

RENT YOUR EQUIPMENT ►



WORKING FOR UNCLE SAM

SOLUTIONS FOR A GROWING INDUSTRY

Landscape MANAGEMENT

NOVEMBER 1999 / www.landscapegroup.com

People of the Year

**Burton
Sperber:**

ENVIRONMENTAL
INDUSTRIES'
50 VISIONARY YEARS

(left to right) Richard A. Sperber,
Burton Sperber, and Stewart J. Sperber



Hit more ringers.



Crabgrass

When it comes to preventing the broadleaf and grassy weeds that most often plague your customers' turfgrasses, PRE-M® preemergent herbicide is right on target. Why pay more for other products when, time after time, university trials prove that PRE-M offers you better overall performance combined with unmatched value?

Superior performance made PRE-M the leading* preemergent herbicide. Superior value widens the gap. PRE-M is everything you'd expect from LESCO®, the leading supplier in the professional turf care industry.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases.

Get behind the leading edge.



Goosegrass



Oxalis



Spurge

PRE-M[®]
The Leading Edge.

*Source: Kline & Company report, US Acre Treatments by Turf Management.

Always read and follow label directions.

©1999 PRE-M® and LESCO® are registered trademarks of LESCO, Inc.



LESCO[®]

Circle No. 141 on Reader Inquiry Card

The Leading Water Gardening Magazine for Contractors and Retailers

AQUASCAPE

designs Premier Issue

Finally! A HELPFUL WATER GARDENING TOOL!

INTRODUCING THE AQUASCAPE DESIGNS MAGAZINE

Win This Hummer!
SEE CENTERFOLD FOR DETAILS



Tips, tricks and insights from the country's largest water garden builder, Aquascape Designs!

Have you wondered why everyone is talking about water gardens? Have you been so busy trying to keep up with your regular business that you've neglected investigating the pond business? Do you lack confidence or knowledge in designing, estimating or maintaining water features? If you answered yes to any of these questions than this new publication is for you! Water features are the fastest

growing trend in the Green Industry today! This publication is dedicated to helping contractors and retailers succeed and prosper with this exciting and booming market.

To see for yourself how water features can impact your bottom line, call, fax or write us today for your FREE subscription to the Aquascape Designs Magazine.

Circle No. 102 on Reader Inquiry Card

Join the Revolution



AQUASCAPE DESIGNS

1-800-306-6227
ext. 9098



Call us or Send this coupon in for your FREE SUBSCRIPTION!

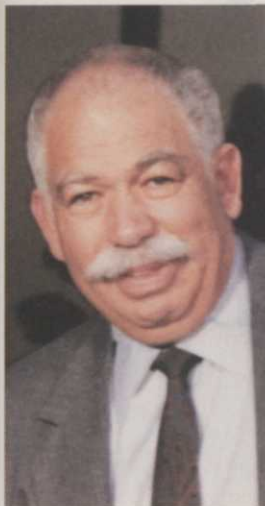
(If you are already on our mailing list, you will receive this magazine!)

Your Name _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____

Clip out and send this coupon to: Or call/fax us to order:
Aquascape Designs, Inc. Toll Free: 1-800-306-6227 ext. 9098
1119 Lyon Rd. Fax: 1-630-326-1800
Batavia, IL 60510

contents

NOVEMBER 1999 / #11 / VOLUME 38



28



features

cover story

28. People of the Year

What makes these people so special? Well, actually, plenty! Find out why these three industry leaders get our kudos.

BY: LM'S STAFF

36. LM Roundtable: Why work for Uncle Sam?

Federal government contracts may be the ideal fit for your organization? Our panel tells how to make it work for you.

BY: GEORGE WITTERSCHEIN

41. Make the most of rented equipment

For small landscape contractors, renting equipment is the way to go.

BY: STEVEN LILLYBECK

maintenance center

45. Control T&O 'crossover' weeds

Invasive weeds spreading into turf or ornamental beds can wreak havoc on your control strategies. Find out what products work well in both locations without harming nontarget plants.

BY: JEFFREY F. DERR

48. Care for aerators & fountains in winter

Learn how to use water features through the winter to keep ponds fresh and aerated.

BY: WILLIS DANE

grounds management center

AWARD WINNING LANDSCAPE

50. Spruce Edge Townhomes

COVER PHOTO: BURTON S. SPERBER, FOUNDER AND HEAD GARDENER OF ENVIRONMENTAL INDUSTRIES INC., CALABASAS, CA.



36



48



50

Editorial staff

Executive Editor	SUE GIBSON / 440/891-2729 / sgibson@advanstar.com
Managing Editor	RON HALL / 440/891-2636 / rhall@advanstar.com
Associate Editor	FRANK H. ANDORKA JR. / 440/891-2709 fandorka@advanstar.com
Chief Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	LISA BODNAR / 440/891-3101 / lbodnar@advanstar.com

Reader advisory panel

JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Landscape Design & Development / Sussex, WI
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
TOM RICCARDI	The Goodyear Tire & Rubber Co. / Akron, OH
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL

Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / jpayne@advanstar.com
Admin. Coordinator	DANIELLE ZARYCKI / 440/891-2734
Production Manager	KAREN LENZEN / 218/723-9129
Production Director	DEBI HARMER / 218/723-9325
Circulation Manager	KAREN EDGERTON / 218/723-9280
Green Book Coordinator	ANGELA PEARSON / 218/723-9418

Advertising staff

Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Eastern Account Manager	HEATHER M. FOX / 440/891-3168 Fax: 440/891-2675 hfox@advanstar.com
Midwest Account Manager	GENE HOMAN / 440/891-2772 Fax: 440/891-2675 ghoman@advanstar.com
Account Manager	ANTHONY LAVDAS / 440/891-3118 Fax: 440/826-2865 tlavdas@advanstar.com
Classified Showcase	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 lzola@advanstar.com
Directory Sales	JESSICA HENDRICKS / 800/736-3665 ext. 104
Regional Offices	
Group Sales Director	TOM GALLIGAN / 414/653-9523 Fax: 414/653-9524 3901 52nd Ave., Kenosha, WI 53144-1830 tgalligan@advanstar.com
Western Sales	JOHN KIESEWETTER / 541/338-0022 Fax: 541/338-0044 859 Willamette St., Eugene, OR 97401 jkiesewetter@advanstar.com
	GRETCHEN WAGNER / 760/837-3734 Fax: 760/837-3785 74563 Pepper Tree Dr., Palm Desert, CA 92260 gwagner@advanstar.com

Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
JOE GILLIAM	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9539 For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman
DAVID W. MONTGOMERY	VP/Finance, CFO and Secretary
SKIP FARBER	Executive Vice President, Business Development
WILLIAM J. COOKE, ALEXANDER S. DEBARR	Executive Vice Presidents
ERIC I. LISMAN	Vice President & General Counsel
ADELE D. HARTWICK	Vice President-Controller & Treasurer

contents

departments

columns, news & more

7. On the Record

Make your peace with change.

BY: SUE GIBSON

8. Events

Who, what and when

11. Green Side Up

Rockin' with Sam and Fred at Walnut Creek

BY: RON HALL

14. My Way

How to rate employees by teams

BY: JERRY GAETA

16. It's Your Life

Should you be in this business?

BY: BOB BAIRD

20. Letters

Readers sound off

21. Industry Almanac

Pesticide restrictions on the ballot, 10 nasty invasive weeds, OPEI's new head, landscape value

special insert

Pocket Issues Guide:

Act now on FPQA

tech center

52. LM Reports: ▶

Chippers shred big jobs down to size

55. Ask the Expert

Fungus on mulch, controlling pine scale

56. New Products

ending notes

66. Cleanup crew





HOW ONE


PINK SLIP

JUST MIGHT

PREVENT ANOTHER.

TACOMA FLEET

Choosing the ever-dependable Toyota Tacoma as your fleet vehicle is one of the smartest business decisions you'll ever make. With the highest standard

 **TOYOTA**
on the job.
every day.

payload of any truck in its class,* it's one worker that'll do just about anything you ask of it. And like you, it plans to be around for the long haul.

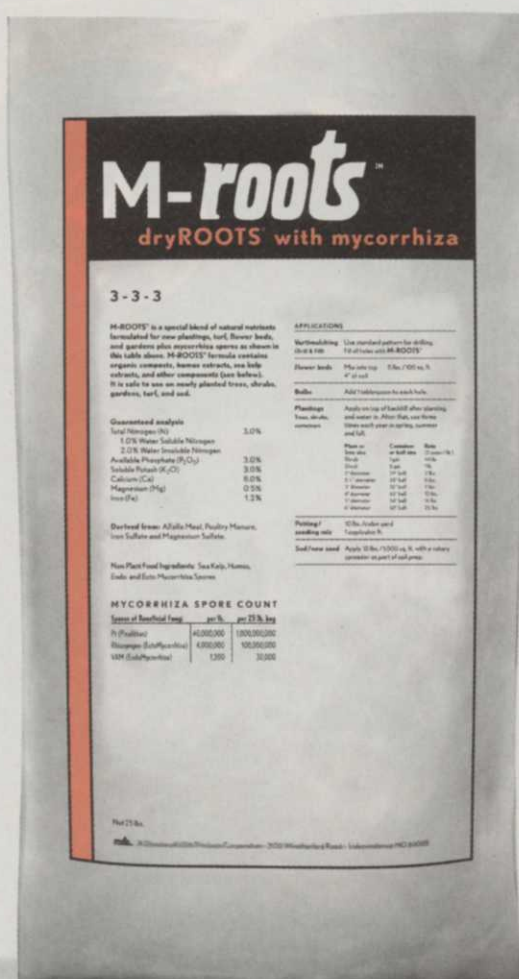
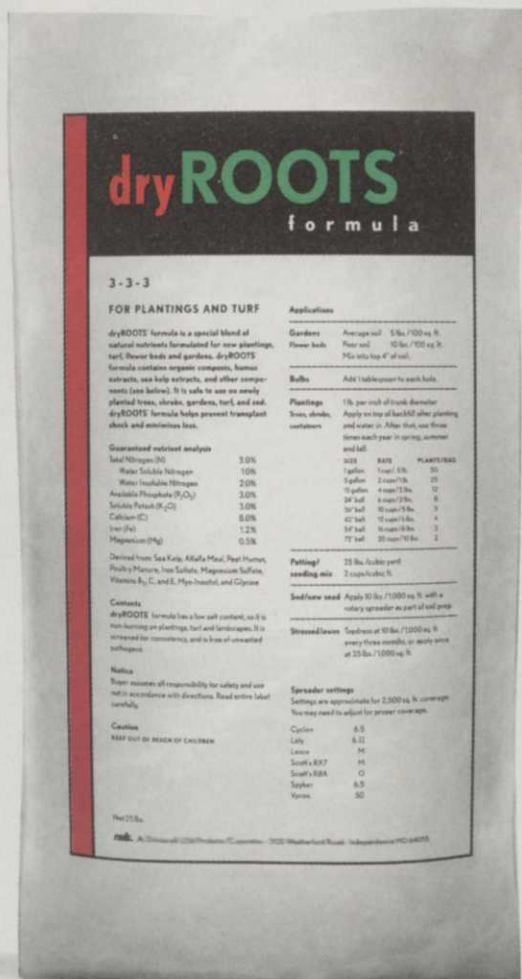
www.toyota.com ♦ 1-800-go-toyota

©1999 Toyota Motor Sales, U.S.A., Inc. Buckle Up! Do it for those who love you. *Based on comparison of base 5-speed, regular cab models.

Circle No. 105 on Reader Inquiry Card

Last year 62,000 bags of dryROOTS® were used.

Now, dryROOTS® is available with Mycorrhiza at an affordable cost.



dryROOTS® is the most widely used product for carrying landscape plantings over the stress of installation, and for starting rapid root growth in the establishment of all trees and ornamentals.

For all high stress conditions where the soil is poor or the weather is dry, we recommend using the new **M-ROOTS™** with Ecto and Endo Mycorrhiza. This product has 12 species of Mycorrhiza, yet it's still the most affordable Mycorrhiza product available.

Make your peace with change

“Death by a thousand cuts” is how Allan James describes efforts to limit specialty pesticides. The executive director of Responsible Industry for a Sound Environment should know. The push to ban pesticides shows up everywhere from school boards to Capitol Hill.

We hear reports of long-time products coming under fire at EPA, with manufacturers now confronted by impossible standards to attain. The market continues to offer new products, but it's forcing change upon us.

How is this changing your operations? Most of you use some form of pesticide and use them skillfully. But continuing efforts to limit pesticides have had effects.

We got a glimpse of how these changes are reality when we visited Tom Tolkacz, president of Swingle Tree & Landscape Care in Denver. As he walked us through his clean, large loading area, he explained one reason why his tree and lawn care trucks have customized injection retrofits.

“In the last six to seven years, we've reduced our pesticide use 40%,” he said. “We're using more injection (for trees) and inspections.”

Swingle sells “Plant Health Care,” a system based on lots of inspections and spraying as needed. Pesticide changes are causing Swingle to its business.

Tolkacz explained: “The difficulty with the (new) pesticides is that many are not as persistent. In some cases, they may not be persistent even through an insect's hatch cycle. Therefore, we have to go out and apply them more often.” They might end up applying the same amount of product as they did in the old days.

The irony is not lost on Tolkacz. “It used to be a three-time application, but now with products active for only 30 days, we're making five applications. That's a real issue with us,” he says.

I bet it is. It must affect productivity, profitability, scheduling, labor, customer relations — the whole ball of wax. It complicates his operations, and maybe it does yours. And it's also hard to explain to customers.

That's change for you. It's time to face up to a new market, where:

- ▶ new products are more specific, less long-lasting, less toxic to the environment, more expensive.
- ▶ manufacturers are consolidating and changing their distribution making some products harder to find.
- ▶ heavy registration costs are making some companies reconsider, maybe withdrawing some products and keeping others to build market share. Which ones? That's a \$64-million question.

▶ a new generation of applicators (and managers) is coming out of schools wary of pesticide use.

Are you ready for this?

It's Your Life

What do you get from your work? Are your rewards worth your efforts? Can you balance work and free time and still achieve what *you* want? Our new column, “It's Your Life” (page 16), explores making your rewards and your professional life grow.

Bob Baird's look at focus is our first. He should know about focus. His career started as a Navy Seal and now includes financial planning, competitive athletics, parenthood, writing and more. Let us know what you think — if you can make the time!

.....
sgibson@advanstar.com

“The market continues to offer new products, but it's forcing change upon us.” —SG



events

WHAT, WHEN & WHERE

December

1 South Jersey

Landscape Conference
Glassboro, NJ; 609/291-7070

6-9 Ohio Turfgrass Foundation Conference & Show / Columbus, OH;
614/760-5442

7-8 Missouri Valley Turfgrass Association Lawn & Turf Conference Show / Columbia, MO;
573/882-2301; LakeLM@missouri.edu

7-9 New Jersey Turfgrass Expo / Atlantic City, NJ;
732/821-7134; www.njturfgrass.org

January 2000

5-7 Minnesota Nursery & Landscape Association Convention & Trade Show
Lansing, MI; 651/633-4987

6 New York State Turfgrass Association Northeast Regional Conference / Albany, NY;
800/873-8873

8 Western Nursery & Landscape Association Trade Show / Kansas City, MO; 202/789-5980, ext. 3006.

10-13 North Carolina Turfgrass Conference & Show / Charlotte, NC; 910/695-1333

11-13 Eastern PA Turf Conference & Trade Show
King of Prussia, PA; 814/863-3475; www.paturf.org

11-13 Kentucky Landscape Industries Winter Conference & Trade Show / Lexington, KY;
502/899-3622

12 Connecticut Nurseryman's Association Winter Meeting / Waterbury, CT;
202/789-5980, ext. 3006

12 Landscape and Nursery Expo 2000 / Sacramento, CA; 916/448-2522

12-14 Illinois Landscape Contractors Association's Design Seminar / Hoffman Estates, IL; 630/472-2851

13-15 Winter Convention
Seattle, WA; Washington State Nursery & Landscape Association; 253/863-4482

15-20 Leadership Conference, Washington Association of Landscape Professionals & Oregon Landscape Contractors Assoc. / Kauai, HI; 503/253-9091

18-20 Midwest Turf Expo/ Indianapolis; Sponsored by Midwest Regional Turf Foundation; 765/494-8039

18-20 Mid-America Green Industry Convention/ Kansas City, MO; 816/561-5323

20 American Nursery & Landscape Association 125th Anniversary Gala Dinner / Chicago; 202/789-2900;
www.anla.org

19-20 Mid-Am Horticultural Trade Show / Chicago; 847/526-2010;
www.midam.org

Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: www.landscapegroup.com

Proud supporter of these green industry professional organizations:



Associated Landscape Contractors of America
150 Elden Street, Suite 270
Herndon, VA 20170
703/736-9666
www.alca.org



American Nursery & Landscape Association
1250 I St. NW, Suite 500,
Washington, DC 20005
202/789-2900



Independent Turf and Ornamental Distributors Association
25250 Seeley Road
Novi, MI 48375
248/476-5457



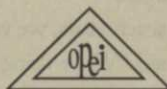
The Irrigation Association
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



National Arborist Association
The Meeting Place Mall,
P.O. Box 1094
Amherst, NH 03031-1094
603/673-3311
www.natlarb.com



Ohio Turfgrass Foundation
1100-H Brandywine Blvd.,
PO Box 3388
Zanesville, OH 43702-3388
888/683-3445



The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, Va. 22314
703/549-7600
opei.mow.org



Professional Grounds Management Society
120 Cockeysville Rd., Suite 104
Hunt Valley, MD 21031
410/584-9754



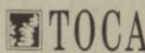
Professional Lawn Care Association of America
1000 Johnson Ferry Rd., NE, Suite C-135
Marietta, GA 30068-2112
770/977-5222
www.plcaa.org



Responsible Industry for a Sound Environment
1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.acpa.org/rise



Sports Turf Managers Association
1375 Rolling Hills Loop
Council Bluffs, IA 51503-8552
712/366-2669; 800/323-3875
www.aip.com/stma



Turf and Ornamental Communicators Association
P.O. Box 156
New Prague, MN 56071
612/758-5811

Start your own success story.





The U.S. Lawns Franchise

Over the past decade, U.S. Lawns has been helping entrepreneurs realize success in the landscape industry. With a nationally recognized name and a proven operating system, our owners have instant advantages over their competitors. Maybe that's why U.S. Lawns is one of the fastest growing landscape management franchise companies in America. So give us a ring at 1-800-US-LAWNS when you're ready to start the best success story of them all. Yours.

You own the business. We help you run it. Here's how:

- **Superior Financial Management** - Our experts will teach you how to streamline your business with a time-tested financial operating system. We'll cover everything from estimates to invoices.
- **Advanced Sales & Marketing** - As a U.S. Lawns franchise owner, you'll learn how to grow your business using sales techniques that made us the industry leader. You'll also have access to MarketShare, our team of telemarketing professionals who will work directly with you to generate business for your franchise.
- **Purchasing Power** - Backed by the purchasing strength of Environmental Industries, Inc., our 450-million-dollar parent company, you'll realize substantial savings on everything from trucks to mowers.
- **Continuous Support** - A U.S. Lawns owner is never alone. Need advice? Have a question? You'll always have an experienced team of landscape professionals in your corner.

1-800-US-LAWNS



www.uslawns.com

Yes, I'd like more information about a U.S. Lawns franchise.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Ext. _____ Fax _____

E-mail address _____ Best time to contact you _____

Please complete and mail to:

U.S. Lawns
4777 Old Winter Garden Rd.
Orlando, Florida 32811



Buying a franchise is no guarantee of success. Results may vary from person to person.

Circle No. 106 on Reader Inquiry Card

Rockin' with Sam and Fred at Walnut Creek

Tall and outgoing, with a shock of white hair sticking from beneath his University of Georgia baseball cap and his soft drawl, Sam Lang gives the impression of being a good ol' boy — which, in fact, he is. He enjoys a loud time every now and again, and he can spin a good yarn.

This has served him well as owner of the application company, Fairway Green, Raleigh, NC, and as one of North Carolina turf's most vocal and influential supporters, particularly at the statehouse level.

Lang likes a stiff challenge (ask him about his branch office in Greensboro), and has partnered with Fred Yelverton Ph D., a turfgrass extension specialist at NC State, to grow grass on bare ground — over and over.

The site is the ALLTELL Pavilion, the hillside inside the Walnut Creek Amphitheater where, on any given steamy Carolina evening, a capacity crowd of 22,000 music lovers can turn Walnut Creek into a raucous rock-and-roll party, 12,000 of them greatly enjoying themselves on the turf, bowled hillside.

"A lot of strange things happen on this grass," Lang likes to say, which is probably an understatement.

Touring the site with Lang and Yelverton late this past summer, the hillside had already suffered over 30 concerts, been trod upon by at least a million feet and sopped up enough spilled beer to float the USS Constitution. Yet, the 5-acre site showed a fine cover of Tif 419 hybrid bermudagrass, and Lang and Yelverton insisted that it would be completely returfed in time for the next concert, just three days away.



Fred Yelverton, left, and Sam Lang after the concert

"Since we're growing the turf in from absolutely nothing, over and over again all season, we're here in the middle of the summer every seven days putting fertilizer down," says Lang. They don't spare the irrigation either. But, that's just half of the story.

The sloped site is surrounded by woodlands and wetlands. "We're careful here to avoid nutrient runoff. We don't want pesticide runoff either," he says.

The concert goers that flock to Walnut Creek probably don't give much thought to the condition of the turf when the singing and partying are over.

It's a good bet that they appreciate the soft green grass they spread their blankets on before the music starts.

Contact Ron at 440/891-2636 or e-mail at rhall@advanstar.com

The hillside had already suffered over 30 concerts, been trod on by a million feet and sopped up enough spilled beer to float a battleship. — RH



green side up
BY RON HALL



IT'S ONLY HUMAN NATURE TO WANT THE BEST OF BOTH WORLDS.



Preventive or curative? Why not both?

MACH 2[®] is the only turf insecticide that gives you the power to prevent or cure grub infestation. Apply mid-May to prevent grubs all season long. Or apply immediately after egg hatch and grubs up to the second instar stop feeding within hours after ingestion, and die shortly after.

Plus, the innovative new chemistry behind MACH 2 Turf Insecticide requires no immediate irrigation, is virtually odorless and offers a favorable environmental profile.

So, when it comes to MACH 2[®], the best of both worlds is clearly an understatement.

For more information, call 1-888-764-6432 ext. R2551, or visit our website at www.mach-2.com



**MACH 2**[®]
TURF INSECTICIDE

**IT'S ALL YOU NEED
TO PREVENT OR CURE.**

"I've found that the most efficient crews are put on the difficult projects and the less experienced crews are put on the easier projects." - JG



Rate employees by teams

Evaluating your crews' performance is not as simple as it sounds. It would seem that all you need to do is check the time spent on the job and compare it to the estimated hours for the job. Many companies do just that, but I always have to ask these questions:

- ▶ Are all of my estimates correct?
- ▶ What happens if the estimator has produced an incorrect bid?

Your crew may have done an outstanding job, thereby reducing the loss, but not matching the budgeted hours. I've found that the most efficient crews are put on the difficult projects, and the less experienced crews are put on the easier projects. In this case, evaluating crew performance based solely on the hours used on the project may not provide an accurate picture of their performance.

Rate work quality first

You have to evaluate job quality when you review job hours. I do this in monthly job inspections, with a written evaluation for maintenance projects and at the completion of any landscape construction projects. Quality may have been sacrificed to meet the estimated hours, so that's something to watch.

Job scheduling can affect job performance as well. Suppose your manager keeps switching employees on a crew and pulling the crew off the job to solve problems elsewhere. This would affect performance on a job.

Are you giving the crew the proper tools and equipment to do the job? How well your crew takes care of the equipment is very important. A crew could be completing the job under the budgeted hours, but

abusing the equipment, which can cost your company a great deal of money.

One detail, often overlooked in crew evaluation, is how they handle paperwork. If time sheets, job reports, delivery tickets, extra charges and back charges are not completed and submitted to accounting for collection, you could be losing money for the work you are doing. Paperwork that is filled out and turned in is one of the crew's important functions.

Jerry's evaluation targets

- ▶ Level of project difficulty
- ▶ Hours per project
- ▶ Job quality (monthly for maintenance; at completion for construction)
- ▶ Scheduling changes that might affect work
- ▶ Equipment/tool care
- ▶ Timely, efficient paperwork
- ▶ Participation in training
- ▶ Attitude, reliability, willingness to cooperate
- ▶ Interaction with clients

Finding a remedy

Many companies are quick to criticize performance, but do not provide proper training for their employees. Training can be simple, in-house programs to teach basic techniques and standards to keep uniformity in your work, regardless of which crew performed the work. Education and training can be tied to wage increases.

On-the-job characteristics such as attitude, reliability, adherence to company policy, willingness to cooperate with others and interaction with clients is very

important, but often overlooked in an employee or crew evaluation.

Using teams of evaluators

If several people rather than one person perform the evaluations, it will give a more accurate representation of a crew or an employee's performance. Another benefit is the crew or employee will not be able to direct negative feelings toward the evaluator if the evaluation is carried out by several people, rather than one person who

multiply this score by the dollar amount and you will have each person's bonus. Bonuses help employees understand how they can improve their performance to receive more money next time.

—The author is a partner in The Good

Earth Inc., Mt. Pleasant, SC, a green industry consultant and a member of Landscape Management's Editorial Advisory Board. He can be reached at 843/884-6114.

MULTIPLE EVALUATION SYSTEM	
	Total Score
Evaluator # 1	92
Evaluator # 2	87
Evaluator # 3	94
Total	273
Average score	91

was put in a difficult position.

Evaluations indicate the areas that need improvement and highlight the areas in which people excel. I suggest structuring each category on a point system from 1 to 10. Points are assigned based upon performance. Develop categories like the ones I've mentioned, as well as others which reflect things important to your operations.

Once all the evaluations are complete, total all the points and find the average score. Now you have a fair assessment of that crew or employee. Different categories can be developed for management and field employees.

Working for a bonus

This type of evaluation can also be used as a bonus system. First, establish an amount of money that you would like to provide as a bonus for everyone. Next, total all the points earned by everyone. Then, divide the total points earned into the bonus money. Each point will be worth a dollar value.

Finally, go to each individual's score and

THE ULTIMATE WHEELBARROW



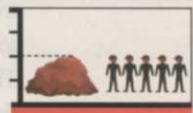
Spreading mulch and compost by hand is a costly, labor intensive process. It limits production and puts workers at risk for injuries. The Express Blower will turn an inefficient process into a profit center and blow your competition away!

The Express Blower can be operated by one person, with remote control, in any weather, on any terrain. Spread mulch, compost, soil mixes, playground chips or any number of other organic materials for landscaping, lawn restoration, erosion control and much more.

With our ALL NEW Injection System, the Express Blower can inject seed, fertilizer or other additives WHILE BLOWING! Install a lawn with soil mix and seed, or blend weed inhibitors with mulch. You can even topdress and overseed turf with only one application.

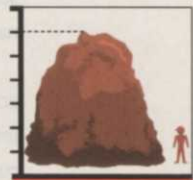
Get a jump on your competition. Call today and find out how you can expand your possibilities with an Express Blower!

Visit our web site at www.expressblower.com
A division of Rexius Forest By-Products, Inc., Eugene, Oregon



5 MEN AND A WHEELBARROW

A typical 5-person crew can spread 8 cubic yards per hour.



1 MAN WITH THE EXPRESS BLOWER

One person, can blow 30 to 100 cubic yards per hour.



If you think some of your colleagues work "insane" hours, you might not realize that they're not nuts, they're nuts about their work. That leads to a logical question: Do you really like what you do?



Should you be in this business?

When you examine companies like Dell, Microsoft or any of the other Wall Street giants, it's easy to dismiss the idea that there are any lessons we "ordinary" business people can apply to ourselves. After all, these are huge corporations led by brilliant individuals who dominate their industries worldwide. Most entrepreneurs neither have the inclination, nor the positioning of their company to even attempt to be an industry leader. Nevertheless, we can learn from the actions and ideas of the Bill Gates and Michael Dells of the world.

Fire in the belly

Most successful entrepreneurs are people of tremendous energy. This is not because of genetics or some right brain /left brain psycho-babble oddity. Their energy comes from the passion they feel for their work. They LIKE their chosen field. They are keenly interested in it. As a result, they see problems that would make others cringe as "challenges," not insurmountable hurdles. Of all the qualities I've observed in successful people of any field, passion is the most important. Everything else flows from it.

When you enjoy doing something, it is easier to confront what must be done to succeed. A great athlete doesn't hurt any less than everyone else when he runs at top speed, but his passion for the sport is greater, so he works at it more. Michael Jordan not only had great talent, but he tried harder than anyone else. He wanted it more.

If you think some of your colleagues work "insane"

hours, you might not realize that they're not nuts, they're nuts about their work.

That leads to a logical question: Do you really like what you do? If you don't, you have three choices:

1. Find an area (or position) you do enjoy and get proficient at it.
2. Change your mind about your current situation and discover some things you do like about it — then do them well.
3. Keep doing what you are doing and live a thankless existence.

I don't know about you, but I like #1 and #2.

Eagle eyes: that 'vision' thing

The next question to ask is if you have a vision. That can sound like pretty esoteric stuff, but in reality, "vision" comes from understanding your work, concluding what is likely to happen in the future and deciding how you will be a part of that future.

In Dell's case, he projected the future demand for computers that everyone could use —the PC. He reasoned that if he could build a small computer efficiently, provide good service and give people what they wanted at a great price, his company could dominate the field. It did. Bill Gates (and a host of others) saw that the DOS operating system was too complicated and unwieldy to be user-friendly. Developing a simple, compatible operating system was a solvable technical problem. Selling it and getting everyone (except Apple) to use it was the major sales coup of the century. It is why he is the richest man in the world.

For a landscape industry business, however, getting

vision doesn't need to involve special insight into the future, or extraordinary brain power. It usually means finding out what your customers need and want.

Ask existing and potential customers some of the things they want, then ask about problems they have relating to your product or service area. Their responses may surprise you — even for long-time customers.

This will help you develop an approach that can give your organization an advantage over your competitors — you can establish a niche. Interestingly enough, this "niche" is often just something you do better than most because you like doing it better. You believe in it. You are willing to work harder at it. With this niche, you can go virtually anywhere. Without it, you can never be significantly better than your competitors.

Time to get tough

Whatever it is, the next step is to exploit your strengths (your niche), which means marketing. It goes without saying, however, that once you have decided

upon this particular niche, you have to deliver what you promised.

This usually requires another key ingredient in successful people — and something that usually goes un-

Do you have what it takes?

HOW DO YOU STACK UP AGAINST SUCCESSFUL ACHIEVERS? TRY THESE QUESTIONS.

- ▶ Do you really love (not just like) what you do?
- ▶ Do you know what you do better than your competitors?
- ▶ Can you make tough decisions? Do you look for balance in your decisions?
- ▶ Do you know where you want to go?

If you answered yes to these, you're obviously focused and on your own track to success. If you said no to all four, try spending some time re-evaluating your career and goals. You might do better in another field or situation.

Otterbine Aerators

Enhancing Waterways...

Otterbine Barebo offers a complete line of custom water features; including ornamental 1/2 HP Instant Fountains and High Volume units that dramatically increase the flow of oxygen throughout your body of water. From golf courses to residential housing, we can meet all your water quality management needs. Each Otterbine aerator is made to the exacting standards that have given Otterbine products their reputation for high quality, longevity, safety and ease of installation.

**Inquire today and let an
Otterbine representative show
you how!**



Otterbine® Barebo, Inc.
3840 Main Road East
Emmaus, PA 18049 USA
1-800 AER8TER
1-610-965-6018
www.otterbine.com



Circle 108

it's your life

noticed — toughness and perseverance. Life in general (and business especially) is sometimes a series of difficult decisions. I have never known someone to rise to the top without being able to make tough decisions. This doesn't imply being a "hatchet man," either. A difficult decision is one where there are a lot of possibilities, both good and bad. It is difficult to evaluate at the time because it isn't obvious. But that's part of being a manager.

Our lives have many aspects: ourselves, our families, employees, friends, our organizations and more. The best decision is usually one that does the most for the greatest number of these elements. Being tough in business doesn't mean you have to be nasty; it means you have to be willing to do the right thing for the most people in your life. No one said it would be easy. It takes courage.

Where are you going?

The last part of this idea involves something that is so basic, it almost goes without saying, and it seems incredibly easy to forget. You need a clear goal.

This sounds overly simple, but let me explain. If you traveled in a foreign country and were told you must stay on a particular road and keep a certain mountain to your left, to reach your destination, you would be crazy not to do it. You could lose your way if you left the road or lost sight of the mountain.


So it is with a goal — when you forget about it, you become unfocused and in danger. With a clear goal, your plans, strategies and solutions also become clear. They almost seem to pop out at you.

If you add these traits together, the ideal situation would be that you are vitally inter-

ested in your profession. Like Michael Dell or Bill Gates, you survey your market and decide how you can get a competitive advantage. You market it. You use your brains, guts and determination, and deliver what you promise. Voila! You're a success.

Too bad it's not that simple. Don't lose sight of the fact that reaching your goals normally takes longer than you think it will, at first. And once you get there, wealth and power don't necessarily equate to happiness. But you'll never enjoy the journey if you don't enjoy your work. Have some fun along the way.

— *The author is a registered principal/independent stock and commodity broker with more than 20 years experience in the financial industry. He can be reached at (800) 643-1155.*



Penn State's reputation for excellence in Turfgrass Management is now available to you—anytime, anywhere. With on-line World Campus™ courses, you get

Flexible

scheduling with no need to travel to class.

Sign up now for Fall '99. Visit the Web for course schedule and application information, or call 1-800-252-3592 (in the United States) or 1-814-865-5403 (international calls).

www.worldcampus.psu.edu

PENNSTATE
World Campus

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce. U.Ed.OCE99-2004calb/ch

Circle 109

"BIG BLUE BOOK"

is now updated daily on the Web.
Display and Print Full-Text Labels and MSDSs-
FREE
24 Hours a Day — 7 Days a Week!
Annual Premium Service
Become an Annual Subscriber to Our Premium Service for Only \$50/Year and Have Access to Our Complete Database:

- Labels
- MSDSs
- DOT
- Mode of Action
- Supplemental Labels
- Worker Protection
- SARA Title III
- Multi-Search Index
- Label Tank Mixes

check it out!

www.bluebooktor.com

C&P Press Your official plant protection information source.

T&OR
2000
Turf & Ornamental Reference
for Plant Protection Products
C&P PRESS

For Customer Service or Technical Support Call 1-800-544-7377.

Circle 110

**NOW STOPS
LERP PSYLLIDS**



Mauget

NICHE MARKET SUCCESS

DEPENDS UPON YOUR POINT OF VIEW

SUCCESSFUL NICHE marketing depends greatly on meeting the needs of your customers. As a landscape professional, there is no reason you can't fulfill an important need when your customers trees are threatened by insects, diseases or malnutrition .



LOOK AT IT THIS WAY.

You are already on site. MAUGET'S MICRO-INJECTION technology is easy to learn and treatments take just minutes. Most importantly, Mauget's closed-system technology eliminates chemical drift, customer exposure and groundwater contamination.

MAUGET'S ' DRUG STORE" of micro-injection products that include INSECTICIDES, FUNGICIDES, ANTIBIOTICS, or FERTILIZERS.

PUT THE TIME PROVEN
MICRO-INJECTION PRODUCTS
TO WORK FOR YOU TODAY

Mauget

800-TREES Rx

(800-873-3779)

877-TREE HLP

(877-873-3457)

(New toll free technical support Line)

www.mauget.com



"IMICIDE"
NOW CONTROLS
LERP PSYLLIDS
ON EUCALYPTUS

Now Available in
New 25 unit 1/4 flats



Circle No. 111 on Reader Inquiry Card

let's hear it

YOUR OPINIONS, COMMENTS, & QUOTES

In our August issue, we posed the question: **How do you keep your family business together?** Some of you re-

sponded with fascinat-

ing company histories.

One of these was from Michael Kravitsky IV, Grasshopper Lawns Inc., Edwardsville, PA.

We met Michael and his brother, Shawn, at PLCAA's "Day on the Hill" this past July. They were

on their way, along with a small group of fellow Pennsylvanians, to meet with Senator Rick Santorum (R-PA), concerning small business concerns.



The following is the Grasshopper Lawns story, as written by Michael Kravitsky IV.

Sometimes things get pretty crazy here

My dad, Michael Kravitsky III, started a lawn service in 1964 with a franchise called Lawn-A-Mat. He did all the book work, selling and servicing himself. A few years later my grandfather, Michael Kravitsky II, a retired chief of police, started helping my dad by doing some of the book work and selling.

I started full-time in 1980. (Actually I was on lawns, doing something with them, since 1969 — I was seven years old.) I, along with several nonfamily employees, did all the service work. My grandfather still did the books and sold.

My dad then somehow convinced my mother, Eleanor, to do some of the book work. This lasted for several years until Mom decided that enough was enough, and stopped doing the book work. Enter sister Michele, our new bookkeeper. This also lasted for a while, but Michele moved on to bigger and better things.

In 1984, youngest brother Shawn entered the business fresh out of high school. He, along with myself and several other employees, did all the service work. Now it was time to hire an actual bookkeeper.

Today, my dad is mostly retired — mostly, I say because he still wanders into our office (which is still in the basement of my grandparent's home) every day.

Shawn and I do not service lawns ourselves much anymore because we handle the day-to-day operations. Michele's husband, Vic, a retired police sergeant, takes care of most of our sales. We have another brother who is a Pennsylvania state trooper, who wants nothing to do with our business. (Jeez, you would think that with all the cops in our family that we would be hell-raisers!)

We conduct this business as we were taught: as a business. I am now known as "Mr. Inside" because I oversee the office staff. Shawn is known as "Mr. Outside" because he takes care of equipment, customers and service calls.

Sometimes things get very crazy because of differing opinions between Shawn and me. However, when we go home, all is forgotten. We cannot afford to hold a grudge. I think we make a good combination because of our different styles. We share almost equally in the rewards of this business.

in your opinion

ALMOST EVERY COMPANY HAS ONE EMPLOYEE

— perhaps an office person, a foreman, a technician or a mechanic — who's darn near indispensable.

If you're not afraid they'll ask for a big raise, let us know about them. Be brief, but tell us what they do for you and why you think they're special. If you have a photo of them, send that along too.

We can't promise that we can print all the responses, but we'll do the best we can.

FAX OR MAIL YOUR RESPONSE TO:

In My Opinion,
Landscape Management
7500 Old Oak Blvd., Cleveland, Ohio 44130
Fax: 440/891-2675.

industry almanac

NEWS YOU CAN USE

Petition to put pesticide restrictions on ballot

SPRINGFIELD, MA —

Lawn care, tree care and pest control companies in Massachusetts are closely monitoring the progress of an initiative petition aimed at restricting the use of chemical pesticides in and around schools and day-care centers.

The petition, entitled "An Act to Protect Children From Exposure to Pesticides," is being circulated by a consumer-action group known as MassPirg. Professional applicators, including the Massachusetts Lawn Care Association, say that the petition is faulty.

Proponents must gather 57,100 signatures by Dec. 1 before sending the petition to the state legislature in January. The legislature has three choices: 1) approve the peti-

tion, 2) disapprove the petition or 3) take no action.

Although a similar bill has been languishing in a legislative committee the past several years, it's unlikely the lawmakers will disapprove the petition. A legislator probably

wouldn't want to be perceived as being against anything that would promote child safety, green industry sources tell *LM*.

More likely the legislature would take no action, and applicators in Massachusetts are bracing for the measure to be on the November 2000 ballot.

Among other things, the

Act requires written notification of schools employees, pupils and their parents at least two days prior to a pesticide application, requires posting in a common area of the facility and along the perimeter of the property at least two working days prior to an outdoor application and for at least 72 hours following the application, requires that

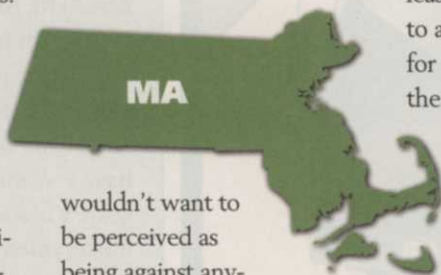
each school or day care center in the state adopt and implement an integrated pest management (IPM) plan, forbids the use of any pesticides classified as known, likely or probably human carcinogens for outdoor applications and forbids the application of pesticides outdoors for aesthetic purposes.

Any person, including school personnel, who violates any of these provisions could be fined up to \$5,000 per day.

Edwin McGuire, owner/operator of The Lawn Co., South Dennis, MA, tells *LM* that he expects the measure to eventually end up on next fall's ballot.

"The question is: How do we work to defeat this?" he adds. "The concern is that a year from now we're going to be in a big battle or, worse yet, no battle at all."

— RON HALL



OPEI's Dix retires, Harley joins

Alexandria, VA — After 27 years leading the Outdoor Power Equipment Institute, President and CEO Dennis Dix has retired, effective March 31, 2000. Dix's key programs during his long tenure were the establishment of the International Outdoor Power Equipment Expo, held annually in Louisville, KY; legislative work on issues such as liability, emissions and noise; expanded member services; and purchasing OPEI's headquarters building in Alexandria.

He will be succeeded by William Harley, who will join OPEI in early January, 2000. Harley's background includes 18 years as CEO of the National

Utility Contractors Association.

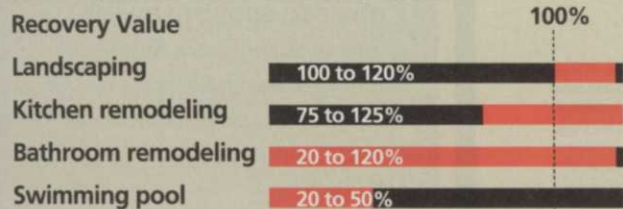


William Harley

Did You Know?

Recovering landscape dollars

Landscape work appears to be a more dependable investment than a new kitchen, according to *Money* magazine. A survey of recovery value at selling time for homeowners shows landscaping recovers at least 100% of its value, and sometimes more. Here are the other results:



Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

A **LAWN RENOVATION KIT**...is now available from Textron Turf Care and Specialty Products to help professional landscapers start, promote and increase profits from lawn renovation services. The kit includes materials that exhibit how the profes-



sional landscaper can increase profits by offering lawn renovation services. For more information, call 888/922-TURF.

AGGRENE HAS A NEW WEB SITE...with information on products, sales, results of field tests and answers to frequently asked questions. The site, which will soon have e-commerce capabilities, is geared toward landscapers and nurserymen searching for trade information. Access the site at www.aggrene.com.

THE HANDBOOK OF PEST MANAGEMENT,...edited by John Ruberson, provides information on the management of crop pests, including invertebrates, pathogens and vertebrates. Available at www.dekker.com, the book also includes pest management principles and techniques, current practice and future technology.

HAND SELECTED HOLLAND BULBS...are available from Netherland Bulb. The new, full-color catalog features pricing, photos and descriptions. To receive a catalog, call 888/508-3763.

A GUIDE TO SNOWTHROWERS... is now available from Simplicity. The four-color guide outlines what to look for in snowthrowers and details Simplicity's full line of machines.



Optional equipment shown.

MORE TRUCK. LESS CASH.

\$445.99*
Monthly lease payment.

**So get more by paying less.
Contact your Hino dealer today.**

A 1999 Hino gives you more performance, more efficiency, more economy, more comfort, and more cost-effectiveness. And now, you get it all for less cash—with lease rates as low as \$445.99/month for a 1999 FA model with 15,000 GVWR and a 14 ft. van body. For more details, contact your local Hino dealer, or to locate your nearest dealer call (914) 365-1400, or visit www.hinotrucksusa.com.

 **HINO**
THE QUALITY CHOICE.

* 51-month closed end lease for a 1999 model year Hino FA1517 with 5-speed manual transmission, all standard factory equipment and 14-ft. dry van body. First month's lease payment of \$445.99 plus \$100 documentation fee, total of \$545.99, due at lease signing. Any tax, title, license fees or interim rent are additional. Actual lease payments may vary, depending on body and equipment installed on selected vehicle. Dealer establishes actual price to customer/lessee. Lessee responsible for charges of \$0.15/mile for mileage in excess of the annual allowance of 30,000 miles, as well as turn-in charges based on vehicle condition. A turn-in fee of \$375 will apply unless lessee exercises option to purchase vehicle for agreed-upon price specified in lease (for this example, \$15,281.) Credit approval required. Program conditions subject to change without notice.

LA schools losing the weed war

LOS ANGELES

School officials here experimented with a heat wand — a propane-fueled rod — to kill weeds on the grounds of a former middle school this past August.

That's how desperate some officials are to find a way to fight back the weeds since the district's new policy banning the use of pesticides and herbicides on school property.

Actually, the policy, adopted in March by the Los Angeles Board of Education, phases out the use of the chemical products over the

next three years. Some schools, however, have already abandoned their use.

So far, the only proven method to control weeds in this massive district is to pull them by hand, and the district is reportedly hiring 50 additional gardeners to help with the task.

"It's an endless job," Maurice Rossini, an assistant principal at Reseda High School, told the Los Angeles Times in late August. "You start at one end of the school and by the time you're finished, they're already growing back."

10 nastiest invasives

STATE COLLEGE, PA.

Invasive plants pose one of the most insidious environmental threats to the United States in the 21st Century, claims Larry Kuhns, Ph.D., Professor of Ornamental Horticulture at Penn State University.

"Compared to invasive plants and weeds, the chemical pollutants of the 1960s, 1970s and 1980s will be considered an easy cleanup," he says.

Top 10 on Kuhns' "Least Wanted" list:

1. Tree of heaven. Huge amounts of wind-spread seeds.
2. Multiflora rose. Introduced as a wildlife cover.
3. Purple loosestrife. Invades wetlands, disturbed soils.
4. Japanese knotweed. Extensive root system.
5. Phragmites. Forms huge colonies.
6. Canada thistle. Serious problem for farm crops.
7. Poison hemlock. Not related to hemlock tree.
8. Japanese stiltgrass. Hindrance to forest regeneration.
9. Mile-a-minute vine. Can grow 6 in. in a day.
10. Autumn olive. Birds spread its seeds.

No Matter Where You Grow Turf and Ornamentals, VW&R Would Like to be Your Supplier.

- Working to supply the products you need for weeds, diseases, insects and specialty chemical uses.
- Building a team of turf professionals with the right stuff to earn your business.
- VW&R has been serving chemical specialty customers since 1930.
- Over 80 U.S. locations.
- We will be calling on you soon.



Van Waters & Rogers Inc.

A ROYAL PAKHOED COMPANY

Call Your Local
VW&R Office at...

1-800-888-4VWR

We understand that failure is not an option for our customers

Circle 113

When someone suggests you spend more money on a less effective preemergent, it's time to hold on to your wallet.



Herbicide	Crookgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Hemlock	Chickweed
PENDULUM	H	H	H	M	H	M	H	H
BARRICADE ^a	H	M	M	M	MH	M	H	H
DIMENSION ^b	H	M	H	M	H	M	M	M
TEAM ^c	H	M	M	M	M	M	NR	NR
RONSTAR ^d	M	H	NR	M	M	NR	NR	NR
SURFLAN ^e	H	H	H	M	MH	M	H	H
Level of control	Medium		Medium-High		High	Not Registered		

aTM Novartis bTM Rohm and Haas Co. cTM Dow AgroSciences dTM Rhodia-Poulsen

Field trials confirm that PENDULUM® consistently gives you more dependable, broad-spectrum weed control than any other preemergent herbicide.

So, even when compared to premium-priced products, PENDULUM controls more weeds. You can take that to the bank.

For the PENDULUM herbicide distributor nearest you, call 1-800-545-9525, ext. T2611.

Or visit our website at www.turffacts.com.

PENDulum[®]
Herbicide

Unmatched value. Unbeatable performance.

Preparing for the next drought

Wilmington, DE — The 1999 Eastern drought is over, but the green industry learned some valuable lessons, reports "The Mid Atlantic Grower." This past Aug. 5, Delaware Governor Tom Carper ordered mandatory water restrictions for much of the state. The green industry thought the restrictions unfairly targeted it. As a result, industry committees, spearheaded by the Delaware Association of Nurserymen, are developing a "drought emergency kit," with prepared letters voicing industry's concern over restrictions and names and addresses of public officials. Also, committees are working up fact sheets on water conservation and appropriate watering techniques for their clients.

Last one out, turn off the lights

As millions prepare to celebrate the new millennium in parties and special events, several leading chemical manufacturers are planning to stop their operations on New Year's Eve as a precaution against any computer-driven accidents, say some wire reports.



The stories cite managers from DuPont, Monsanto, Rhone-Poulenc and Ashland Chemical saying they plan to halt operations temporarily during the holiday weekend. While the manufacturers say their own operations are Y2K compliant, the remote possibility of other problems from utilities or other suppliers led them to make the decision.

Since New Year's Eve falls on a Friday night, the temporary halts are not expected to cause financial or operating burdens of any significance.

People & companies

Jeff Carowitz is the new vice president of marketing for **Hunter Industries**. Carowitz will direct marketing and promotional activities.



Allentuck Landscaping Co. has donated its landscaping services to beautify the grounds of Casa de Maryland, a nonprofit community organization committed to helping Latinos and others with many issues, including employment and training.

Jim Torrey, a 20-year landscaping veteran, has been named general manager of Keller Outdoor Services, an environmental services, landscaping, irrigation and nursery company.

Contech Construction Products announced an alliance with **Synthetic Industries** to promote and distribute Pyramat High Performance Turf Reinforcement Mat in the U.S.

Mitsubishi Fuso Truck of America promoted **Jim McConnell** to manager, national fleet sales. McConnell brings nearly 15 years of truck sales experience to the position.

EPIC of Wisconsin announced the appointment of **Kristi Mirocha** to its staff as director of meeting coordination. Mirocha will research, negotiate, procure and facilitate all aspects of meeting and incentive travel programs.

Melroe of Fargo, ND, purchased **Erskine Manufac-**

turing from Wayne and Arlene Gustafson, McIntosh, Minn. The acquisition will



provide Melroe with Bobcat-branded attachments.

Don Bollmeier has been selected as **Redexim Charterhouse's** salesperson of the year. Bollmeier is a sales professional employed by Horizon Turf of Phoenix, AZ.



Red Dixon has joined **Weathermatic** as vice president of marketing.

FertiGator has named **Ann Palermo** chief sales officer.

She will oversee the company's sales operations as they relate to the independent sales representatives and wholesalers/distributors with which the company works.

FMC's specialty products business expanded and restructured its field sales force and technical service department.

Jacklin Seed has named **Derek Shaw** as a computer support technician. Shaw will

work in the information systems department and will work in all phases of technical support involving computer operation at Jacklin's Coeur d'Alene, Idaho headquarters.



Pocket Issues Guide

Act Now on
FQPA



Responsible Industry for a Sound Environment®

A Supplement to:

Landscape
MANAGEMENT



Responsible Industry for a Sound Environment®



It has loomed on the regulatory horizon for three years. Most pesticide users have heard of the Food Quality Protection Act, but in the everyday hustle and bustle of taking care of business, the FQPA may still be confusing.

Events of the last few months have brought to light the impact this act can have and what must be done by everyone who relies on pesticide products to do their jobs.

This easy-to-read pocket guide should bring you up to speed on FQPA and what you can do. Don't stop at just reading this Pocket Guide. I encourage you to contact your congressman and let your thoughts be known via e-mail, telephone, letter, fax or a personal visit.

There are those saying, "I'll just let my association and my competitors tackle this one. I'm too busy."

The company or individual who waits to see what will happen will be disappointed with the outcome. There's a greater likelihood the results will be favorable when every applicator gets involved.

Lou Kobus, a turf manager and business owner in Fairfax County, Va., says it best: "FQPA can impact your checkbook. If you don't take action, you'll wake up one morning and won't be able to do your job because valuable tools you depend on are gone."

FQPA is the biggest challenge the green industry faces. You can make a difference by reading this pocket guide, understanding the implications of FQPA and then taking action.

Pesticide manufacturers, distributors and associations such as RISE®, GCSAA and PLCAA are doing all they can. But it's important the public and politicians hear from you — the users of pesticides — as well.

Sincerely,

Allen James
Executive Director
(RISE) *Responsible Industry
for a Sound Environment*

RISE is the national association representing the manufacturers, formulators, distributors and other industry leaders involved with pesticide products used in turf, ornamental, pest control, aquatic and terrestrial vegetation management and other non-food/fiber applications. Visit our Web site at www.pestfacts.org.

Contents

- 4 **WHAT IS FQPA** and how does it affect how we do our business?
- 5 **The U.S. economy** stands to lose \$17 billion in aggregate economic output in the agricultural industry as a result of FQPA, according to a report.
- 8 **Alert your legislators** to the impact that FQPA legislation will have on your business. We offer a sample letter for you to use.

Key Contacts

For more information about FQPA, contact the following associations:



RISE
(Responsible Industry for a Sound Environment)
www.pestfacts.org
202-872-3860



Golf Course Superintendents of America (GCSAA)
www.gcsaa.org
785-841-2240



Professional Lawn Care Association of America
(PLCAA)
www.plcaa.org
770-997-5222



American Nursery & Landscape Association (ANLA)
www.anla.org
202-789-2900

What Is FQPA?

In the summer of 1996, Congress unanimously passed, and President Clinton signed into law, the Food Quality Protection Act (FQPA). This landmark measure protects Americans, especially children, from potential risks associated with food.

FQPA amends two major pesticide laws: the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) and the Federal Food, Drug and Cosmetic Act (FFDCA). The law mandates a single, health-based standard for all pesticides in foods, special protection for infants and children and expedited approval of so-called safer pesticides.

A number of the food protection pesticides affected by the act are the same products used by turf managers and golf course superintendents in home, garden and urban settings to ensure safe and effective pest control. FQPA has broad implications for all consumers.

Within a short time, the U.S. Environmental Protection Agency (EPA) will re-evaluate almost 10,000 pesticide uses (see sidebar). This analysis determines which pesticides will remain available and which won't.

Under FQPA, EPA is mandated to use "available information" in passing judgment. Instead, EPA is making broad assumptions when information is not available – including theoretical calculations that are not based on fact. Those concerned about pest risks

EPA's Task at Hand

FQPA establishes a new safety standard for pesticide residue tolerances in food. To ensure the new standard applies to all pesticides, EPA must reassess all pesticide tolerances that were in effect when the law passed. These total 9,721 pesticides that must be reassessed by 2006.

In August, EPA completed 3,290 tolerance reassessment decisions, or a little more than the required 33 percent. Many of these were old registrations no longer in use that the EPA needed to get off its books.

Its next deadline is Aug. 3, 2002 when it must complete another 3,000 reassessments. Its final deadline to review all pesticide tolerances is Aug. 3, 2006.

to Americans are worried that "fast-track" implementation of FQPA, using insufficient data, will result in unnecessary elimination of many valuable pesticides.

Decisions must be made on actual use, not projections or assumptions. Policies must be uniform and readily understood so the law can be consistently implemented.

With so much riding on the EPA's work, the decisions the agency makes should be based on clear thinking and sound science. However, a great deal of emotional arguing has come into play, leading the EPA to make decisions based on the force of certain public opinion. Anti-pesticide activists rely heavily on emotion to influence this public opinion and EPA listens to them.

How Tolerances Effect the Green Industry

OK, so it's somewhat logical the effect FQPA has on food and agriculture. But people don't eat turf, ornamentals or trees, so how are pesticides used in the green industry affected by all of this?

Every active ingredient has hundreds of applications. One active ingredient may be effective against turf pests, but is also used for pests found in homes and agricultural fields. Considering one application at a time, this isn't a problem. FQPA, however, considers the sum total of risk associated with a given chemical and combines all of its potential uses. Risk is assessed in two ways:

Aggregate risk assessment — all the potential uses for a particular chemical added together.

Cumulative risk assessment — any risks associated with a given

The Cost of Lost Pesticides

Texas A&M University and Auburn University recently conducted a study analyzing the costs to the United States if key pesticide uses are discontinued.

A ban on organophosphates and carbamates would result in more food imports, higher food prices for Americans, less consumption of nutritionally important fruits and vegetables, lower crop yields and increased production costs for America's farmers.

A complete ban would result in a \$17 billion reduction of the nation's aggregate economic output, the loss of 209,000 jobs and would decrease income related to the production and sale of products by \$9 billion.

And that's just for the agricultural market because the study did not look at urban uses of pesticides.

chemical, plus any chemical with a similar mode of action to the first chemical, added together.

An example of a cumulative risk is that when assessing chlorpyrifos, the risk from other chemicals that aren't chlorpyrifos — but act the same way — have to be factored in to measure cumulative risk. For chlorpyrifos, this would include all other organophosphates, such as diazinon and malathion.

Once the risk is defined, how much risk is safe must be decided. For each chemical or class of chemical, the EPA creates a risk cup, which is a measure of maximum allowable safe risk for a given chemical.

To keep the cup from overflowing, the EPA decides upon the necessary action:

1. Eliminate uses — A manufacturer may be asked to eliminate the outdoor turf uses to continue agricultural uses of the same active ingredient.

2. Risk mitigation — To reduce the risk associated with the use of a product, manufacturers might mandate precautions, such as wearing head-to-toe protective equipment each time a product is handled.

3. No new uses — Refraining from adding any additional risk keeps the risk cup from overflowing.

The question for a manufacturer becomes: Is it cost-effective to support the use of an active ingredient in a small market like turf care or continue its use in a bigger market like agriculture?

Fair Implementation Is Main Concern

"We're supportive of the basic concepts of FQPA and are confident that it could be implemented reasonably," says Allen James, executive director of RISE (Responsible Industry for a Sound Environment).

RISE, the national association representing manufacturers, formulators, distributors and other industry leaders involved with specialty pesticide products, along with numerous applicator associations, is working to assure fair implementation of FQPA.

"If EPA doesn't implement the law fully and fairly, many effective and reliable pesticide uses could be lost to businesses and consumers that rely upon these products," James explains.

As a result of the way EPA is implementing FQPA, turf management professionals may lose valuable pesticides. As these pesticides are lost, turf managers won't be able to properly apply Integrated Pest Management measures.

Let Yourself Be Heard on FQPA

FQPA could have a devastating effect on your business if improperly implemented by EPA. So what is a pesticide applicator to do? Speak out for full and fair implementation of the law.

Here's how:

- Tell your business associates and employees about FQPA. Urge them to push for fair implementation.
- Write, email, fax, call or visit your congressperson and ask each of them to ensure FQPA is implemented fairly by voting yes for H.R. 1592 in the House of Representatives and S. 1464 in Senate. See the sample letter on the next page.
- Need to find out who your congressperson is and how to contact him or her? Visit one of these Web sites:
 - <http://congress.nw.dc.us/usatoday/elecmail.html>
 - www.house.gov/writerep/
 - www.senate.gov
- Call the Capitol switchboard in Washington, D.C, at 202-224-3121.
- Organize a FQPA grassroots initiative with your association or join one that has already been organized.
- Identify the chemicals of critical importance to your job, then prioritize them. Closely monitor the progress of EPA in regard to the critical chemicals. Visit the EPA FQPA Web site at www.epa.gov/pesticides and click on FQPA to monitor progress of pesticides being assessed.
- Comment on EPA risk assessments as a member of the public (which includes pesticide users). To see the schedule for public comment go to www.epa.gov/pesticides/op.



Sample Letter

Whether you mail or fax a letter or send an e-mail to your Congressperson, here are some important things to remember:

- Let them know who you are, where you're from, what you do and why FQPA is important to you.
- Tell them how long you've been in business and who your customers are. Explain how using a particular pesticide helps in your control program of a particular pest.
- Be specific, project professionalism and be honest.

Here's a sample letter that you can tailor to fit your needs:

Date

The Honorable (Congressperson's Name)
U.S. House of Representatives or U.S. Senate
Washington, D.C. 20515 or 20510

Dear Representative or Senator (NAME):

I am a (golf course superintendent, lawn care operator, landscaper, etc.) from (town, state), where I (describe your business/job). However, I am very concerned that some of the pesticides I use to protect (golf courses, lawns, urban areas) may not be available in the future because of the Environmental Protection Agency's implementation of the Food Quality Protection Act.

While I support the goals of FQPA, I believe that the EPA should base its decisions about certain pesticides on sound science and real-life uses. So far, the EPA is working from theoretical data, worst-case scenarios and assumptions that could result in the unnecessary loss of safe pesticides. A clear, predictable and reliable regulatory process needs to be developed by the EPA for pesticide risk assessments.

Please co-sponsor and vote YES for the FQPA Regulatory Openness and Fairness Act of 1999, (SELECT ONE: H.R. 1592 in the House of Representatives or S.B. 1464 in the Senate).

My fear is that although the turf and ornamental industry accounts for a small number of uses for certain pesticides, manufacturers will be forced to eliminate these applications from the market in favor of uses in bigger markets. If this happens, I will be left without tools to do my job, even though these same products could have met the safety standard if EPA followed a reliable evaluation process.

Thank you for your time and consideration in this matter.

Respectfully,

Name
Address

What Others Are Doing

RISE is just one of many associations and industry groups taking action. Here are what others are doing:



DELANEY

Professional Lawn Care Association of America (PLCAA)

"We've made FQPA our main legislative effort," says Tom Delaney, PLCAA executive vice president.

During its annual "Day on the Hill," 70 lawn care operators from 18 states met with key congressional committee members in Washington, D.C., to urge action on FQPA.

PLCAA also encourages members to get involved in their own community, not just with FQPA, but other pesticide issues as well.

"There's only so much the association can do. Then it's up to our members," says Delaney. "Involvement in issues is a must for lawn care managers who want to stay in business long-term," he adds.

Golf Course Superintendents Association of America (GCSAA)

This summer, GCSAA launched an associationwide grassroots campaign with a mailing to all 101 chapters complete with follow-up phone calls. Articles were placed on the GCSAA Web site and in the association's Greens & Grassroots newsletters. Chapters and individuals that contribute to the FQPA effort are recognized.

"At least 60 of the 101 chapters have taken action, and those are just the ones we know about," says Carrie Riordan, GCSAA's government relations manager. In the Florida Chapter alone, 150 members have written letters to Congress.

Superintendents are also participating in editorial board meetings arranged to discuss FQPA implications with media in cities throughout the United States.

Novartis Crop Protection Co.

With an employee dedicated to managing FQPA, Novartis, like many pesticide manufacturers that sell organophosphates, is busy pulling data together and developing new risk-assessment methods.

Tom Beidler has been the FQPA issues manager for the company for 1½ years.

"Novartis is working toward a goal of providing the tools necessary for conducting scientifically sound risk assessments," he adds. The risk assessment for Novartis' pesticide diazinon is scheduled for preliminary review by the EPA this year.

A few of the studies and assessments the company is involved with include the Organophosphate Market Basket Survey, which involves sampling the U.S. food supply to determine OP residues; the OP Case Study, which has as its primary objective the development of a cumulative risk assessment for five pesticides; and CARES (Cumulative/Aggregate Risk Evaluation System), a software program development project spearheaded by Novartis that will evaluate and quantify exposures to pesticides by all possible dietary and non-dietary routes.

What They Say About FQPA

"Factors used to calculate daily exposures to handlers are based on best professional judgment due to a lack of pertinent data."

— *from EPA's preliminary risk assessment on residential use of Di-Syston*

"The EPA's restrictions are driven by factors other than science. EPA administrator Carol Browner herself stated that 'the benefits of a diet that includes fruits and vegetables far outweigh risks of pesticides.' This is the message that should be coming through loud and clear, but is unfortunately muddled by unscientific cries of environmental hysterics."

— *Dr. Elizabeth Whelan, President of the American Council on Science and Health*

"The major contributor to the risk of cancer is not so much any specific chemical in food. Far more significant are the amount and variety of food consumed — and specifically the excess calories a person eats."

— *Dr. Ronald Estabrook, member, National Academy of Sciences*

"EPA claims to know what is the best way to protect crops and reduce risks from pesticide residues. With its regulatory blinders firmly in place, the agency is focusing on eliminating pesticides with a long history of effective and safe use, expecting them to be replaced by lower-risk alternatives. EPA's version of the 'Field of Dreams' theme is, 'If you ban it, better replacements will come.'

— *Kenneth W. Chilton, Ph.D, senior fellow/manager of environmental research, Washington University, in article distributed by Knight Ridder/Tribune*

RISE Resources

Local Issues Plan of Action (LIPA)

RISE's LIPA program is designed to help you combat unreasonable objections to the use of pesticides in your community. Providing you with tips on everything from how to spot antipesticide initiatives to positive messages you can use to educate your community, the LIPA program can be ordered by calling 202-872-3860. The program also urges everyone to keep RISE informed of any antipesticide initiatives so it can take appropriate action.

www.pestfacts.org

The new RISE Web site is packed with information for those looking for the latest information on pesticide issues. The site provides facts about pests, tips on how to use pesticides responsibly and links with other industry sites. With nine sections, ranging from news and information to a section that allows you to get immediate updates on pesticide issues, the RISE site is a must-bookmark for all those interested in staying abreast of what's going on in the pesticide industry.

The screenshot shows the 'Pest Facts Information Center' website. At the top, it says 'October 21, 1999' and 'Online Pesticide News'. A central banner reads 'Top Stories'. Below this, there are four main news items:

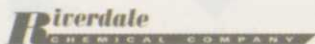
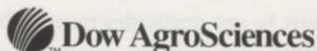
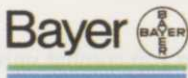
- 1. Crumpled Details Still Puts Children's Health at Risk**
RISE Press Release
- 2. Fire Ants Can Attack Industry**
Several cases of indoor fire ant attacks have been reported.
- 3. Pesticide continues to be a serious public health concern**
Since January 1, 1999, more than 270 million people have been afflicted with malaria. Effective insecticides are needed to control the spread of this disease around the world.
- 4. Part of the Month - Pesticide**
Back To Top

On the left side, there are navigation links: 'The Problems with Pests', 'Safe & Responsible Pesticide Use', 'Facts About Pesticides', 'News & Information', and 'Links'. On the right side, there are links for 'Children's Health at Schools', 'Frequently Asked Questions', 'A World From the Sponsor', and 'Receive Updates'. At the bottom, the copyright notice reads: 'Copyright © 1999, RISE (Responsible Industry for a Sound Environment). All rights reserved. RISE, 1156 15th Street, NW Suite 400, Washington, DC 20005 ph: 202-872-3860. Fax: 202-463-0474.'

Pocket Issues Guide

underwritten by:

DeltaGard™



A Supplement to:

Landscape
MANAGEMENT

Surfin' Turf

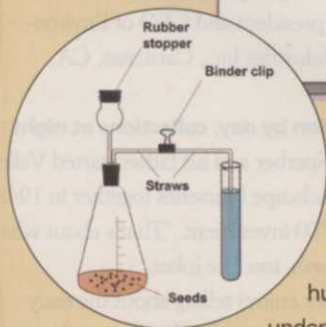
Lessons from the rain forest

Rain Bird Rain Forest Curriculum Rain Bird Sprinkler Mfg. Corp.

<http://www.rainbird.com/rainforest>

Here's a neat public service idea from Rain Bird. It formed a partnership with California Polytechnic Institute's College of Science to create a K-8 environmental science teaching module and put it up on its Web site for free distribution.

The university tie assured Rain Bird, a manufacturer of sprinkler/irrigation systems, that the modules were presented in a manner useful for the intended audience: educators and students. A smart effort like this helps Rain Bird spread its name farther than it might if it remained focused only on the business of selling sprinklers. The modules include a variety of interesting grade-level appropriate experi-



◀ This experiment on the website demonstrates that gas is released by germinating seeds.

ments ranging from a first-grade leaf hunt to helping eighth-graders see pollen under a microscope.

In this case, a little public service goes a long way toward creating a positive corporate image that speaks to more concerns than just selling irrigation systems.

Visitors can also click directly into Rain Bird's home site to find more about landscape and turf irrigation systems, Year 2000 readiness, site progress reports and Spanish language operating manuals.

— CURT HARLER

PLCAA promotes careers at FFA convention

Louisville, KY — As we reported last month, the Professional Lawn Care Association of America hopes to encourage Future Farmers of America members to choose a career in the lawn and landscape industry.

To help with this effort, PLCAA exhibited at the FFA convention here last month and gave away two \$500 scholarships. Bill Hoopes, PLCAA board member, and Tom Delaney, PLCAA executive director, also judged the 1999 Turfgrass Management Proficiency Award.

Trees go to tornado victims

Dallas — Trees from Texas A&M's Agricultural Extension Service will be planted this spring here, in the hopes of bringing some comfort to those whose houses were devastated by a tornado this past May.

"We hope these trees will signify a new beginning and recovery to those who lost so much in the Moore tornado," said Steve George, an extension horticulturalist at Texas A&M in Dallas. "It's so disheartening to see old trees destroyed when they've been part of your home for years."

George recently loaded up a truck with 250 Shantung Maple trees and drove them to Oklahoma to be planted by residents who lost their homes. Two trees were given to each person attending either of two community workshops about how to save storm-damaged trees, how to decide if a tree can't be saved and what and how to replant.

TruGreen-LandCare keeps buying

Memphis — True to their word, TruGreen-LandCare, Memphis, continues its fast pace of acquisitions through the year. The most recent firms to enter the fold include:

- ▶ Shady Knoll Landscape Services Inc., Hopewell, NJ
- ▶ Lawnco Landscaping Inc., Wilmington, NC;
- ▶ Greenleaves Inc., Monroe, GA; and
- ▶ Clean Lawn Service Inc.; Wilmington, DE

[CLIPPINGS]

People of the Year

Person of the Year in Landscape Contracting

Burton S. Sperber

BY SUE GIBSON

**President and CEO,
Environmental
Industries Inc.,
Calabasas, CA**



(left to right)
Richard A. Sperber,
Burton Sperber,
and Stewart J.
Sperber

HIGHLIGHTS:

- ▶ Established Valley Crest Landscape Nurseries in 1949 with \$700
- ▶ Licensed landscape architect, engineer and landscape contractor
- ▶ Grows Environmental Industries Inc. to \$436 million in revenue for 1998 revenues with 5,500 employees and five operating divisions
- ▶ One of original founders of Associated Landscape Contractors of America
- ▶ Funded landscape scholarships for 40 years

This story starts like many others: A young man of 19 loves landscape work, takes a big chance and starts a business. He invests his meager savings, works long and hard hours to make a go of it and learns many lessons along the way.

Years later, some look back and know they've succeeded more than they ever thought; others see they never quite got the hang of it. But only one can look back after 50 years and see his business has become the industry's largest private firm: Burton S. Sperber, president and CEO of Environmental Industries Inc., Calabasas, CA.

Installation by day, collections at night

Burt Sperber and his father started Valley Crest Landscape Nurseries together in 1949 with a \$700 investment. "That's about what it was worth, too," he jokes.

Sperber enjoys telling about the early years, when he installed landscapes during the day, then sold more work, made collections and paid his suppliers in the evenings.

"My early challenges were making our weekly payroll, staying focused on making customers happy and building great gardens," he recalls. Today, the last two are still his focus.

As for making payroll, things are lot different at Environmental Industries Inc.,



◀ Burt Sperber (far left), stands with his original crew around 1950.

▶ Burt Sperber rests in front of the original Valley Crest Landscape Nurseries, North Hollywood CA, ca. 1949



which last year had revenues of \$436 million. The company blossomed in southern California's post-World War II years. Sperber earned his landscape architect, engineering and landscape contractor's licenses in the 1950s. Large-scale projects at California schools and highways, housing developments, golf courses and commercial buildings gave Valley Crest opportunities to grow.

The company became Environmental Industries Inc. in 1969, and today has 5,500 employees working in five operating divisions throughout the United States:

- ▶ Valley Crest (landscape site development and construction, theming, specialty services, landscape products);
- ▶ Environmental Care Inc. (landscape, tree and water management);
- ▶ Valley Crest Tree Co. (specimen tree growing, relocation, preservation, nursery);
- ▶ U.S. Lawns (landscape maintenance franchises); and
- ▶ Environmental Golf (course construction, management, maintenance).

Family operation first

Sperber's younger brother Stuart joined the firm in its second decade, managing Valley Crest Tree Co. Together, the brothers developed wooden tree boxes to protect specimen trees. "It was an expensive way to be in the nursery business because we were spending money before we sold the trees," Sperber says.

The nursery's quality is key to its reputation. "Lots of landscape architects specify that the plant material on a job must be 'Valley Crest' quality or better," he notes.

The family tradition continued when Richard Sperber, Burt's son, joined the firm. He now serves as president and COO of Valley Crest and Environmental Golf, as

well as senior vice president of Environmental Industries.

Sperber stresses that hundreds and hundreds of field employees have worked for the company for 20 or 30 years, and the average tenure of more than 70 executive managers is 17 years. "This is a family-run company and our employees feel they're part of the family," he says.

Finding and keeping employees is almost a second focus at EII. "Every day, we're doing \$2 million worth of work and have to hire two new employees just to sustain our growth," Sperber notes.

Acquiring people along with acquisitions is a key part of any deal, Sperber notes. "In our acquisitions, the employees and principals typically stay with us," he says.

He stresses that unlike many of the new consolidators, EII puts top priority on people in an acquisition. "When we make an acquisition, the major thing we're interested in are the people," he says.

Giant steps

Few landscape firms offer complete vertical integration of services, and none do it on the scale of EII. Like a perpetual motion machine, it is EII's size and ability to handle massive projects that keep it profitable and competitive. According to Sperber, this offers several advantages:

- ▶ Long-term people. "Our leaders are people who could be in business for themselves, but we've taken out all of the risk, yet have a reward system similar to what they would have in business for themselves," he explains. "And they don't have to worry about dealing with insurance, lawyers, bankers, accountants, bonding companies — all the things that drive people crazy. All they have to do is be good landscape people."

▶ Vertical integration. "We've built a machine in our landscape division that has little competition in the United States; we're about 10 times larger than our nearest competitor," Sperber explains.

▶ Profitability. Sperber notes that EII grew internally by \$85 million last year, without acquisitions. It also operates with an incredibly low overhead rate.

▶ Work quality. Asked his toughest challenge, he replied, "maintaining quality and our reputation." He cited customers who have had continuous service since 1968 ("forever in our business"), as well as EII's focus on maintaining consistent service.

Industry leadership

Before the trade associations came into their own, Sperber supported student scholarships in horticulture and landscape architecture. "We've recruited at colleges for years," he remarks, noting that EII has given scholarships and had formal training for 40 years. Currently, it supports 21 different college programs.

Sperber was a founding member of ALCA and helped establish chapters of the California Landscape Contractor's Association, once serving as its president. He has also provided memberships for EII staff who wish to be active in regional and national industry associations.

Currently, he is hosting the third annual Mergers & Acquisitions Conference, to be held in San Francisco in January 2000.

"It's something I can do to try and give back to the industry more than it's given me," he notes, reflecting on the company's 50 years of operation. "My job now is transferring leadership to a lot of people at EII. I was just lucky enough to be the guy who started it."



New Compass™.
**Locked-in disease control for both
lawns and landscape ornamentals
at the lowest rates ever.**

**New Compass controls
Brown Patch, Leaf Spot,
Gray Leaf Spot, Red Thread,
Rust, and more.**

Effective for all turf areas and all species, Compass fungicide delivers the value of a contact, the power of a systemic. In fact, it's the best Brown Patch value ever developed. Compass also goes on to control important

ornamental diseases, such as Apple Scab on crabapple and flowering cherry trees.

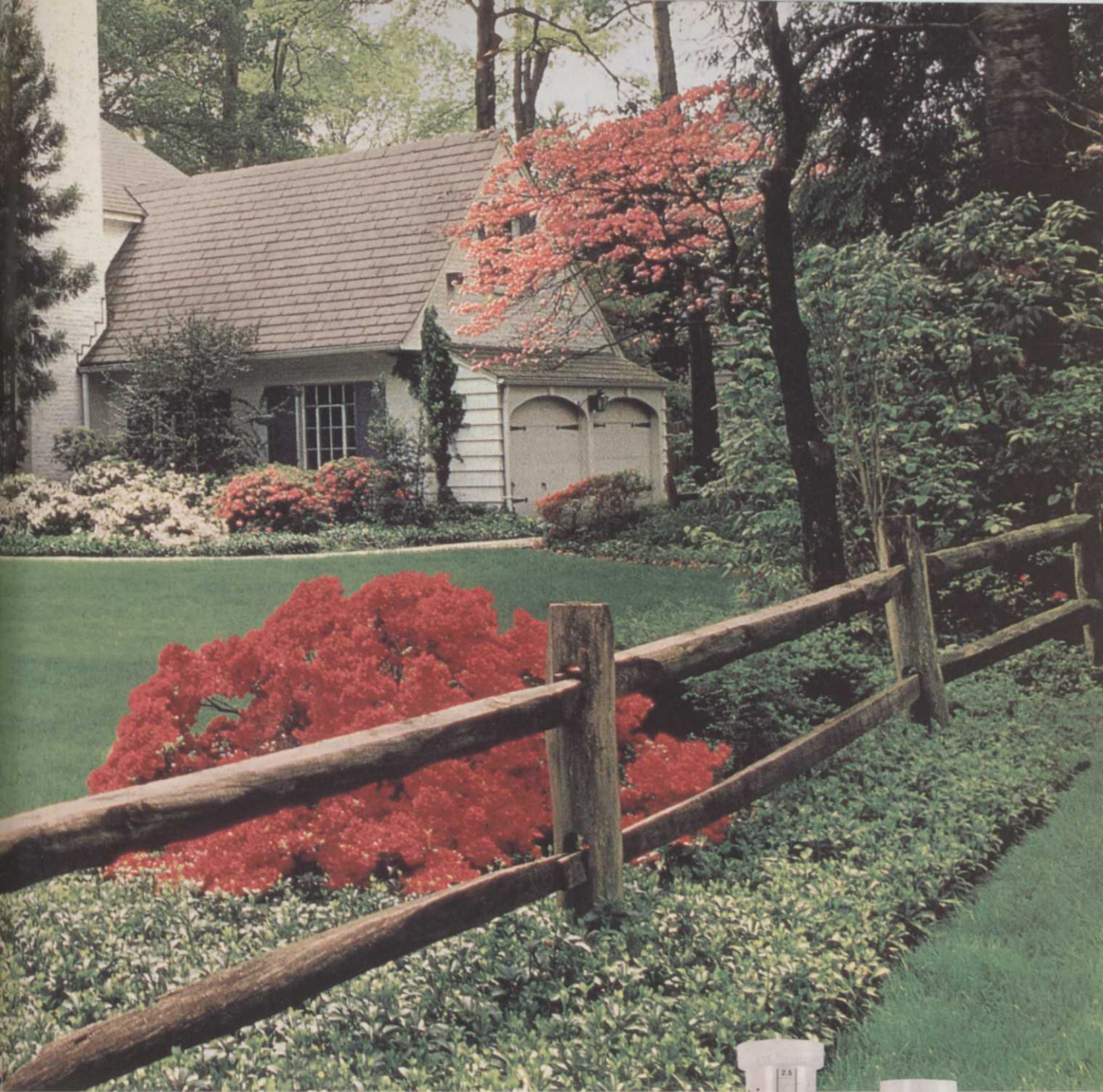
**Compass gives you preventive
and curative options.**

Compass delivers the highest efficacy against Brown Patch and a broad spectrum of diseases at the lowest use rates ever. One pound of

Compass at 0.15 oz/1,000 sq. ft. rate covers 2.45 acres of turf.

**New technology,
yet competitively priced.**

With unique mesostemic power, Compass delivers locked in, broad spectrum control at a price you can afford.



Just in time, a reduced-risk fungicide that is environmentally sound.

Compass has been classified as reduced-risk. So you can use it with confidence.

Mesostemic power ensures locked-in, rainfast disease control up to 28 days.

Compass securely locks into



the plant surface due to its high affinity with the surface. Forming a protective reservoir of fungicide on the plant surface, it resists washing off, thus ensuring long-lasting disease control.

Important: Always read and follow label instructions before purchasing or using these products. ©1999 Novartis Crop Protection, Inc., Turf & Ornamental Products, Greensboro, NC 27419. Compass™ and the Novartis logo are trademarks of Novartis.



www.cp.us.novartis.com



Person of the Year in Lawn Care

Phil Fogarty BY SUE GIBSON

Owner, Crowley's Vegetation Control and consultant, JP Horizons Inc., Cleveland, OH

Phil Fogarty's introduction to the industry came in 1980. He eventually took a job with Crowley Lawn Service Inc. on Cleveland's East side.

His intense allergies to grass quickly developed after just a few weeks, he recalls. "For the first five years of my career, I got three shots a week," Fogarty said.

When Tom Crowley looked for a successor, he asked Fogarty. In 1985, he bought the business with money earned from the profits. "That was when we helped Mr. Crowley develop the 'Traveling Blender,' a patented spreader with four compartments," he recalls. "As we walked, the different materials became a homogenous mixture for spreading. It was an ingenious machine."

Soon after Fogarty started growing the business, he got his "rude awakening" to the industry.

Nearby

Lyndhurst, OH, was an early hotbed of antipesticide controversies.

Fogarty recalls it clearly: "The Cleveland *Plain Dealer* had a front page photograph with little blond children holding signs saying, 'Don't make us the guinea pigs.' The caption said the pesticides had been applied by Crowley's Lawn Service. That was my initiation to the industry."

Fogarty was thrown into a defensive position at the city council hearings. "It was at those meetings that I heard Lauren Lanphear (president of Forest City Tree Protection Co., South Euclid, OH) testify. He did not defend or attack, but instead talked about the beauty of nature. It sounded more like poetry to me and it changed my outlook forever. I realized I was an environmentalist."

The situation calmed down, but Fogarty continued to testify before other government bodies in the next few years.

He also grew Crowley's to employ 15 and to concentrate on lawn care.

"Focus is so important to success," he says. "We concentrated and provided lawn care. We focused on being the best service provider in our market. We used the best products, no matter what they cost."

This philosophy worked. Fogarty added more routes until the business reached \$1.2 million in 1997. He sold his lawn care business to Scotts Lawn Service, where he developed worked until 1998. Then he consulted with Ohio-based Jim Paluch.

Despite the sale of his lawn care business to Scotts, Fogarty continued operating

Crowley's Vegetation Control, a five-person firm offering weed control services in commercial strips, beds and nonturf areas. This subcontracting business has clients such as Sea World of Ohio, grounds managers and cellular telephone companies.

With my continuing involvement with green industry firms, I've never really left the industry," he says.

Road to Arlington

Fogarty helped form the Ohio Lawn Care Association in 1990 and served as its first president. "Due to everyone else's efforts, it caught on. Before I knew it, I got all the glory," he jokes.

Doug Hague, owner and president of Lawn Classics Inc., Findlay, OH, served on OLCA's start-up committee with Fogarty. "He is the hardest worker and most intense person I know," he says.

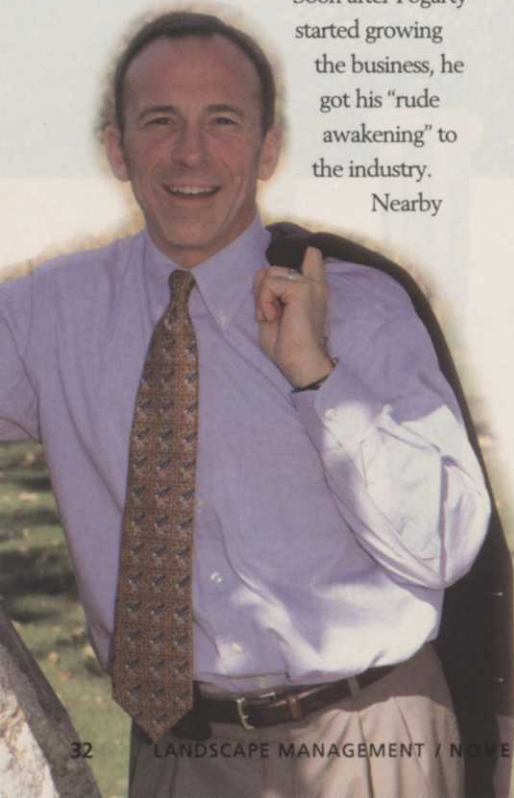
OLCA's volunteer lawn care project for a national cemetery in Dayton, OH, led to his involvement in PLCAA's "Renewal & Remembrance" project at Arlington National Cemetery, which started in 1997.

Fogarty has worked with coordinators and addressed the participants as they dedicated their volunteer efforts.

"Arlington Cemetery loves this. They brought PLCAA together with Jackson & Perkins for the May dedication, and now we have something we wanted — a permanent marker surrounded by turf. What better place could we have to show the benefits of grass?" Fogarty said.

HIGHLIGHTS:

- ▶ Industry spokesperson for pesticide use
- ▶ Founding president of Ohio Lawn Care Association
- ▶ Coordinated first PLCAA Renewal & Remembrance project at Arlington National Cemetery
- ▶ Built successful operation based on high quality service; sold to Scotts Lawn Services in 1997.
- ▶ Operates Crowley's Vegetation Control.
- ▶ Consults for green industry organizations.



Person of the Year in Grounds Care

John Feliciani

BY RON HALL

**Curator/Horticulturist
Winterthur
Museum, Garden
and Library,
Winterthur, DE**

A much younger John Feliciani looked at mushroom farming and thought: "Maybe this is for me." Fortunately for grounds management, he chose a different career path. Feliciani — like his father, grandfather and, for a time, even his great grandfather — chose to work at Winterthur Museum, Garden and Library, six miles northwest of Wilmington, DE.

Feliciani, 49, made his decision 28 years ago and has since fashioned a solid career at Winterthur, a museum, garden and library founded by the late Henry Francis DuPont. But his contributions to grounds management extend far beyond those beautiful grounds, the reason why we have chosen him as our 1999 Person of the Year in Grounds Management.

An early start

Actually, Feliciani's career began years before he earned a degree in ornamental horticulture from the University of Delaware. As a 10-year-old, he carried water and cut flowers at Winterthur to earn extra spending money.

The Garden, which Henry DuPont designed himself, was opened to the public in

1951. An accomplished horticulturist, DuPont maintained an active interest in the garden until his death in 1969.

"I started out cutting grass and pulling weeds," recalled Feliciani. "Then I moved into a propagator's position in the plant sale program and, after that, into management."

Feliciani today has a staff of 23 full-time employees. In addition to the 60-acre garden, they maintain about 200 acres.

"We have a great team, a stable group," said Feliciani. "It's a great mix of young and experienced people."

Work as a profession

Apart from his efforts at Winterthur, Feliciani is doing his part to advance grounds management as a profession.

Larry Iorii, owner/operator of Down to Earth Landscaping, Wilmington, said that when the first state branch of the PGMS was in transition and needed a leader a few years back, Feliciani offered his services.

"He helped turn things around," recalled Iorii. "His style is to delegate and let those around him take responsibility for particular projects. He's good at providing a timeline and keeping track of the progress of projects. Sometimes this takes a lot of finesse."

Help for institutional grounds

More recently, Feliciani has chaired a multi-association committee developing a report that will give institutions, particular colleges and universities, guidelines for grounds care, their staffing requirements and outsourcing.

In addition to Feliciani, who represents PGMS, the Grounds Staffing Task Force has representatives from the National Recreation & Parks Association (NRPA), American Public Works Association (APWA) and the Association of Higher Education Facilities Officers (APFA).

Steve Glazner, communications director for the APFA, said that Feliciani was instrumental in bringing the NRPA and APWA into the committee.

"He (Feliciani) has been instrumental in keeping this committee moving. He's a detail-oriented person, and he seems to have the ability to keep the people he's working with motivated," said Glazner. "He does it with a genuine sincere smile."

John Gillan, executive director of the PGMS, is no less pleased with Feliciani's efforts as chairman of the PGMS Publications Committee.

HIGHLIGHTS:

- ▶ B.S. in Ornamental Horticulture, University of Delaware in 1972
- ▶ Becomes fulltime employee of Winterthur Museum, Garden and Library in 1972
- ▶ Fourth generation of his family to work at Winterthur

- ▶ Promoted to Curator/Horticulture in 1972
- ▶ Volunteers to serve as president of the State Branch of the PGMS in 1995
- ▶ Chairs the Grounds Staffing Task Force
- ▶ Serves as chairman for the PGMS Publications Committee



No one has to know
how easy it is with ...



SL96 FlipUp Decks leave
plenty of trailer space for
revenue-producing attachments.



First to Finish...Built to Last

Serviceability has long been synonymous with Grasshopper. Now service is even easier thanks to SL96 FlipUp Decks, easy 90° access to blades and mulching package installation.

Rise to higher levels of productivity

with overall length as short as 6.5 feet — even with a collector — for space-saving storage and transportability.

There'll be plenty of room on the trailer for attachments to provide opportunities for additional income.

Quik-D-Tatch® decks and attachments are easily interchanged in the field.

SL96 FlipUp Decks make your job easier with these highly productive features:

Circle No. 115 on Reader Inquiry Card

The Grasshopper Company • P.O. Box 637 • Moundridge, KS 67107 U.S.A.

GRASSHOPPER®

Sure, you had to cut around *a lot* of trees, trim up close along the buildings and under the shrubs. And of course you did it in *record time*. So what if the customer's lawn looks better than it ever has before?

You did it all on a Grasshopper, and it's never been easier! *The secret is in the equipment.*

Just don't tell 'em what an advantage it is to mow with

Grasshopper's front-mounted deck where you trim and mow without changing your visual focus point. Or how easy it is to maneuver without foot pedals using only one or both hands with Grasshopper's *foam-touch steering levers*. And by all means keep mum about *the industry's most comfortable seat* — ventilated,

iso-mounted from vibration, with high back support and padded armrests.

Try to break a bead of sweat and maybe they won't even notice all the *comfortable legroom* you enjoy while reaching the deck

under shrubs and trees. *You'll be the envy of every other crew member if anyone finds out*

So keep these secrets low profile —

much like the terrain-hugging Grasshopper design — and let your quality of work speak for itself.

The success is in the finished job.

For details on Grasshopper's complete line of zero-radius mowers, attachments and leaf/grass collection systems, call your Grasshopper dealer today.



28 hp 928D² with heavy-duty 72-inch deck.

©1999, The Grasshopper Co.

- Robotic-welded 10 ga. steel with 7 ga. skirts and double thickness (>4 ga.) formed laminate spindle plane. No other deck comes close to this kind of durability.
- With cutting widths of 44-, 48-, 52- and 61-inches, there's an SL96 FlipUp Deck available for every Grasshopper power unit, air-cooled or liquid-cooled, gas or diesel (standard 72-inch decks available).



COVER STORY

LM Roundtable:

WHY WORK



FOR UNCLE SAM?



Arlington National Cemetery has been outsourcing grounds work for years.

Maintaining federal properties poses unique challenges, but it may be the ideal fit for your organization. Our expert panel explains how to make it work.

BY GEORGE WITTERSCHEIN

Widely held landscape contractors' Belief

#1: The federal government is grandfather and grandmother to The Customer From Hell.

Widely held landscape contractors' Belief

#2: For a select group of insiders, the federal government is the ultimate cream puff customer. Unfortunately, no one knows how to join this hidden circle of contractors, rumored to have signed secret documents in their own blood.

The truth lies well between the two extremes, so we've asked five insiders with federal work experience to explain how it really works.

Our expert panel

► George Gaumer, national sales and operations manager for the Commercial Services Division of The Davey Tree Expert Co. in Kent, OH. Gaumer's division does landscape maintenance and some of Davey's federal customers have included Arlington



GAUMER: There are no handshakes over a hamburger and a beer. And this isn't bad — as a taxpayer you like to see that the government is run this way.

National Cemetery and the Pentagon.

► **Erik Dihle**, horticulturist at Arlington National Cemetery in Arlington, VA. He's an experienced federal government administrator of green industry contracts.

► **Jim Stamps Jr.**, president of JSM Services Inc., Tampa, FL. His company does about \$1.5 million worth of business a year, providing consulting services to landscape businesses and executing customized contracts for customers, including the federal government.

► **Joe Smith**, president of Embassy Lawn & Landscaping Inc. in Kansas City, MO. His \$4-million firm has a diversified customer base, including the Department of Defense at Petersen and Grand Forks Air Force Bases, and the Army Corps of Engineers.

► **Brad Boyajian** operates Golden Bear Arborists Inc. in Monrovia, CA, which he started in 1968 and then sold to LandCare

USA (now TruGreen-LandCare) in 1998. The company goes about \$14 million in annual sales. His federal government experience included tree trimming at El Toro Marine Air Station in the 1980s and early 1990s.

The questions

Q: Is working for the federal government as much of a hassle as it's cracked up to be?

A: Yes. It's different in any number of ways from private sector work.

Gaumer: Overall, the government is more difficult to work for. They have very strict rules of performance and a lot of paperwork. It's just a very difficult way of doing business. For example, they have an entire nomenclature all to themselves. Every "i" has to be dotted and every "t" has to be crossed or you don't even get through the proposal phase.

There are no handshakes over a hamburger and a beer. And this isn't bad — as a taxpayer you like to see that the government is run this way — although an inexperienced contractor might look at their rules and say, "This is insane!"

Stamps: There are some tough aspects to it and you have to understand the paperwork. If you do not fill the forms out right, you will get rejected. The basic bid process seems simple: The federal government advertises for the solicitation in a publication called the *Commerce Business Daily*, and the process is set up to take somewhere between 90 and 120 days. But I'd say in 90% of the cases, it takes much longer than that. There are always questions, follow-up, indefinite delays — a lot of bureaucracy.

The federal government wants the best job they can get. For the most part, they write good specifications and that can get somewhat confusing if you're not up to it. Everything is up front, in writing and it's very disciplined. That intimidates a lot of contractors.

One other reason why more contractors don't bid on government work is the current economy. While they would be going through the bid process, they could be making money out in the private sector. Why bother reading the *Federal Acquisition Regulations*, which is an 8-inch book?

Smith: Because of all the paperwork, it's the kind of work that requires a well organized contractor — very well organized. I would emphasize that.

Q: Just how bad is that paperwork and red tape?

Gaumer: They hold you to your promises. For example, you will have to contend with the Performance Work Statement. Within that, there's a Performance Requirements Summary, which is a

Work the Web for work

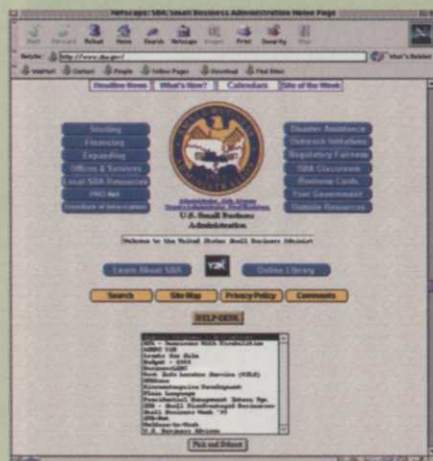
The Small Business Administration.

Their Web site www.sba.gov has a useful online library. Also, your nearest SBA office is a good source.

The Commerce Business Daily is a massive U.S. Commerce Department publication listing most of the government's solicitations for bids (for everything from guided missiles to safety pins). Perhaps the most useful version of is online at <http://cbdnet.access.gpo.gov>.

It is free. (The print version costs \$324 annually for first-class postage; \$275 for regular postage).

General Services Administration. Web site: www.gsa.gov (Click on "Public Buildings Service.") The PBS owns or leases 8,300 buildings, and is one of the largest property managers in the country.





► **DIHLE:** Good companies approach doing federal government work as they would their most visible and demanding private sector customers.

method of surveillance. The Quality Assurance Evaluator (QAE) will inspect your work, probably by doing a random sample.

You have to stay within a posted level of defects allowed per plot. A plot may be a one-acre area, depending on what kind of task you've defined. That can be set in the contract as one, two, three or zero defects per inspection. Your payment for that monthly billing period is docked for any defects beyond that. The QAE can be like a state patrolman on a radar gun, and can nail you for 36 in a 35 zone. Often, they will do that early on in a contract to whip the you into shape. Clearly, there are teeth in this that you generally don't see in a commercial contract.

It's a different world, a different environment with different terminology, and it's full of rules that are so difficult to comprehend.

Dihle: The government is under a lot of pressure, as are we, to make very efficient use of our money and put quality first. You can expect to encounter government managers who will ask the tough questions more often and who want you to meet tough, professional, industry standard specifications on contract work. Good companies approach doing federal government work as they would their most visible and demanding private sector customers. The days of shoddy grounds at federal installations are over.

Stamps: Most defense bases are like small cities. You've got several people with a different understanding of what you're supposed to be doing. You have to satisfy all of them — the civil service people, public works, engineering and of course, your QAE.

Smith: One of the oversights I made when I got into one of my first contracts is that typically, they are bid with extensions

— there's a base period and several extension periods. The entire contract might be based on a five-year period, but that's at the government's option to extend. Hopefully for the contractor, it will work out so that it is a nice long-term contract. But if you don't cover your costs up front, it could be terminated after a year. Or you get renewed, and you could be working at a loss.

Boyajian: As a general rule, the government will accept bids that are too low, and if you're down there too low, you're forced to cut corners and maybe not keep up to your normal standard of work. This results in the inspectors becoming predisposed to dealing with someone who is not doing a good job. They overcompensate by making things difficult.

Q: If it's that bad, why does anybody ever do this work?

A: If you can master it, there are some real pluses to government contracting.

Gaumer: They are very good payers. If you can complete the work to their satisfaction, they pay you instantly. Once you get the job, you know you've got it for a specified period of time, and if you do a good job in most cases, you have a good shot at keeping the contract.

Dihle: There's a lot of growth and opportunity for contractors. At Arlington National Cemetery, our in-house work is being phased out and we are expanding our contracts. We had around 30 people on our grounds payroll, and now we're down to 15 and shrinking.

We contract for mowing, trimming, leaf removal, sodding the gravesites, picking up trash and debris and refilling sunken graves. That has been outsourced for the last 20 to 30 years. The contract is currently around \$1.2 million per year. We have a contractor weeding and mulching, and that's



Inspectors regularly make sure maintenance work is performed on schedule and according to specifications.

worth around \$250,000 a year; ditto for the turf applications, also at \$250,000.

Smith: If you want to diversify your product and customer mix, government work is a way to do that. For the sake of stability, I recommend you not make it your whole focus. But if you go into another geographic location and do a federal contract successfully, you develop a whole new set of vendor accounts and relationships, maybe to the point where you can develop a satellite office. We did.

Boyajian: Once you have a certain amount of government business acumen and are able to understand the system, it starts working for you. It can even become exclusionary. We did government work until we hit the small business set-aside



► **BOYAJIAN:** Establish credibility as a good guy. Once they know who you are and that you are a solution and not a problem, they are easier to deal with.

limit in the early 1990s. We were in a select group of contractors who understood the system and worked with it. The paperwork, and getting paid promptly, just followed. The difficult process that everybody perceives is something you can master. If you're doing what you need to be doing, the roadblocks are not really that difficult.

Once you establish a certain credibility and they perceive you as one they can depend on not to compromise them in any way, the doors start opening.

Q: Sounds like some contractors should look into doing government work and others should not. How can I tell which group I belong to?

A: First, do you qualify as a small business for the federal set-aside? The definition of a small business has changed over the years, and it is best to check with the federal agency's contracting office or your local Small Business Administration office.

Don't give up if your company doesn't qualify — the set-aside requirement is waived on occasion because of the size of the facility or the scope of work. Also, subcontracting work may be available through

a general contractor (construction projects often include landscape, turf installation and maintenance for at least one year). (See sidebar below.)

Second, all of our sources agreed overwhelmingly on the characteristics the ideal federal government contractor should have: discipline, organization, patience and persistence.

"You have to have a good strong administrative staff, because you do not want to lag behind with your paperwork. That can be a death knell," adds Stamps.

Q: If I do decide on bidding on these jobs, what advice do you have for me?

Smith: First, gain experience. The government sector is a specialized niche area within the landscape industry. Start at the small end. Work at the local community level, maybe for a couple of parks and recreation departments.

Second, follow contracts until you understand them. We are doing Petersen Air Force Base now, and that is a contract I followed for seven years before we bid on it.

Focus on contracts that you would like to get. Follow them for a couple of years

and see what it takes to do the projects.

Boyajian: There is a tremendous amount of information available now on the Internet (see sidebar "Work the Web for work"), but it's still a good idea to attend the Small Business Administration seminars.

Also, establish credibility as a good guy. Once they know who you are and that you are a solution for them and not a problem, they become easier to deal with. Once you prove yourself, they tend to leave you alone. They're not out there telling which branch to prune or doing soil tests to make sure you applied fertilizer.

Communicate with your government clients. Let them know when things change or when something happens in the field. Tell them: "This is what happened and this what I'm going to do about it. Do you agree?"

Gaumer: Get in your truck and visit the local federal contracts sites themselves.

Smith: Even if a project isn't bidding right now, you can watch the contractor, observe what they're doing and document it. See what it takes to do the job and how many employees it takes.

Dihle: Understand the facility's purpose. For example, Arlington is a unique place. We have 3,000 ceremonies of various kinds per year and about five to six million annual visitors. Corny as it may sound, the contractors who do the best here are the ones who realize the significance of Arlington cemetery — that it has a strong emotional tie for millions of Americans. Contractors who understand that a federal site is a place with purpose, and that the job is not just a money issue, will have the most success with federal contracts.

The author is a contributing editor based in Mendham, NJ.

The Big BOSS

In an attempt to gain efficiencies, save money and make life simpler for itself, the federal government is increasingly using Base Operating Support Service contracts.

What are they? These are *big* contracts that combine all the different things a facility needs to operate into one bid. Huge corporations specialize in doing these contracts, which can include everything from air conditioning to coffee machines to FM antennas. The contractor then breaks the contract down into its component parts, which also include landscaping, tree work, lawn work, etc.

Will these huge contracts drive you out of the government market? Not necessarily. Green industry work is a relatively small part of the whole, and you may be able to grab that work as a subcontractor, especially if you can position yourself as taking a minor but annoying burden off the general contractor's shoulders.

The silver lining for BOSS: the general contractor handles most of the interface with the government bureaucracy, including much of the paperwork/red tape hassle factors.



Make the most of rented equipment

For small landscape contractors, renting may offer advantages you can't overlook

BY STEVEN LILLYBECK

During the recession of the early 1980s, however, that changed. Today, bonding agents — like bankers — want to see cash in the bank before granting a bond.

"For some commercial landscaping work, you have to be bonded," Fritz said. "They want to see money in the bank, and for somebody in my position, that can get kind of tricky. If all my money was tied up in capital investments on equipment, I wouldn't have enough to meet the bonding requirements. By renting, I keep my cash to meet the bond, and I can still get all the equipment I need to do the job."

Equipment rental industry is catching on

Fortunately, the equipment rental industry has grown to the point that contractors don't need to own equipment. The number of rental dealers and the depth of fleets those dealers maintain have grown almost exponentially in the last 15 years. In addition, manufacturers of everything from handheld augers to bulldozers recognize the rental phenomena and have responded accordingly.

Fritz is a classic example of the type of customer rental dealers depend on. "Typically, I'll rent anything from small aerators to small finish dozers, backhoes and skid steers," he said. "I have a piece of rental equipment out almost every day."

In a time when automobile leasing is commonplace, renting, rather than buying, has made the big time. Jeff Fritz, president of Action Grading & Landscaping, Milwaukee, WI, rents some of the equipment he needs (see photos). This helps him control his cash flow, manage growth and keep his bankers happy.

Two years ago, Fritz started his own company after working 28 years in landscaping for other. But, like most contractors starting out, he didn't have a lot of capital to invest in equipment.

"When I first started out, my plan was to go out and bid things," Fritz said. "But, you have to have something to show for it. You can't just walk into a bank and say, 'This is what I want to do and here's what I need.' The bank doesn't just give you \$40,000 and tell you to go buy something. They want to see money in the bank."

A bonding experience

Similar problems occur when it comes time to secure bonding. A generation ago, bonding agents let contractors use their fleets as security when granting bonds.



Why rent?

1. Keeps cash in house (better for bankers and bonding agents)
2. Simplifies bidding
3. Quick equipment turnaround (few days' use)
4. Rent-to-buy option
5. Subcontracting for bigger operators

Simplified bidding

In addition to bonding and finance, Fritz has other reasons to rent. Among other things, he says renting simplifies the bidding process.

"Renting makes bidding on jobs really easy," Fritz said. "I know in advance what my weekly and monthly rate will be, and if I need more equipment on the job, I can get it immediately."

There are other reasons. As a small landscape contractor, he does not have the luxury of a large storage facility during the off season, nor does he have the desire or the help to perform expensive and time-consuming equipment maintenance. By renting, Fritz gets well-maintained equipment. When he finishes his job, or when the slow season begins, the rental dealer picks up the equipment. Theft, storage and maintenance — not to mention a monthly payment — are someone else's problem.

According to Michael McElwrath, branch manager for the Cat Rental Store in the Milwaukee suburb of Waukesha, Fritz typifies many of his customers.

"Jeff is a smart contractor," McElwrath said. "A lot of the equipment he needs for a particular job, he only needs for a day or two. Even if he has enough jobs to warrant the use of a specific piece of equipment for an entire summer, it still makes sense for him to rent. I'll stretch out his terms, change his rate from a weekly to a monthly rental and work with him."

If Fritz determines that he wants to purchase a particular piece of equipment, the rental option comes into play again. Most rental dealers will allow a contractor to negotiate a rental-purchase option either up front or retroactively.

This works to the benefit of both established and start-up contractors. In the case of the latter, rental-purchase allows someone like Fritz to bid jobs, get the contract and build up cash as the season progresses. When he has enough cash in the bank and is secure in the fact that more jobs are forthcoming, he can exercise his option to buy the equipment.

Established contractors follow a similar pattern. Even the most experienced contractor may suffer a shortage of cash at the beginning of the season. The rental-purchase option allows these contractors to do the same thing. As the season progresses and the cash rolls in from completed jobs, he or she can decide whether it makes sense to convert rented equipment to owned equipment.

With either a rent-to-rent or rent-to-purchase option, contractors can protect themselves from unforeseen circumstances, like an economic downturn or work lost due to illness. If the situation demands, the contractor can turn the equipment back to the rental dealer and walk away from the burden of a significant loan payment out of sync with the amount of work at hand.

Plan for equipment use

This is not to say that rental is the best thing to do all the time, but contractors should pay close attention to utilization rates and cash flow. Utilization is key.

As a landscape contractor, carefully examine the utilization percentage you conservatively expect to realize on a specific piece of equipment. After that, if you determine that you will use a skid steer for at least 60% of the time, for example, purchasing that skid steer makes sense. However, if you determine you will use that same skid steer less than 60% of the time, rental is the way to go.

But if cash flow is more important, look at the rental-purchase option, regardless of anticipated or realized utilization rates.

Rental also has provided Fritz with other indirect benefits. Fritz said his relationship with his local rental store has put him in touch with larger contractors looking for subcontractors.

"I've been doing a lot of residential work," Fritz said, "but I'm getting ready to do some larger commercial work. I made the contacts for that work because the guys at the Cat Rental Store put me in touch with larger general contractors in the area who needed some sub work."

— *The author is a freelance writer based in Port Byron, IL. He has reported on the equipment rental and construction industries for more than 13 years.*



At Medalist America, Our Turf Specialists Are Part Of The Mix.



When you specify Medalist America preformulated blends and mixtures, you get more than performance-proven seed. You get a turf specialist who is an expert on the growing conditions in your region. There's no guesswork on your part. Just knowledgeable, research-based recommendations from a highly skilled expert.

We believe knowledge is the key to turf performance. Knowledge about the application, climate, soil and seed. That's why turf specialists have been a big part of our product/service mix for more than a quarter of a century. Contact Medalist America today about how well our mix of seed and turf specialists can work for you.

MEDALIST
A M E R I C A

Simplot
Turf and Horticulture

1-800-568-TURF • Fax: 208-777-7954 • 5300 West Riverbend Avenue
Post Falls, Idaho 83854-9499 • rmyers@medalistamerica.com
©1998 Medalist America • All rights reserved

Circle No. 117 on Reader Inquiry Card



JACKLIN[®]
Genetics *Inside*

NET V
PRO

If it's on it,
the best is in it.

Now it's easy to know whether you have the best turfgrass mixtures and blends available. Just look for the *Jacklin Genetics* label.

The *Jacklin Genetics* label on the bag says you're planting turf seed varieties with:

- the industry's leading private research and breeding program behind them
- a wealth of innovation that has led the world in turfgrass development for nearly seven decades
- proven performance that combines unsurpassed color, turf quality and disease resistance with higher seed yields

You never have to wonder if the best is in the bag when the Jacklin name is on it. So ask for Jacklin Seed. And if you don't see the *Jacklin Genetics* label on the blends and mixes you're considering, ask "why not?"

The
First Tee

JACKLIN[®]
S E E D

Simplot
Turf and Horticulture

5300 West Riverbend Avenue • Post Falls, Idaho 83854-9499
Phone: 1-800-688-SEED • Fax: 208-773-4846
www.jacklin.com • ©1999 Jacklin Seed • All rights reserved

Circle No. 118 on Reader Inquiry Card

Control T&O

Invasive weeds spreading into turf or ornamental beds can wreak havoc on your control strategies. Here are the products that work well in both locations, without harming non-target plants.



'crossover' weeds

BY JEFFREY F. DERR / WEED SCIENTIST

▲ You may find spotted (prostrate) spurge, a common summer annual broadleaf weed, in several landscape locations.

Are you frequently responsible for maintaining both lawn areas as well as landscape ornamental beds on the same property? Weed control is a major maintenance concern for both of these areas. In some cases, you might be dealing with the same weed species in turf as well as in tree, shrub and flower bed areas.

The tendency for creeping perennials to move from one area to the another can make the success of a weed management program in lawns have an impact on weed severity in beds, and vice versa. Also, certain weed species will be more common in one area or the other.

Ideally, you would probably like to use the same weed control program in both areas. This is especially important in regards to chemical control. Weed control programs would be much simpler if you could use the same products in both lawns and beds. You could purchase fewer products and would be less concerned about plant injury.

As you plan ahead for next year's control programs, remember some product crossover is possible for certain herbicides but not for others. Some herbicides used in lawns would injure ornamentals. Alternatively, certain herbicides well tolerated by ornamentals can injure turfgrass. If you

► As you plan ahead for next year's control programs, remember that some product crossover is possible for certain herbicides, but not for others.

treat both of these areas, you should know the tolerance of turf and ornamentals to the herbicides being used. You may actually favor one product over another if greater safety exists in both lawns and beds. By knowing plant tolerance, you can use extra caution when applying herbicides that, potentially, could cause injury in non-target plants.

Crossover weeds to watch

Some weed species cannot tolerate mowing, so they will be more common in ornamental beds. Other species thrive when mowed, and are less common in beds. Goosegrass, for example, is more troublesome in turf. Common groundsel is primarily an ornamental bed weed. However, many of the weed species landscape firms must control are found in both lawns and nursery beds.

Several of our most common weed species infest both lawns as well as flower and shrub beds:

- Large crabgrass is a summer annual grass that infests all of these areas;
- annual bluegrass is a winter annual growing in a variety of locations;
- spotted (prostrate) spurge is a summer annual common in turfgrass and ornamentals;
- common chickweed is a winter annual infesting both areas;
- creeping perennial grasses, such as bermudagrass and quackgrass, will invade lawns and beds and spread from one area to the other;
- yellow nutsedge (a perennial sedge) is a troublesome weed that spreads vegetatively;
- wild onion and wild garlic are difficult to control in ornamentals and turf;
- dandelion is a simple perennial that grows in a range of sites; and



Large crabgrass is a common summer annual grass in lawns and ornamental beds.

► mugwort is a spreading perennial broadleaf that infests turfgrass and ornamentals.

If one of these spreading perennial species exists at a site, it must be controlled in both lawns and beds, otherwise they can reinfest adjacent untreated areas.

What are your options?

Although many weed species are common to both turf and ornamental beds, you might develop different control strategies for the two areas. We can readily control broadleaf weeds in lawns, but grasses, especially perennial ones, are more difficult to control. In broadleaf ornamentals, annual and perennial grasses can be easily controlled, but broadleaf weeds, especially perennials, are difficult to control.

These differences are due to the differences in response of grasses and broadleaves to some of the available selective herbicides. The table on page 47 compares the options for selective weed control in turfgrass and broadleaf ornamentals.

This is only general guide. Keep in mind that there are some very specific situations where a herbicide can be used in a limited number of turfgrass species or a limited number of nursery species. For example, a herbicide might be used on

warm-season grasses but not cool-season ones. Certain herbicides can be used in woody ornamentals (trees and shrubs) but not on herbaceous species like bedding plants and perennial flowers.

Preemergence annual grass control

A number of chemicals can be used to control annual grasses like crabgrass, foxtails and goosegrass in both lawn areas as well as ornamentals. Most in this class are root inhibitors. Once a lawn or an ornamental has a well established root system, they will tolerate these products quite well.

Preemergents that can be used on turfgrass and both herbaceous and woody ornamentals include: pendimethalin (Pendulum, others); (Barricade); bensulide (Betasan); benefin plus trifluralin (Team Pro); and dithiopyr (Dimension). DCPA (Dacthal) also fits this group but is no longer available.

There are advantages to selecting one of these chemicals. You can purchase one chemical for preemergence crabgrass control and apply it to lawns as well as flowerbeds, trees and shrubs. A good choice would be a granular formulation of one of these products. Sprayable formulations of certain of these herbicides can cause stunting in certain annual flowers.

Oryzalin (Surflan) can be applied to many ornamentals, as well as to warm-season turfgrass species. Granular formulations of oxadiazon (Ronstar 2G) can be applied to many woody ornamentals, as well as a range of turfgrass species. The list of labeled species is more limited for the wettable powder formulation of oxadiazon, due to the greater injury potential in ornamentals and turfgrass species.

Postemergence grass controls

There are few herbicides that can be

COMPARISON OF CHEMICAL WEED CONTROL STRATEGIES IN LAWNS AND ORNAMENTAL BEDS.

Is Selective Control Possible?

WEED GROUP	PREemergence			POSTemergence		
	TURF	ORNAMENTALS	SIMILAR	TURF	ORNAMENTALS	SIMILAR
Annual grasses	Yes	Yes	Yes	Yes	Yes	Somewhat
Annual broadleaves	Yes	Yes	Yes	Yes	No	No
Perennial grasses	No	Limited	No	No	Yes	No
Perennial broadleaves	No	Limited	No	Yes	No	No
Yellow nutsedge	No	Yes	No	Yes	Yes	Yes
Wild garlic	No	No	No	Yes	No	No

used in both lawns and ornamentals for postemergence grass control. Dithiopyr will control emerged crabgrass in both situations, but it will not control emerged plants of most other weedy grasses. Fenoxaprop (Acclaim Extra) can be applied to many broadleaf ornamentals and can also be used in certain cool-season grasses to control emerged annual grasses, as well as to suppress bermudagrass.

There are several other postemergence grass herbicides that can be used in broadleaf ornamentals. Most turfgrass species will not tolerate these compounds, but there may be a degree of tolerance in specific turfgrass species. For example, fluzafop (Fusilade/Ornamec) can be applied

to a wide range of broadleaf ornamentals and can also be used in tall fescue. However, application rates are much less for tall fescue due to the limited tolerance to this herbicide.

Handling broadleaf problems

Preemergence — Isoxaben (Gallery) can be applied to many turfgrass species, as well as woody ornamentals and certain herbaceous perennials. Isoxaben controls annual weeds such as common chickweed that infest lawns and beds. It also controls weeds like dandelion and plantain from seed, but will not control established plants of these perennials. Simazine (Princep) can be used in certain warm-season grasses and in selected trees and shrubs for preemergence broadleaf control. The preemergence crabgrass herbicides listed above will also control some broadleaf weeds from seed.

Postemergence — Most herbicides used for postemergence broadleaf control in turf cannot be used in ornamentals due to potential for severe injury. Clopyralid (Lontrel) can be used in turf, as well as a limited list of ornamentals. It controls members of the legume and composite families and therefore must be kept away from species such as locust, redbud and sunflowers. Imazaquin (Image) can be ap-

plied to certain warm-season turfgrass species, as well as a limited number of woody ornamentals. Imazaquin will injure cool-season turfgrass species, as well as many ornamental species. Besides controlling broadleaf weeds, imazaquin will suppress sedges, wild onion and wild garlic.

Nutsedge, garlic problems

Yellow nutsedge — In most cases, yellow nutsedge cannot be controlled preemergently in turf. Halosulfuron (Manage) and bentazon (Basagran) can be used in a wide range of turfgrass species for postemergence yellow nutsedge control. Both of these chemicals can be used as a directed spray in established woody ornamental species. Take care when applying halosulfuron or bentazon around ornamentals, as injury can occur in some species.

Wild onion/wild garlic — There are no herbicides providing selective control of these two weeds that can be used in both cool-season grasses and ornamentals.

As you can see, you have several options for controlling weeds in lawns and ornamental beds with the same herbicide. Check the respective label to ensure that the species you will be treating tolerates that herbicide.

The author is professor of weed science for Virginia Tech, Virginia Beach, VA.



Bermudagrass and yellow nutsedge are two creeping perennials that can spread between lawns and ornamental beds.

Care for aerators & fountains in winter

Learn how to use water features through the winter to keep ponds fresh and aerated BY WILLIS DANE

In climates where ponds don't freeze, don't fret.



If you can operate a fountain or aerator during winter, even in severe weather, you can keep a portion of a pond open for use by waterfowl or wildlife, provide aerated water for fish and protect any docks from ice damage. Ponds and lakes stay open when aerators or fountains circulate warmer bottom water to the surface.

Despite these advantages, there are two main challenges to keeping aerators or fountains operating through the winter: 1) having the proper setup; and 2) shutting down and storing these units correctly.

Operating in winter

Deeper is better when operating an aerator or fountain to keep waterways free of ice. You can ensure adequate temperature difference between the surface and bottom water if there is a minimum depth of 5 or 6 ft. Add suction tube extensions to access pond depths of 15 ft. or more, allowing for even better ice prevention.

In climates where ponds do not freeze in the winter or where light freezing occurs for short periods, there are no restrictions to operating fountains or aerators. Even short periods of freezing temperatures will not interfere with operation.

While it is possible to operate aerators and fountains safely in winter weather, never attempt operating with a nozzle in severe freezing temperatures. Remove the nozzle to prevent water spraying into the air. Sprayed water cools rapidly and increases the likelihood of ice buildup around the unit. Take off the nozzle and allow the water to gush from the head, which maximizes the flow of warmer water and minimizes cooling from air



While it's possible to operate aerators safely in winter, never attempt operating with a nozzle in severe freezing temperatures. Sprayed water cools rapidly and coats the unit with ice.

contact. It also prevents ice buildup on the float. Fountains that use impellers instead of propellers pump much less water than aerators, and will keep much smaller areas ice-free.

An even better method of de-icing is the submerged operation technique, which combines the sinking operation and full operation with the nozzle removed. Warm bottom water is automatically blown to the surface, which also minimizes the unit's exposure to winter elements. Using this technique eliminates concerns about power loss, lets the pump be operated under timer control or allows for periodic shutdowns.

Sink or swim

If you don't wish to keep a pond open in winter, either sink an aerator or fountain below the ice or remove it. Sinking eliminates cable handling and storage concerns. It also prevents motor freezing or loss of internal water, and allows simple and safe de-icing operations.

To sink an aerator, attach dense weights, such as weight lifting weights, equally to the float eyebolts (about 12 lb. total weight per inch of float showing above the water surface). Don't use concrete blocks. They lack the density to be effective weights. The attached ropes must allow the weights to hang 2 to 3 ft. below the pump intake so that they rest on the pond floor and allow the pump to float just above the bot-

tom. Be sure to attach a poly rope (that floats) to the float eye and to the floatation device so you can retrieve it in the spring.

Store it away

If you remove aerators or fountains for winter, store them in an area that cannot freeze. Fill motors with an antifreeze solution, but during operation, the antifreeze can gradually be replaced with pond water leakage from seals. A full unit at startup prevents wear and extends motor life.

Using a timer during severe winter operation is not recommended unless the unit is below the pond surface. Surface units should run continually to avoid freezing inside the upper tube, head or nozzle, which could cause damage to those components. Check surface operated aerators or fountains regularly during winter to insure continuous operation. Never operate fountains or aerators in ponds used for ice skating or ice fishing without proper safeguards.

Decide which of your options works best. Winterizing aerators and fountains by removing, sinking or continually running them can protect the units from freezing damage. They can also be used during severe winter weather to prevent portions of ponds and lakes from freezing, offering real environmental benefits while protecting water structures from damage.

— *The author is president of Aqua Control, Peru, IL.*

Property at a glance

- Location:** Spruce Edge Townhomes, Mountain Lakes, NJ
- Staff:** DuBrow's Nurseries Inc.
- Category:** Condominium, Apartment Complex or Planned Community
- Total budget:** Not provided
- Year site built:** 1991
- Acres of turf:** Not provided
- Acres of woody ornamentals:** Less than one
- Acres of display beds:** Less than one
- Total paved area:** 3 to 5 acres
- Total man-hours/week:** 48

Maintenance challenges

- ▶ Instituting a highly monitored irrigation program to ensure healthy and lush green turf
- ▶ Develop a native tree pruning and fertilization program
- ▶ Maintenance of the on-site pond areas to retain the integrity of a natural setting

Project checklist

- (Completed in last two years):
- ▶ Design and replant stone retaining walls throughout the site
 - ▶ Installed planting pockets of interest throughout the site to adjust to the evolution of maturing plant material
 - ▶ Develop and install drainage swales to disperse excessive water

On the job

- ▶ 22 full-time staff, 75 seasonal employees, 15 licensed pesticide operators

Spruce Edge Townhomes

The 1998 Honor Award winner of the Professional Grounds Management Society in the condominium, apartment complex or planned community is Spruce Edge Townhomes, in Mountain Lakes, NJ.

Nestled in a quiet suburban town of Mountain Lakes, Spruce Edge was built in 1991. This upscale community was built with quality in mind. The original landscape was designed and installed by DuBrow's Nurseries Inc. of Livingston NJ, who has been providing grounds management services for the community since its inception.

The site requires 50 full-time and 200 seasonal employees to operate, along with

eight pesticide applicators to keep pests out of the trees and ornamentals. It takes 48 hours a week to maintain the property at the high level expected by the townhomes' residents. Foundation plantings, accented with seasonal displays of color and ornamental trees, enhance the architecture and scale of the buildings. Shade trees, in conjunction with indigenous rock outcroppings, create an inviting landscape.

A certified pesticide applicator provides tree spraying on an integrated pest management basis, while client contact and education is performed as required with all of the company's customers.

- ▶ Hand pruning helps the natural growth habitat of various shrubs.

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Achievement Awards for outstanding management of residential, commercial and institutional landscapes. The 1999 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2000 Awards, contact PGMS at 120 Cockeysville Road, Suite 104, Hunt Valley, MD; 410/584-9754. Web-site: www.pgms.org



▶ (large photo) Planting pockets bring interest to various Spruce Edge vistas.

- ▶ On-site foreman and manager perform irrigation management on a weekly basis to control water use.

Landscape **PGMS**
MANAGEMENT



Chippers shred big jobs down to size

BY CURT HARLER/
CONTRIBUTING EDITOR

The grounds at the Griffith Estate, Lake Geneva, WI, are well groomed. Lovely plantings and huge oak trees give way to the lake with its piers and boats. While Richard Pratt, estate manager, appreciates the charming setting, he also knows it is his job to keep the property beautiful at all times. Part of that responsibility includes cleaning up leaves and branches and turning them into mulch.

He had used a couple of older Toro vacuums to clean up the area around the five houses on the estate, but says he needed a heavier machine with shredding ability. For that job, he uses a White YB 950 (see product right) and a smaller YB 550. "Always make sure you have a self-propelled machine," Pratt advises.

His second piece of buying advice is to be aware of the setting where the machine will be used. "You can't get a machine that has too big a throat if you expect it to work in tight spots," he says. There are many such spots on the 61-acre estate. The branches are shredded and

mulched. Later, the mulch is piled around trees.

Lastly, he looks for a reliable dealer. "I look for a dealer I know, one who will stand behind the equipment," Pratt says. In his case, that is Jeff Weiss of Rock County Lawn & Sport. "Since he's also a friend, I know he'll stand behind me," Pratt continues. It's good to have a solid dealer nearby and a manufacturer who is in the business for the long term. Several firms that were actively marketing chipper/shredders at the start of 1999 are now out of the business, although two of them continue to manufacture other products. In none of the cases did the manufacturers complain of undue regulation or concern over safety issues. Rather, they said, the market had consolidated, dwindling to the point where it no longer was profitable for them to stick with their chipper line.

Still, quite a few companies are actively marketing to the landscape industry. Check out the latest variety of chippers and shredders from the companies listed.



Richard Pratt's pointers

- ▶ **Look for a self-propelled model.**
- ▶ **Make sure the machine's size will fit in tight spots on the property.**
- ▶ **Work with a reliable dealer.**

AGRI-FAB
217/728-8388

www.agri-fab.com

For big cutting and cleanup jobs, check the Chip-N-Vac from Agri-Fab, Sullivan, IL. Powered by an 8-hp Tecumseh engine, they have attached shredder to reduce branches and twigs to fine mulch. Pickup is speedy through the 6-in. diameter spiroflex hose. Optional remote hose kit gives extended reach, keeping the tractor on paved paths while extending the working reach.

Circle no. 250

GOOSSEN INDUSTRIES

800/228-6542

www.goossen.com

Chew up limbs up to 5-in. diameter and shred leaves or brush into a decorative mulch with Goossen Chipper/Shredders, made in Beatrice, NE. Three models are available: CS1000, a 540-pto unit; CS5100, with a 13-hp Honda gas engine; and the CS6000, with an 18-hp Honda gas engine. Blower and vacuum attachments are available. All have hinged housing for easy access to the cutting



Goossen makes three models of chipper/shredders.

drum, a shredder cover to prevent material from kicking back, folding safety door on the chute and 3/4-in. machined steel chipper plates.

Circle No. 251

GRAVELY
800/GRAVELY

The Pro Chip 12108 from Gravelly, Brillion, WI, claims to be the only 12-in. capacity 90-degree cut chipper in the industry. It features a hinged in-feed table and a 15 X17-in. throat that eliminates the need to trim debris. The unit is easy to maintain with simple access to cutting knives, bed knives and serviceable engine parts. The unit has a 108-hp turbocharged diesel engine and a 280-degree swivel chute.

Circle No. 252



Gravelly Pro Chip 12108

MACKISSIC, INC.
800/348-1117

The SC260 chipper/shredder from MacKissic, Parker Ford, PA, chips logs up to 4 in. in diameter through the self-feeding in-chute. It will shred debris and branches up to one inch in



Mackissic self-feeding tube

the large-capacity, top feeding shredder hopper, featuring a heavy-duty 18-in. by 3/4-in. flywheel



with two 5.5-in. chipper knives and 48 free-swinging shredder hammers. A 16-hp twin cylinder Briggs & Stratton Vanguard engine powers it.

Circle No. 253

MANTIS
800/366-6268

www.mantisgardentools.com

Get three tools in one with the BSV from Mantis, Albuquerque, NM. This blower-shredder-vacuum combo has a

21.2-cc gas engine that meets California standards. Patented four-blade metal shredder (located in front of fan to reduce clogs) effectively reduces materials at a 12:1 ratio. Fabric collection bag holds two bushels of shredded waste. Unit weighs only 12.5 lbs.

Circle No. 254

MELROE
701/241-8742

www.bobcat.com

Melroe's Bobcat Chipper attachment allows users to reduce wood waste volume by a factor of 10 to 1. The waste reduction complies with local regulations that prohibit wood burning in local areas. The attachment fits Bobcat 763H and 863H skid-steer loaders and chips branches and tree limbs up to 5 in. in diameter. The attachment can form wood-chip piles 10 feet from the chipping point, making set-up possible in almost any location.

Circle No. 255

PATRIOT



Bobcat chipper attachment

800/798-CHIP

The Pro-Series CSV-3090H and CSV-3100 chipper-shredders from Patriot, Milwaukee, WI have extras like a low-oil alert and two-stage air filtering. They feature 3-in. chippers, tri-plate rotors and choice of a 10-hp Tecumseh XL/C on the

3100 or a 9-hp Honda engine on the 3090H. Both handle 1-in. diameter waste, compacting it 20:1 and have a 2.5 bushel bag.

Circle No. 256

SIMPLICITY

414/377-5430

www.simplicitymfg.com

Choose from three models of chipper/shredder from Simplicity, Port Washington, WI: the 5/14 model, with 5-hp Briggs & Stratton engine; the 6/14E with a 5.5-hp OHV Tecumseh engine and electric start; or the 8/14, with an 8-hp Tecumseh. The laminated steel rotor will not warp or flex over time. The rotor has two J-hammers

which pull material into the cutting chamber where triangular swinging hammers (with six cutting surfaces) continue the job. All models chip limbs to 3 in. in diameter.

Circle No. 257

SUNDANCE

970/339-9322

sundance@oneimage.com

The Kid II from Sundance, Greeley, CO, gobbles up wet material with up to 70% moisture content. Its exclusive hydraulic drive feed system controls material flow to the extra-heavy duty rotor and hammers. When engine drops below 1,500 rpm, a switch stops both the feeder assembly

and roll until things pick up again. The heart of the unit is a 1700-lb. balanced 32-in. rotor with 44 hammers.

Circle No. 258

VERMEER

888/VERMEER

www.vermeer.com

Labor-saving loader on the BC 2000 Brush Chipper lets operators chip a high volume of trees faster and more efficiently. Powered by a 200-HP 6-cylinder Cummins 6BTA5.9 engine, the drum-style BC 2000 from Vermeer, Pella, IA, is designed for tough jobs. Two joystick controls make loader easy to operate. The AutoFeed II system automatically feeds brush steadily.

Circle No. 259

WHITE OUTDOOR

330/225-2600

www.whiteoutdoor.com

The 1999 9-hp YB-950 Chipper/Vac from White Outdoor, Cleveland, OH, is a self-propelled, 6-speed unit with 3-in. chipper chute capacity. Nine rotating flail knives, 10 stationary shredding knives, and two chipper knives receive material from the 26-in. adjustable in-

take on the YB-950.

Circle No. 260

WOOD-PRO PRODUCTS

973/992-8514

The AVP (All Vegetation Processor) from the Wood-Pro Products, VC Marketing, Rose-land, NJ, is a one-hopper solution for everything from leaves to limbs up to 6-in. in diameter. Large 30-in. diameter processor chamber is dynamically balanced to eliminate vibration during operation.

Circle No. 261

WOODS EQUIPMENT

800/319-6637

www.woodsonline.com

The Model 5000 general purpose, PTO-driven chipper/shredder from Woods Equipment, Oregon, IL, is big. Its four steel chipping blades can chip up to 5-in. sticks. Its 34 self-sharpening, reversible, serrated shredding knives can shred up to 1-in. The unit requires a 12 to 30-hp tractor with 540 rpm PTO, and the hopper is a comfortable 30x20-in. with a 12-in. wide throat. The 18-in. rotor works at 2000 rpm.

Circle No. 262

INFORM ♦ INTRODUCE ♦ INFLUENCE ♦ INSTRUCT

REPRINTS

Reprints of *Landscape Management* articles, advertisements, news items or special announcements are available through Advanstar Marketing Services. Customized to meet your specific needs, reprints are highly effective when you use them to:

- ♦ Develop direct-mail campaigns
- ♦ Provide product/service literature
- ♦ Create trade show distribution materials
- ♦ Present information at conferences and seminars
- ♦ Train and educate key personnel, new hires
- ♦ Enhance press kits
- ♦ Compile reference materials
- ♦ Track trends and emerging technologies

ARTICLES
NEWS ITEMS
ADVERTISEMENTS

LANDSCAPE
management

ADVANSTAR MARKETING SERVICES
1-800-736-3665
216-891-2744
FAX: 216-891-2740



Vermeer's 1800A chipper

ask the expert

BY BALAKRISHNA RAO

Fungal growth on mulch

Once in a while, we find a lot of different fungal growth on mulch beds in the landscape. Are there any fungicides to manage the ugly mushrooms and other fungal growth on mulches?

— MINNESOTA

The mulch beds can occasionally support the growth of various fungi such as slime molds, shotgun fungus, bird's nest fungus and different kinds of mushrooms and plant pathogens. Usually, it's caused by the use of fresh or dry woody mulches obtained from trees that readily decompose.

If used properly, mulches and compost can help improve soil structure, moisture retention, drainage, plant health and control of weeds. They can also help lower soil temperature in summer, provide insulation to roots and protect from cold in winter months. These organic materials can also inhibit certain soil-borne root disease-causing fungal agents. They can help increase beneficial bacteria and fungi such as mycorrhizae. However, if mulched improperly at a depth of four inches to six inches instead of an ideal depth of one and one-half to two inches, the result is the development of nuisance fungal growth, inhibition of beneficial microorganisms and improper maintenance of water and temperature.

Sometimes, little can be done to manage nuisance fungi other than to turn the mulch into the surface soil layer, followed by watering to soak the mulch. Reports from The Ohio State University indicate

that another option is to remove suspect mulch and place it in a heap after thorough wetting to allow for optimum composting. The temperature may reach 110° F to 160° F, and this will kill nuisance fungi. They also suggest that if fresh mulch is placed on top of the mulch with a past history of nuisance fungi, the problem may reoccur in future years.

Where feasible, purchase a composted product that is low in wood content. Avoid fresh wood chips. These can be used after composting. Make sure to soak the mulches heavily after application. Avoid applying more than two inches. Mulches and composts managed in this way can provide many of the horticultural benefits to trees and shrubs. This will also help reduce the establishment of nuisance fungal growth or plant diseases. There are no practical and effective fungicides for managing nuisance fungi on mulches. New fungicides, such as Heritage, might help manage the problem, but this needs further research.

Controlling pine scale

Some clients are having severe pine needle scale on pines. Can we use oil and control the scales? We believe it may be too late for this season.

What can we do now? I appreciate any recommendations.

— NEW YORK

It's a little too late to obtain good results controlling pine needle scale using horticultural oil. The ideal timing

would be from mid-May through the end of June, and again from mid-August through late September. Treat when young crawlers (nymphs) are emerging and before they settle down and develop a new cover (testa) for best control. All other timing applications may provide variable results.

We don't know the efficacy of horticultural oil after the second instar settles and eventually develops into an adult scale. Although oil can smother and suffocate the scales (when the testa is mature), the oil may not penetrate well. The ability for oil to go around and under the scale cover needs further research.

Before treating, check and study the developmental stage of the scale. Gently flip open a few scales from random needles. If the scale has a single female, there may still be some chance that oil may provide some level of control. However, if you find several tiny egg masses which look like jelly beans, the oil may not do a good job of managing the scales.

If you are trying to provide treatments now, first check the developmental stages of scales and keep good notes and update us about your findings. It may be a good idea to do this in a small area to learn more about the oil's role in managing pine scale in autumn. Read and follow all label instructions for best results.

Manager of Research and Technical Development for the Davey Tree Expert Co., Kent, Ohio

SEND YOUR QUESTIONS TO: "Ask the Expert" Landscape Management; 7500 Old Oak Blvd.; Cleveland, OH 44130, or email: sgibson@advanstar.com. Please allow two to three months for an answer to appear.



Compliant trimmer

RedMax has introduced the BCX 2600DL, a professional, lightweight string trimmer, powered by RedMax's new four-cycle CARB II compliant engine. The new



26.2-cc, overhead valve, 4-cycle engine drives a straight, solid steel driveshaft connected to a 4-in commercial grade bump-and-go cutting head. RedMax's ergonomically designed loop handle is positioned on the shaft for optimum balance and reduced operator fatigue.

For more information, call 716/924-4570 / circle no. 263

Adjustable spraying nozzle

The Toro 15ADJ nozzle, which features an adjustable arc from 0° to 330°, is designed for irrigation contractors to adjust spray patterns on small turf landscapes. The nozzle also includes a water pressure range from 20 to 50 psi and can be installed onto any



570 pop-up body, shrub adapter, riser or extender.

For more information, visit the company's Web site at www.toro.com / circle no. 264

Riding mowers have independent suspension

The Ferris ProCut Z now features IS[®], the first independent suspension system for the riding mower. IS[®] independent suspension minimizes operator aches and pains, extends machine life and allows the operator to go faster for increased productivity.

IS[®] also improves traction by providing constant downward pressure on the drive wheels. Ferris' dual-point pivoting front axle keeps all four wheels on the ground for improved traction and a smoother, more comfortable ride.



For more information, call 800/933,6175, ext. 267 / circle no. 265

Backpack blower

The John Deere BP50 backpack blower features 185-mph air velocity, 470-cfm air volume at the end of the tube and a 48.6 cc engine. The blower comes equipped



with a soft-tone muffler system, a pistol throttle and a 54-oz. fuel tank. Operating at 7,000 rpm, the blower has a 69.5 dBA rating at 50 feet.

For more information, call 919/788-0877 / circle no. 266

Tree tie

The Crowell Corp. introduces the Cro-Nel self-sealing tree tie. The tree tie uses the same concept as their extremely popular Cro-Nel Plant & Garden Tie. Both ties consist of green polyethylene film laminated to microfoam with a self-seal coating on the foam surface. This coating allows the foam to seal to itself only and not to the products being tied.

For more information, call 302/998-0557 / circle no. 267

Commercial-grade snowthrower

Simplicity Manufacturing Inc. is offering a new Easy Turn feature on its two-stage, commercial-grade snowthrowers that will make it faster and to clear snow. The Easy Turn differential release enhances snowthrower maneuverability for exceptional performance.

For more information, call 262/284-8706 / circle no. 268

Receive FREE information on products and services advertised in this issue.

Landscape
MANAGEMENT

November 1999

This card is void after January 15, 2000

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month: Yes No

Signature: _____ Date: _____

**Save TIME and fax it:
413-637-4343**

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 <input type="radio"/> A Mowing | 45 <input type="radio"/> F Turf Fertilization | 50 <input type="radio"/> K Paving, Deck & Patio Installation |
| 41 <input type="radio"/> B Turf Insect Control | 46 <input type="radio"/> G Turf Disease Control | 51 <input type="radio"/> L Pond/Lake Care |
| 42 <input type="radio"/> C Tree Care | 47 <input type="radio"/> H Ornamental Care | 52 <input type="radio"/> M Landscape Installation |
| 43 <input type="radio"/> D Turf Aeration | 48 <input type="radio"/> I Landscape Design | 53 <input type="radio"/> N Snow Removal |
| 44 <input type="radio"/> E Irrigation Services | 49 <input type="radio"/> J Turf Weed Control | 54 <input type="radio"/> 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 <input type="radio"/> 1 Aerators | 62 <input type="radio"/> 8 Herbicides | 69 <input type="radio"/> 15 Sweepers |
| 56 <input type="radio"/> 2 Blowers | 63 <input type="radio"/> 9 Insecticides | 70 <input type="radio"/> 16 Tractors |
| 57 <input type="radio"/> 3 Chain Saws | 64 <input type="radio"/> 10 Line Trimmers | 71 <input type="radio"/> 17 Truck Trailers/Attachments |
| 58 <input type="radio"/> 4 Chipper-Shredders | 65 <input type="radio"/> 11 Mowers | 72 <input type="radio"/> 18 Trucks |
| 59 <input type="radio"/> 5 De-Icers | 66 <input type="radio"/> 12 Snow Removal Equipment | 73 <input type="radio"/> 19 Turfseed |
| 60 <input type="radio"/> 6 Fertilizers | 67 <input type="radio"/> 13 Sprayers | 74 <input type="radio"/> 20 Utility Vehicles |
| 61 <input type="radio"/> 7 Fungicides | 68 <input type="radio"/> 14 Spreaders | |

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 Occasionaly

AN ADVANSTAR PUBLICATION ©1999 Advanstar Communications Inc. All rights reserved.

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE

Landscape
MANAGEMENT

ADVANSTAR COMMUNICATIONS INC
PO BOX 5054
PITTSFIELD MA 01203-9697



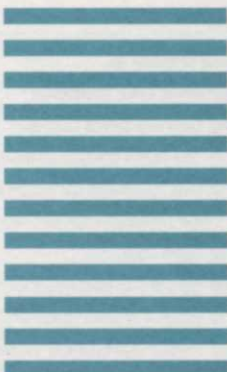


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE



Landscape
MANAGEMENT

SOLUTIONS FOR A GROWING INDUSTRY

ADVANSTAR COMMUNICATIONS INC
PO BOX 5054
PITTSFIELD MA 01203-9697



Landscape
MANAGEMENT

SOLUTIONS FOR A GROWING INDUSTRY

November 1999

This card is void after January 15, 2000

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT free each month: Yes No

Signature: _____ Date: _____

Save TIME and fax it:
413-637-4343

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 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

AN ADVANSTAR PUBLICATION ©1999 Advanstar Communications Inc. All rights reserved.

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

Skid steers with SuperBoom

New Holland's new LS Series skid steers feature the SuperBoom lift linkage, a device that provides a vertical lift path, which



keeps the load in view at all times; a long wheelbase; and a low center of gravity. Other improvements include a new electronic instrument cluster with improved operator features, a security lock-out system and new hydrostatic transmission pumps.

For more information, call 800/825-4837, www.newholland.com/na / circle no. 269

John Deere utility vehicle

The John Deere ProGator utility vehicle, available in 23.5-hp diesel and 26-hp gas



versions, features a five-speed, synchronized transmission and a one-piece axle for rear-wheel support. The vehicle also features front and rear dual spring leaf suspension, a turning radius of 33 in. and a 2,650-lb. load capacity.

For more information, call 919/877-0877 / circle no. 270

Fescue blend resists disease

Triplet, a turf-type tall fescue blend from Jacklin Seed/Simplot Turf & Horticulture, has genetic characteristics geared toward golf courses, residential and business park lawns, xeriscaping, playgrounds, parks and athletic fields. A semi-open canopy helps Triplet withstand drought, heat and close mowing. It also improves resistance to diseases such as brown patch and net blotch.

For more information, call 208/773-7581 / circle no. 271

Power engines

The new 52-in. TriVantage deck and powerful new engine options makes the Exmark Lazer Z HP faster and more produc-



tive than ever. The mower has either a 20-hp or 23-hp Kohler Command Pro engine or the 23-hp Kawasaki engine. The Exmark has ground speeds of up to 9.5 mph forward and 4 mph in reverse.

For more information, call 402/423-5447 / circle no. 272

New options for riding rotary mowers

Textron Turf Care and Specialty Products has introduced new engine, cutting deck and attachment choices for its Ransomes Front Line 700 Series riding rotary mowers.



Ransomes' Front Line 723D is powered by a 23-hp, liquid-cooled Perkins diesel engine, while the 725 features a 25-hp, air-cooled Kohler gas engine. Both models offer a choice of six new cutting decks and adapter kits to install a snow blower, snow blade or rotary brushes.

For more information call 888/922-TURF / circle no. 275

The Bobcat guarantee

Bobcat's midsize mowers, which include the gear drive, hydrostatic drive and variable speed, feature a three-year no-crack guarantee on cutting decks and a two-



year no-fail warranty on deck spindles. The mowers also feature zero radius turning.

For more information, call 414/637-1000 / circle no. 273

Ornamental wire fencing

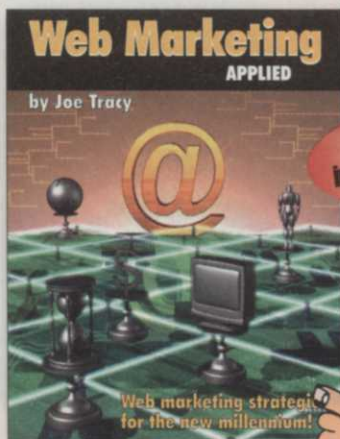
A selection of galvanized ornamental wire fencing is now available from Hutchison. The fencing can be used for perimeter fencing, flower garden borders and vegetable gardens.

For more information, call 303/287-2826, www.hutchison-inc.com / circle no. 274

You're *Open* for **Business** on the Web

...What's Your Next Move?

Written by internet
specialist and leading
author, Joe Tracy



Coming
in December

Read This Book!

\$31⁹⁵

Item#DMGB100

Over 300 Pages, Soft Cover

Web Marketing Applied, Web Marketing Strategies for the New Millennium, is the must-have book for Webmasters, Web marketers, Web developers...or anyone involved in the marketing or promotion of a Website. Every chapter is filled with powerful ideas to help you drive traffic to your site. Excellent for any industry, business or profession.

Master Your Next Move with Success!

Call 1-800-598-6008

Fax: 218-723-9146

Outside the U.S. call 218-723-9180

Please mention code 950918LM when ordering

Visit our Website and order online at
www.advanstarbooks.com/webmarketing/

products

Cutting width and engine choices

Bunton's midsize, walk-behind rotary mowers include the gear drive, hydro and bullet gear drive. Each mower comes with numerous engine and width choices to customize the mower for the user's needs.

For more information, call
414/637-1000 / circle no. 276



Snow alert

Sensor's Ice/Snow Alert system is designed for landscapers who plow snow in the off season and need accurate



information on snow buildup. The electronic unit is installed outside and sends visual or audible signals regarding snow buildup to an indoor monitor. The unit features temperature display, automatic reset, test button and temp. threshold setting.

For more information, call 603/224-0167 / circle no. 277

Otterbine spray aerators

Otterbine's Concept2 surface spray aerators are manufactured of stainless steel and thermoplastics, offering a fountain spray pattern and effective water quality management system. Otterbine offers an extensive produce line. A recent addition is the Instant Fountain. This 1/2- or 3/4-hp water feature is maintenance free and comes standard with three interchangeable spray patterns, a 1000-ft. cord, a power control center and a 24-hour on/off timer.

For more information, call 800/237-8837 / circle no. 278

Daytona ryegrass blend

Jacklin Seed /Simplot Turf & Horticulture's Daytona brand perennial ryegrass blend incorporates Advent, Monterey and TopGun varieties. The blend is suited for interseeding into established stands of bluegrass, fine fescue, tall fescue or perennial ryegrass that have been thinned or damaged by traffic, disease or environmental stress.

For more information, call 208/773-7581 / circle no. 279



INTRODUCING THE ALL NEW PV-II
THE SWEEPERS ALTERNATIVE

AA-TACHSM
INC.
SPECIALIZED EQUIPMENT

The PV-II is the #1 selling slide-in sweeper in America. More sweeping professionals prefer the PV-II than any other slide-in model on the market. But don't take our word for it. Ask our competitors.

- Slide In Design
 - Polyethylene Construction
 - Rust Free Hopper
- \$13,900.⁰⁰**
+ TAX/DELIVERY

1-888-922-8224

Circle No. 120

Jrco Front-Mount Attachments

Save Time & Labor



HookerTM
Soft-Plug
Aerator

Aerate 1.5 acres per hour at 5 mph
with 6 holes per sq. ft. up to 3" deep

Electric Broadcaster

2.2 cu. ft. /
130 lb. capacity



Call for nearest dealer

GIE Booth #148-150

1-800-966-8442

Circle No. 122



**"I earn 78% more with
a FINN HydroSeeder[®]"**

Brian Kerber, The Lawn Firm, Excelsior, MN

"I bought my first hydromulching machine for price. But it's a toy compared to my new FINN HydroSeeder. I've easily doubled my production."

HydroSeeder for as little as \$149 a month. You'll soon know why the most successful contractors agree, "Nothing makes money like a FINN HydroSeeder." Call today.

No other machine compares to a FINN HydroSeeder for high production and long trouble-free service life. You'll get faster loading, better coverage, longer spray distance, and more reliable performance. You can get a real

FINN
HydroSeeder[®]
Innovative Equipment Enhancing
the World's Landscape

1-800-543-7166

9281 LeSaint Drive, Fairfield, OH 45014

Fax: (513) 874-2914

www.finncorp.com

HydroSeeder[®] is a registered trademark of FINN Corporation

Circle No. 121

The Landscape Management Handbook

The best single-source reference containing the most current and comprehensive information on the basics of turfgrass and landscape management available today!

edited by William E. Knoop

125 pages, softcover • Item #LSMB830

\$24⁹⁵

- Provides an overall understanding of turf and landscape care and management and covers all the basics of the green industry
- Covers all the topics golf course superintendents and students of turfgrass and landscape management need to know
- Combines practical information with the tried and true basics of management to provide a single, practical, affordable and up-to-date text
- Features detailed information, charts, diagrams, figures and tables to illustrate key information points



Call 1-800-598-6008

Fax: 218-723-9146 • Outside the U.S. 218-723-9180

Order on-line at www.landscapegroup.com

ADVANSTAR MARKETING SERVICES

Customer Service Dept. • 131 W. 1st St., Duluth, MN 55802

Shipping/Tax: UPS—add \$5 per order, plus \$1 per additional book. International, Hawaii, Alaska, Canada and expedited shipments—call for rates. Residents of CA, CT, GA, IA, IL, MN, NJ, NY, OH and TX must add sales tax. Price subject to change.

CODE: 950854

Landscape MANAGEMENT

Every month the *Landscape Management* Classified Showcase offers an up-to-date section of products, services, job opportunities and more! Check it out every month.

For all ads under \$250, payment must be received by the classified closing date. VISA, MASTERCARD, & AMERICAN EXPRESS accepted. Send to: Advanstar Marketing Services, 7500 Old Oak Blvd., Cleveland, OH 44130

BOX NUMBER REPLIES:
Landscape Management, LM Box#, 131 W. First St., Duluth, MN 55802

FOR ADVERTISING INFORMATION AND AD PLACEMENT, CONTACT:

LESLIE ZOLA, 440-891-2670, 1-800-225-4569, (ext. 2670), Fax: 440-826-2865
Email: lzola@advanstar.com

Business For Sale

LANDSCAPE MATERIAL AND EQUIPMENT SUPPLY COMPANY. Well established nine -year company in the Brunswick Ohio area. \$700 - \$850,000 volume annually. Profits have been in the six digit figures. Break down: 40% contractors, 60% residential. Well run organization, well -maintained fleet. Turnkey operation. **Mail responses to: Earth Plus Inc., 2105 Pearl Road, Brunswick, Ohio 44212.** 11/99

LANDSCAPE CONSTRUCTION & MAINTENANCE COMPANY - Well -established 15 -year company in the Boston, MA Area. **\$2.5M to 2.9M volume annually**, 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 backlog exceeds \$2M to date. Mail responses of interest with name and financial background to: **Corporate Ventures, 271 Canton St., Stoughton, MA 02072.** 11/99

Unique lucrative, long established service business with nursery, acreage and facilities in affluent resort community. Approximately six acres, plus buildings, vehicles and equipment. Excellent contracts. **Please reply to Email: janeschwiering@norris-realestate.com** 01/00

TREMENDOUS GROWTH POTENTIAL due to rapidly expanding population and a pristine quality of life is available with this lawn and landscape company in the Vail Valley of Colorado. A great opportunity for a local company to expand with well-maintained equipment, established accounts, optional employee housing unit, office/warehouse lease. **TRACY BOSSOW, BROKERS 888-966-6400** 2/00

GET FAST ACTION WITH CLASSIFIED ADVERTISING

Call Leslie Zola: 1-800-225-4569 ext. 2670
Fax: 440-826-2865
E-mail: lzola@advanstar.com

Business Opportunities



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. P.B.C. 19 W. 555 Central Ave, Downers Grove, IL 60516

708-744-6715 • Fax 630-910-8100

BIO-GREEN INJECTOR SYSTEMS AND FERTILIZERS is looking for motivated distributors in your area. Economical, environmentally friendly way to feed trees, shrubs and turf. **GREAT INCOME POTENTIAL!** Call toll free, **877-557-8866** or visit our web site: www.Bio-Green.com 1/00

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

FRANCHISE OPPORTUNITY- NaturaLawn of America continues to grow at record levels. We can provide you with our proven marketing and advertising strategies, proprietary state of the art natural, organic-based fertilizers, and ongoing support to grow your business. Isn't it time for you to join a company on the cutting edge where you become a leader- not a follower? **Call us today at 800-989-5444 to learn how you can become a NaturaLawn of America franchise owner too.** 11/99

Educational Opportunities

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

Become a landscape designer. Approved home study. Create plans for lawns, estates, courtyards, walkways, gardens, shrubbery. P.C.D.I., Atlanta, Georgia. Free career literature. **800-362-7070 Dept. GTM694.** 11/99

SWISS PRECISION ENTERPRISES, dedicated to help you succeed! Training and Motivational seminars tailored to the need of your Company or Organization. Seminars given by Kurt Eidam who has 22 years experience in the Green Industry. See us at: www.ida.net/biz/sda/ch OR contact us via e-mail: swiss@ida.net Phone: 208-652-7831. 11/99

CUSTOMER SERVICE: 1-888-527-7008

Educational Opp's (Cont'd)

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

For Sale

TURBO TURF HYDRO SEEDING SYSTEMS



For a **FREE** hydro seeding info pack & video call: **TURBO TECHNOLOGIES, INC.** 1500 FIRST AVE., BEAVER FALLS, PA 15010 1-800-822-3437 www.turboturf.com

FACTORY LIQUIDATION



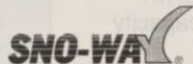
UP TO 40% OFF
SUPER TOUGH HEAVY I-BEAM BUILDINGS
Perfect for use as a landscaping business location.
■ 20 year roof & wall warranty
■ Plenty of room for storage & a workshop
Prime Steel Some Other Sizes Available
40 x 65 (3 LEFT)
40 x 85 (1 LEFT)
50 x 110 (2 LEFT)
60 x 150 (1 LEFT)
1-800-291-6777 EXT 402

The Leader in Performance Snow Plows



Predator Plows & LOBO "V" Plow

Featuring: Sno-Way's Exclusive Down Pressure System



1-800-662-1453

SNO-WAY International, Inc.
snowway.com

For Sale (Cont'd)

**PlanetAir
Aerator**



...with its patented planetary motion and unique coring tine design, relieves the hard pan effect. A soil-reliving tine is also available that truly aerates with no cleanup. The 12 tines penetrate the earth to a depth of 4 inches with a span of 48 inches wide. The tractor's forward speed determines hole spacing, making the PlanetAir highly productive with low PTO horsepower requirement. Clean up is minimal due to its pulverizing capability.

Call for a Dealer Near You!

PlanetAir Aerator

1065 24th Ave. SW, Owatonna, MN 55060

Toll Free 1-877-800-8845

Website: www.planetairproducts.com

Dealer Inquiries Invited

Help Wanted (Cont'd)

**LANDSCAPE/GROUNDS MGMT.
DUBROW'S NURSERIES, LIVINGSTON, NJ
NATIONAL AWARD WINNING COMPANY**

SUPERVISORS. Looking for self-motivated, communicative individual to oversee large accounts. Our corporate client base requires experienced personnel with the following credentials. A BA degree in horticulture, 5 years supervisory experience and a current NJ pesticide license. You must be able to coordinate the administration of owner's contract job specifications.

FOREPERSONS. Experienced forepersons needed to instruct and supervise daily work activities of maintenance/landscape crews. Must have minimum of 3 years supervisory experience. Bilingual a plus.

Highly competitive salaries and benefits.
HIRING BONUS

Fax resumes to Bob Greene

973-992-6050 EOE M/F.

251 W. Northfield Rd.

Livingston, NJ 07039

973-992-0598



DuBROW'S

Refrigerator Magnets \$.39

Your Logo Setup Free • 2 Color Imprint • Heavy .35 Mill

Call **STAMP WORKS** at **1-800-758-2743**

Also Decals
Ad Specialties



687-4011 **887-5457**
792-1816 call **627-0393**

Magnet Actual Size 4" x 1-3/4"
Call for Quantity Discounts

40 x 60 x 12
\$7,523

Build It Yourself And Save 10,000 Sizes. All Bolt-Together All Steel Buildings. Call Today For A Price Quote And A Brochure.

HERITAGE BUILDING SYSTEMS
800-643-5555
www.metalbldg.com

HYDRO-MULCHERS® Hydro-Seeding Machines. Straw Blowers. Most Brands & Sizes - New & Used. James Lincoln Corp. 800-551-2304. www.jameslincoln.com 12/99

Put the Power of
Direct Marketing
to Work for You!

Direct Mail Lists Use our targeted list to mail, phone or fax to over 50,000 highly responsive decision makers in the landscape industry!

For list counts and pricing contact:

→ Joe Gilliam

440-891-2773 or 888-RENTLIST

Landscape
MANAGEMENT

Help Wanted



WESTERN STATES
Reclamation, Inc.

WESTERN STATES RECLAMATION, INC.

is a sixteen year old landscape, revegetation, & erosion control co. in Broomfield, Colorado, recognized for our excellent work.

We seek to fill the following positions:

- Project Manager Revegetation/Landscape
- Estimators - Senior & Entry Level
- Irrigation Superintendent
- Landscape Superintendent
- Reclamation Superintendent/Foreman

If you are qualified, you will receive above average wages, excellent medical benefits, 401(k)/profit sharing, company vehicle (Superintendents & Project Mgrs.), relocation allowance, incentive program & working in a great team environment. All positions are full time year round. Check our website @ www.WSreclamation.com. Send resume to WSRI, 11730 Wadsworth Blvd., Broomfield, CO 80020, fax 303-465-2478.

ALASKA:

||| The Last Frontier

An AWARD WINNING and SUCCESSFUL company in beautiful Anchorage, Alaska is seeking energetic, career minded individuals to join our young and rapidly growing company. Take this opportunity to become part of top management in an honorable company with unlimited growth potential. Must have a minimum of 3 years experience in landscape design, sales, and project supervision with knowledge in horticulture and computers. Positions available:

- **Landscape Design and Installation Division Manager** (residential and commercial)
- **Nursery Manager** (retail and wholesale)
- **Deck and Patio Division Manager**

The active season is from March 15 through November 15, work 6 to 9 months a year and earn a twelve month salary + profit sharing. Alaska offers a variety of recreational activities to indulge in during the off season. This is ideal employment for those who love the great outdoors.

Send Fax, or Email Resume to:

Attn: Personnel 7010 Old Seward Hwy. Suite 4
Anchorage, Alaska 99518

Fax: 907-349-4386 • Email: faltzlan@alaska.net

**SEE RESULTS WITH
CLASSIFIED ADVERTISING**

Help Wanted (Cont'd)

JOIN OUR AWARD WINNING TEAM!!

Nationally recognized, ranked 17th, full service Landscape, Irrigation & Maintenance Contractor in rapidly growing South/Central New Jersey is searching for career minded, skilled and highly motivated professionals for key positions to fit into our expansion plans in the following areas:
Excellent salary and benefit package with advancement opportunities.

- Landscape Construction Supervisors & Foreman
- Landscape Designers/Architects/Salesman
- Irrigation Foreman/Service Technicians
- Irrigation Service Dispatcher
- Landscape Maintenance Supervisors & Foreman
- Lawn & Pesticide Applicators
- Tree Division Manager/Salesman

Fax or email resume with salary history to:

Robert A. Lipinski, President, Lipinski Landscape & Irrigation Contractors

PO Box 605, Mt. Laurel, NJ 08054

Fax: 856-234-9348 • Email: pharan@lipinskiland.com

Career Opportunities

Come join our team in the beautiful S.W. We're searching for qualified candidates in project management, crew leadership, landscape design and sales management. Outstanding benefits, profit sharing, relocation allowance.

Heads Up Landscape Contractors, Inc.

7525 Second St., Albuquerque, NM 87107

Fax 505-898-2105 • www.headsuplandscape.com • EEO/Drug Free

EMPLOYMENT OPPORTUNITIES AVAILABLE

The Green Plan, Inc., a fifteen year old full service landscape, tree care and irrigation company located at the base of the Colorado Rocky Mountains is continuing to grow and expand operations.

Current Positions Available:

- Chemical Division Manager
- Licensed Tree and Lawn Spray Technicians
- Irrigation Service Technicians
- Landscape Maintenance Foreman
- Landscape Installation Foreman
- Tree Climbers and Bucket Operators

Positions include excellent compensation, year around employment, 401(k) and full benefits. Immediate openings available with a quality ALCA Member firm. Please forward resume to the fax number or address below.

The Green Plan, Inc.

PO Box 17338, Boulder, Colorado 80308

303-938-8230 Phone • 303-938-8137 Fax

tgp@eazy.net

Put the Power of

Direct Marketing

to Work for You!

Card Decks The Landscape Management rapid response card deck is a cost efficient direct marketing tool. Use this deck to introduce new products, test products and markets, and direct prospects to your website.

For Card Deck details contact:

➔ Matt Simoni

440-891-2665

Landscape
MANAGEMENT

Need Workers Next Year? Seasonal H-2B workers from Mexico for up to 10 months who can only work for you. Process takes a minimum of 120 days. So start NOW for next season and solve your labor problems. **Call: Bob Wingfield, 214-634-0500. www.amigos-inc.com.** 11/99

HORTICULTURIST/FIELD SUPERVISOR- Needed for landscaping company. Will advise clients on appropriate plant choices and care; supervise plantings; determine appropriate care of plants regarding fertilization; pruning; disease and insect identification, treatment and control; incorporate integrated pest management; develop and maintain plant care schedules; maintain pesticide application records; set up and maintain daily work schedules and duties; keep horticulture maintenance records on accounts; assist with future planning and scheduling. Will oversee, supervise and work along with crew of 3-5 employees. M.S. Horticulture, including at least one course each in general subject areas of pest control, plant pathology and soil management. Five years experience in field of horticulture maintenance operations. \$12.84 - \$13.00 per hour depending on qualifications and experience. 8:30 AM to 4:30 PM, 40 hrs/wk. **Contact: LA Office of Employment Security, Job Order 109758, 1991 Wooddale Blvd., Baton Rouge, LA 70806.** 11/99

EXCITING CAREER OPPORTUNITIES FOR SERVICE INDUSTRY MANAGERS Come join one of the largest vegetation management companies in the United States. DeAngelo Brothers, Inc. is experiencing tremendous growth throughout the country creating the following openings: **Branch Managers (Various locations throughout the USA, immediate openings in Virginia and New England).** Responsible for managing day to day operations, including the supervision of field personnel. Business/Horticultural degree desired with a minimum of 2 years experience working in the greens industry. Qualified applicants must have proven leadership abilities, strong customer relations and interpersonal skills. We offer excellent salary, bonus, and benefits packages, including 401k and company paid medical coverage. For career opportunity and confidential consideration, send or fax resume, including geographic preferences and willingness to relocate to: **DeAngelo Brothers, Inc., Attention: Paul D. DeAngelo, 100 North Conahan Drive, Hazleton, PA 18201, Phone: 800-360-9333, Fax: 570-459-5500. EOE/AAP M-F.** 1/00

CHEMICAL SALES REPRESENTATIVE- Come join one of the largest Vegetation Management Companies in the United States. **DeAngelo Brothers, Inc.** has immediate openings for Chemical Sales Representatives throughout the U.S. Responsibilities include direct marketing of DBI's full product line of chemicals and related equipment throughout a regional territory. Horticulture or related degree desired, with a working knowledge of Vegetation Management Chemicals (minimum two years experience). Qualified applicants must have strong interpersonal communications skills. The candidate chosen will work out of a DBI Regional Office and must enjoy travel. We offer an excellent salary and benefits package, including 401(k) and company paid medical coverage. For confidential consideration, please forward resume, including salary history and geographic preference in cover letter. **Send or fax resume to: DeAngelo Bros., Inc. Attn: Charlie Sizer, 100 N. Conahan Drive, Hazleton, PA 18201. Fax: 570-459-5500. EOE/AAP/M-F** 11/99

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

GREENSEARCH—Attention Employers...can't find good managers and supervisors? Or maybe you're a job seeker looking for a new opportunity? We can help you! Serving Green Industry company categories throughout the United States. Candidates pay no fee. Complete an on-line application @ **www.greensearch.com** or call toll-free at **1-888-375-7787, Fax: 770-392-1772. GreenSearch, 6690 Roswell Road, #310-157, Atlanta, Georgia 30328-3161.** 11/99

Premier, full-service residential landscape firm in Atlanta, Georgia seeks an **OPERATIONS MANAGER** for our rapidly growing Maintenance Department. We're looking for an energetic, highly motivated individual whose focus is on quality and excellence. Qualified candidate will have extensive experience with high-end residential customer service. Responsibilities include field operations management, personnel management and development and financial accountability. Strong technical and horticulture knowledge also required. Excellent compensation and benefits package. If you are interested in working for a distinctive company with an excellent reputation, please mail or fax resume to: **HABERSHAM GARDENS, 1134 Dalon Road, Atlanta, Georgia 30306. Fax: 404-873-6581.** 11/99

SEARCH JOBS • POST JOBS • www.nurseryjobs.com • www.irrigationjobs.com • www.treecarejobs.com • www.landscapingcareers.com 11/99



**FOR
CUSTOMER SERVICE
OR SUBSCRIPTION INFO,
CALL 888-527-7008**

**TAKE ADVANTAGE OF
CLASSIFIED ADVERTISING**

Help Wanted (Cont'd)

CAREER OPPORTUNITIES: Well -established, full-service design /build firm in Northeast New Jersey seeks energetic, highly motivated and well-organized people to join our company. Candidates should have minimum 3-5 years experience in landscape industry with strong emphasis on sales and customer service for both residential and commercial accounts. **Dept. Mgr. -Irrigation** should have superior technical knowledge to coordinate underground sprinkler installations and service, systems operations and analysis of system deficiencies. **Dept. Mgr. -Maintenance & Lawn/Tree Care** needs thorough knowledge of insect /disease identification and control. State Certification 3A/3B desirable. Strong Commercial and Residential Maintenance experience. **Dept. Mgr. -Design /Construction** should have extensive landscape sales /management /production experience. A degree in Horticulture or Landscape Design desired. All candidates should have excellent communication skills plus strong supervisory and organizational ability. Responsibilities include estimating; sales; scheduling and supervising crews; purchasing and inventory; and budget and profit control. Competitive salary and benefits. Growth potential. Mail or fax resume to: Personnel Dept., Jacobsen Landscape Design and Construction, 413 Godwin Avenue, Midland Park, NJ 07432. Fax: 201-444-4334. 11/99

LANDSCAPE MANAGEMENT INCORPORATED-LMI is one of the nations premier independent landscape and irrigation service organizations. Based in Dallas, Texas with a satellite office in Jacksonville, Florida, we are currently seeking to fill key management and supervisory positions. Candidates must be committed to excellence in upholding organizational values and embrace the desire to make a difference. Corporate mission statement and values will be provided upon request. We provide competitive pay and benefits, including insurance, 401k and bonus. **Fax resume, ATTN: HR Dept. 972-446-0028.** 11/99

LANDSCAPEJOBS.COM- National Search for Landscape Professionals. See what we can do for you, check out our website: www.landscapejobs.com This month's hot job: **FIELD OPERATIONS MAINTENANCE MANAGER.** CALL: 1-888-729-LAND. 4/00

EXCITING CAREER OPPORTUNITY - Munie Outdoor Services, Inc., a well-established (20 - years) full service commercial landscape maintenance and construction company located in St. Louis area is searching for a skilled, highly motivated individual to fill the key position of **VP OF OPERATIONS.** This position is a direct report of the President and oversees all operations and is responsible for the profitability of three business units in landscape maintenance and construction (\$100 million in total revenue). The ideal candidate will have a minimum of 10 years in the industry with at least 5 years in a management role. Requirements include a demonstrated ability in organization management, a minimum of 5 years accountability to profit / loss results and excellent communication and people skills. A Bachelor's degree is preferred, as well as previous commercial landscape maintenance and construction experience. We offer a competitive salary with bonus plan and full benefits. Please forward resume with salary history to: **Munie Outdoor Services, Inc., Attn: HR Manager, 1000 Milburn School Road, Caseyville, IL 62232 or Fax to: 618-632-5475. EOE/AA** 11/99

OPERATIONS MANAGER for up scale design/build/maintain firm located in Naples Florida. Duties to include supervision of 6 maintenance crews and 1 pesticide/fertilizer crew. Working knowledge of irrigation, South Florida Turf Grass and plant material, English/Spanish required. Please fax or mail resume to: **Attention Ray: Ray's Lawn and Garden Inc., 465 Nursery Lane, Naples, FL 34119. Phone: 941-455-6266. Fax: 941-455-8472** 1/00

OPERATIONS MANAGER- Tovar's Landscape Contractors Inc., located 25 miles west of Chicago, is seeking a self-motivated operations manager with 5 -10 years industry experience. Candidate must have strong management skills and be familiar with remote location. Responsible for complete operations including scheduling, purchasing and supervision of field personnel. Salary based on experience. Please forward resume to: **TLC, 977 Elizabeth St., Elgin, IL 60120 or Fax to: 847-695-0417.** 11/99

OPERATIONS/SALES REPRESENTATIVE Well established full service company in Dallas, Texas, seeks energetic, highly motivated, and well-organized person to join our company. We are seeking an individual with a horticulture degree or equivalent experience in landscape (and/or horticulture), with a strong emphasis on sales and customer service. Excellent compensation and benefits, reasonable hours, professional environment. Please mail or fax resume to **Turtlecreek Landscape Services, 2607 Manor Way, Dallas, Texas 75235; fax 214-351-2530.** 11/99

CLASSIFIEDS WORK FOR YOU

Ad Index

120	AA-Tach Inc	61
114	American Cyanamid	24-25
102	Aquascape Designs	2
110	C & P Press	18
106	Environmental Care	9-10
121	Finn Corp	61
115	Grasshopper Co	34-35
112	Hino Diesel Trucks	22
122	J R C O Inc	61
117	Jacklin Seed	43
118	Jacklin Seed	44
111	J J Mauget Co	19
103	Melroe Co	CV4
141	LESCO	Cv2-1
116	Novartis	30-31
108	Otterbine Barebo Inc	17
109	Penn State University	18
119	Reinco	54
	Rexius	15
117	Rohmid	12-13
104	Roots	6
105	Toyota Motor Sales	5
113	Van Waters & Rogers	23

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

**Show Your
TRUE**

Advertise in Landscape Management!
Contact Leslie Zola
1-800-225-4569 ext. 2670
Fax: 440-826-2865 • E-mail: lzola@advanstar.com

COLORS

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advanstar Communications, Inc., 131 W. First St., Duluth MN 55802-2065. **Subscription rates:** one year, \$39, two years \$58 in the United States & Possessions; \$66 for one year, \$99 for two years in Canada and Mexico; all other countries \$130 for one year, \$195 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$4 in the United States; \$7 in Canada and Mexico; \$12 all other countries. Back issues, if available: \$8 in the U.S.; \$14 in Canada and Mexico; \$24 all other countries. Add \$5 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 6198, Duluth, MN 55806. Canadian G.S.T. number: R-124213133. Publications Mail Agreement Number 841919. Printed in the U.S.A.

Copyright ©1999 Advanstar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or in information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission request in writing to Permissions Dept. Advanstar Communications Inc., 7500 Old Oak Blvd., Cleveland, OH 44130 or fax to 440-891-2740.



cleanup crew

THIS AND THAT

Plant heists: Part 2

When we reported about the Brooklyn, NY, rash of plant thefts (see Grab Bag, July 1999), we thought the thieves were just a pocket of crazed urban Tom Thumbs overdosing on all the concrete they see, but apparently some California suburbanites have the same kleptomaniac urges. The *San Jose Mercury News* reports that healthy oleanders and Japanese maples have been disappearing in Atherton and Menlo Park, nearby communities.

To make matters worse, the thieves are suspected of "blending into the army of gardeners, landscapers and construction workers" in the area, says the *News*. Local growers suspect the culprits have green industry knowledge because they target trees of considerable value and make a point of keeping the root balls intact when they grab them.

Plant thieves have been known to swipe fruit trees from a nursery's demonstration landscape, as well as to peel off with Los Angeles-area palm trees. One grower even reports that some southern California homeowners actually chain their palm trees to metal stakes, hoping to deter the thieves.

Although we're not betting police will stake out those neighborhoods, it should seem logical that landscape crews usually bring plants to the customers, rather than haul them away, leaving a gaping hole in their place!

Click for lawn care, billing

Customers of Middleton Pest Control in Orlando, FL, have a new alternative for estimates and booking their services. Middleton's Web site, www.web-solvers.net/middleton, gives users instant estimates for lawn care services, based on less than 10 questions about lawn size, condition and services requested. The site even lets customers specify preferred treatment days and time, as well as information about locked gates or outside pets.



OUTSTANDING ACHIEVEMENTS

Way to go, Dave!

The Ohio State University recently honored David R. Mellor with its Young Professional Achievement Award. The award goes to four young men and women under the age of 35 for their early accomplishments in their careers and community involvement. Mellor, an OSU graduate, is assistant director of grounds for the Milwaukee Brewers and a former *Landscape Management* advisor. He now serves as advisor for our sister publication, *Athletic Turf*.

Gardeners' Guild garners award

Gardeners' Guild Inc. was selected as a 1999 WRAP winner by the San Rafael, CA, Waste Board. The Waste Board's WRAP awards are designed to recognize companies that develop creative and aggressive programs to reduce the amount of waste they generate.

"This year, we are really making a push to partner with our vendors," said Linda Novy, president and CEO of Gardeners' Guild. "Our staff is also encouraged to recycle everything it can. Managing waste saves money and resources, the key to sustainable business practices."





Now the most comprehensive Green Industry information is at your fingertips 24 hours a day.

(How's that for a powerful creation?)

ADVANSTAR'S LANDSCAPE GROUP PRESENTS

www.landscapegroup.com

Think about it, now in-depth industry profiles, case studies and expert reporting are just a click of the mouse away. Whether you're at the office or at home on your desktop, you now have instant access to even more of the leading-edge information you get in every issue of *Landscape Management*, *Golfdom*, *Athletic Turf* and *Turfgrass Trends*.

So log on, plug in and don't forget to bookmark

www.landscapegroup.com.

 **ADVANSTAR LANDSCAPE GROUP**

7500 Old Oak Boulevard • Cleveland, OH 44130



Track Star!

Top-notch Traction For Your Toughest Tasks.

All New!

Bobcat® 864 G-Series Compact Track Loader!

Extend your working season! Rugged rubber tracks deliver extra traction and greatly reduced ground pressure—as low as 3.8 PSI—with low ground disturbance. The Bobcat 864 offers superior flotation for working on soft, wet, even muddy ground where other machines stop dead!

You get more pushing power, too. Hydrostatic drive system delivers plenty of muscle for grading and digging.



The NEW 864 G-Series



Compact Track Loader

New! G-Series engineering sets the standard for operator-friendly performance! You'll love the comfort and convenience!

- Excellent visibility to sides, front and rear corners.
- Roomy comfort for operators of all sizes.
- Fully enclosed cab and heating system available.
- Fully-adjustable suspension seat, standard.
- Rear-pivot seat bar.
- State-of-the-art instrumentation.
- System shutdown protection available.
- High-flow auxiliary hydraulic option.

For a FREE "Bobcat Advantage" video and 40-page Buyer's Guide, call our 24-hour fax-back line: 1-800-662-1907 (Ext. 702).



Speed production and cut labor costs on your jobsite with dozens of job-matched Bobcat attachments.

2,000 lb.	121 in.	3.8 PSI	73 hp
Rated Operating Capacity*	Lift Height	As low as Ground Pressure	Turbo-Charged Diesel Engine

*At 35% of 5,715 lb. tip rating.

MELROE
INGERSOLL-RAND

Melroe Company • P.O. Box 6019 • Fargo, ND 58108-6019

www.bobcat.com/markets

Circle No. 103 on Reader Inquiry Card



bobcat