintendents cope with the disease, lawn care and grounds professionals are warned to be on the lookout for early signs of the disease.

Out of control

"One of the frightening things about gray leaf spot is the speed with which it wipes out entire fairways," Dr. Mark Farman, University of Kentucky, said at the symposium.

"I wouldn't sleep well if I didn't have some fungicide down by late July," added Dr. Paul Vincelli, also of the University of Kentucky. He said the disease will become most prevalent across much of the mid-Atlantic states sometime after the first week of August.

Disease symptoms include wilting, minute gray and reddish-brown lesions on leaves and twisted leaf tips with a "fishhook, water-soaked" appearance.

Scouting and diagnosing gray leaf spot early is vital. The disease typically shows up first in "hot spots" or high traffic areas, roughs and in areas with southern exposure.

What you can do

Fungicides such as Heritage work well, but turf managers can further lessen damage from gray leaf spot by:

- ▶ spoon-feeding nitrogen to perennial ryegrass late in the fall when the disease

doesn't have the upper hand. Be careful, however, because nitrogen can stimulate the disease when it has a good foothold.

- ▶ keeping perennial ryegrass as dry as possible because leaf wetness helps the disease thrive.

- ▶ mowing with a sharp blade and when turf is dry because scientists believe disease pathogens enter through damaged and cut leaf blade tips.

- ▶ removing clippings, which may reduce disease potential by as much as half.

- ▶ lowering cutting heights, which appears to reduce chances of disease.

- ▶ carefully timing overseeding of perennial ryegrass and ensuring seeds make soil contact.

For a more complete discussion of gray leaf spot and other significant turfgrass diseases, look for LM's Disease Control Guide in May.

— Mike Perrault

TGCL forms new landscape divisions

MEMPHIS, TN — Shortly before TruGreen-ChemLawn and LandCare USA merged in March, executives of both firms met with member landscape contractors. The meetings focused on building an organizational management structure as part of TGCL's integration process, said Paul Anderegg, senior vice president of operations for TGCL's Landscaping Division.

The new structure is loosely patterned after TGCL's lawn care management structure, using branch and regional man-

agers reporting to divisional vice presidents.

Four new divisions were formed, with each divisional vice president answering to Bill Murdy, division president, and Anderegg. The divisions encompass 14 different regions:

- ▶ Northern Division: Gene Kidd (3 regions)
- ▶ Eastern Division: Roger Braswell (4 regions)
- ▶ Southwest Division: David Minor (2 regions)
- ▶ Western Division: Hal Cranston (5 regions).

Anderegg said that TGCL will use teams to accelerate the integration process regionally. "Key people (in these teams) will meet regularly to decide how to integrate from a marketing standpoint," he explained. "They'll also decide what facilities are needed and not needed within a metropolitan area."

Integration teams will also concentrate on what TruGreen-ChemLawn President Dave Slott calls the "high touch" process — working individually with employees so

they understand the integration process and their own opportunities within the larger organization.

Anderegg said the entire process would be "methodical" and said it may take up to a year to accomplish, given the complexity of the task. (See related story on page 22.)

— Sue Gibson

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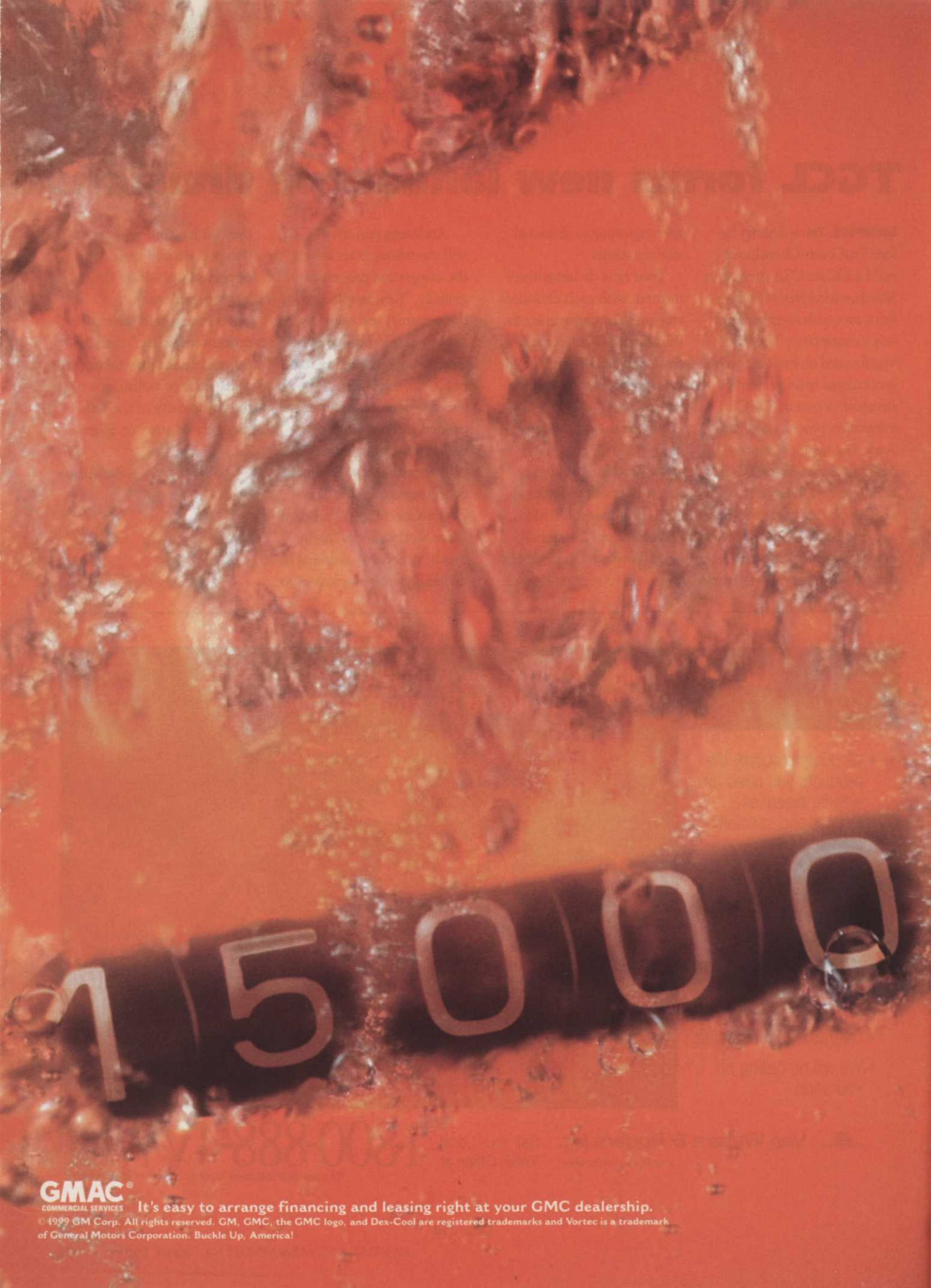
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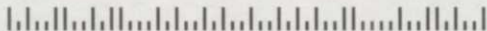
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* Maintenance needs vary with different uses and driving conditions. See owner's manual for details.

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Spectrum courts smaller lawn care companies through Home Depot

ST. LOUIS, MO—In March, Spectrum, a division of United Industries, began marketing a new line of professional landscape products, including herbicides and fungicides. This line will be offered initially through Home Depot stores.

Mark Gershenson, group manager for SpectracidePRO™, told LM that Spectrum is focusing its marketing on small- to medium-sized lawn/landscape/grounds professionals, but that the new product line would also benefit larger firms who need product quickly. He touted the convenience of buying product from outlets such as Home Depot, which are typically open seven days a week, pointing out:

- orders can be faxed or phoned for pickup or delivery;
 - the product line has been specifically developed using the same or similar active ingredients and concentrations that are most used and useful to the professional;
 - MSDS will be available for all chemical products;
 - there will be a selection of product packaging sizes;
 - users can purchase products on an as-needed or short-notice basis.
- This marketing direction by Spectrum follows a trend by other professionals contractors, like builders, plumbers and electricians, to buy from home centers.

— Nancy Stairs

[CLIPPINGS]

Gasperini heads VW&R'S turf effort

AUSTIN, TX—Frank Gasperini recently joined Van Waters & Rogers Inc., as Manager of Turf Products. VW&R is a leading distributor of professional est control products and services. Gasperini's goal is to lead VW&R's national growth as a key distributor to the golf, professional turf, and grounds maintenance markets. Gasperini comes to VW&R with over 18 years in the turf and ornamental industry, working with DuPont, Gowan and Lesco.

Rick Doesburg acquires Thornton Landscape

Rick Doesburg, a 30-year employee with Thornton Landscape, Mainesville, OH, has purchased the family-run design/build landscape business and offices, as well as the Thornton name. Doesburg, who prior to the purchase was vice president of sales and marketing, is now the CEO of the company.



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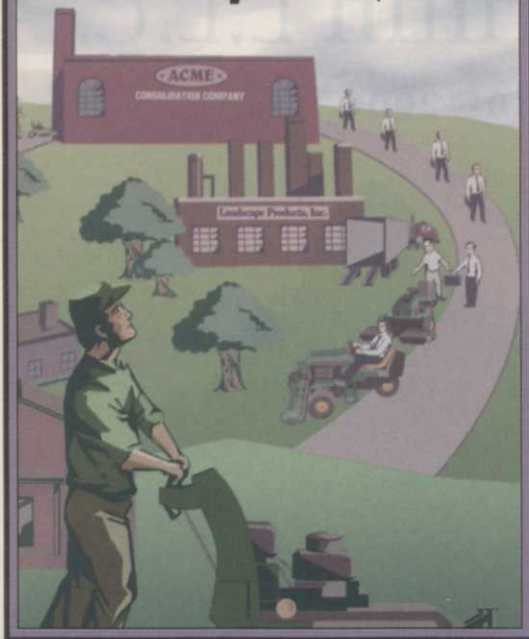
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Making consolidation work for you ... part II



The race to integrate

Think consolidation is a done deal? Think again.

This story is just starting

By SUSAN GIBSON/
Executive Editor

The industry's new consolidators have two major hurdles to overcome: successfully integrating individual companies while selling the new organization to big-ticket buyers.

That's easier said than done. As Mark Feldman and Michael Spratt noted in their book, *Five Frogs on a Log*, "Acquiring is easy. Owning is hard."

The right spin

Ask any new consolidator and you'll hear the same thing:

▶ "We chose this group because we have shared cultures, values, vision."

▶ "We make sure everyone participates in decision-making ... this is a true partnership."

▶ "Yes, I'm staying with the organization."

In the warm afterglow of a merger, the partners are naturally inclined to speak glowingly of the union and its opportunities. But the party line only goes so far until the organization actually delivers, and that's the \$2-billion question: When will these consolidations function as they're promised? And how should you compete with them when they do?

Period of adjustment

The clock is ticking for consolidators. While they finalize deals, they may

be losing customers or employees. They should eventually deliver on many of their promises of national service delivery and economies of scale, but the race to integrate will intensify. If you handle large accounts (residential or commercial), you may be up against some serious competition — as soon as they are able to pull it together.

Previously, companies like Environmental Industries Inc., Calabasas, CA; The Brickman Group, Langhorn, PA; The Davey Tree Expert Co., Kent, OH; and OneSource (formerly ISS Landscape Management Services), Tampa, FL, took their time acquiring and integrating landscape contracting firms.

"Integration basically is buying the contracts and the people of a firm," notes George Gaumer, Davey's national sales and operations manager, Commercial Services, explaining that Davey makes acquisitions at an intentionally slow pace. "We take integration seriously here. We introduce changes slowly and methodically, and I believe that in the last few acquisitions, we did not lose any people."

Profit's pressure cooker

In contrast, the new consolidators don't have the luxury of time. Their stockholders and other investors want a healthy return and quickly. That's why The Brickman Group is accelerating its acquisition pace, why OneSource is becoming more aggressive and why the pressure is on at TGCL's headquarters in Memphis, TN.

And integration gets infinitely more complicated as more parties become involved. Bill Murdy, president of TGCL's Landscape Division, explains, "It's difficult to integrate companies with the same elements and more difficult when you're integrating companies with different natures."

Each consolidator must align financial systems, generate a common culture, keep customers and employees satisfied and deliver a decent ROI, despite large distances and complicating logistics and different operating systems. This follows its own clock.

How will we know when a group is integrated? "When we deliver consistent quality," says Murdy.

Square peg in a round hole

What are the pitfalls these consolidations must avoid? Authors Feldman and Spratt say deal-killers include uncontrolled ego clashes; lengthy integration processes; and using "best practices" based on the past's solutions, not the future's.

One problem can be the conflict of egos that erupts as entrepreneurial types (square pegs) struggle to fit into the new corporate roles (round holes). One executive in the construction industry likened the process of consolidation to that of "trying to herd a group of tigers."

Ron Schmoyer, president of OneSource Landscape, says this transition can be difficult for someone used to calling the shots. "We have to be sensitive to the personalities that are involved. Some sellers may find it's like running into a brick wall because they're not making decisions like they did before."

TruGreen-ChemLawn's idea

Key players at TGCL and the former LandCare USA are hard at work on a number of integration projects, says Paul Anderegg, senior vice president of operations at TGCL. "We're building an infrastructure and at the same time, building a new information system," he says.

Murdy explains the process involves several steps: financial, consolidating insurance, project task forces, implementing best practices and establishing a national sales and marketing presence.

Anderegg expects it to happen soon: "With the new year (2000), we hope to have the name change, color, trucks, uniforms and standards complete."

It will be interesting for TGCL because commercial landscape maintenance is not

How you can compete with the big guys

OK, you're not TruGreen-ChemLawn, The Brickman Group or GrowScape, and you're asking yourself, How can we possibly compete with those big guys?

Answer: By learning from them.

Can you compete on the regional or national level, or is this market off-limits for now? The option to ally formally or informally with other similar independent firms is always open, but remember that this brings a new set of management complications. However, it could give you access to those large-scale contracts and raise your profile immensely.

If you go it on your own, consider these options:

LM'S STRATEGY CHECKPOINTS

Large company advantages

Large size = economies of scales

Your counterpoint

- Compete on points other than price
- Seek opportunities to subcontract with larger firms (their business is booming and may need you)

Large size = capacity to handle very large job

- Look elsewhere; jobs that size are probably beyond your reach anyway
- Tear off a piece as a subcontractor

Large firms stay abreast of stylistic/design trends

- You can, too. Make the effort, maybe you do already.
- Make sure you actively communicate your design savvy to potential customers; the big guys do. Brag a little

Large firms have sophisticated information technology

- You can, too. Today's \$2,000 computer will run all the financial/spreadsheet or database software you'll ever need. Another \$1,000 will get you CAD (computer-aided design) capability, if you want it

Large firms grasp and use the contemporary management philosophy of partnership

- You can, too, and it may be easier for you than a big firm. You're small, personal, flexible, remember?

Large companies are smart enough to understand the value of staying local as much as possible

- Reverse the metaphor: get as "big and national" as you can by forming alliances/friendships with other landscapers (via professional organizations)

Large firms can offer consistency across geographically diverse locations

- Stop worrying. You're not going to get those jobs anyway. Do you really want to spread yourself all over the map?

Large firms can offer a professional look which large customers find attractive and consistent with their own corporate image.

- Again, you can too. Professionalism isn't a matter of size. Use uniforms, nicely painted trucks, etc. The green industry is about eye appeal, right?

Like attracts like: large customers hire large contractors

- Find your level. Who are you like in size? Sell to them

like chemical lawn care or other route-based businesses. "While lawn care is more residentially driven, landscape has fewer cus-

tomers and is more relationship-based," Anderegg says. "Unlike residential lawn care customers who may not desire a lot of in-

involvement with their provider, commercial customers want involvement, they are more knowledgeable about their landscapes and they expect constant communication."

He pointed out that about 15% to 20% of TruGreen-ChemLawn's lawn care busi-

ness already is commercial work. "We're not alien to it at all," he notes. "We know this business is different and unique, and we're stressing relationship building."

Transitional shakeout

Forecasting some "turmoil for cus-

tomers," Scott Brickman, president of The Brickman Group, explains, "Companies going through hypergrowth may find it's not possible to integrate. I know they're working hard and that's the focus, but I wonder: How do you make these changes and get them integrated? I see competitors who have been acquired and ask: Are they providing better service and are they better companies than they were before they were acquired? I'm not sure."

He continued, "I competed with Ruppert (Landscape) for years and I don't know if they're better competitors today without Craig Ruppert and Chris Davitt than they were a year ago. Customers will be looking where to go to get the best service, quality and value." □

Residential hot potato?

Will residential landscape maintenance be the next roll-up on the table? So far, it's been untapped by the consolidators. Why?

"There are no barriers to entry," notes David Minor, TGCL divisional vice president. "It's difficult enough to keep a competitive advantage with commercial services."

Clearly, money can be made quickly by consolidating commercial services, but look for future interest on the residential side, partly because the market is so huge.

TruGreen-ChemLawn, a firm with long experience servicing residential customers, is considering expanding into that segment, according to Paul Anderegg. He says the landscape division is looking at all segments of each of its markets. "We may aggressively go after municipalities, homeowner associations, commercial properties, industrial parks, corporate headquarters, even high-end residential," he notes. □

Specialized forms just for Landscapers.

The advertisement displays several landscaping forms from NEBS. The forms include:

- LANDSCAPING PROPOSAL**: A form with a header for Cascadia Landscaping (3445 Emigson Drive, Portland, Oregon 97232, Phone (503) 555-6788) and a section for 'YOUR COMPANY NAME HERE'.
- LANDSCAPING ESTIMATE**: A form with a header for Cascadia Landscaping and a section for 'YOUR COMPANY NAME HERE'.
- LANDSCAPING WORK ORDER/INVOICE**: A form with a header for Cascadia Landscaping and a section for 'YOUR COMPANY NAME HERE'.
- Lawn Maintenance Invoice**: A form with a header for Cascadia Landscaping and a section for 'YOUR COMPANY NAME HERE'.

 Callout boxes highlight specific features:

- Doorknob Hanger**: A red circle pointing to a 'FREE NEBS Doorknob Hanger' sticker on the proposal form.
- Estimate**: A red circle pointing to the 'LANDSCAPING ESTIMATE' form.
- Proposals Laser & Manual**: A red circle pointing to the 'LANDSCAPING PROPOSAL' form.
- Lawn Maintenance Invoice**: A red circle pointing to the 'Lawn Maintenance Invoice' form.
- Work Order/Invoices Laser & Manual**: A red circle pointing to the 'LANDSCAPING WORK ORDER/INVOICE' form.

 A central graphic shows a 'FREE NEBS Doorknob Hanger' sticker with the text: 'Approximately 32 characters and spaces per line, 8 lines maximum.' Below this, the Cascadia Landscaping logo and address are repeated: 'CASCADIA LANDSCAPING 3445 Emigson Drive PORTLAND, OREGON 97232 PHONE (503) 555-6788'.



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Circle No. 105 on Reader Inquiry Card

What property managers want from you

Why do property managers hire landscape contractors?

It isn't just about money — it's about the relationship

By GEORGE WITTERSCHEIN

LANDSCAPE MANAGEMENT recently interviewed two managers at Trammell Crow, a national property management firm, on their views of consolidation and why they hire contractors. They are: Bill Grillo, senior vice president for property management, Washington DC/Northern Virginia, and Retail Group; and Don LaRue, senior property management vice president responsible for Avion, a 1 million sq.-ft. office/industrial park in Chantilly, VA.

GRILLO: Consolidation is an interesting theme. We found of late that one of our service providers, Ruppert Landscape, was recently purchased by TruGreen-Chem-Lawn. You can see how the larger firms keep growing larger, and there is impact to the smaller companies. They will need to be well positioned to follow.

LARUE: In Northern Virginia, we've seen quite a bit of consolidation. Ruppert is just one of several. Brickman has come in and purchased several companies and we're seeing fewer players — far fewer than we used to. These are big companies, with economies of scale. I recently bid out my jobs, and some of the numbers coming in are absolutely phenomenal in terms of being very low!

Smaller companies are showing a lot of resentment. They feel these big companies

are coming in and buying the jobs, because the numbers are absolutely incredible. My landscaping expense is 30% less than it was 10 years ago.

LM: Most of our readers hear that as bad news.

LARUE: Right. Plus there is scope. My responsibility is so large that we generally have to target those companies that can handle our kind of job, and there are not that many.

LM: Beyond price, are you looking for one-stop shopping from your landscape contractor?

LARUE: Absolutely. My landscaper will do the snow removal and also perform the plant design when I do enhancements. What people are doing today in designing and enhancing buildings is not what they did 10 years ago. Ruppert is up on all that.

For example, we put a lot more texture in the landscaping in front of the buildings than we used to. We used to flood a building with azaleas. They don't do that any more. We're getting into perennials and fixed evergreens and unusual species of trees. It brings so much character to the buildings in the spring.

GRILLO: One other point is that they no longer put mulch around all the trees.

LARUE: It was expensive! Mulching is a third of our landscaping expense, and how



Grillo: Small firm may not be able to deliver.



LaRue: Vendors need to partner with us.

do we know that? Because the bigger companies share this information. They are very sophisticated in how they prepare their bids. And they'll sit down and go over the spreadsheets with me. Their sophistication in putting the numbers together will blow you away.

GRILLO: This use of information technology makes it easy for the manager like Don to explain to the asset manager what this big number comprises. We can break it down into parts and it makes sense.

LM: They also share the information with you, meaning that they are into the Total Quality Management partnership.

LARUE: It really is a relationship-driven experience, because if they are not in it for the reasons you are, it doesn't work.

LM: All of a sudden you feel like 'I'm working with somebody, a partner, and not hiring a contractor.'

LARUE: It's a partnership, like the mulching. Armed with the knowledge that we were spending this huge amount of money on mulching, we began steering away from it. Mulching serves a purpose when trees are brand new, but once they're matured, you don't need that protective ring for the root system. We have sodded around the trees so they now look more natural. Not mulching them actually saves so many dollars per tree that the pay-back comes in about one or two years, and eventually that number starts dropping.

LM: How did you wind up using Ruppert at Avion?

LARUE: The company we were using was bought out by Ruppert, and then Ruppert was bought out by TruGreen-Chem-Lawn, but at this point, the relationship is more with the local office.

LM: So TGCL/Ruppert is smart enough to let the local thing survive?

LARUE: Nothing changed from my perspective. Except that the numbers got a little better the second time around.

GRILLO: Ruppert came to us before the sale and discussed how that would impact our relationship. I said as long as it didn't change the local interactions and relationships, I would see no problem. I was as-

LaRue: It really is a relationship-driven experience, because if they are not in it for the reasons you are, it doesn't work.

sured that we would also receive some discount benefits because they were becoming a larger firm. That's an upside for us — we're always pressured by ownership and tenants to keep costs in check.

LM: You have the freedom locally to hire the landscaping company of your choice?

LARUE: Yes.

LM: Can you hire a small company?



GRILLO: Absolutely. But understand that a small company may not be able to give us what we need. We did business with a small company down in Richmond (VA), and they were not able to give the full array of services. We had this project and the company could not do it with the timeliness we needed.

So we had to use a larger company. Also, it was the consistency we wanted. Because Avion looks so great here in northern Virginia, we wanted the Richmond property to look the same way. By dealing with the same vendor, we were assured of the same quality and look.

That's a big part of consolidation. When people hire Trammell Crow, they want the same kind of service and the same look, the same reports, the same information sets. We deal with a company that's used to dealing with us; they know what that expectation level is. It's also branding. You say Ruppert or Brickman; there's a sort of an identity with their look.

LARUE: At Avion, we're at about 30 cents a square foot for landscaping, which

Property management firms like Trammell Crow understand how quality landscape maintenance can attract quality tenants.

is pretty substantial. We need to get a lot for that expenditure.

GRILLO: Also, when you've got landscapers out in the springtime, one of the greatest things to see is their bright shirts, their corporate uniform. Our tenants feel great about that. It's a sign of spring.

LARUE: It's very professional looking.

GRILLO: And that goes with a very professional management company like ours. It's what tenants look for.

LARUE: In a commercial park, it (professional management) retains tenants. The other day, I met with the owners of a 100,000-sq.-ft. tenant company, and they said they chose Avion because of the park and the landscaping. But afterwards, while they were watching the construction of their own building, they were even more impressed by the landscape crews who were there every day working in those uniforms. It really set the tone for a long-term relationship. □

—The author is a freelance writer and frequent contributor based in Mendham, N.J.

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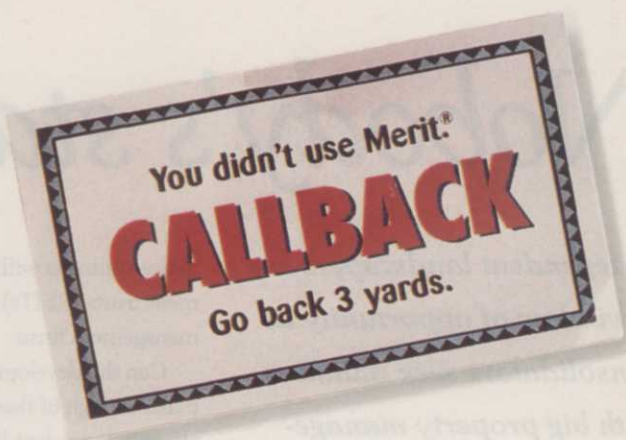
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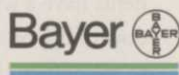
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Circle No. 118 on Reader Inquiry Card

Nobody's standing pat

Independent landscapers see a window of opportunity as consolidators seek alliances with big property management firms

By RON HALL/Managing Editor

When Larry Iorii was getting his landscape business established in Wilmington, DE, he courted property managers. Not anymore.

"I realized I wasn't cut out for that. I got away from that type of business except for a couple of properties that still want first-class service. I saw that the local businesses were being bought up by national companies and some of the people making the property management decisions were out of state," says Iorii.

Money to be made

But, other independent landscapers think it remains an attractive market. This, in spite of a much-publicized goal of LandCare USA (now a part of ServiceMaster's

TruGreen-ChemLawn) to be the sole landscape services provider for national and regional property management companies. Other big landscape company consolidators, like BHI and GrowScape, are also actively seeking regional and national maintenance

contracts with real estate investment trusts (REITs) and other big property management firms.

Can the developing national companies make enough of these deals to significantly affect independent landscape contractors? Many say it's too early to tell. But few companies are standing pat.

Regional is better?

Groundmasters Inc. is increasing its service area outward from Cincinnati and building a regional presence in southwest Ohio and northern Kentucky. President Michael Rorie feels that strategy fits well with the property management industry which, although increasingly national in scope, will remain regionally managed — at least for awhile. And, as long as it does, local property managers will continue to have a say about who maintains the properties under their care, he feels.

"You need to know locally about a property manager's specific needs, and about the priorities at each site," says Rorie. "A property may have one major tenant, and you're certainly going to make sure that tenant's needs are met. It may be snow removal or special events or special hours. When a company can provide these services at a local level there's no stronger value."

Mitch Rolsky, vice president operations & business development, Stano Landscaping Inc., Milwaukee, WI, feels that independents have a window of opportunity to strengthen their relationships with

key accounts before a national company is in a position to effectively target the big-property maintenance market nationwide. Even then, it's not a given that property managers will embrace the idea of a single service provider, he says.

Top down or bottom up

"It's going to depend on what's happening within those national real estate management companies. They have to decide whether they're going to manage from the top down or the bottom up," says Rolsky. "Over the past 10 years it's been all over the board, and I don't know that it's settled down yet."

He also believes resistance to working with national landscape companies might come from property managers themselves, particularly those responsible for sites in specific markets. "They want to have some control of their own destinies," says Rolsky of the local managers. "They want the properties to bear their mark or stamp."

Rolsky says a national landscape company may mean added competition, but it could also boost the image of the industry. "I'm hoping that we'll enjoy some of the same benefits in terms of professionalism and perception that the lawn care industry enjoyed when ChemLawn became a national company about 20 years ago," he adds.

Scott Hall's primary market area is between Washington D.C. and Baltimore, MD, and 75% of the revenues of his 20-year-old company, Classic Landscaping, Inc., come from property maintenance.

"We haven't seen any rollups in management companies yet," says Hall. "There are some national companies here, but there are still a lot management companies that are independent too." Hall also feels that consolidation may provide as many



Larry Iorii backed away from the property management market.



Michael Rorie is building a regional company.



◀ Scott Hall, right, says a national company could benefit independents.

that LandCare and TruGreen-ChemLawn have bought up, and pretty soon all those companies will be one company," he says. "I think it's a time of great opportunity for independents that are well run, niche oriented and know what they're doing."

Relationships are vital

Lillian Pinkus, North Haven Gardens, says her firm has competed successfully in the busy Dallas market since 1951, and she sees no reason why it won't remain a prosperous family operation. North Haven Gardens offers both installations and maintenance. It

numbers about a dozen property managers among its clients.

She's well aware of the changes in the Dallas marketplace resulting from the consolidation of several of the area's biggest landscape firms. "It's important for us to know who our competition is, but we don't spend a lot of our time concerning ourselves with it. Our focus is clearly on making our business the best that we can make it," she says.

"The relationship with the customer, including a property manager, is always the key," Lillian adds. "The relationship is based upon providing a quality product and service to the customer. Our job is to balance excellence of production with excellence of service with competitive price." □

opportunities as competitive challenges — even with property management accounts. "Look at all the landscape companies

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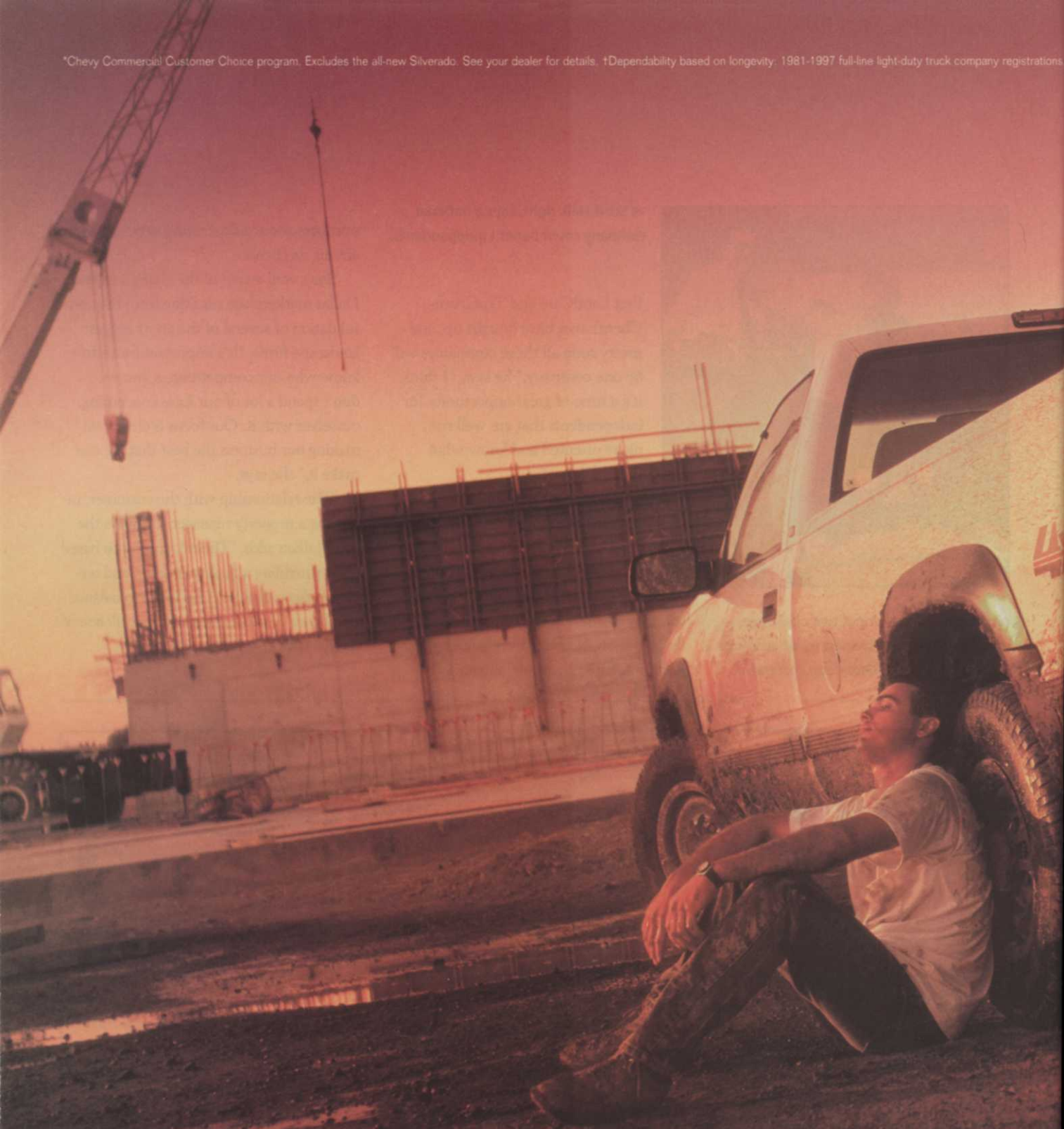
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Circle No. 136 on Reader Inquiry Card

Who's who in property management

You don't have to be a big company to get decent business from property managers. But it helps to know the lay of the land and the key players

By GEORGE WITTERSCHEIN

Who are those guys, the big property managers looking for national landscape contractors? *Landscape Management* prepared this capsule look at your customers — the property management industry. But you can be sure of one thing about the following list: it isn't really accurate.

If you maintain or install landscapes on a single commercial property, the consolidation in the real estate and property management industries affects you. Not only does their consolidation impact you, it impacts the validity of any survey like the one compiled last year by the *National Real Estate Investor* magazine (in Atlanta, 770-955-2500). Several mergers and acquisitions have occurred since then. For example, Number 3 Trammell Crow absorbed Number 15 Faison, and so on. The effect is constantly changing rankings (Number 1 Insignia has been at the top for three years running).

This is the closest we (or rather, *NREI*) could come to reality for the present. If you want an update, *NREI* should have a new survey out by the time you read this.

Top U.S. Property Management companies:

1. *Insignia Financial Group Inc.*, Greenville, SC; sq. ft. under management, 1997: 387,000,000; www.insigniafinancial.com
2. *CB Commercial / Koll Management Ser-*

REITs: They aren't like Cheerios

What's the significance of the REITs for the green industry contractor? Since REITs report back directly to their owners (stock market investors), they are under tremendous pressure to generate profits **yesterday**. That means holding down expenses — and, therefore, doing business with only the largest, lowest-cost-per-square foot landscape contractors. Right?

Not necessarily.

William (Bill) Link is director of landscaping for Camden Development, Inc. in Houston. Camden is the third-largest multifamily residential REIT in the country, with about \$1.5 billion in assets. They do about

\$9.5 million in landscape maintenance yearly, plus some \$4 million in landscape work on 16 current construction projects.

Link has five regulation landscape maintenance managers reporting to him, who interact directly with landscape contractors and make recommendations as to who Link should hire. "I may be one of TruGreen-ChemLawn's biggest customers," he says, "but I also have small companies in markets like Austin, TX, and Greensboro, NC. And I hire a very small company in a small market like Corpus Christi."

Link, a former landscape

contractor himself ("About a hundred years ago," he jokes) does not have a national account. "Landscape management is kind of like politics. It's all local. You have to take care of me locally."

Does Link feel that the property management consolidation will knock smaller companies out of business? "I think there's always going to be a role remaining for local landscape contractors who bring the technical expertise and the capability to provide a right product for a competitive price.

"I think your readers ought to be encouraged. I see these startup companies every day,

wanting work. There are a lot of very capable kids around, coming out of some good schools. If they'll just maintain their proficiency and deliver the product, I think there's always that market for them. There's not a lot of consolidation so far on the landscape construction side, and smaller local contractors ought to look into that. We have currently \$350 million worth of new development going on. We use a lot of local vendors — there's always a local condition that the local people know best. It's not like making Cheerios!" □

vices, Los Angeles; sq. ft. under management, 1997: 311,400,000; www.cbcommercial.com

3. *Trammell Crow Co.*, Dallas; sq. ft. under management, 1997: 301,180,000; www.trammellcrow.com

4. *Lincoln Property Co.*, Dallas (Unusual among top players in that 40% of its properties are multifamily residential.); sq. ft. under management, 1997: 208,600,000; www.lincolnproperty.com

5. *Cushman & Wakefield*, New York, NY; sq. ft. under management, 1997: 200,000,000; www.cushwake.com

6. *LaSalle Partners*, Chicago; sq. ft. under management, 1997: 207,000,000; www.lasalle.com

7. *Compass Management & Leasing Inc.*, Atlanta; sq. ft. under management, 1997: 180,000,000; www.compassml.com

8. *Simon DeBartolo Group*, Indianapolis; sq. ft. under management, 1997: 139,000,000; www.simon.com

9. *PM Realty Group*, Houston; sq. ft. under management, 1997: 115,000,000.

10. *Grubb & Ellis Management Services Inc.*, Northbrook, IL; sq. ft. under management, 1997: 94,000,000; www.grubb-ellis.com

LM

Understanding REITs (Real Estate Investment Trusts)

REITs are the "coming thing" in real estate with their ability to attract capital (they do it simply and easily by selling common stock). However, you need to know this:

1. They have not yet "inherited the earth," according to a report by Merrill Lynch First Vice Presidents Eric I. Hemel and Leonard G. Sahling. REITs have been poor performers on the stock market, and at present hold only 8% of the prime commercial real estate in the U.S. (apartments, office, industrial, malls, strip shopping centers and hotels). While this 8% share equals roughly \$177 billion worth of real estate, it's

hardly market dominance.

2. REITs have shown phenomenal growth since 1991, and this is continuing at a pace that could bring them to five times their present size (as measured in dollars) by 2010. The ML report quotes an industry study to the effect that REITs could ultimately reach 50% penetration of the commercial real estate industry. It adds, "Given our estimate of \$2.3 trillion of eligible commercial real estate...and assuming that the REIT industry will succeed in attaining a 50% market share, it would appear that REITs are destined to become a \$1.1 trillion sector (in 1998 dol-

Are you in the ballpark? Check these prices

You can benchmark your prices against national pricing norms, listed below as landscape maintenance expenditures per square foot, compiled by the Institute of Real Estate Management in Chicago from thousands of reports submitted by member property management firms:

Landscape expenditures for downtown office buildings in \$ per square foot of entire buildings

Region	Median	\$/sq ft Low	\$/sq ft High	\$/sq ft
Maine to Virginia	.04	.03	.07	.07
Southeast	.06	.04	.13	.13
Northern Midwest	.04	.02	.08	.08
TX LA OK ARK NM	.05	.03	.08	.08
Central/NorthWest	.06	.03	.10	.10
Cal-Nevada-Arizona	.10	.05	.17	.17

Landscape expenditures for suburban office buildings in \$ per square foot of entire buildings

Region	Median	\$/sq ft Low	\$/sq ft High	\$/sq ft
Maine to Virginia	.17	.12	.27	.27
Southeast	.20	.14	.30	.30
Northern Midwest	.16	.10	.24	.24
TX LA OK ARK NM	.14	.09	.20	.20
Central/NorthWest	.18	.10	.26	.26
Cal-Nevada-Arizona	.19	.10	.30	.30

lars)." (The study quoted is by Barry Ziering, Bernard Winograd, Will McIntosh, and Robert Hess, "Anatomy of a Capital Market Transformation: The Evolution of Public and Private Market Commercial Real Estate Investing," *The Journal of Real Estate Investment Trusts*, October 1997).

3. They could get even bigger. REITs are moving into new territories (for them), like nursing homes, assisted-living facilities, prisons, golf courses, fast-food restaurants and movie

theaters. Others are executing what amounts to leveraged buy-outs of real estate-intensive operating businesses, owning everything from timber forests to automobile dealerships. Some REITs have links with real estate companies operating casinos, cold storage facilities and student dormitories. "In view of the rapidly expanding boundaries of the REIT... the ultimate magnitude of the sector's expansion is impossible to forecast," the ML authors say. □



S-N-G spreader allows virtually hands-free operation; electric motor sealed away from fertilizer and dust; capacity 150 lbs.



Gandy Company spreaders available in three towing widths: 4-ft., 5-ft. and 6-ft.; capacities from 260 lbs. to 390 lbs.; precision cam gauge metering.



Befco spreaders can handle big jobs with models ranging from 891-lb. to 1,957-lb. capacities, spread ranges from 20 to 66 ft.

TIME-SAVING SPREADERS

By **CURT HARLER**/Contributing Editor

When considering push-style spreaders keep in mind that your staff will have to power those walk-behind units, full of material, over sloping terrain or icy walkways.

Here are some rules of thumb on load capacity: a unit with a hopper capacity of 1.75 cu. ft. holds about 100 pounds of fertilizer or 115 pounds of ice melter; boost the hopper capacity to 2.2 cu. ft. and unit capacity jumps to about 130 pounds. That's about as much as most people feel comfortable moving.

If you prefer to think in terms of bags of fertilizer: a 2,000-cu. in. hopper (1.15 cubic feet) holds about 2-1/2 bags of fertilizer. A smaller spreader, with a 1,200 -cu. in. hopper (a tad under 0.75 cubic feet) holds about a bag and a half.

AGRI-FAB
217/728-8388
www.agri-fab.com

Agri-Fab, Sullivan, IL, offers everything from tractor-mount to tow and push-behind models. Its 100-lb. broadcast unit 45-02141 features a poly hopper and optional vinyl cover, an 8- to 10-ft. spread width and pneumatic tires. The 45-02151 is a tow-behind version. Both machines handle enough fertilizer, seed or ice melters to cover about 17,500 sq. ft.

Circle No. 250

AMES LAWN & GARDEN
800/725-9500
www.ames.com

Three fully-assembled, all-poly lawn spreaders — including a unit for both broadcast and drop-spreading applications — are available from Ames, Parkersburg, WV. The deluxe combination 2-in-1 Model 2463200 is a drop spreader when the shroud is in the "down" position and a broadcast spreader when the shroud is "up." Flow settings adjust for either an 8-ft. broadcast or the 24-in. drop. Also available are the 246300 broadcast model and the 2463100 drop seeder.

Circle No. 251

BEFCO
800/334-6617
www.befco.com

Four sizes of pendular spreaders are available from Befco, Rocky Mount, NC. Models range from a base unit, with 891-lb. capacity, to 1,957 lbs. All feature polyethylene antishock hoppers, stainless steel opening control discs and cast steel antiwear agitators. Units feature spread ranges from 20 to 66 ft.

Circle No. 252

cont. on page 38

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versatile backpacks on up to 300-gallon tank units. There's also a renovator that de-thatches, slices and seeds in one operation and a series of aerators in both walk-behind and pull-behind models. And that's not all. LESCO also offers a complete line of hand-held power tools, blowers and truck vacs.

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cont. from page 36

GANDY COMPANY
800/443-2476
www.gandy.net

The 6500 series spreaders from Gandy, Owatonna, MN, have precision cam-gauge metering for accuracy and simplicity in gravity flow applications of fertilizer, granular materials and seed. Models are available in three towing widths: 6504, 4-ft. wide, 260-lb. capacity; 6505, 5-ft. wide, 325-lb. capacity; and 6506, 6-ft. wide, 390-lb. capacity.

Circle No. 253

HERD SEEDER
219/753-6311
www.herdseeder.com

The Model GT-77 ATV-mounted broadcaster from Herd Seeder, Logansport, IN, has a low-amperage pull on electric motors and is designed especially for fire ant control with Logic/Award. The unit holds 1.2 bushels of material and has factory preset calibration for accurate spreading.

Circle No. 254

JOHN DEERE
800/537-8233
www.deere.com

The combination 40-in. aerator/spreader from John Deere, Research Triangle Park, NC, features 100-lb. spreader capacity. Another 100 pounds can be added for 2-in. deep aeration in the unit's weight tray. The spreader handles materials from fine limestone to coarse seeds and fertilizers.

Circle No. 255

JONATHAN GREEN
800/526-2303
www.jonathangreen.com

The PrizeLawn BigFoot HVO dual-application model from Jonathan Green, Farmingdale, NJ, features a hinged plate in the hopper bottom that can be configured for fertilizer application or opened for a mass-flow port for mulch, salt and other high-volume products. It carries 100 lbs. of material on 13-in. pneumatic tires. Also available is the PrizeLawn CBR II, with contoured handle, Nylatron GS gears and polypropylene hopper.

Circle No. 256

JRCO, INC.
800/966-8442

Electric front-mount Broadcaster Seeder/Spreader from JRCO, Min-

neapolis, MN, fits most commercial walk-behinds and riding mowers. It provides controlled 5- to 24-ft. spread. Hopper capacity is 2.2 cu. ft., ideal for spreading fertilizer, seed, fire-ant bait and ice-melting pellets. The Broadcaster attaches to a mounting bar with four clevis pins and is controlled by the operator.

Circle No. 257

LAND PRIDE
785/823-3276
www.landpride.com

Featuring an all-steel frame, frontal splash plate and three hopper sizes, Land Pride broadcast



Land Pride's unit can spread right, left or full 54-ft. swath.

spreaders fit most uses. The 14-gauge hopper, made in Salina, KS, is manufactured for sturdy, one-piece construction. Delivery is adjustable to spread on left, right or full 54-ft. swath. Application rates range from 44 to 890 lbs. per acre with hopper capacities of 350, 563 or 673 lbs.

Circle No. 258

LELY CORP.
252/291-7050
www.lelyusa.com

A forced-feeding spread mechanism with specially designed ejector disks and adjustable spread pattern assures accurate spreading up to 52 ft., even at high speeds. Eight broadcast spreaders available from Lely, Wilson, NC, include two ground-driven models, five 3-point hitch pto-driven models and one trailer/pto model, with capacities from the 9.4-cu. ft. to 75-cu. ft. All offer side spreading.

Circle No. 259

LESCO
800/321-5325
www.lesco.com

The Mark II Rotary 100-lb. ca-

capacity unit from Lesco, Rocky River, OH, offers a three-position handle assembly. Features include a 5:1 sealed gear box and two pattern adjustment slides for even distribution of products. The cam-operated oscillating agitator sweeps beyond the hole openings in both directions to help eliminate bridging and minimize damage.

Circle No. 260

PSB COMPANY
614/228-5781
www.psbcompany.com

The PrizeLawn BigFoot high volume rotary spreader from PSB is designed for application of PennMulch, topdress sand, ice melters, lime and fertilizer. It features a hinged plate configured for normal fertilizer applications that flips out of the way to expose the mass flow port.

Circle No. 261

RANSOMES CUSHMAN RYAN
800/228-4444
www.ransomes.com

The Vicon 888401 spreader from Ransomes Cushman Ryan, Lincoln, NE, fits all Turf-Truckster models and is available with spread widths up to 45 ft. and a variety of spouts for special applications. Rotary agitator, with optional extension, keeps even tough products like sand flowing freely, making applications more efficient.

Circle No. 262

THE SCOTTS COMPANY
800/543-0006
www.scottscountry.com

AccuPro 2000 from Scotts, Marysville, OH, features 13-in. pneumatic wheels and a patented helical cone for uniform, consistent spread pattern. The 30-lb. unit throws an 8- to 12-ft. swath. The SR-2000, made of stainless steel, weighs two pounds more than the AccuPro.

Circle No. 263

S-N-G
800/874-0253

The S-N-G foot control spreader has a direct cabled foot control allowing virtually hands-free operation. Made in Plain City, OH, the polyethylene and stainless steel unit features an electric motor sealed

away from fertilizer and dust. Holding capacity is 150 lbs.

Circle No. 264

SP SYSTEMS
800/457-3440
www.spsystems@earthlink.net

The 13-lb., SP 5000 Backpack sprayer from SP Systems, Santa Monica, CA, features a 4-gallon tank of high-density polyethylene with UV inhibitors. Material flows through a 20-in. brass wand through Teejet 11003 and 11004 fan nozzles. It's powered by two 12-volt batteries which give 1 to 6 hours of use before needing AC or DC recharging.

Circle No. 265

SPYKER SPREADER
800/972-6130
www.spyker.com

Spyker Spreader Co., North Manchester, IN, features several models with 1-in. stainless steel frames and lifetime warranties on gear boxes. The SP78-22 Pro has a 110-lb. capacity and 80 calibration settings. The unit has a metal gear drive seated in an enclosed gearbox. Other models have capacities from 55 lbs. and up.

Circle No. 266

VANDERMOLEN CORP.
973/992-8506

The Windmill 510 spreader from Vandermolen Corp., Livingston, NJ, is for use with Cat-1 type pto drive hitches. Designed specifically for smaller, 16- to 28-hp tractors, it has a 400-lb. granular capacity, a spreading width of 40 ft. and can be used for all types of seed, as well as salt and sand.

Circle No. 267

WIKCO INDUSTRIES
402/464-2070
www.wiko.com

The Model 800 Estate Turf Spreader from Wikco, Lincoln, NE, is a tow-behind, ground-driven spreader with a wide wheel base and an all-steel frame. Its non-rust poly hopper holds 9 cu. ft. of material. Internal drag chain helps empty the hopper and break up material. Maximum spread is 15 ft., but it can be adjusted downward when spreading sand or salt.

Circle No. 268 **LM**

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TURF INSECTICIDE

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

Cool-season turf's

Public

enemies

Don't rely on "spray and pray" to bump off this gang of notorious turfgrass killers

By PATRICIA J. VITTUM,
Ph.D.

Of the many problem insects in cool-season turfgrass, two are particularly destructive — white grubs and billbugs. White grubs feed on roots and root hairs in the soil and occasionally forage in the lower parts of the thatch. Billbug larvae feed inside stems and later migrate to the crowns, which they often sever outright. Affected plants can be tugged out of the ground with little or no resistance. Both are a challenge to manage, but for different reasons.

'Most wanted' grubs

White grub species have similar life cycles, but crucial differences. Each responds a little differently to turf insecticides:

► The *Japanese beetle* is the most widely distributed white grub in the eastern United States, preferring sandy or loamy soils and thriving in well maintained (i.e., irrigated) turf. It is easy to manage because it's relatively vulnerable to most turf insecticides.

► The *European chafer* is a problem in

upstate New York, the coasts of Lakes Ontario and Erie, eastern Massachusetts and parts of Michigan. It thrives in poorly maintained turf like unirrigated lawns and golf course roughs. Its life cycle occurs two or three weeks earlier than the Japanese beetle in a given location, and it is less sensitive to cold (these grubs stay in the root-zone late in autumn and return to the roots earlier in spring than do other species).

This means more widespread and severe damage than with other species. And the European chafer is much less vulnerable to insecticides than most other grub species, so time your application carefully. For example, if the adults have already laid most of their eggs, these insecticides may not work very well and you may have to switch to a faster-acting product.

► The *oriental beetle* is a major pest throughout the Northeast and is closely related to the Japanese beetle, but has some striking differences. The life cycle usually is about one or two weeks ahead of the Japanese beetle, and the grubs may move into the soil profile more readily when conditions get hot or dry — and return with a vengeance when conditions improve in fall.

Oriental beetles are much less susceptible to many turf insecticides than are

Japanese beetles and must be treated more precisely — give more care to timing applications based on the characteristics of the insecticide. You may need a followup treatment.

► *Asiatic garden beetles* are slowly becoming more common throughout the Northeast and appear to be less sensitive to many turf insecticides, so treatment of other grub species opens up opportunities for these tiny grubs to move in and get established. So far they have been little more than a nuisance, but that could change!

► *Northern* and *southern masked chafers* are grubs native to the United States, with a life cycle similar to the Japanese beetle. They sometimes feed in organic matter rather than directly on roots, but can cause significant damage by breaking off roots and root hairs mechanically. So far, most turf insecticides seem to work reasonably well.

Targeting the perpetrators

Managing grub populations becomes problematic, particularly in areas of the Northeast where three or four species of grubs may occur at the same time in the same lawn. Determine which species is most prevalent or causing the most damage (two different things) and target your controls accordingly.





Grub damage in turfgrass can be exacerbated by hungry skunks looking for an easy meal. This type of damage isn't uncommon.

Bring 'em in for questioning

The most reliable management approach for billbugs appears to be to target adults just as they emerge from hibernating sites, killing them before they have a chance to lay eggs. The application timing is challenging because there are so many different species that might be present. A degree-day model for the bluegrass billbug, indicates applications targeting adults should be made between 560 and 625 degree days (50°F base temperature).

Applications directed at larvae (after they have begun to feed and damage the plant) often do not work very well, in part because some of the larvae are still in the stems and somewhat protected, while others have dropped to the soil and are hard to

which are often misdiagnosed because their damage occurs when turf can be under summer heat or moisture stress. Several insecticides can reduce their populations, but the damage may remain, especially if the turf is in summer dormancy.

Webworms also abound; several species occur in the United States, each with a different life cycle. While webworm damage can be severe, it normally is sporadic and seldom needs attention. Treatments are most effective two or three weeks after peak moth flight. This allows time for eggs to hatch and small, susceptible caterpillars become active.

Book 'em Danno

Some perennial ryegrass and fescue cultivars contain endophytes, fungi that grow inside the plant and produce materials toxic to certain insects. These cultivars provide a significant level of resistance to bluegrass billbugs (and apparently some other billbug species), hairy chinch bugs and some webworms. Many endophytic cultivars also are more drought tolerant than their closely matched endophyte-free cultivars.

While Merit™ and Mach 2™ have been so effective, spinosad (Conserve™), a derivative of an actinomycete, a natural soil bacterium, also appears to be very effective against several of the turf caterpillars, including black cutworms and sod webworms, while much less toxic to vertebrates than traditional insecticides. Conserve also has been tested and seems to work well against many of the caterpillars that feed on ornamentals, such as eastern tent caterpillar.

Pay attention to detail and determine the life cycle of the insect, then use an insecticide that is best suited to that pest. **LM**

The author is in the Department of Entomology, University of Massachusetts, Amherst, MA.

It's essential to water in any grub insecticide as soon as possible after application — it's virtually impossible to overwater a grub insecticide, although avoid puddling. One main reason for inadequate grub control is insufficient watering. Ensure that the product is watered in quickly and thoroughly to improve the performance of the product.

The usual suspects

Billbugs may be the most misdiagnosed insect pest in the Northeast and are well established in the Middle Atlantic states, Midwest and Plains. Until recently, the bluegrass billbug (*Sphenophorus parvulus*) was assumed to be the primary species in the Northeast and other species less common.

There now are several billbug species that can occur in turf, each with a slightly different life cycle:

▶ The little billbug (*S. minimus*) feeds on the same grass species and has a similar life cycle to the bluegrass billbug.

▶ The uneven billbug (*S. inaequalis*) occurs in the eastern United States and feeds on bermudagrass, Kentucky bluegrass, perennial ryegrass and fescues. Adults are active earlier in the spring and later in the fall than bluegrass billbug.

▶ The Denver billbug (*S. cicatristriatus*) lives in the Rocky Mountains and northern Plains states and has the least synchronized life cycle of cool-season billbugs. It may overwinter as medium or large larvae or as adults. (Spring activity may be delayed if the winter was spent as larvae.)



The life stages of the turf-damaging white grub: two stages of the pupa, adult, larvae.

reach. Summer application timing becomes even more challenging if more than one billbug species is present.

The lineup

Other insects that also damage cool-season turfgrasses include *hairy chinch bugs*, active in the Midwest and Middle Atlantic,

Warm-season insects:

Predicting the crime

New insect problems will challenge us to be detectives to prevent injury and costly remedial control

By RICK L. BRANDENBURG, Ph.D.

Many landscape managers would love to see a system to predict the timing and abundance of pests.

To some degree we can do this. For example, by monitoring the temperature, we can predict with reasonable accuracy when Japanese beetles will emerge in the summer. But the greatest challenge is to predict those pests that occur sporadically — the ones we don't expect each year. They catch us by surprise and cause significant damage before we can react.

Predicting criminal activity

The appearance of sporadic pests is usually related to the weather, but they may still be hard to predict. The last three winters in the Southeast have been quite mild, but this doesn't mean that any specific insects will be more abundant this summer.

The fall armyworm caused severe damage to turf in the Southeast in 1998. Most years its damage is spotty, but in 1998, populations as high as 100 armyworms per square yard were recorded. Infestations like this caused severe damage. Sod farms, in particular, suffered, as did many home lawns, golf courses and athletic fields. The question is, how did the population get so high and why was it so difficult to get rid of them?

Gang related?

These are difficult questions to answer. Fall armyworms overwinter only in Florida and the Gulf Coast. Did the mild winter allow them to overwinter a little farther north and give them a "jump start" as they began their spring migration? It's possible, but there were probably other factors, including the right weather conditions as the moths laid their eggs.

Severe pest outbreaks usually require a combination of factors, which is why we don't see them happen too often for any one pest. And, although we had a serious outbreak last year, this season could be significantly different. That's why we must depend on surveys and close monitoring as the season progresses because our predictive ability is insufficient. However, we can learn from last year's problems.



If you detect turfgrass insects early enough you can control them before damage occurs.

Many areas frequently suffer from one kind of caterpillar or "worm" problem or another. While they are easy to control if found while still small, the infestations usually surprise us. The first sign of a problem is either brown turf and bare patches or the presence of birds in the turf, feeding on the worms. Keep good records of where you find worms — it can be a time saver.

The secret informer

To detect turfgrass caterpillars, use a soapy water flush (two tablespoons of liq-

Cont. on page 44

WORRIED ABOUT TIME?



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PUT TIME TO
WORK FOR YOU
AND
THINK DIFFERENTLY
ABOUT TREE PEST CONTROL

INSECT CONTROL GUIDE



A soapy water flush brings these fall armyworms to the soil surface.

HOW TO DETECT WARM-SEASON INSECT PESTS

Early pest detection is critical to effective management. Watch for signs of insect presence or use the appropriate scouting tools.

CUTWORMS, ARMYWORMS

Hosts all warm-season grasses

Damage Symptoms turf clipped off at soil level; severe infestations may leave large bare areas where turf has been consumed

Scouting Method use "soap flush" to detect

Control Practices

- treat late in day
- do not mow or remove clippings for 1-3 days
- may be present from early spring to late fall

FIRE ANTS

Hosts all warm-season grasses

Damage Symptoms ants create unsightly mounds which may also damage mowing equipment; painful stings a concern in high traffic areas

Control Practices

- best controlled in spring and fall when workers are actively foraging for food
- mound treatments generally most effective, but are labor-intensive
- controls must be continued once program is started (fire ants will return at higher levels if treatments are stopped)
- do not disturb mounds during treatment
- use baits prior to contact insecticides to allow workers to return baits to mound

MOLE CRICKETS

Hosts prefer bahiagrass and close-cut turf

Damage Symptoms extensive tunneling is unsightly; root feeding causes dieback, thin spots

Scouting Method use "soap flush" to detect

Control Practices

- treat in June/July as soon as eggs hatch
- follow-up treatments usually necessary
- look for adult activity in March/April to define areas of high risk for egg hatch

Cont. from page 42

uid dishwashing detergent mixed in two gallons of water in a sprinkling can), poured over a square yard. Watch for the next five minutes as sod webworms, cutworms and armyworms crawl to the surface and wriggle around. Even the most cautious caterpillars can't stand soapy water and will come out of hiding. Once you detect a problem, act rapidly if the population of worms is high enough to cause turf damage. Irrigate first, then treat late in the day since they feed at night.

Don't irrigate for at least 24 hours and don't mow for a day or two after treating.

It's hard to be ready for all the potential problems that may come our way in 1999. White grub problems in 1998 were normal in many locations, but weather extremes made good control difficult. While we have good pesticides to use, we can only expect so much of these products; weather extremes have their own effects. **LM**

The author is Professor of Entomology at North Carolina State University, Raleigh, NC.

GROUND PEARLS

Hosts most commonly attack bermudagrass and centipedegrass

Damage Symptoms yellowing and then complete dieback of turf with no new regrowth the following season

Scouting Method dig 2 to 4 inches deep in soil; sift and look for "pearls"

Control Practices

- no known effective control measures
- practice good turf management to increase turf tolerance
- irrigate during dry weather

SOUTHERN CHINCH BUGS

Hosts all warm-season grasses, prefer St. Augustinegrass

Damage Symptoms feeding results in turf becoming yellow and eventually turning reddish-brown

Scouting Method pull back leaf sheath, look for nymphs; use a large cylinder (e.g. coffee can with both ends cut out), press into soil, fill with water and watch for floating chinch bugs

Control Practices

- avoid overfertilizing
- manage thatch
- irrigate during dry spells
- apply pesticides with plenty of water
- multiple treatments often necessary

TWOLINED SPITTLEBUGS

Hosts all warm-season grasses

Damage Symptoms results in yellowing of infested turf and severe infestation; have noticeable unsightly "spittle masses"

Scouting Methods look for spittle masses near base of plant; will be higher on plant on cloudy days; count number of nymphs in spittle masses

Control Practices

- control adults on ornamentals like hollies
- treat on cloudy days when possible, since spittlebugs are higher up on turf
- begin monitoring in early summer

WHITE GRUBS

Hosts all warm-season grasses

Damage Symptoms grubs feed on roots and cause drought stress and turf dieback; may attract moles or skunks which damage turf searching for grubs

Scouting Method dig squares of sod 4-6 inches deep in late August to detect small grubs; grubs will be closer to the surface following rain-fall or irrigation

Control Practices

- attracted to low-cut, highly maintained turf
- treatments most effective in late August/early September
- avoid ornamentals attractive to adult stages of Japanese beetles or green June beetles

BERMUDAGRASS MITES

Hosts only bermudagrass

Damage Symptoms initial yellowing of leaf tips, followed by shortening of internodes, causing a tufted growth; may die under severe infestations

Scouting Methods use a hand lens to look for small worm-like mites on grass and under leaf sheath, blades, etc.

Control Practices

- irrigate during dry spells
- proper fertilization helps turf outgrow damage
- resistant cultivars include Floratex, Midiron and Tifdwarf
- multiple treatments often necessary

BEEES & WASPS

Hosts all turf types

Damage Symptoms holes, mounds, tunneling in turf area, insects flying over turf area

Control Practices

- maintain a healthy, lush stand of turf; most bees and wasps that live in the soil prefer a thin stand of turf
- mulch areas under shrubs and trees, and keep mulch fresh to discourage nesting □



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Talstar insecticide is available in both flowable and granular formulations. Call your local FMC distributor or 1-800-321-1FMC for more information.



FMC

Ornamental insect controls:

Changes to come

Why you should look at alternative controls for insect pests that damage trees and other ornamentals.

By DAVID SHETLAR, Ph.D.

The combination of economics and the Food Quality Protection Act seem to be working together to reduce the number of chemical controls for ornamental pest insects and mites.

With this in mind, you may want to try alternative products to treat major insect and mite pests. You don't need to switch to them today, but try them on a limited basis to see which ones fit your needs.

Outside jobs

Exposed foliar-feeding insects (caterpillars, sawflies and aphids) are easy to knock down with broad spectrum organophosphate and carbamate insecticides like Dursban®, diazinon, Orthene®, Sevin® and malathion. More recently, pyrethroid chemistry (especially Astro®, DeltaGard®, Scimitar®, Talstar®, Tempo®) has begun to replace the OPs and carbamates. The

pyrethroids are an excellent choice for most operations, though exposed applicators often get skin sensitization problems.

Least toxic alternatives are insecticidal soaps (2%) and horticultural oils (1.5%), but the target pests must be "hit" by the spray; there is no residual effect. Newer insecticides such as Merit® and Conserve® are effective, but the target insects need to be in the younger stages for maximum efficacy. This is also true for *Bacillus thuringiensis* (Bt) which can control numerous caterpillars if the caterpillars ingest the material when they are less than half grown.

Inside jobs

One strategy for control of leafminers is adulticides. The traditional products have been Dursban, Sevin and Dylox® (flies only). Alternative products include the pyrethroids Astro, Scimitar and Talstar.

The other strategy is to control the larvae with systemics, which have included Cygon® (=Dimethoate®), Di-Syston® and Orthene. Cygon and Di-Syston are usually applied to the soil for root uptake. Orthene is commonly sprayed, though it can also be soil injected for root uptake. Products containing azadiractin (e.g., Azatin® and BioNEEM®) can be sprayed. Merit® is the only really new systemic insecticide available but has very slow root uptake, so it's

best used as preventive leafminer control, not as a curative. Most people recommend that the Merit soil applications be made a minimum of 40 to 50 days prior to when the leafminers are expected. For leafminers expected in May (e.g., birch and holly leafminers), good control has been achieved by making the Merit soil injection in the previous October or November.

The escape artists

Borer control remains difficult, and the best control is to keep the plants healthy and avoid water stress conditions. As with leafminers, borer control insecticides are targeted against the adults and their invading larvae (preventive control). Or, systemics are used to kill the larvae already within the plant (curative control). Dursban and lindane trunk sprays have been the traditional preventive insecticides. Di-Syston and Dimethoate have been the principal systemics used, though injection systems that use Orthene, Bidrin® and Metasystox-R® are well known.

Unfortunately, there are few real alternatives to Dursban and lindane which, when applied to the corky bark of trees, provide 30 to 50 days of effective residual action. Scimitar, Talstar and Turcam® can provide protection, but require two to three applications to cover the same 30 to

50 days. Merit has also been discussed for borer control (both as soil injection and tree injection), but results have been inconsistent. Again, it appears that Merit has to be applied 30 to 40 days *prior* to when the borer invasion is expected.

Sucking the system dry

Scale control has always been difficult to achieve, most likely because landscape managers do not make their applications at the optimum time — when the crawlers are active. Traditional crawler control products have been diazinon, Dursban, malathion, Orthene and Sevin, with dimethoate and Di-Syston being soil-applied systemics. The pyrethroids Delta-Gard, Scimitar, Talstar and Tempo are excellent alternatives for crawler control. Insecticidal soaps and horticultural oils also do well if they're applied as high-volume cover sprays that contact the crawlers or recently settled crawlers. Merit (sprays and soil applications) only seems to affect the

soft scales, not the armored scales, and is best applied after the crawlers have settled, usually in July or August (except for the magnolia scale that may have crawlers emerging in late August).

This spider is no hero

Almost everyone considers "spider mites" to be the notorious twospotted spider mite. In fact, in most landscapes, only viburnum, winged euonymus and perennials are the common hosts of this mite. Mites on other trees and shrubs are likely some other species of spider mite. Most conifers are likely to be infested with the spruce spider mite though there is also an arborvitae spider mite.

Why is it important to know which mite you are dealing with? First, twospotted spider mites are often resistant to registered miticides, and second, mites may be cool-season or warm-season pests.

When dealing with twospotted spider mites, insecticidal/miticidal soaps and hor-

ticultural oils are almost the only choice. Thorough coverage, especially on leaf undersurfaces, is essential. Treat early when the first signs begin, usually in mid- to late May, and retreat if the mite does not appear to be coming under control.

Cool-season mites are best controlled in late September through mid-November or in late April and May. The spruce spider mite is the most common mite in this category, though the southern red mite is fairly common on certain shrubs. Warm-season mites are best controlled when their populations first begin, mid- to late May.

Most spider mites (except for the twospotted spider mite) overwinter as eggs attached to the bark of host plants. True dormant oils can kill these eggs and reduce the mite risk (see "Winter is Good for Hort Oil," LM, Feb. '99). As far as miticides are concerned, Bayer has announced that it is no longer producing Morestan[®] so once existing stocks are gone, that's it! Kelthane[®] or dicofol is also very difficult to find and is also likely to be lost.

That leaves dimethoate (very limited plant listing) and Orthene (especially soil applied) as the only traditional chemistry with miticidal activity. The pyrethroids DeltaGard, Scimitar and Talstar have "mite suppression" on their labels but repeat applications are needed to achieve good control. Avid[®] is still available and is quite good on most spider mites. Conserve is the newest ornamental miticide though repeat applications are also needed to achieve control. Soaps and oils may be the best alternative but thorough coverage of the plants' upper and lower leaf surfaces is essential for success.

If you haven't already started looking at alternative pesticides, especially the pyrethroids, Merit and Conserve, now is the time to start. You should also try using insecticidal/miticidal soaps and horticultural oils as general-use controls for most exposed insects and mites. **LM**

The author is Associate Professor of Landscape Entomology at The Ohio State University, Columbus, OH.



(top) Birch leafminer early mines. One mine opened to show larva that is susceptible to systemic insecticides.

(top) Twospotted spider mites which are often resistant to miticides but susceptible to soaps and oils.

(bottom) Rhododendron borer adult. Apply preventive treatments in May and June when adults fly.

(bottom) Euonymus scale settled crawlers. These are still susceptible to sprays because they haven't formed their waxy coverings.

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of crabgrass and other

weeds, you could be getting some

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8 steps to crew efficiency

Follow this simple plan to maximize crew production, boost revenues in your repetitive maintenance tasks.

By JERRY GAETA

Recognize the "morning circus"? Everyone stands around the yard, waiting to be told what to do, where to go and what truck and equipment to use. Some factors, such as weather and client schedules, are beyond your control, but not this. You can avoid this and other employee time (and profit) killers by honing your scheduling skills.

Step 1: Plan with production rates

Start with a detailed estimate for the work. In the production hour-based estimating system, production rates are based upon the average amount of work that one person can accomplish in an hour.

- ▶ How many square feet of turf can be cut with a certain size machine?
- ▶ How many linear feet can be edged?
- ▶ How many cubic yards of mulch installed?

Develop these average production rates, per man-hour for your company, and adapt them for crew size and use them in any estimate.

Step 2: Plan for the year

Lay out seasonal production hour requirements of the job, such as annual planting, hand pruning, fertilizing and remulching on a year-long calendar. This will also allow estimates for bulk purchases and help regulate your labor force based on job needs. To schedule large projects, estimate hours based on high and low labor needs for the project. You may provide 12 months of service to your client, but actually cut turf on a weekly basis for nine months and biweekly for the rest of the year. Transfer these hours to a year-long schedule board, where you and your crew can see the year's schedule per project.

Step 3: Plan for sales

Build routes that optimize efficiency and reduce travel time. If you schedule your work based upon production hours, transfer to your year-long schedule board based upon crews, to see which crew routes are full and which can handle more work.

Your sales staff can focus on filling the crew schedules that need more work vs. overloading a crew with a full route. You may need to increase overtime on certain crews to handle new work, until enough work is sold to develop a new crew.

Step 4: Plan for crew scheduling and size

Plan creatively to maximize equipment use and profitability. A float crew can handle extra work and perform additional tasks on other jobs until a full work load is sold. Schedule crews for four long days and use a swing shift crew for Friday and Saturday to optimize equipment use and reduce overtime. A specialty crew to mow, prune or detail may also reduce your labor cost and maximize equipment use.

Keep crew size in mind to get maximum crew efficiency. Two- to three-man crews can adapt well to different job sites and keep your foreman working.

For larger sites, consider using two to three smaller crews together on the site. Separate the site by areas, which will allow the foreman of each crew to watch his or her people. Many firms (my own company included) increase labor productivity and profit by reducing crew size.

Step 5: Plan for prep time

Loading or unloading and travel time to or between jobs is not downtime, but it needs to be made billable. Calculate this in your estimate, as it is often the overtime hours that an employee receives. Preventive maintenance or daily cleanup and sharpening blades is a must, but have these tasks done by an evening or morning crew that is not the production crew. A loading and unloading crew or person can get things ready ahead of time for the production crew.

Step 6: Plan for equipment

If your equipment and vehicles are constantly breaking down, replace them. Remember, your client pays for the equipment — not you — if you have an estimating system that recovers the cost of equipment. Even if your equipment is paid for, it does not make you money if it is down.

Match equipment size and type to a site's needs. Always use the largest cutting width feasible to optimize labor. You may find it is better to purchase a mower with a large cutting width to reduce your labor. Market this machine to optimize its use.

Step 7: Plan for the future

Be proactive and not reactive to your customers' needs. Weekly, biweekly or monthly manager evaluations and inspections at each project site alerts you to potential problems so they can be corrected in the schedule.

It's also a great way to up-sell your client. Finally, it shows the client you are interested in the project, which builds customer loyalty.

Step 8: Plan time to plan

Stay proactive and keep up weekly with the hours spent on jobs, and scheduling becomes easier and controllable. If you match actual hours vs. estimated hours spent per service, you can compensate for extra time spent per service, and realize more control

over your jobs and make more profit.

Landscape maintenance is manageable due to the repetitiveness of the job. Keeping the same crews doing the same jobs week after week should increase the efficiency and reduce man-hours on the job.

You can spend time leading the circus, or use the time to be with your family. **LM**
Jerry Gaeta is a green industry consultant and a partner with The Good Earth, Inc., Mt. Pleasant, SC. He can be reached at 843/884-6114

One contractor tracks production for landscape maintenance, irrigation, landscape installation and extra work by job number and week to get an accurate picture of production flows.

Landscape Maintenance

Regular Labor Hours		Weeks				Total
Job #	Job Name	1-8	1-15	1-22	1-29	
1156	Benchley		2.0		1.75	3.75
2221	Crown Point	1.5	1.5	1.75	2.00	6.75
1789	Oakhill	2.0		2.0		4.0
5467	Trawler		3.75			3.75
2323	Airport	25.75	30.5	28.50	32.50	117.25
7879	Brown Industries	10.50	12.0	11.50	11.75	45.75
6067	Blue Trout	4.00	5.00	4.25	4.75	18.0
3117	Piggly Wiggly	2.50	3.25	4.0	2.25	12.0
2895	Glenville Bank	1.50	3.00	2.50	2.50	9.50
3006	Johnson School	4.75	6.25	6.0	5.25	22.25
Total Hours		52.5	67.25	60.5	62.75	243.00

Irrigation

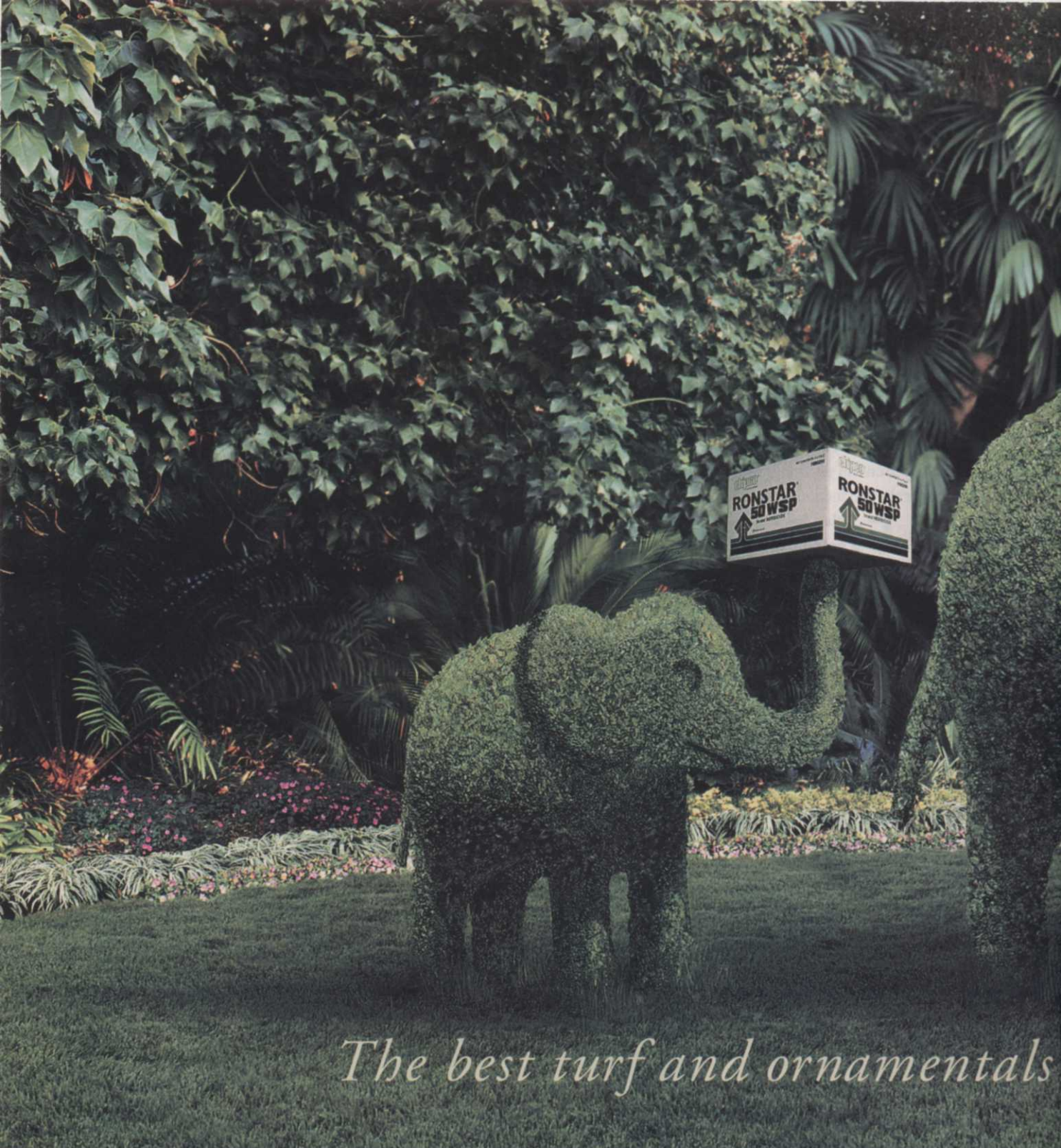
Regular Labor Hours		Weeks				Total
Job #	Job Name	1-8	1-15	1-22	1-29	
1124	Estimations	2.75	1.00	19.00	6.25	29.00
2297	Stevens		5.50			5.50
3343	Hotel 9	2.75	2.25		1.50	6.50
4440	K-Mart	2.50			11.50	14.00
Total Hours		8.00	8.75	19.0	19.25	55.00

Landscape

Regular Labor Hours		Weeks				Total
Job #	Job Name	1-8	1-15	1-22	1-29	
1281	Realty Two	28.50	69.75	96.25	30.25	224.75
8898	Smith Acres	72.75	15.75		30.50	119.00
2333	Deer Pond #2	14.50	12.50	29.50	15.25	71.75
400.1	Service Equipment		7.00	4.00		11.00
Total Hours		115.75	105.00	129.75	76.00	426.50

Extra Labor Hours

Extra Labor Hours		Weeks				Total
Job #	Job Name	1-8	1-15	1-22	1-29	
6067	Blue Trout		5.00	6.25		11.25
1998	Post House	10.25	25.50	38.75		74.50
Total Hours		10.25	30.50	45.00		85.75



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all season long no matter how much ground you have to cover. And the new water soluble packaging means that you can now tank mix CHIPCO® RONSTAR® with Roundup® for use as a directed spray on landscape beds and other non-turf areas. Of course, you'll still get all of the other CHIPCO® RONSTAR® advantages, like no root pruning, no leaching, and season-long protection from just one spring application. This year, keep your customers satisfied with CHIPCO® RONSTAR® herbicide in two easy-to-handle sizes.

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1999 Truck Guide



Ram Sport 1500

They get your work done



International

Landscape managers look for products that give crews self-sufficiency and higher productivity

By ROBERT E. REAVES

We talked with a cross section of landscape and lawn contractors, property managers and manufacturers, and found there are definite vehicle buying trends in the industry:

- ▶ Most contractors stay loyal to a specific brand of truck.
- ▶ They prefer to purchase vehicles whenever possible.
- ▶ Preferences include automatic transmission and gasoline engines, especially in snow-belt areas; but diesel engines for medium-duty trucks.
- ▶ They prefer products that deter theft and equipment damage.
- ▶ Image is important. Trucks, trailers and vans are moving advertisements.
- ▶ They are using more cargo trailers and medium-duty trucks with box vans, such as the Super Lawn Truck.
- ▶ Contractors use the Internet on a regular basis to obtain product information.

Before you decide to buy a truck or accessory, learn what other contractors are saying around the country. Then check out the latest innovations in trucks and accessories.

So many vehicles, so many solutions!

Ford's field

► New features of the F-Series include: more powerful 5.4-liter, V-8 engine; standard fourth door on F-Series Super-Cabs; full rear-passenger compartment; and separate platform construction for models over 8,500 lbs.

► Super Duty F-Series trucks — F-250, F-350, F-450 and F-550 — come in 44 model configurations, 21 of which are new and 15 unique to the industry. Two new commercial trucks in weight classes 6 and 7 (Super Duty F-650 and F-750) offer three cabs and three diesel engines.

► The Explorer Sport Trac will debut next year; a combination sport utility vehicle (SUV) and cargo bed. The cargo bed can remain open or can be closed with a lockable, foldable, hard tonneau cover.

► The addition of a four-door SuperCab to the Ranger line makes it one of only two compact pickups to offer a four-door model (Mazda is the other).

► Econoline vans, E-150, E-250, E-350 Super Duty and E-450 Super Duty designations are easily personalized.

Chevrolet's lineup

► Silverado is available in regular and extended cab 1500- and 2500-Series models, with a new four-wheel disc brake system with ABS.

► The C/K pickup in regular and extended cab models have a

third door, crew cab and chassis cab design. New Short Box crew cab has a much smaller turning radius and shorter overall length than the Long Box. Optional "Big Dooley" rear wheels help give the crew cab a GVWR of up to 10,000 lbs.

► Rear-wheel-drive Astro cargo van tows up to 5,500 lbs.

► Express cargo vans can be used as a service vehicle or as the platform for a conversion van and comes with two wheelbases (135- and 155-in.). Three heavy-duty G3500 cutaway models offer wheelbase lengths up to 177 in.

► Venture cargo van is available in a four-door extended wheelbase model.

GMC's full line

► All-new Sierra comes in 1500 Series and 2500 Series models up to 8,600 lbs. VRW.

Current generation Sierra ranges in GVWs of 8,600 lbs. through 15,000 lbs. A new shortbox crew cab version of the 3500 Series Sierra gives greater maneuverability.

► Sonoma compact pickup offers wide choice of body styles, wheelbases, pickup boxes, suspensions and powertrains.

► Savana cargo van and Special cutaways range from 135-in. to 155-in. wheelbases, with GVWs up to 9,500 lbs.

► GMC and Chevrolet are the only manufacturers to offer both diesel and gasoline engines in the medium-duty category. Other featured trucks include the T-Series tilt cab models in Classes 5-7 and a revised line of W-Series tilt cabs, aimed at the lighter Class 3-4 market.

Dodge does trucks

► 1998 Dodge Ram Quad cab has an extended-cab, full-size pickup with four doors (available throughout the entire Ram lineup).

► Next-generation 24-valve Cummins turbo diesel engine is more powerful and fuel efficient than the popular engine it replaced.

► Rams with five-speed manual transmissions have hp increased to 235, plus increased torque. Automatics also have greater hp and torque, with better fuel economy.

► Choice of power trains includes the 3.9-liter V-6, 5.2-liter V-8, 5.9L V-8 and the 8.0-liter V-10, with 300 hp and 450 lb.-ft. of torque.

► Dakota compact pickup continues as a popular contractor choice as the only pickup

cont. on page 56



Sierra 3500 HD, with both carrying and pulling capacity, is the workhorse of many landscape firms.



cont. from page 55

with a V-8 engine. Its 6,700-lb. maximum towing capacity and 2,000-lb. maximum payload exceeds all other compact pickups on the market, rivaling some full-size pickups.

International's diesels

► Navistar's International trucks may be the most durable diesel truck on the market, when you look at the *Truck Blue Book*. International 4000 Series trucks are said to be consistently worth more at resale, one reason why many contractors purchase International trucks and get 300,000 or many more miles per truck.

► Maintenance costs may also be lower, because routine maintenance has been engineered down to a minimum. Model DT 466E and 530E diesel engines run a full 12,000 miles between oil changes.

▼ Nissan trucks offer body choices.

► 4700 Lo-Profile or 4700 LPX probably have the best fit with the lawn care industry, with a chassis as low as 24 inches off the ground for less fatigue from lifting. The 4700 LPX handles narrow alleys and tight loading areas with ease.

Medium-duty Isuzus

► Isuzu was the highest ranked cab-over medium-duty truck in the J.D. Power and Associates 1997 Medium-Duty Truck Customer Satisfaction Study. NPR-HD diesel and gas models are new.

► N-Series trucks have low cab forward design, a range of GVW ratings and four wheelbase choices, to accommodate 20-ft. bodies. With a 109-in. wheelbase, the turning radius is 33.5 feet.

► The panoramic windshield gives good visibility, with drop-design side windows to help eliminate blind spots. Middle passenger seat folds down as a workstation and N-



Isuzu medium-duty, cab-over trucks got a high rating.

Series trucks come prewired for CB radio, portable computer and cellular phone.

► Scheduled maintenance on the NPR gas truck gives an extra 1,500 miles between service stops compared to the Ford E-350.

UD Trucks

► Three light-duty UD trucks from Nissan Diesel America meet a variety of land-

scape industry needs: UD1200 is rated at 12,000 lbs.; UD1400 at 14,250 lbs.; and the UD1800 CS at 17,995 lbs. All three accommodate various van bodies, flat beds, insulated bodies, towing bodies, landscaping bodies and utility bodies.

► Trucks have a turning radius ranging from 17.4 to 25.9 feet, large windshields for good visibility and tilt cab for easy maintenance.

► Medium-duty trucks range up to 32,900 lbs. GVWR.

Mitsubishi Fuso's haulers

► Model FG has four-wheel drive; bodies up to 14-ft. long; payloads to 12,000 lb. GVWR; and choice of two wheelbases (109.4 in. and 133.1 in.), making it well suited for landscape contracting.

► "The FG can face the challenges of some of the most demanding terrain," said Robert E. McDowell, MFTA senior vice president of opera-

cont. on page 58





Taking over new turf.

You know our M-Series mid-size tractors for their all-round versatility. Now we're going after some new turf.

Introducing our M4700, 2-wheel drive Turf Special. It's got wide flotation turf tires, a low-profile front end, creep speed for spraying and turf conditioning and a sunshade for added comfort.

Like all Kubota tractors, the M4700 is loaded with features that increase productivity and make operation easy.

An ISO-mounted, semi-flat deck greatly reduces vibration

Creep speed transmission has 12 forward speeds (0.17-13.76 mph) with turf tires.



Kubota also offers an M4700 model with 4-wheel drive.

and minimizes fatigue, while hanging pedals add comfort and ease of operation.

The E-TVCS 5-cylinder diesel engine delivers maximum power, with high torque, low noise and low vibration. Enhanced combustion efficiently

reduces fuel cost and lowers emissions.

The Kubota M4700 Turf Special. It's designed from the ground up for landscape and turf applications. And then some.

For more information, please write to:

Kubota

KUBOTA TRACTOR CORPORATION

P.O. Box 2992, Dept. GM
Torrance, CA 90509-2992

or call Toll Free 1-888-4 KUBOTA ext. 401
(1-888-458-2682 ext. 401)

Financing available through Kubota Credit Corporation





Accessories Galore

We can't list all the vehicle and trailer accessories available today, but here's a sampling:

Green Industry Innovators'

Mulch Mule is the ultimate mulching machine. With the pull of a hydraulic lever, you can fill a wheelbarrow in less than 10 seconds, or you can swing open the back door and unload the 15-yard



Mulch Mule is easy to unload.

capacity box in less than two minutes. It's powered by a 11-hp Honda motor and can be pulled by a 3/4-ton pickup. Call 330/875-0769.

Highland Group Industries

makes ramp kits and ramp mats; towing and trailering products — such as straps, tie downs; truck hardware (like truck anchor points), cargo bars and truck accessories (in-



Highland ramp offers kits, mats.

terior floor guards and custom molded splash guards in several colors). Call 908/362-5396. www.ramparts.com

Reading Body Works is the place to go for stake and platform bodies for trucks. Steel or pressure-treated Southern pine stake bodies

come in lengths from 8 to 24 ft. Pickup accessories keep tools and equipment safely stored, accessible and organized. Call 800/458-2226. www.readingbody.com

Ox-lite Manufacturing manufactures loading ramps for trucks and trailers. Its #49 aluminum ramp has 800-lb. loading capacity and is designed to load rear-engine lawn mowers on trucks with high tail-

gates and long wheelbases. Special arch prevents drag on equipment with low ground clearance. The Ox-lite #98C loads four-wheeled machinery into small to mid-size short bed trucks. The ramp only weighs 21 lbs. per runner, with 1,000-lb. loading capacity. Call 800/256-2408. www.oxlite.com

TruckCraft's line of pickup truck dump bodies and combination service/dump bodies includes heavy-duty tempered aluminum truck flats for the landscape contractor. Available sizes range from 81 in. wide by 8 ft. long for pickups, to 96-in. wide by 18-ft. long for cab-chassis. Call 717/375-2900.

cont. on page 60



Maxi offers six dump trailers.

cont. from page 56

tions. "And, a wide variety of specialized bodies — dump, utility, tool carrier, stake body and dry vans — can be fitted to the chassis, making the truck adaptable to virtually any landscape need."

Toyota pickups

► The new Tundra full-size pickup truck sports a 4.7-liter engine offering the first double-overhead-cam, 32-valve V-8 offered in the segment. It will deliver approximately 245 hp and 315 lbs.-ft. of torque. The V-8 hauls a maximum payload of nearly one ton and pulls a maximum towing capacity of 7,200 lbs.

► Tundra will be powered by either V-8 or V-6 engines, including two- or four-wheel-drive, two-door regular cab with an eight-ft. bed or four-door access cab with a six-and-a-half-ft. bed. The access cab has large double doors and a expansive entry.

► Tacoma compact pickup's cargo bed has a double-wall design to minimize damage to the exterior skin and is fitted with four inner tie-down points. It can tow up to 5,000 lbs. (V-6) or and 3,500 lbs. (V-4).

Our readers tell us what works for them

Medium-duty trucks fit the bill

Todd Pugh, president of Todd's Envirosapes Inc., Louisville, OH, likes Ford and International trucks:

"Our 12-truck fleet is a mix of Ford and International. All of our one-ton through Super Duty pickups are Fords, and all of our medium-duty trucks are International. We like International because they have a sharp turning radius and the



This cargo trailer also acts as a moving advertisement.

parts are the same price or less than Ford trucks."

Looks at:

► Automatic transmission — "So anyone can drive the truck."

► Cost studies — "We do cost studies on each truck, looking at mileage and time. We found the largest International trucks cost us less per mile to operate than the larger Ford trucks."

cont. on page 60

FERTILIZER FOR YOUR BUSINESS.



For those of you out there whose job it is to make things grow, UD TRUCKS has some enrichment in the form of a truck. The UD1200 light-duty truck to be exact. It comes with a very efficient 145hp turbocharged and intercooled engine, a cabover design for a tighter turning radius for some of those difficult residential and city streets, and is built for long lasting durability. The UD1200. A truck built to help some other things grow: like your business. For more information about UD TRUCKS, Western U.S. call 800-272-4831, Eastern U.S. call 888-680-8060.

Circle No. 160 on Reader Inquiry Card

www.udtrucks.com





cont. from page 58

Maxi-Products' six new dump trailer models have platform sizes ranging from 5 by 8 ft. to 8 by 16 ft., with GVWRs from 3,000 to 20,000 lbs. All models come standard with 10-gauge floors, sealed beam lights, hand-held remote controls and deep cycle marine batteries. It converts any standard size pickup into a dump truck. Call 800/833-3740.

Martin Industries' NuWay Utility Trailer Division offers three 85% preassembled Kit-N-Caboodle trailer models. The kits allow do-it-yourself contractors to save money with a partially assembled kit, yet have a usable trailer with only two hours set-up time. Many accessories are also available. Call 800/647-2558. www.MartinIndustries.com

Klipping King Inc. offers debris hauling trailers in several models from small to large. The Klipping Jr. is a debris hauling trailer. The mid-size model hauls debris and equipment for a variety of grounds maintenance uses. Call 800/279-3904.

GNC Industries' 100-gallon, fiberglass spray rig designed for lawn care has a Briggs 5-hp IC Plus engine (with oil guard), Hannay hose reel, 300-ft. 1/2-in. 560 PSI hose, Mag 1 spray gun, 8 GPM @



600 psi piston pump — all with a one-year warranty. Call 800/462-2005.

Landscape organizer racks from **Green Touch Industries, Inc.** include Ultimate Racks (to fit the body styles of most utility vehicles), as

well as a full line of coated and lockable racks and mounts to fit open landscape trailers and trucks. Call 800/621-6919.

Innovative Industries' new Stowramp is a 100% self-contained, heavy duty ramp with a 1,000 lb. capacity. There is no need to remove a truck's tailgate unit — it bridges the tailgate so there is no



Innovative Industries' new ramp

weight on it, reducing the risk of lost loads or injuries. Call 800/374-1134.

Wells Cargo's high-quality cargo trailers range from six-ft. mini-wagons to 36-ft. models. All trailers have a three-year warranty.

Wells Cargo trailers up to 36 ft.

Frame construction is exceptional. Many different accessories, interior and exterior options are available. Call 800/348-7553.

cont. on page 62

cont. from page 58

► Used trucks — "We buy most of our trucks used, primarily because we only put about 10,000 to 20,000 miles per year on our vehicles."

► Customizing: "Our trucks and trailers have a white cab with a green bed, plus our logo and phone number on the saddle boxes. All have a Reese hitch, saddle box, tool box for general tools, plus any equipment associated with a specific job. We recently purchased a 24-ft. enclosed cargo trailer to be used by the maintenance crew."

Large campus, tight budget

Jackie Toburen, grounds manager, Kansas State University, Manhattan, KS, mixes trucks and utility vehicles.

"We maintain approximately 350 acres of the 650-acre Kansas State University campus, with a tight vehicle budget. We have nine trucks, including Ford and Chevy, as well as 17 utility vehicles. Most of our equipment is on the older side."

Looks at:

► Trailer hitch — "Probably our most important feature because we do a lot of hauling."

► Dump beds — "Makes limb removal much easier."

► Crew cab — "You can haul more people, but we would not want all the trucks to be crew cabs."

► Accessories — "Tool boxes are very important — especially on our irrigation vehicles."

Vehicle age range: "Our oldest truck is a 1978 and newest 1993."

Dodge meets needs at Villanova

Kevin O'Donnell, superintendent of grounds for Villanova University, Villanova, PA, says his motor pool fleet has about 150 vehicles to handle services like snow removal, tree care, small moving operations, set up and trash removal.

Brand loyal: "All of our vehicles are Dodge, including utility vans, full-size pickup trucks and Dakotas. Since we repair our own vehicles, one brand gives us better efficiency in stocking parts and training our mechanics."

Looks for:

► Standardized storage — "We would like to secure landscape equipment directly onto the bed, as well as racks and tie-downs designed specifically for that model."

► Standard skid — "We could put landscape implements into the trucks (such as spray rigs, portable dumpers) that could be changed out easily."

► Accessories — "Most important are salt spreaders, spray rigs and liners for our truck beds that make it easier to move mulch. We have bed liners in all of our trucks."

Specialization works

Jody O'Donnell, president of Landscape Management Inc., Carrollton, TX, is a big Ford fan.

cont. on page 62

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

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



PENDULUM offers unsurpassed weed control

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

Level of control

● Medium

▲ Medium-High

■ High

NR Not registered

^aNovartis

^bRohm and Haas Co.

^cDow AgroSciences

^dRhône-Poulenc



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cont. from page 60

SouthEast Easy Rider's new Pickup Hauler is a 317-cu. ft. square mesh enclosure for pickup beds with an easy loading ramp and the ability to lock up equipment. Installation is easy, using four bolts and a mounting bar that remains out of the way when not in use. Call 800/535-2121. www.southeast-easyrider.com

Holt Specialty Equipment's trailer-mounted hoists (in bumper-hitch and gooseneck style) and truck mounted hoists roll completely off the trailer or truck and may be left at any location, giving the convenience of multiple containers at various job sites. The hydraulic lift and winch is powered by a gasoline engine or PTO unit of the truck. Call 800/643-8713. holtequipment.com

Intromark Inc. manufactures the Gater, a tailgate replacement system that acts as an extension for longer loads and a restraint for smaller cargo loads. It is adjustable, stores conveniently and can lock in an upright position. Call 800/851-6030.

S-N-G Equipment's Contain-O-Shell is a one-piece mold containment polyethylene spray unit com-

patible with any full-size pickup. It is lightweight and may be installed quickly. Side door gives easy access to pump and filter. Call 800/874-0253.

Jungle Jim's Accessory Products' Gear Caddy to meet the storage needs of the landscape care industry, with trimmer, blower and tool racks. These racks ensure a



Jungle Jim keeps tools in place.

snug fit to prevent rattling during transport — as well as quick locking to deter theft. Call 888/844-JIMS.

C & S Turf Care Equipment Inc. has custom-designed spray rig truck bodies and spray accessories, including electric and gasoline skid sprayers. A fiberglass pickup unit combines a 350-gallon tank, three compartments, dual pumps and hose reels in a compact design. Westheffer's 450-gallon flatbed *cont. on page 64*



S-N-G's molded container.



Ford offers a full line of trucks.

cont. from page 60

"We have 150 pieces of rolling stock, including 75 trucks. The only brand we allow is Ford. About 99% of these are diesel, because of their durability, ease of service and power."

Looks for:

► Diesel irrigation vans — "We use 14-ft. Ford E-350 diesel cargo vans. Interiors are customized with bins and pipe racks, as well as a ramp to load and unload a trencher. It's virtually a rolling irrigation store."

► Landscape construction flatbeds — "These are all Ford F-700 2-1/2 ton flatbeds, some with dump beds and removable sides for loading."

► Landscape maintenance flatbeds — "We use a one-ton flatbed with a 12-ft. bed and a big dovetail ramp that is the width of the bed, used to service the smaller properties. Another vehicle is a F-250 Super Cab that pulls a 20-ft. trailer."

► New idea — "The experimental vehicle this spring is a 14-ft. enclosed box van with a dovetail ramp — the Super Lawn Truck. Everything is self-

contained, and that should mean greater productivity for our crews."

► Aircraft-grade paint — "We use an aircraft-grade paint that holds up a lot better than other automotive paint."

Truck rating system

Dean Snodgrass, vice president of Dennis' Seven Dees Landscaping, Portland, OR, says his firm has about 75 trucks — all Fords.

"We use Ford's F-450 through 800 Series (diesel). For irrigation, we use trailers. We are making crew cabs a bigger part of our business."

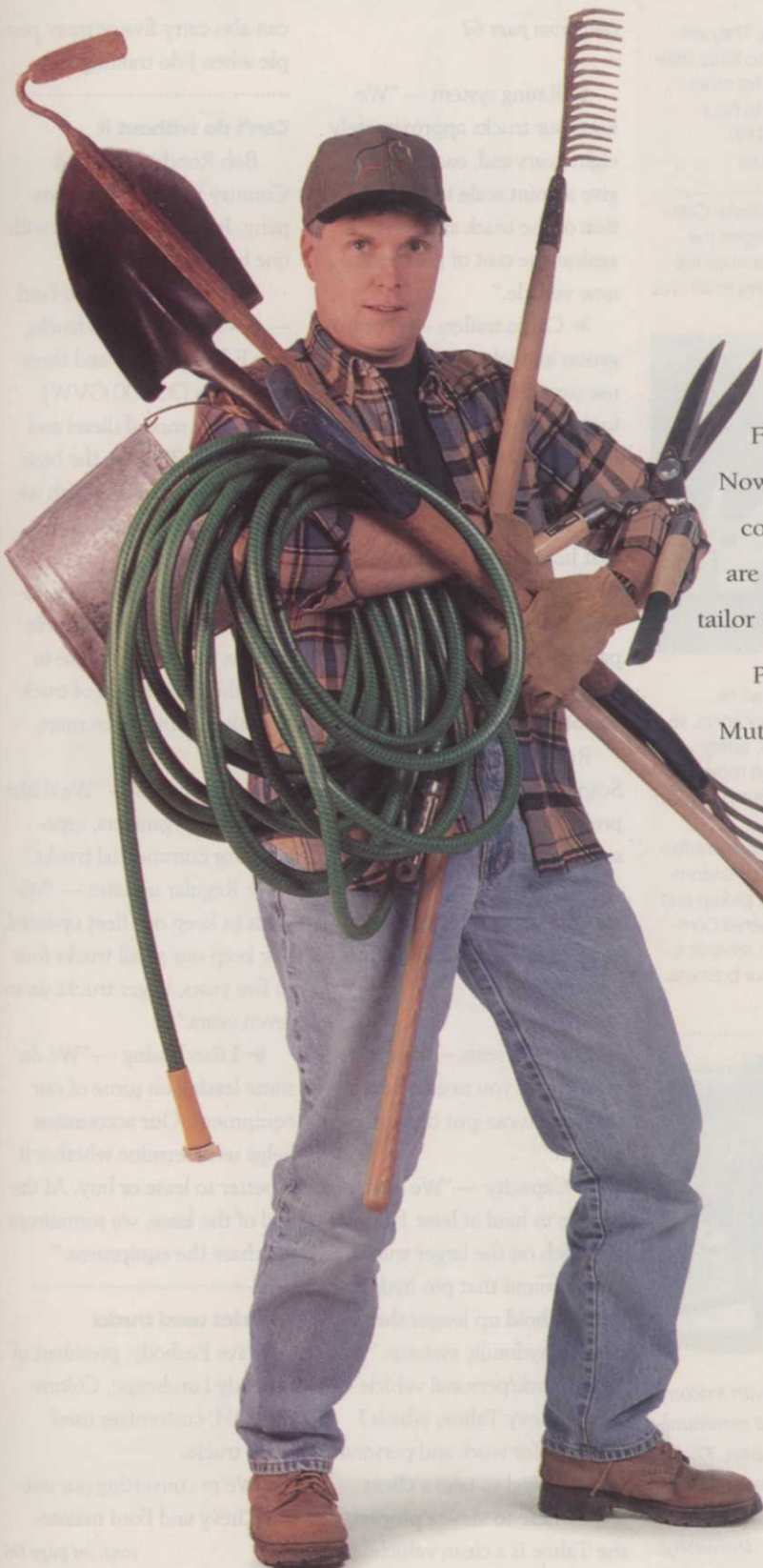
Looks for:

► Load capacity — "It is always a concern, as well as horsepower, hauling capacity and serviceability. My mechanics select the engine that they work on. I will special order my trucks based on their recommendations."

"Right now I am retiring some older vehicles and am trying to put together an F-450 Series crew cab with a short box dump. I want to carry medium-size loads, transport people and pull a 10-ft. trailer."

cont. on page 64

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*May not be available in all states.



cont. from page 62
unit, custom van unit or custom designs meet larger needs. Low Profile Tree & Shrub/Lawn Care unit fits nicely on the back of an Isuzu NPR. Call 800/872-7050.

Graham Lawn Equipment's ready-to-use spray rig units include the GLE 300-gallon model, with a Tuflex 30-gallon fiberglass tank and



Graham Lawn spray rig unit.

metal skid mounting on pickups. For medium-duty trucks, try the GLE HX 600 + 100 spray unit, for trucks with a GVW of 14,000 plus. Call 800/543-2810.

Trimmertrap Inc. offers a line of racks for protection from theft and damage, including racks for trimmers, backpack blowers, a combination rack for blowers, hedge trimmers and chain saws — as well



Trimmertrap racks protect tools.

as portable hand tool and accessory hand tool racks. Call 800/279-8727.

Truck Buddy and Mobility's family of durable, fiberglass pickup truck containers have pushbutton

loading and unloading. They are easily removed in two to three minutes, freeing the truck for other uses, and can be used to haul cargo. Call 800/220-0419. www.truckbuddyinc.com

Gempler's 1999 Master Catalog of accessories highlights the MX50 tire changer — a small tire tool that makes changing small tires

quick and easy — ratchet tie downs, Husky truck floor liners, vehicle desks, first aid kits, safety items, water coolers and more. Call 800/382-8473. www.gemplers.com

Westheffer Co., Inc. manufactures an impressive line of custom-designed spray units for pickup and flat-bed trucks. The covered Commander Body series can serve as a moving billboard for your business. Call 800/362-3110.

Robert E. Reaves is with Irricom, a public relations and communications firm in Austin, TX. He holds a master's degree in horticulture from Oklahoma State University.

cont. from page 62

► **Rating system** — “We keep our trucks approximately eight years and, each year, we give a point scale to the condition of the truck and weigh it against the cost of purchasing a new vehicle.”

► **Cargo trailers** — “For irrigation and job-site shacks, we use cargo trailers. We can keep tools on site, acting as a warehouse.”

► **Theft deterrent** — “We’ve gone to a rack system that holds small hand tools. It’s theft proof and very organized. Now, everything is cabled and padlocked to prevent theft.”

Gasoline engines are best

Rick Kier, president of Pro Scapes Inc., Syracuse, NY, prefers gasoline engines for smaller trucks.

“All of our small trucks have gas engines, and larger trucks have diesel because they hold up better.”

Looks for:

► **Bench seats** — “For a crew truck, you need a bench seat so you can put three people in it.”

► **Capacity** — “We want to be able to haul at least 10 yards of mulch on the larger trucks. We’ve found that pto hydraulic systems hold up longer than electric hydraulic systems.”

► **Work/personal vehicle** — “It’s a Chevy Tahoe, which I use both for work and personal use. If I need to take a client somewhere to view a property, the Tahoe is a clean vehicle. I

can also carry five or more people when I do training.”

Can't do without it

Bob Rocchio, Town & Country Landscaping Company, Johnston, RI, sticks with one brand.

“All of our trucks are Ford — three F-350 dump trucks, two F-250 pickups and three LN-8000s (35,000 GVW). They are a mix of diesel and gas. Ford F-350s are the basic maintenance truck, which we use to haul trailers.”

Looks for:

► **The right fit** — “It’s important to match the vehicle with its purpose. We like to keep the same brand of truck to make maintenance more simple.”

► **Organizers** — “We’d like to see rear organizers, especially for commercial trucks.”

► **Regular updates** — “We want to keep our fleet updated. We keep our small trucks four to five years, larger trucks six to seven years.”

► **Likes leasing** — “We do some leasing on some of our equipment. Our accountant helps us determine whether it is better to lease or buy. At the end of the lease, we sometimes purchase the equipment.”

Recycles used trucks

Dave Peabody, president of Peabody Landscape, Columbus, OH, customizes used Isuzu trucks.

“We’re converting our one-ton Chevy and Ford mainte-

cont. on page 66

Ram of all trades

From regular cab to dump truck, from wrecker to stake truck to flatbed utility, Ram is built for trade. Whatever the trade. With up to 11,000 pounds GVWR, and up to 20,000 pounds GCWR, depending on the model,¹ Ram offers the strength, as well as the flexibility of design, to do the job.



Our On The Job program is flexible about working around your individual needs, too. With it, qualified



**ON THE
JOB**

commercial customers can get special APR reductions when financing through Chrysler Financial. We also offer TRAC, Capital, and Municipal Lease options that allow customers to tailor-make a deal based on individual needs. Plus, you can choose from a \$300 cash allowance, a 100,000-mile/5-year Powertrain Care PlusSM



service contract with Road Hazard Tire Coverage, or select upfit package allowances.² And that's on the longest-lasting full-size pickups on the road.³

The only full-size pickups with the Magnum[®] engine lineup—featuring the 310-horsepower Magnum V-10 and the legendary 24-valve Cummins Turbo Diesel. And the only full-size pickups ever to be ranked “Most Appealing” by J.D. Power and Associates, having received this honor for four consecutive years.⁴ Dodge Ram. Work with it.



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¹GVWR: Gross Vehicle Weight Rating; GCWR: Gross Combination Weight Rating. ²Service contract option not available in AL, FL, MS, OK, or UT. No refund if canceled. Some vehicles ineligible. There is a \$100 deductible for each covered repair visit. Tire coverage covers only complete or pro-rated replacement for original four tires, excluding spare. See plan copy and full details at dealer. Upfitters are solely responsible for after-market modifications and equipment. ³Based on percentage of 7/88-7/97 new pickup registrations still registered on 7/1/97. Data source: The Polk Company. ⁴J.D. Power and Associates 1995-1998 Automotive Performance, Execution, and Layout (APEAL) Studies.SM 1998 study based on 97,907 consumer responses. www.jdpower.com Always use seat belts. Remember a backseat is the safest place for children. Properly secure all cargo.



cont. from page 64

nance trucks to 18,000 GVW Isuzus. The Isuzus have a cab-over style with 18-ft. cargo boxes that will be removed from the truck and converted to covered trailers with dual axles for mowing crews. They also have dual tanks which can be valved shut to function as one tank for truck fuel and the other for off-road fuel for the

► One type of customized truck for Peabody Landscapes.

lawn mowers (powered by an electric pump). Purchasing used Isuzu diesels with around 120,000 miles and customizing is more efficient. We are able to set up two trucks and trailers for the price of one new Isuzu. It doesn't make sense to buy new if you can find well-maintained used vehicles and customize them to fit your needs."



No one manufacturer. "We are not tied to one manufac-

turer. We think International is the best vehicle for medium-duty trucks. For supervisory vehicles, we prefer 3/4-ton Chevy trucks and for sales vehicles, Ford Rangers with extended cabs."

Lawn trucks organize daily operations

For many years, Bonaire, GA-based contractor Tony Bass thought there had to be a better way to organize his landscape maintenance vehicles and make major reductions in the waste of time and money. He also wanted to eliminate theft of his equipment.

He customized a truck that would meet his goals and put it into actual use in his business, where it saved him 484.5 man-hours a year per crew of non-productive labor. Now Bass is offering his system to the entire landscape industry.

The Super Lawn Truck system consists of a 1999 Isuzu NPR Diesel truck; 16-ft. box van; hydro ramp; fuel station system; hand and power tool storage system; irrigation parts and inventory system; underbody tool storage system; media and marketing package; and custom paint job — all with a three-year unlimited mileage warranty and a one-

year warranty on all other products and workmanship. Cost is approximately \$44,000.

According to Bass, president of Super Lawn Trucks, his system allows contractors to:

► Stop wasting labor, loading and unloading equipment daily.



► Reduce fuel stops to once per week.

► Secure tools from thieves, accidental loss and bad weather.



► Organize tools so you know exactly what you have on the truck.

► Reduce warehousing needs by maintaining an inventory on the truck.

► Add simple irrigation repair jobs to your lawn maintenance crews.

► Improve your marketing efforts by having two 7x16-ft. rolling billboards.

► Redirect wasted labor hours into productive work hours.

For more information, contact Super Lawn Trucks at 912/923-0027 or on the web at www.superlawntruck.com.

Clean really counts

Tynes Stringfellow, president of Jubilee Landscape, Inc., Fairhope, AL, is partial to Ford.

"We have 48 vehicles, most of which are Ford-250 Super Cab diesels with automatic transmissions. We like diesels because they run with less downtime and are also less expensive to maintain. I like Ford because they've been real good service trucks. My personal vehicle is a GMC pickup, and I really like it. Other Ford vehicles include several F-800 two-ton dump bodies, F-600 series. Many manufacturers don't think about the contractor when they build trucks."

Customization: "We pull everything on a utility trailer. Our landscape trailers have retractable tarps, which we use to haul plants, pavers, bricks and other job materials." **LM**

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Signature: _____ Date: _____

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Fill in ovals as shown: ●

1. My primary business at this location is: (fill in ONE only)

CONTRACTORS/SERVICE COMPANIES

- 02 255 Landscape Contractors (installation and maintenance)
- 03 260 Lawn Care Service Companies
- 04 265 Custom Chemical Applicators
- 05 270 Tree Service Companies/Arborists
- 06 275 Landscape Architects
- 07 280 Land Reclamation and Erosion Control
- 08 285 Irrigation Contractors
- Other Contractors/Service Companies (please specify) _____

INSTITUTIONAL FACILITIES

- 09 290 Sports Complexes
- 10 295 Parks
- 11 300 Right-of-Way Maintenance for Highways, Railroads or Utilities
- 12 305 Schools, Colleges, Universities
- 13 310 Industrial or Office Parks/Plants
- 14 315 Shopping Centers, Plazas or Malls
- 15 320 Private/Public Estates or Museums
- 16 325 Condominiums/Apartments/Housing Developments/Hotels/Resorts
- 17 330 Cemeteries/Memorial Gardens
- 18 335 Hospitals/Health Care Institutions
- 19 340 Military Installations or Prisons
- 20 345 Airports
- 21 350 Multiple Government/Municipal Facilities
- Other Grounds-care (please specify) _____

SUPPLIERS AND CONSULTANTS

- 22 355 Extension Agents/Consultants for Horticulture
- 23 360 Sod Growers, Turf Seed Growers & Nurseries
- 24 365 Dealers, Distributors, Formulators & Brokers
- 25 370 Manufacturers
- Other (please specify) _____

2. Which of the following best describes your title? (fill in ONE only)

- 26 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 27 20 Manager/Superintendent - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 28 30 Government Official - Government Commissioner, Agent, Other Government Official
- 29 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 30 50 Other Titled and Non-Titled Personnel (please specify) _____

3. SERVICES PERFORMED (fill in ALL that apply)

- 40 A Mowing
- 41 B Turf Insect Control
- 42 C Tree Care
- 43 D Turf Aeration
- 44 E Irrigation Services
- 45 F Turf Fertilization
- 46 G Turf Disease Control
- 47 H Ornamental Care
- 48 I Landscape Design
- 49 J Turf Weed Control
- 50 K Paving, Deck & Patio Installation
- 51 L Pond/Lake Care
- 52 M Landscape Installation
- 53 N Snow Removal
- 54 O Other (please specify) _____

4a. Do you specify, purchase or influence the selection of landscape products?

- 75 Yes 76 No

4b. If yes, check which products you buy or specify: (fill in ALL that apply)

- 55 1 Aerators
- 56 2 Blowers
- 57 3 Chain Saws
- 58 4 Chipper-Shredders
- 59 5 De-icers
- 60 6 Fertilizers
- 61 7 Fungicides
- 62 8 Herbicides
- 63 9 Insecticides
- 64 10 Line Trimmers
- 65 11 Mowers
- 66 12 Snow Removal Equipment
- 67 13 Sprayers
- 68 14 Spreaders
- 69 15 Sweepers
- 70 16 Tractors
- 71 17 Truck Trailers/Attachments
- 72 18 Trucks
- 73 19 Turfseed
- 74 20 Utility Vehicles

5. Do you have Internet Access? 77 A Yes 78 B No

5a. If so, how often do you use it?

- 79 A Daily 80 B Weekly 81 C Monthly 82 D Occasionally

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316



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- 02 255 Landscape Contractors (installation and maintenance)
- 03 260 Lawn Care Service Companies
- 04 265 Custom Chemical Applicators
- 05 270 Tree Service Companies/Arborists
- 06 275 Landscape Architects
- 07 280 Land Reclamation and Erosion Control
- 08 285 Irrigation Contractors
- Other Contractors/Service Companies (please specify) _____

INSTITUTIONAL FACILITIES

- 09 290 Sports Complexes
- 10 295 Parks
- 11 300 Right-of-Way Maintenance for Highways, Railroads or Utilities
- 12 305 Schools, Colleges, Universities
- 13 310 Industrial or Office Parks/Plants
- 14 315 Shopping Centers, Plazas or Malls
- 15 320 Private/Public Estates or Museums
- 16 325 Condominiums/Apartments/Housing Developments/Hotels/Resorts
- 17 330 Cemeteries/Memorial Gardens
- 18 335 Hospitals/Health Care Institutions
- 19 340 Military Installations or Prisons
- 20 345 Airports
- 21 350 Multiple Government/Municipal Facilities
- Other Groundscare (please specify) _____

SUPPLIERS AND CONSULTANTS

- 22 355 Extension Agents/Consultants for Horticulture
- 23 360 Sod Growers, Turf Seed Growers & Nurseries
- 24 365 Dealers, Distributors, Formulators & Brokers
- 25 370 Manufacturers
- Other (please specify) _____

2. Which of the following best describes your title? (fill in ONE only)

- 26 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 27 20 Manager/Superintendent - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 28 30 Government Official - Government Commissioner, Agent, Other Government Official
- 29 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 30 50 Other Titled and Non-Titled Personnel (please specify) _____

3. SERVICES PERFORMED (fill in ALL that apply)

- 40 A Mowing
- 41 B Turf Insect Control
- 42 C Tree Care
- 43 D Turf Aeration
- 44 E Irrigation Services
- 45 F Turf Fertilization
- 46 G Turf Disease Control
- 47 H Ornamental Care
- 48 I Landscape Design
- 49 J Turf Weed Control
- 50 K Paving, Deck & Patio Installation
- 51 L Pond/Lake Care
- 52 M Landscape Installation
- 53 N Snow Removal
- 54 O Other (please specify) _____

4a. Do you specify, purchase or influence the selection of landscape products?
75 Yes 76 No

4b. If yes, check which products you buy or specify: (fill in ALL that apply)

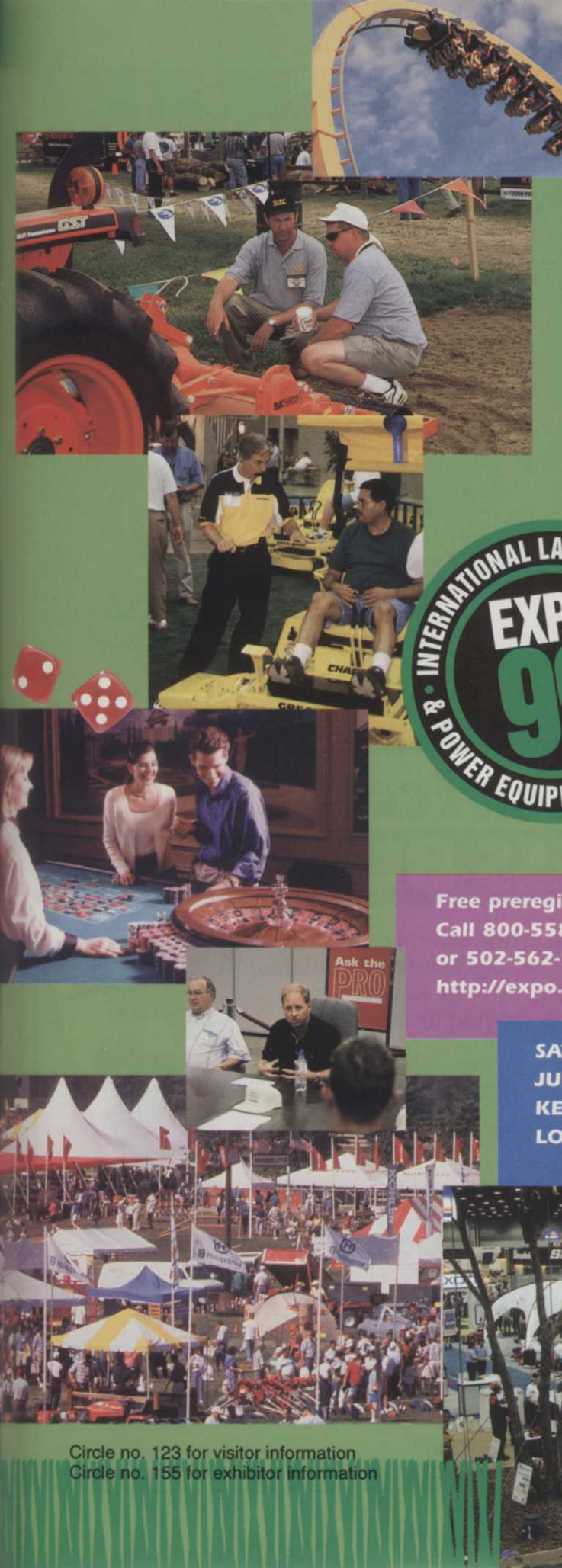
- 55 1 Aerators
- 56 2 Blowers
- 57 3 Chain Saws
- 58 4 Chipper-Shredders
- 59 5 De-Icers
- 60 6 Fertilizers
- 61 7 Fungicides
- 62 8 Herbicides
- 63 9 Insecticides
- 64 10 Line Trimmers
- 65 11 Mowers
- 66 12 Snow Removal Equipment
- 67 13 Sprayers
- 68 14 Spreaders
- 69 15 Sweepers
- 70 16 Tractors
- 71 17 Truck Trailers/Attachments
- 72 18 Trucks
- 73 19 Turfseed
- 74 20 Utility Vehicles

5. Do you have Internet Access? 77 A Yes 78 B No

5a. If so, how often do you use it?

- 79 A Daily
- 80 B Weekly
- 81 C Monthly
- 82 D Occasionally

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
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105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
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111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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Circle no. 155 for exhibitor information

Events

MAY

13 Trees, People and the Law Seminar Minneapolis, MN; National Arbor Day Foundation, 402/474-5655

17-19 BioCycle National Conference Albuquerque Hilton, NM; 800/661-4905

19 North Carolina Turf & Landscape Research Field Day North Carolina State University, Raleigh; Gene Maples, 910/695-1333

25 Las Vegas Nevada Landscape Association Trade Show & Conference Tropicana Resort and Casino, Las Vegas; Debbie Drew, 702/673-0404

JUNE

3 Pruning Trees and Ornamentals University of Massachusetts, Amherst, MA; 413/545-0895

10-12 2nd Annual Snow & Ice Symposium Airport Marriot Hotel, Pittsburgh, PA; 814/456-9550

15 Seed Field Day Pure Seed Testing East Research Facility, Rolesville, NC; 919/556-0146

18 Pennington/Seeds West International Warm Season Turfgrass Research Tour Seeds West Arizona Research Facility, Maricopa, AZ; 520/783-2050

24 Turf Research Field Day UMass Turf Research Facility, South Deerfield, MA; Mary Owen, 508/892-0382

25 Selecting, Planting and Maintaining Trees to Save Money, Time and Effort UCR Extension Center, University of California, Riverside; Jan Crump, 909/787-5804; www.unex.ucr.edu

JULY

19-20 Legislative Day on the Hill & the Arlington Renewal Project Holiday Inn Capitol, Washington, DC; PLCAA, 800/458-3466; www.plcaa.org

21-23: Turfgrass Producers International Summer Convention & Field Days East Lansing Holiday Inn,

MI; Tom Ford, 847/705-9898; www.turfgrasssod.org

23-25: ALCA Masters in Management for the Landscape Industry seminar Hilton Chicago O'Hare Airport; Joan Haller, 800/395-2522; www.alca.org

24-26: Expo 99 Kentucky Expo Center, Louisville; 502/562-1962; <http://EXPO.mow.org>

27: Midwest Regional Turf Field Day West Lafayette, IN; Bev Bratton, 765/494-8039; www.purdue.edu

AUGUST

1-4: International Society of Arboriculture Conference Stamford, CN; Lisa Thompson, 217/355-9411; www.ag.uiuc.edu/~isa **LM**



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Circle No. 269

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Circle No. 270

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For more information contact Sweepster at 800/456-7100, fax 734/996-9014. www.sweepster.com

Circle No. 271

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AD INDEX

111	American Cyanamid	73 (reg)
117	American Cyanamid	61
118	Bayer	28-29
136	Chevrolet Truck	32-33
	Dodge	65
107	Echo, Inc.	6-7
140	Finn Corp	75
132	Florists Mutual Insurance	63
127	FMC Specialty Products	45
113	GMC Commercial Vehicles	16-19
130	Green Industry Expo	76
101	Griffin LLC	71
115	Griffin LLC	21
123/155	Intl Lawn & Garden Expo	69
126	JJ Mauget	43
106	John Deere	5
103	Kubota Tractor Corp	57
102	LESCO (American Cyanamid)	CV2-1
133	LESCO, Inc.	37
114	Melroe Bobcat	11
109	Monsanto	12-13
121	NEBS	24
160	Nissan Diesel	59
104	PBI Gordon	CV3
105	PBI Gordon	25
141	PolyPavement	75
125	Rhone Poulenc	52-53
119	Rohm & Haas	48-49
134	Rohmid LLC	39
120	SNG	31
117	Turf-Seed, Inc.	CV4
108	Tifsport	20
138	Turfco	70
135	United Industries	9
112	Valent PPG/USA Corp	3
110	Van Waters & Rogers	15

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Brick paving designer/salesperson: Chicagoland's largest brick paving and retaining wall contracting firm is looking for an enthusiastic and knowledgeable sales associate to compliment our residential sales force. This person must have at least three years in residential or commercial sales experience in landscape and/or hardscape. Immediate consideration, salary plus commission insurance benefits and company vehicle. Fax resume to: (847)390-0060 or send resume to: American Brick Paving, Inc. 825 Seegers Rd., Des Plaines, IL 60016. ATTN:John Biebrach 4/99

LANDSCAPE ARCHITECT/DESIGNER *EXCELLENT OPPORTUNITY* Looking for a creative, self motivator with strong plant knowledge. Responsibilities include design, estimating and sales for residential and commercial. *Commission & Benefits* Please send resume, fax or call Buckley's Prairie Landscaping P.O. Box 75, Springfield, IL 62705. (217)787-5033 fax (217)787-8691 5/99

Fast paced Design-Build Firm needs Landscape/Irrigation Foreman to install high end residential projects. Year round employment, salary plus bonus & benefits. Minimum 3 years in field experience. Must have references, be self-motivated & well organized. Charlotte, N.C. (704)598-2266. 5/99

FLORAPERSONNEL, INC. In our second decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential, and always free. 1740 Lake Markham Road, Sanford, FL 32771. PHONE (407)320-8177. FAX (407)320-8083. Email: Hortsearch@aol.com. Website: http://www.florapersonnel.com. 12/99

LANDSCAPE CONSTRUCTION SUPERVISOR/IRRIGATION CONSTRUCTION SUPERVISOR/LANDSCAPE CONSTRUCTION FOREMAN/IRRIGATION CONSTRUCTION FOREMAN. Krueger's Associated Landscape, a full service landscape contracting company servicing the beautiful Portland Metro area, is seeking additional key personnel. Qualified applicants should possess good communication skills, be customer service orientated, have knowledge of scheduling and planning projects, understanding a financial statement, and have proven leadership and interpersonal skills. Bilingual preferred, experience/education required. We offer excellent pay, full benefits and advancement opportunities. For immediate consideration please fax resumes to (503) 647-9861, or call (503) 647-1000. 4/99

Help Wanted - Landscape Management. Looking for a disable veteran to fill position as landscape technician. Southern CA, high desert area. Experience preferred. Send resume to: 6884 Conejo Ave., Joshua Tree, CA 92252. 4/99

Exciting Career Opportunities - Munie Outdoor Services, Inc., a well-established, full service landscape maintenance & construction company located in the St. Louis area is searching for skilled, highly motivated individuals for key positions including Branch Manager, Assistant Production Manager, Landscape Architect and Foreman for our Maintenance Landscape Construction, and Golf & Sports Turf Construction divisions. We offer an excellent compensation and benefits package, in addition to advancement opportunities. Please forward a resume to: Munie Outdoor Services, Inc., Attn: HR Manager, 1000 Milburn School Rd., Caseyville, IL 62232, or fax to (618)632-5475. EOE/AA. 4/99

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Join The Company That Changed the Industry! True or false: 1. You know you're better than what the boss thinks. 2. You're tired of company rhetoric. 3. Your ability to train and help others is one of your strongest points. 4. You're a bit of a "rebel" and believe in your opinion. 5. You like to work hard but really enjoy playing hard. **4 Or More True Answers?** Then we want to talk to you. NaturaLawn of America's continued growth has created another regional manager position for operational/technical support. If you enjoy people, communicate well, and have experience in business and training, we want you!!! Fax your resume in strict confidence to (301)846-0320 or e-mail us at natural@nl-amer.com. www.nl-amer.com. 4/99

BUSINESS FOR SALE

Owner selling established and flourishing landscape business in Midwest Wisconsin - in the town of Black River Falls. Tremendous growth potential due to rapidly expanding population and very little competition in this area. OPTIONAL: Snow plowing accounts for the winter season. Contact: Keith Cormican, W10120 Hwy. 54 East, Black River Falls, WI 54615. Phone: 715-284-9085 or fax 715-284-8822. 4/99

LANDSCAPE CONSTRUCTION & MAINTENANCE CO. WELL ESTABLISHED 15 YEAR COMPANY IN THE BOSTON, MA AREA. \$2.5M TO \$2.9M VOLUME ANNUAL, PAST 3 YEARS PROFITS HAVE BEEN IN THE SIX DIGIT FIGURES. COMPANY BREAKDOWN, 70% CONSTRUCTION, 20% MAINTENANCE & 10% SNOW OPERATIONS. WELL RUN ORGANIZATION, AND WELL MAINTAINED FLEET. THE 1999 BACK LOG EXCEEDS \$1M TO DATE. MAIL RESPONSES OF INTEREST WITH NAME AND FINANCIAL BACKGROUND TO: CORPORATE VENTURES 271 CANTON ST., STOUGHTON, MASS. 02072 4/99

BUSINESS FOR SALE

Well established landscape, lawn maintenance, snow removal and tree removal business in eastern Pennsylvania. Owner wants to retire after 47 years of servicing residential and business accounts. All equipment and accounts included in sale. Owner available to stay for limited time in advisory capacity to aid in transition. Interested and qualified persons only reply to P.O. Box 102, Mountainhome, PA 18342 6/99

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WANT TO BUY OR SELL A BUSINESS?

Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, I have companies available in **Lawn Care, Grounds Maintenance, Pest Control, Landscape Installation and Interior Plant Care** all over the U.S. and Canada.

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MARKETING OPPORTUNITY Energetic persons needed to network market Conklin products nationwide. A very lucrative part-time, home based business. \$799 investment for the product and training. Call 1-800-832-9635 for free catalog. 2/00

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NOW...Learn professional Landscaping and Gardening at home. Accredited program provides thorough training in all phases of commercial and residential landscaping. Diploma awarded. Free brochure describes program and opportunities in detail. Call 1-800-326-9221 or write Lifetime Career Schools, Dept: LF01Y2, 101 Harrison Street, Archbald, PA 18403. 12/99

Two year AAS degree program in Golf Course Maintenance Operations, Landscape Contracting, and one year Golf and Grounds Certificate. Fully accredited, VA approved, expanded learning facilities, new equipment. Graduate placement assistance available. Contact Golf Course Operations/Landscape Technology Dept., Western Texas College, Snyder, TX 79549. 915-573-8511 ext. 305 12/99

Become a landscape designer. Approved home study. Create plans for lawns, estates, courtyards, walkways, gardens, shubbery. P.C.D.I., Atlanta, Georgia. Free Career Literature. 800/362-7070. DEPT. GTE694 5/99

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WIN \$500



ANNOUNCING: The Third Annual LANDSCAPE MANAGEMENT "Emerald Awards." LANDSCAPE MANAGEMENT magazine is offering a \$500 first prize to the winner of a random drawing to be held on July 1, 1999. Second prize is \$300 and third prize is \$200 in cash. To be eligible for the drawing, simply fill out the questionnaire at right and return it to our editorial offices.

Answers to the questions will determine our "1999 Emerald Awards" winners, to be revealed—along with the contest winner—in our August issue.

CONTEST REQUIREMENTS: Contestants must be owners or employees of landscape maintenance companies, lawn care companies or landscape contracting firms; or an athletic field manager or member of an athletic field maintenance crew; or manager or member of a facility landscape management crew. Product selections must be currently used by entrant. Employees of Advanstar Communications or their families not eligible.

All questions on this entry form must be completed, and all blanks filled. One entry per person. No more than five entries from any one employer will be allowed. Entry forms will appear in the February through June, 1999 issues of LANDSCAPE MANAGEMENT.

Completed questionnaires should be mailed to: Emerald Awards, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130. They must be received by noon, July 1, 1999.

A random drawing of all eligible entry forms will be held July 1, 1999. Winners will be notified within 24 hours.

1999 EMERALD AWARDS

OFFICIAL ENTRY FORM

QUESTION:
What is your favorite brand name of...

CHECK HERE IF YOU DO NOT USE

- riding mower?
- walk-behind mower?
- turf fertilizer?
- pre-emergence herbicide?
- post-emergence herbicide?
- turf insecticide?
- turf fungicide?
- plant growth regulator?
- compact tractor?
- turf aerator?
- pick-up truck?
- leaf blower?
- line trimmer?
- chain saw?
- Kentucky bluegrass?
- perennial ryegrass?
- turf-type tall fescue?
- turfgrass mix or blend?
- biological control product?

NAME: _____

EMPLOYER: _____

CITY/STATE: _____

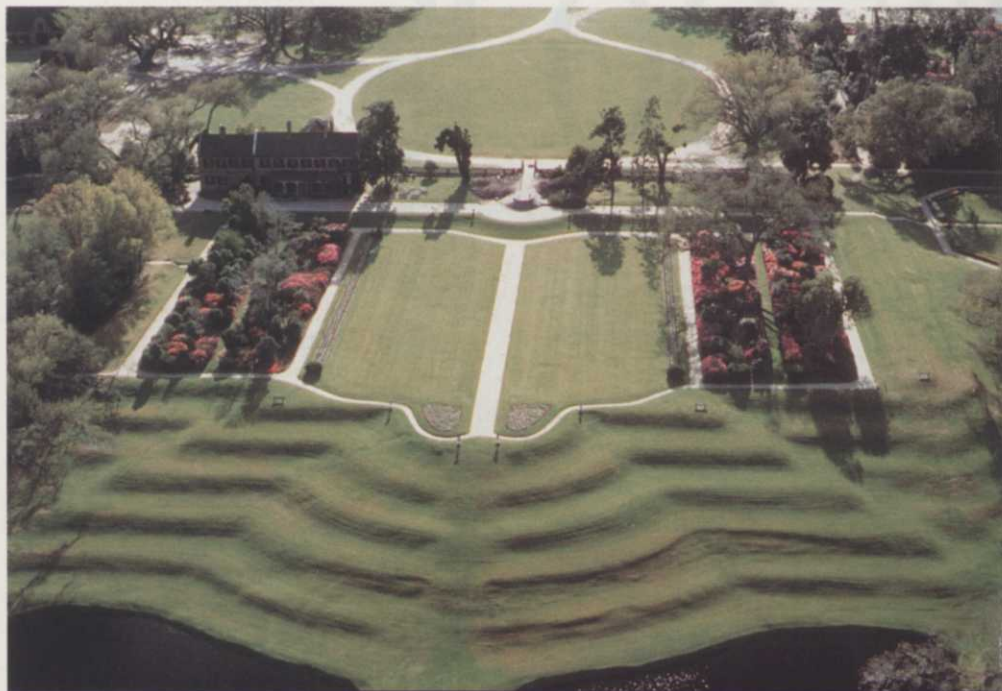
PHONE NUMBER: _____

Grab Bag

Hot property management markets*

The top 20 housing markets in the United States, based on new starts in 1997, are:

1. Atlanta, GA
2. Phoenix, AZ
3. Washington, DC
4. Las Vegas, NV
5. Chicago, IL
6. Dallas, TX
7. Portland, OR
8. Denver, CO
9. Detroit, MI
10. Minneapolis, MN
11. Austin, TX
12. Orlando, FL
13. Charlotte, NC
14. Nashville, TN
15. Ft. Lauderdale, FL
16. Boston, MA
17. Seattle, WA
18. Raleigh, NC
19. Tampa, FL
20. Riverside, CA



Middleton Place, Charleston, SC — a top American lawn

Briggs and Stratton picked Middleton Place, Charleston, SC, as one of America's top 10 best-kept public lawns. Middleton Place is a carefully preserved 18th century plantation. The gardens are based in the symmetry of 17th century European design. The turf, a combination of St. Augustine and centipedegrass, is irrigated as needed, fertilized twice annually and mowed at 2.5 to 3 inches.

* SOURCE: U. S. CENSUS BUREAU

What do the numbers say?

According to a recent Pennington Seed survey of lawn and garden consumers:

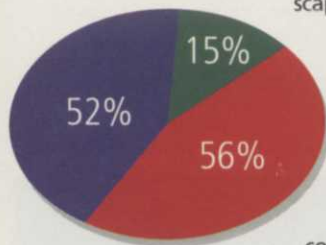
▶ 56% rank a well-kept lawn and landscape as the top

eye-catching feature when judging a home's "curb appeal."

▶ 52%

consider home pride to be the greatest benefit of lawn and garden care.

Meanwhile, a recent Gallup poll showed that a well-kept lawn and landscape can add up to 15% to the value of a home.



Web tip of the month: The language of landscape

Ever wish you could express yourself better? Like in another language? Language translation sites can be found at: www.itools.com; <http://rivendel.com>; and <http://babelfish.altavista.digital.com>.

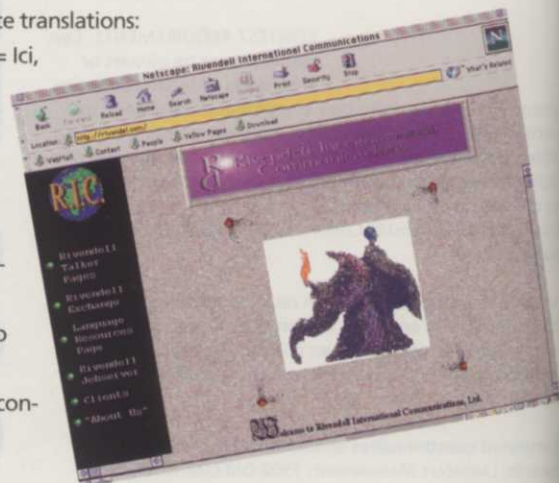
Here are a few of our favorite translations:

Here, let me pay you now! = Ici, laissez-moi vous payer maintenant! (French)

You are our number one customer. = Sie sind unser Zahl-einkunde. (German)

I wish we had more employees like you = Deseo que teníamos más empleados como usted! (Spanish)

The check is in the mail = Il controllo è nella posta. (Italian)



New low odor technology

Same outstanding performance

"The low odor is an advantage with our high-end commercial accounts where customers are coming and going all day, as well as with our high-end residential accounts who don't need to close their windows or postpone outdoor activities to avoid the pesticide odor."

Tom Mieval, General Manager, of a major Cleveland, Ohio lawn care company.

Trimec® Classic Broadleaf Herbicide is now a "low odor" product. This new characteristic is not created with a masking agent. Advancements in our production technology have enabled us to manufacture Trimec® Classic as a low odor product. If you've been using a "cheaper" three-way and adding a masking agent, now would be an excellent time to switch to quality -

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