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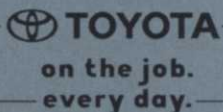
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Is Your Body Y2K Compliant?

Believe it or not, I heard this as a radio advertisement for a weight-loss program, and it made me think how weird this Y2K thing is getting. It seems the more people talk about possible Y2K "events" that might happen, the less they talk about forces that are pretty Y2K resistant: the human body, the dreams and goals that motivate us to succeed and, of course, Mother Nature.

Clearly, each of our bodies has its own personal deadline, but January 1st will come and go for most of us, whether we're fat or thin.

Our drive to succeed and make something of ourselves has been established as an awesome force, despite any temporary Y2K or other glitches. Healthy organizations with strong leadership should ride out that storm with little disruption.

But it is Nature's big surprises that have more devastating effects than the Y2K thing. As a professional landscape manager, you should have a handle on your normal weather cycles, but are you prepared for those "once a century" or even "once a decade" events? Do you think they won't happen?

As David Laskin recently noted in the Wall Street Journal: "Thanks to a confluence of geography, ocean currents and global atmospheric circulation patterns, the United States is blessed and cursed with the greatest variety of extreme weather in the world. Practically every region of the country has its meteorological disaster specialty."

It's unusual weather events that will wreak the most havoc on your customers, your employees and even your business' survival — events such as:

- ▶ freak snow and ice storms in the deep South;
- ▶ floods that linger;
- ▶ hurricanes hitting Southern California;
- ▶ tornadoes in unusual places, like Salt Lake City;
- ▶ prolonged, devastating droughts like the one this year; and
- ▶ dangerous blizzards or strings of heavy snowstorms.

Mother Nature won't stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn't you have one in place already? Could you function if your office or papers are damaged; your employees are unreachable; your clients or departments all need to be prioritized, then called; and your phone's ringing with new requests for emergency services? By then, it's way too late to make a plan.

Find out how several contractors succeeded despite the hands Mother Nature dealt them in our cover story, "When disaster strikes, be prepared," starting on page 22. They managed to keep their customers loyal, perform incredible amounts of work in a short time, keep employees motivated and actually build their businesses at the same time.

Maybe it's time you review your own emergency plan. It might guarantee the survival of your business far into the future — when Y2K is just a dim memory and that weight-loss center is an empty storefront.

sgibson@advanstar.com

Mother Nature won't stop surprising us with the new millennium, which makes it important to have an emergency plan. I have to wonder: Why wouldn't you have one in place already? —SG



events

WHAT, WHEN & WHERE

November

1-2 Landscape Best Management Practices Symposium, Part II

Cal Poly, Pomona, CA;
916/442-7198

3-5 Eastern Regional Nurserymen's Association Expo '99

Atlantic City, NJ;
800/376-2463; www.erna.org

4-6 Tree Care Industry Expo

Indianapolis, IN; National Arborist Association, 800/733-2622; www.natlarb.com

7-9 International Irrigation Expo & Conference

Orlando, FL; Irrigation Association; 703/573-3551; www.irrigation.org

9-10 Desert Green Conference III

Henderson, NV; 702/223-3130

9-11 Penn State Golf Turf Conference

State College, PA; 814/863-3475;
www.paturf.org

9-11 New York State Turfgrass Association Conference & Show

Syracuse, NY; 518/783-1229;
www.nysta.org

13 Illinois Landscape Contractors Association's Landscape Equipment Auction

Powers Auction Service, Crystal Lake, IL;
630/472-2851.

13-16 Green Industry Expo

Baltimore, MD; Sponsored by Professional Grounds Management Society, Associated Landscape Contractors of America and Professional Lawn

Care Association of America;
770/973-2019; www.plcaa.org,
www.pgms.org, www.alca.org

18-19 Oregon Landscape Contractors Association Field Day 1999

Canby, OR;
503/253-9091

20 Arizona Landscape Contractors Association Scholarship Golf Tournament

Phoenix, AZ;
602/258-0126

30-Dec. 2 North Central/Illinois Turfgrass Foundation Expo

St. Charles, IL; 312/201-0101;
www.turf.uiuc.edu

December

6-9 Ohio Turfgrass Foundation Conference & Show

Columbus, OH;
614/760-5442

7-8 Missouri Valley Turfgrass Association Lawn & Turf Conference & Trade 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

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Washington, DC 20005
202/789-2900



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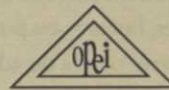
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8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



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



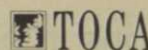
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Marietta, GA 30068-2112
770/977-5222
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1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.acpa.org/rise



Sports Turf Managers Association
1375 Rolling Hills Loop
Council Bluffs, IA 51503-8552
712/366-2669; 800/323-3875
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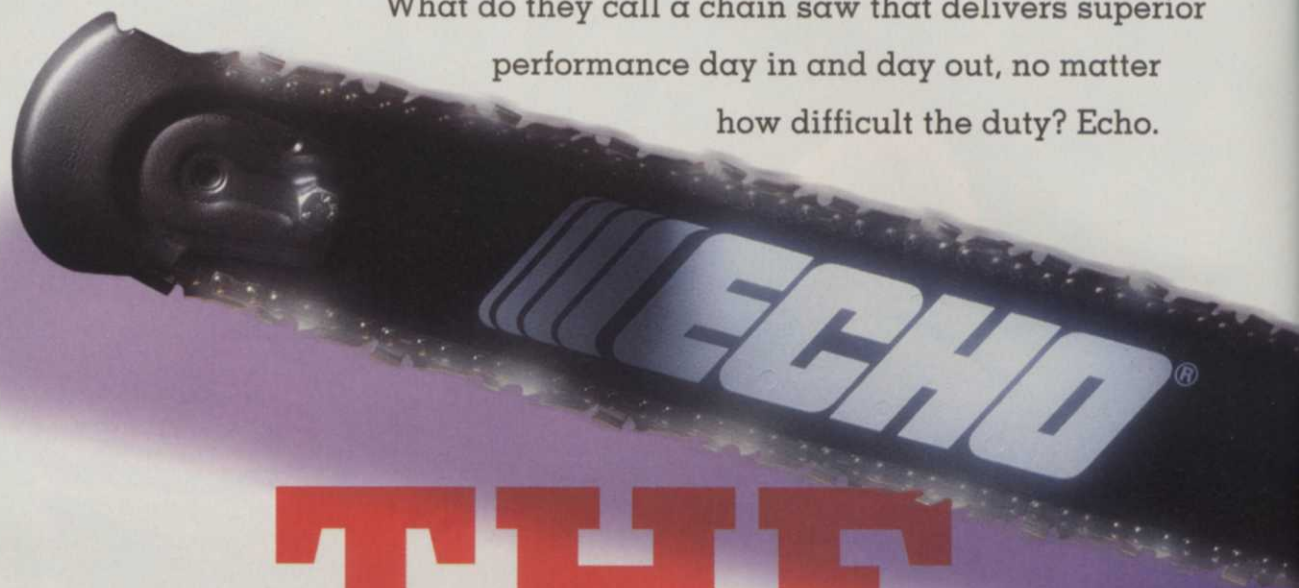
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Act now for labor in 2000

If you need more good employees, you're going to have to seek them out and recruit them. In fact, you may have to find these employees in Mexico.

Don't wait until winter to start rebuilding your crews for next spring. Start now, particularly if you plan to use the government's H-2B program to hire Hispanic laborers (most come from Mexico) for the 2000 season. A lot of U.S. landscape companies use H-2B to fill out their seasonal workforce each year. The program is specifically for seasonal, nonagricultural work. Landscape laborer — mowing, pruning, construction — qualifies.

Getting legal seasonal help from Mexico isn't an easy task, but it's doable despite the expense and time involved. If all goes well, it will take about 100 days from the start of the process until the alien workers arrive at your business. Give yourself more time than that. Start the process 120 days prior to needing workers at your doorstep.

Getting workers through H-2B involves two big steps: 1) finding and recruiting the workers and 2) completing the paperwork to allow them to come to the United States and work for you. You'll likely need professional help for both, but here's an outline of process you'll need to follow.

Apply to the State Employment Security Agency (SESA) in your area for a "labor certification" for the job description that you need filled. The application must include evidence that you tried to recruit U.S. workers for the job, but couldn't. You'll also be required to advertise the job to U.S. workers in your area.

The SESA will forward the application and your

documentation to the regional office of the U.S. Department of Labor (DOL) which will review the application. After the DOL determines that the Mexican workers won't be taking jobs away from U.S. workers, then you may petition the U.S. Immigration and Naturalization Service (INS) for admission of foreign workers. There is no limit on the number of workers you recruit for a occupation. You must be specific about defining the occupation.

Then it's up to you to recruit the workers. The workers, in turn, must apply for visas to enter the United States at a consulate in their country. Once they get the visas, they go to a port of entry for admission into the United States and, finally, to your business where they must work for the job description that you provided the INS — and only for you.

You probably have more questions about H-2B and how to use it to get workers. Here are some services that help U.S. landscape employers recruit Hispanic workers and complete the necessary paperwork:

▶ Angelo H. Miño, Summit Professional Network for Your Hispanic Workforce Needs, Olathe, KS; 913/438-3364.

▶ Jeff West, GTO International, Rochester, MI; 248/608-1827; fax 248/608-1829.

▶ Robert Wingfield, Amigos Labor Solutions, Dallas; 214/634-0500; fax 214/634-1001; www.amigos-inc.com.

rhall@advanstar.com

Start gathering your manpower now, particularly if you plan to use the H-2B program to hire Mexican laborers for the 2000 season —RH



"I received two substantial checks for failure of product performance. Also, three manufacturers have allowed dollar-for-dollar allowances on equipment..." —LI



Work trade shows to the max

As you know, the PGMS, ALCA and PLCAA annual conferences (and the Green Industry Expo) are fast approaching, as are many other conferences and shows. The GIE Show is aging like a fine bottle of wine. It is amazing when attendees mention that they did not benefit from a seminar. My reaction is disbelief. Their problem is the inability or failure to allow the time to prepare. With that in mind, let me share my actual experience and benefits in working a conference and trade show to the max. Simply put, you must prepare.

1. Take notes before you go. Keep a notepad within arms' reach of your desk. When a product, piece of equipment or service you have purchased fails to live up to your expectations, make yourself a note. Also, when horticultural questions or procedural questions arise, add them to the list. Jot down your business questions, personnel concerns or general ideas too.

2. Plan early. Three months before I go to a show or conference, I send in my check to take advantage of the "early bird" discount. Then, I request the agenda from the associations so I can manage my time. Before the conference, I pull out the list I've been putting together and I make sure that I pack it.

3. Kill two birds: Get recertified there. The conference is a convenient time to receive recertification credits for your pesticide license. Highlight the talks that you attended in the show summary book. When you arrive home, forward proof of registration to your department of agriculture contact. In return, a block of credits will be added to your record.

4. Get action on faulty products. This is a time to recover costs or receive future purchase allowances for

equipment or products that didn't live up to the manufacturers' promises. I seek out the specific company's booth with the salesman's name or my local contact. Then, I address the complaint right there, in an organized format along with my business credentials. I explain my years of loyalty to their company, if applicable. To date, I have received two substantial checks from separate entities for failure of product performance. Also, three manufacturers have allowed dollar-for-dollar allowances on equipment. Finally, one firm provided free prototype equipment to use in the field to give feedback for their engineers.

5. Get instant discounts. Take advantage of exhibitors who offer show discounts and/or free shipping. During a show, I procure or set up a large percentage of next year's supplies or equipment. In addition, I take advantage of a tax deduction for that calendar year.

6. Bring a trailer. Some exhibitors will offer a larger discount than usual on equipment or tools at their booth, if you can haul them away when the trade show closes. If it is a local or regional show, bring your truck and trailer and have it ready.

7. Break new ground. Exhibitors may want to break into your territory with new, innovative or established equipment or product lines. If you purchase their products, heavy discounts may be available. Also, if you act as a reference or provide a demo in the area, you can be financially compensated for each contact. Start the discussions at a show.

8. Meet new people. Networking is the key to a successful conference. I pull out my prepared list from home and scout out old contacts while making new friends during the stay. This may sound ridiculous, but I take a specific question and ask at least five individu-

als. At the end of the conference, I now have a "practical, hands-on" base of information to digest. Let's face it — if four out of five people offer the same advice, it is the starting point for an educated decision. For example, last year I wondered what type of truck to buy. Should it be a traditional style dump or a front-over cab? Should the engine be gasoline or diesel? After several conversations with knowledgeable users of both types of trucks, I knew the right truck for my needs. One year later, my purchase has worked out just fine.

9. **Share experiences.** Remember that conference

Larry's trade show guide

HOW TO WORK A TRADE SHOW TO THE MAX

Preparation is Job 1. Make a plan before you go, and don't forget these steps either:

1. Note products, questions, concerns in a notebook so you can refer to them at the show.
2. Get 'early bird' discounts and plan your show.
3. Take recertification classes there.
4. Meet with product vendors in person to address faulty products or problems.
5. Save money on orders from exhibitors giving show discounts or free shipping.
6. Be prepared to take purchases with you — bring a trailer/setup to the show. You might save significant money.
7. Talk to exhibitors about trying out their new products or providing a local demo.
8. Network like there's no tomorrow. Make a point of meeting new people.
9. Ask colleagues about their experiences with management, products and issues covered at the show. Most will be open and candid.
10. Give yourself time to try the equipment.
11. Bring along associates or buy session tapes if you can't attend every one you want.
12. Have fun. Save time to explore the local high spots.

attendees will readily share personal and valuable information with you. Networking in these situations is of no threat to their job or business because you are separated geographically. Through the years, I have implemented many new ideas from informal conversations. Remember to exchange business cards for future follow-up. The associations' roundtable breakfast meetings are the easiest and most comfortable means to network and establish long-term relationships.

10. **Demo the equipment.** Outdoor equipment demos allow us to actually use equipment we're considering. In one afternoon, you can feel like a kid in a candy shop and try endless products. There are new prototypes, modified equipment, new inventions and established lines for your review. Don't forget to ask questions of other viewers standing by you at exhibits. Generally, their past experiences and present concerns will mutually relate. This one day of active participation will save you time when you go home and you will be steps ahead in the decision process.

11. **Be in two places at once.** Since there are nine educational speakers at any given time at the GIE conference, you may have time conflicts. If this occurs, buy the taped sessions or split up attendance with an associate and compare notes.

12. **Have some fun.** Pick up a local guidebook before leaving home and experience the host city. Remember, a little fun should be part of the mix.

I think a conference and trade show should always pay for itself, plus provide future dividends. It will also refresh your mind and body, and your clients, employees and family will enjoy the fruits of your efforts.

—The author owns Down to Earth Inc., a full-service landscape contracting firm in Wilmington, DE. He is on Landscape Management's Editorial Advisory Board and also serves as a consultant to homeowners, corporate clients and industry firms. He can be reached at 302/654-8113.

Weed Man launches move into U.S.

MISSISSAUGA, ONTARIO — Weed Man, Canada's largest lawn care company, is making a concerted effort to enter the U.S. market as part of its five-year expansion goals. Key markets include both northern and southern turf areas, especially markets with populations of 100,000 people or less.

In an exclusive interview with *LANDSCAPE MANAGEMENT*, Des Rice, Weed Man's owner and founder; Roger Mongeon, Weed Man U.S.A.'s president; Michael Kernaghan, Weed Man International's vice president; and Terry Kurth, Lawn Care of Wisconsin, Inc. discussed the company's expansion plans.

The plans include adding as many as 100 new territories in the United States as part of a five-year strategic plan.

"We're celebrating our 30th year in business in 2000," says Rice. "We were holding back but now we're psychologically ready, have the people in place and have the systems in place to make the push into the United States. We now have the opportunities."

Turf Management Systems Inc., Mississauga, Ontario, owns Weed Man.

Although there are Weed Man franchises in Rochester, NY, Denver and the Seattle area, this push is more substantive. According to Mongeon, the expansion will grow three ways: Weed Man corporate stores; Weed Man U.S.A. licenses to submaster franchisors in key turf zones; and Weed Man U.S.A. individual unit franchises to third parties. Terry Kurth will work as liaison with Weed Man U.S.A. during the expansion into U.S. markets.

What will this mean to the lawn care industry? Weed Man's strong presence in Canadian markets, customer loyalty (75% to 85% retention rate), proprietary business management and computer sys-



Weed Man's key management team: Roger Mongeon, President (Weed Man U.S.A.); Des Rice, President (Weed Man International); Dennis Blair, Branch Manager; Michael Kernaghan, Vice President (Weed Man International)

tems and success with franchisors (1/2 of 1% turnover) will make it an interesting alternative in the market.

"If an established lawn care company wants to expand, this is perfect for them," notes Kurth. "If you're a landscape maintenance contractor who wants to offer a one-stop shop to compete with consolidating firms, this is good for you."

Look for a strong campaign to brand Weed Man in the United States, says Kernaghan. "Our trademark is very strong in Canada — we're synonymous with lawn care here."

Weed Man currently serves around 350,000 residential homes throughout Canada through 135 franchises from Newfoundland to British Columbia.

—Sue Gibson

Husqvarna, Yazoo/Kees seal deal

CHARLOTTE, NC— Ending months of speculation on a rumored acquisition, Husqvarna Forest & Garden announced it has purchased the turf care assets of Yazoo/Kees, Beatrice, NE. According to Dave Zerfoss, Husqvarna's President, "This acquisition creates a complete line of offerings, making Husqvarna a total source for all lawn and garden and commercial needs."

Zerfoss explained the acquisition was a logical move in today's market: "The green industry is in a powerful growth phase and we intend to be the leading source for all outdoor power equipment needs. We already have a premium line-up of commercial hand-held products in place for the year 2000."

While Yazoo/Kees' business will begin immediate integration into Husqvarna's U.S. operations, its products will be marketed as the Yazoo/Kees brand through Husqvarna's dealer/distributor network until at least June 30, 2000.

N.C. landscapers regroup after Floyd destruction

RALEIGH, NC — Hurricane Floyd pounded eastern North Carolina with record-breaking rains this past September, resulting in nearly \$6 billion in damage, 30,000 destroyed homes and 35 deaths. Most of the damage resulted from flooding.

Landscaping businesses also felt the sting of the hurricane, and now deal with the aftermath. The damage varies from devastated properties to minor tree damage to severe employee cutbacks due to lost production days.

Tree damage was incredible. "The biggest thing is the trees," said Carol West, Creative Gardens landscape contractor in Winterville, NC. "We had to go through all of the trees that had been put in since last fall. Many of the young trees had over a 30° lift. We had to stake all of the trees due to the wind and extra water."

Erosion was also widespread. "Most of the erosion occurred on areas that were presently under construction for landscaping, where we had soil mounded and we hadn't put out the sod yet," said West.

Another major complication was lost production days as employees battled to save their own properties, or where unable to work due to the weather.

Matthew Erwin of North State Gardens in Hampstead, NC, told of lost production days: "We've had some employees effected by the floods and they're just now getting back to work. Everyone who can make it to work has been to work since the hurricane, but some folks are just coming back today (Sept. 28)."

Turfenders Landscape Services in Raleigh experienced similar difficulties. Steve Hill explained, "Some roads are closed due to flooding, and bridges are out. We've had to reroute crews and go around the damage, which has effected us from getting people to work."

West also admitted that "some jobs are put on hold because we cannot get any topsoil right now. We're in the position our company cannot continue to

pay people when we're not earning money. Everyone is touched in some way." For more on severe weather's effects, turn to page 22.

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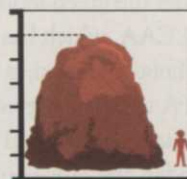
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Be the 'lips' of RISE

WASHINGTON — Local pesticide regulation initiatives are cropping up around the country, reported several attendees of the annual meeting for RISE (Responsible Industry for a Sound Environment). While the organization responds rapidly to state and federal level initiatives, it's much harder to respond quickly at the local level before decisions are made, said Fred Langley, manager of state government relations.

Quick response program

The key to dealing effectively with local initiatives is to respond quickly, inform state and national groups like RISE of the initiatives and become involved in your own local politics, Langley said "Recently, 25 states have taken up the issue of school use of pesticides in various forms."

Other local issues to watch include pesticide use reporting requirements,

water quality issues, challenges to pre-emption, separation of "urban" vs. "ag" chemical use and continued pressure to manage nutrient loads in the environment.

'Eyes and ears' alert

In response, RISE announced it has started a two-step reporting and response process. In the "eyes and ears" campaign, any industry insider can report on any local pesticide regulation initiative using a simple fax, telephone or email system. Step two involves becoming the "lips" of RISE as a spokesperson within your own school district or municipality.

RISE plans to make this easy through the use of its "Local Issues Plan of Action" kit, which includes:

- ▶ quick-response fax forms,
- ▶ sheets describing key issues and the Top 10 cities for anti-pesticide activities,
- ▶ RISE's question and answer booklet
- ▶ "talking points" to use in local

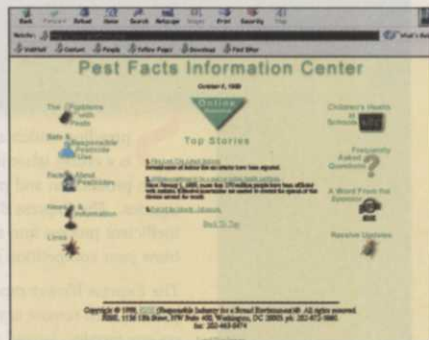
FFA studies green industry careers

LOUISVILLE, KY — This month's 72nd National Future Farmers of America Convention in Louisville will have a new twist — active participation by landscape industry suppliers, contractor firms and associations with the hopes of encouraging many of the 40,000 attendees to consider the green industry for a career. PLCAA, which has established a scholarship fund, is also working with FFA to develop green industry instructional material for FFA teachers. So far, the FFA Foundation has raised over \$250,000 in pledges from the industry toward this effort. Look for convention coverage in future issues.

meetings

- ▶ an article reprint from *LANDSCAPE MANAGEMENT* ("Take Action on Local Issues"), explaining simple ways to organize local support for pesticide use

For more information on how to get the LIPA kit, contact RISE at 202/872-3860; email: lawder@acpa.org; Web site: www.pestfacts.org.



[CLIPPINGS]

PLCAA adds new GIE position

Green Industry Expo show manager, the Professional Lawn Care Association of America, has added Sims Moore as the new sales & marketing manager to actively market the event. Eleanor Ellison will continue as trade show manager, handling logistics and planning.

Woods buys parts, component firms

In a move to expand its replacement parts business, Woods Equipment Co., Oregon, IL, purchased Tru-Part Mfg. (TISCO), a replacement parts distributor based in St. Paul, MN. Woods also acquired Central Fabricators, an excavator bucket maker in Schofield, WI; as well as Alitec Corp., a Brownsburg, IN firm making skid-steer attachments.

Design Imaging acquires an Edge

Two industry software firms have merged with the acquisition of Edge Software by Design Imaging Group, Holtsville, NY. It will marry DIG's design/build software programs with Edge's management and marketing systems.

New RISE Web site debuts

Looking for good, basic information on pests and their control for your customer newsletters? Try the new Web site for RISE (Responsible Industry for a Sound Environment) at: www.pestfacts.org. The site features information on problem pests, pesticide handling and use, related information links, news updates and more.



Dodge  Different.

Expo 99 happy with numbers

The Outdoor Power Equipment Institute reported that attendance soared at Expo '99 in Louisville, KY, this past July. The number of landscapers/commercial mowers increased by 20% from 1998, equipment rental dealers grew by 11% and dealers/retailers by 3%. OPEI said that 22,982 people (not including exhibitors) attended the 1999 Expo, a 9% increase over attendance in 1998.

Toro & Maruyama extend pact

A new agreement by Toro Co., Bloomington, MN, and Maruyama Mfg. Co., of Tokyo, Japan, extends a 1996 pact for Toro to distribute Maruyama hand-held power equipment in the United States and Canada through 2003.

[CLIPPINGS]

EPA questions Dursban's safety

WASHINGTON — Despite years of use in the landscape industry, the insecticide Dursban (active ingredient: chlorpyrifos) has received low grades from the United States Environmental Protection Agency. The product's reassessment, part of EPA's first round of product reviews in its implementation of the Food Quality Protection Act, makes its reregistration vulnerable unless user groups speak up, warns Tim Maniscalco, government relations manager for Down AgroSciences, based in Indianapolis.

The 60-day public comment period for the risks and benefits of chlorpyrifos began in late September, and it is during this period that Dow Agro is encouraging grounds managers, lawn care operators and landscape contractors to speak out on the product's benefits.

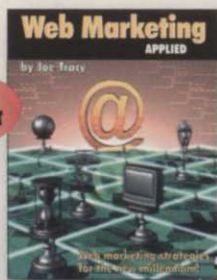
A seat at the table

According to Maniscalco, the EPA's reassessment of Dursban "categorized the risks but didn't have input on the benefits" of the product. "That's why satisfied users need to tell the agency about the benefits for the record."

He explained "stakeholder groups" must identify themselves early in each product's reassessment process to have a place at the negotiating table when EPA moves through the process.

Maniscalco noted that chlorpyrifos has not been "singled out," but that its class — organophosphates — are perceived as "risky." "When users speak out for the benefits, they're saying, 'We're important and need to be considered too,'" he added, saying that users can get information from their Dow representatives.

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Independent Seeds wholesale unit built with 13 companies

Independent Seeds is a consolidation of 13 regional seed companies—the new turf, forage and international wholesale business unit of AgriBioTech, Inc. (ABT). The 13 companies are: Allied Seed, Burlingham, Clark, Olsen-Fennell, Oseco Inc., Peterson, Seed Resource, Van Dyke, W-D Growers

Idaho, Wilber's, Willamette, W-L Research and Zajac Performance. "We plan to provide customers with easy, one-call ordering and the capability to fulfill their orders from the most convenient of several distribution locations," said John Zajac, director of ABT's wholesale turf business unit.

Resource One springs from Terra

MEMPHIS, TN — Dr. Tom Perkins, vice president professional products, is leading Resource One, based here. Resource One is the name of a new marketing division of Cenex/Land O'Lakes Agronomy Co., which combines Terra Professional Products with Land O'Lakes East Turf & Ornamental Products. Perkins joins the company after stints at American Cyanamid, DowElanco and Troy Biosciences Inc. Resource One will supply fertilizer, plant protection products, seed and services to the turf, ornamental, pest control, vegetation management, aquatic and forestry markets.

Corrections:

We must be seeing the word "lawn" a few too many times, because we incorrectly identified August's cover location. The correct name is the National Law Enforcement Officers' Memorial in Washington, DC. Our apologies.

[CLIPPINGS]

Also, we inadvertently forgot to credit James P. Clever from the Bamboo Gardener for the photograph used on page 32 of our August issue, for which

we apologize. For more information on bamboo in the landscape, contact him at 206/782-3490 or bambuguru@earthlink.net.

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Circle 109

Horticulture

Help Keep Central Park Beautiful!

After 2 years & a \$4.6 million renovation, the North Meadow of Central park is about to be re-opened. The Central Park Conservancy, a prestigious not-for-profit organization, is seeking several Horticulture professionals to maintain this area of the park, which will include 12 ball fields and 5 soccer fields. Candidates for all positions must have a valid driver's license, the ability to operate power equipment and perform manual labor outdoors. The Conservancy is an equal opportunity employer that offers competitive salaries and a generous benefits package.

SECTION SUPERVISOR: Will lead a 7-person crew in the horticultural and operational maintenance of this area. 3-5 years of related park or horticultural supervisory experience; sound organizational skills and a NYS pesticide license are required. **CODE: NMSS**

CREW FORMAN: The successful candidate will be the lead member of the team, assisting the Section Supervisor. Must have related field experience including turf maintenance & a NYS pesticide license. **CODE: NMCF**

ZONE GARDENERS: For this position, you will perform all horticultural and operational duties in this area. Horticultural experience or education is required. **CODE: NMZG**

We are also seeking a **SECTION SUPERVISOR** for the Woodlands area. In addition to a wide variety of horticultural and operational activities, responsibilities include attending Woodland Advisory meetings. At least 2 years of experience in park management, horticulture or a related field including supervisory responsibility are required, as is a NYS pesticide license. **CODE: WSS**

If any of these positions seem to match your talents and have captured your interest, please forward your resume to us, indicating the position code to: **HR Dept., Central Park Conservancy, 14 E. 60th St., NYC 10022** or e-mail to: hrdept@centralparknyc.org. **FAX: (212) 310-6633. EOE**

Central Park
Conservancy

Circle 110

When disaster strikes, be prepared

By ROBERT E. REAVES

When Mother Nature unleashes her fury on America's landscapes, the result can be catastrophic, unbelievable and tragic. Just ask the victims of any hurricane, flood, blizzard, tornado, hail or ice storm. Recent extreme weather along the Atlantic seaboard brought this message home strongly.

Although you can't harness these forces, you can prepare your organization to anticipate the worst and be ready to perform to the max.

The most destructive storm

Of all the severe weather events, hurricanes rank at the top for property destruction. When Hurricane Fran hit North Carolina three years ago, the damage was devastating. The Federal Emergency Management Agency declared 34 North Carolina counties disaster areas, with damage in the Raleigh-Durham area alone estimated at \$930 million.

Michael Currin, president of Greenscape Inc., Raleigh, NC, will never forget Hurricane Fran. "We were without power at our office for close to 10 days and we spent one full week clearing access at our customer's properties," he recalls.

Maintain customer focus during storm cleanup, says Currin. "We called all our customers to let them know our first objective would be to clear access to their property. After that was accomplished, the second phase was brush removal," he says.

"Natural disasters are not something on which you

Landscape experts reveal how they prepare and focus their organizations for weather's worst damage, and still manage to build customer loyalty



Equipment manufacturers often assist local cleanup efforts by bringing in extra equipment. These units were used to clean up after Hurricane Opal. Photo above and right courtesy Vermeer Mfg.

should build your business. Stay focused on your customer and don't get sidetracked by short-term financial gains after a storm," he warns. "We sent a letter to all our customers after the hurricane, letting them know we would be charging standard labor rates for the cleanup. We have could have easily charged our customers more, but they would have remembered."

Line up your subcontractors

Dan Standley, owner of Dan's Landscaping & Lawn Care in Terrytown, LA, has firsthand experience with hurricanes. Two years ago, a major hurricane hit the New Orleans area, damaging the landscapes at

continued on page 24



Prioritize customers' storm damage, then let them know when you can be at their property.



continued from page 23

many of his commercial accounts. "Fortunately, we had advance agreements with subcontractors that operate Bobcats and hauling equipment to remove all the sand and mulch from parking lots," he says.

Standley stresses it is important to build relationships with subcontractors and recommends giving them at least \$300 to \$500 of incremental business during the year.

"When a storm hits, you'll be at the top of their list to help you out," he says. "It's also good to have arrangements with at least two tree companies, along with dump sites where you can take the debris."

Savvy contractors also suggest helping customers prepare before a big storm front or hurricane hits, if they can. "Call your clients and ask them if they need any help to prepare for a hurricane," Standley suggests. "Many people are not prepared for major storms. During the last hurricane, we helped clients with storm shutters and sand bags to reduce their storm damage."

Written and visual documentation of equipment is another critical component of storm preparation. "We videotape all our equipment once a year and put it in a safety deposit box, along with a written estimate of value," he says. "Also, we update our insurance once a

Employees of Dan's Landscaping & Lawn Care clear away storm debris.



Dan Standley keeps on good terms with subcontractors.

year, making the decision to lower or raise coverage as needed."

Freak snowstorms? They're ready

While no hurricane is likely to hit Denver, snowstorms do. Late spring and early fall snowstorms aren't uncommon. Just ask Tom Tolkacz, president of Swingle Tree & Landscape Care in Denver. "On Sept. 21, 1995, we received 25 in. of snow in less than 24 hours. The leaves were still on the trees," he recalls.

To prepare itself for snowstorms, Swingle Tree has its own storm plan.

"Our storm plan is a written document, about 10 pages long. It's dynamic, to make adjustments as needed," Tolkacz explains. "We review our storm plan during March and early September."

He says the first thing that happens during a major storm is the huge volume of calls from customers. "We tell our customers our first priority is to clear major hazards — something that causes damage to life, limb or property," he says.

Questions about insurance coverage always arise where there is storm damage. "We find most insurance companies will cover a certain percentage of damage if a tree hits a home, building or vehicle," Tolkacz says.

When a snow or ice storm damages a tree, Tolkacz says the extent of damage usually can't be determined from the ground: "You've actually got to get up in the tree and get a close look at the damage. Many times you end up removing limbs and leaders from trees that customers may not have thought were damaged. It's important to explain this to the customer."

Swingle Tree has a special storm supply cabinet — an inventory of tools never touched unless there is a storm. "This is a wise investment for a company," advises Tolkacz. "We have an advantage in our case, since we are a distributor of chain saws and other equipment. But it never hurts to order an extra chain saws. We also work with our communication vendors to acquire additional cell phones in case of a storm."

Bad blizzard blues

When it comes to blizzards, weatherwise management goes into high gear. Ed LaFlamme, branch manager of TruGreen LandCare in New Haven, CT, won't forget the blizzard that hit New England in 1978.

"Conditions were so bad that Connecticut closed the roads for three days. Every year, I plan for another blizzard like 1978 and work backwards," he says.

"To supplement our heavy equipment needs, we have arrangements with independent contractors and tow companies in every city we operate. If we have a problem, we simply call them on their cell phone and

get them out to help us,' adds LaFlamme.

During a blizzard or major snowstorm, LaFlamme assigns routes. "Don't stretch your crews too thin. And for larger accounts, assign specific trucks to serve only that account," LaFlamme says.

He believes cellular phones are an essential management tool during storms: "With cell phones, it is so much easier to talk. We have the capability to talk to everyone at the same time. It is a combination cellular phone and two-way radio."

Manage your customers' expectations

For the Northeast, "ground zero" for snowfall is very likely Syracuse, NY. Rick Kier, president of Pro Scapes Inc., Syracuse, prepares for the worst and hopes for the best. Pro Scapes begins its transformation to winter equipment in autumn. "Between September and November, we spend several days training our drivers, including returning ones. One of the things we discuss is how to deal with deep snow," he explains.



Ed LaFlamme assigns specific crews (below) to large accounts.

Snow removal contracts are vital to Kier's business. "In our contracts, we note there are special events that are not covered — deep snow over 10 inches, ice storms, quickly accumulating snow, wet heavy snow and any winter event that requires us to use special equipment, techniques or time to move the snow."

Should one of those circumstances occur, Kier's contract offers customers two choices: Pro Scapes can perform any extra work as soon as possible and charge as it deems fair and reasonable; or Pro Scapes will not perform any services unless the customer advises it how to proceed. "This enables us know in advance how each customer wants us to handle the account during special weather events," explains Kier.

He says it is important to set the customer's expectations properly. "We had a 43-in. snowstorm once and we had some customers thinking we would plow at the same price as a normal snowfall. You must set their expectations properly in writing. That allows you the freedom to do what you need to do."

Kier also gives his customers priority codes based on their value to the business. "A priority-one customer

might be a condo complex with a complete landscape management agreement. A priority-two account could be one where we mow, fertilize and plow; a priority-three might just be plowing," he notes.

Pro Scapes also has a blizzard plan. "Our plan contains a list of people who are willing to subcontract, as well as the type of equipment available. We have a list of names, plus available cell phone and pager numbers," he adds.

"I started plowing in 1978 and have learned the hard way through experience, advice from other contractors and as a member of the Snow and Ice Management Association (SIMA)," he says. Kier recommends a written agreement with subcontractors. "SIMA provides such a contract model for companies that hire subcontractors," he adds.

Keep equipment rolling

Last year, Mark Neidich, fleet manager at Groundmasters in Cincinnati, OH, never thought it would quit snowing. "After enjoying an Indian Summer that lasted through Dec. 28, we had a continuous string of snow storms that did not quit until March. Last year,

continued on page 29

10 steps to weatherwise management

1. Call your customers. Let them know you're coming, but will help those in most need first.
2. Don't gouge customers. Charge regular customers your regular rates in an emergency.
3. Build subcontractor relationships ahead of time. Make agreements that they will be available in emergencies. That includes finding debris dumping sites ahead of time.
4. Videotape and record all vehicles, riding and hand-held equipment, then put these in a safe place.
5. Update your insurance annually. Understand wide scale insurance coverage changes so you can advise your customers in an emergency.
6. Make a written customer service storm plan noting equipment to be used, crew details, schedules/routes, customer priority lists, subcontractors, supplier sources, communication plan, etc. Update this annually.
7. Devise an internal storm plan anticipating damage to your office(s). This is your "Plan B," where you create a system for intrastaff communication, storage/protection of key documents/valuables, insurance updates and claims, first aid, physical safety and more.
8. Anticipate special conditions in customers' contracts. Include services that will require extra time or fees so customers know beforehand what to expect.
9. Hold an emergency training event for staff and subcontractors. Talk out scenarios, check out equipment and order supplies before they're needed.
10. Stock adequate replacement parts, supplies, protective gear, safety products, nonperishable food & drink for drivers, etc. to weather long-term emergencies.





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Organize your crews for a snow emergency

- ▶ Make your plowers take a break after 10 to 12 hours of plowing. This keeps them refreshed and alert. Sometimes they need a break more than sleep.
- ▶ Encourage plowers to take refreshments and snacks with them.
- ▶ Plowers should have additional clothing with them in case of break-downs. Most plowers work in a "shirtsleeves" and are not often dressed for working outside the truck. Gloves, scarves, jackets and socks should be carried.
- ▶ Plowers should have some form of communications equipment, such as cellular phones, two-way radio, Nextel system or a CB radio.
- ▶ Carry spare parts that might break (lift chains, quick disconnects, plow pins, etc.). Don't forget to carry jumper cables.
- ▶ Carry a snatch strap or tow chain to pull out other plowers that are stuck.
- ▶ Put a bag of rock salt in the bed of the truck to handle ice patches.
- ▶ Don't let the gas tank get too low. Condensation in the tank can cause fuel line freeze-up. Use dry gas when temperature fluctuations are wide.
- ▶ Have a pad and pencils to keep track of work that is done. After several visits to a site, a plower can forget all he or she did during a snow event. By writing down the information, customers will be accurately invoiced.

—John Allin, board president of the Snow & Ice Management Association Inc. (SIMA). call 814/456-9550; Web site: www.SIMA.org

continued from page 25

we did \$1.5 million in snow removal in Cincinnati alone," he notes.

Groundmasters starts preparing for winter in August. "We examine our trucks and salt spreaders, making sure everything is in good working condition. This is a major undertaking, considering the amount of equipment we have," Neidich says. "We hook up all our winter equipment the first week of November to ensure everything is working properly. At last count, we had 46 snow plows and 19 salt spreaders.

"We are a full-service shop and capable of doing everything except front-end alignment. We keep a full stock of parts. A company with repair capability should stock the most commonly damaged items — bolts, pins, hoses, plow pump motors, clips and alternators," Neidich suggests.

Regardless of your weather, a preparedness plan is essential. Take the time to tailor a program for your company before the next disaster or storm strikes.

—Robert E. Reaves is with Irricom, a public relations and communications firm in Austin, Texas. E-mail: irricom2@ix.netcom.com

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Business 101: Savvy startup strategies

Whether you're reinventing your business or adding on, getting the money you need isn't easy. You have to be resourceful, smart and persistent

By GEORGE WITTERSCHEIN

If you're building a fledgling landscape service, or adding a new one, you probably have more than your share of problems finding financing. Entry-level lawn maintenance contractors often represent the "new" people who see a business they can get into quickly, if only they can finance the equipment, say the experts.

"In fact," says Brian Burley, vice president of Sheffield Financial Corp. in Clemmons, NC, "a typical scenario might be this: A man gets laid off from his job. His landscape contractor friend says, 'I've got a lot of work on my plate right now. You're welcome to take some of the mowing — and keep it if you want.'"

This is an ideal scenario — a successful market economy providing opportunity for those who need it — except for that financing issue.

"Entry-level contractors are often people who may lack business experience and credit histories," says Burley. "The ones who are established in business can go to a local bank and get a loan. But otherwise, many find it difficult to borrow money for that \$10,000 riding mower. The work is out there for them. If only they can get that mower, they'd have a good cash flow and pay the loan back while staying in business."

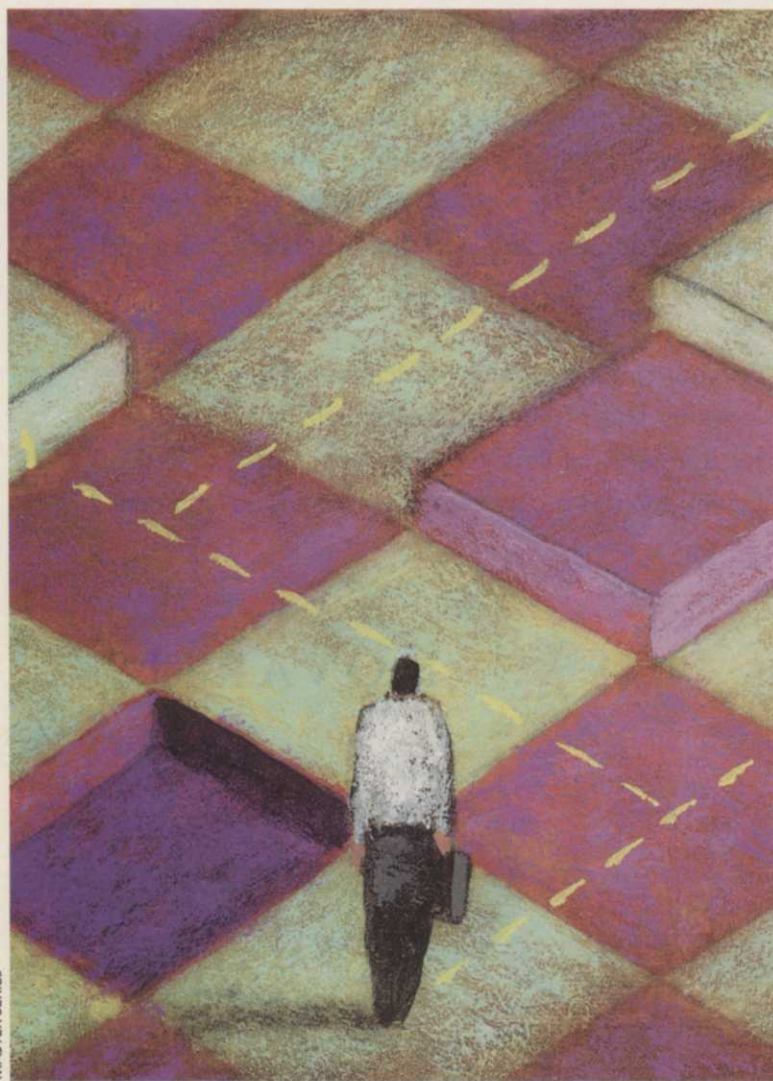
Finding the money

Where can the start-up owner turn for money?

1. *Equipment companies.* Today's marketplace is so competitive that equipment makers and dealers have become like auto dealers. They compete with each other to offer low-interest, extended-payment financing. They may also take a chance on someone without a lot of business experience or credit history, especially if that person is a long-term resident of the area and is otherwise stable.

2. *Credit cards.* It's a scary prospect to start a business with your personal credit card. It's also the classic American way — countless people have done it. Burley says a credit card may work for you. "It's definitely an option, if you can find a credit card with a *fixed* low rate."

The low-rate introductory APRs can balloon into high-rate nightmares after an introductory period. Be



Counting on credit: Should you use your card?

Using your personal credit card to finance your business — it sounds like a very, very bad idea. Yet many people in the green industry do it, and some seem to get away with it. It's dicey, but our sources indicate there are some circumstances when it *might* be OK.

Rod Bailey of Evergreen Services Corp. in Bellevue, WA, says: "It's very common, but it's very high-interest-rate financing. On the other hand, I know some people who will do a lot of their financing off their credit cards because there are so many giveaways these days. One guy runs everything he buys through his credit card — and it's always the latest one with the low APR, free miles and vacation stuff. I would not recommend this — but I have to admit, when a business is small and you don't have any established credit, it can be a way to develop credit. You start climbing up the ladder, establishing a good payment record with your credit card debt. But because that is high-interest debt, as soon as you start to have some credit reputability, go talk with a bank!"

Sheffield Financial's Brian Burley is leery: "Some people use a succession of those 8.9% credit card offers in the mail to finance their business. I see a lot of loan applicants with \$10,000 and \$15,000 credit card limits — a tip-off that they're heavy into their cards. If you can't get credit otherwise, the credit card is definitely an option — provided you can find one with a fixed low rate. But be careful of introductory teaser offers. The rates may be good for the short term, but they pop back up to bite you at some point. Some of the teasers require you to maintain a certain balance for a certain time — and if you don't, they charge you hefty fees."

—George Witterschein

Financing basics made easy

Frank H. Ross of Ross-Payne Associates, Inc. in Barrington, IL, is a well known industry consultant and the author of *Financing Your Business*, a book that may just be the ideal starting-off point on your journey to financial knowledgability.

Financing Your Business aims directly at the green industry — the publisher is the American Nursery and Landscape Association, 1250 I Street NW, Suite 500, Washington DC 20005; 202/789-2900; www.anla.org. Its 90 pages explain such issues as:

wants. Everybody in America wants the biggest and best equipment, which is great — but if you're buying with someone else's money, stick to what you really and truly need. And if you ask for a loan to purchase cost-effective equipment, it makes you look like someone with business savvy. In fact, it may mean that you *are* someone with business savvy!"

"Second, stay in one place. Stability counts for a lot when a lender is looking at someone without a credit history. They think, 'At least I know where to find him!'" **LM**

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

careful of the fine print! If you go the credit card route, remember that as you pay back your debt, you're building a credit rating. At some point, you'll be able to go to a bank or lending company and get a better interest rate.

3. *Family and friends.* When you're talking relatively small amounts of money, you may be able to raise it from these sources. For more money, they might be willing to cosign a bank loan. Burley notes, "Young people especially need a co-applicant. This can be a good thing for a young businessperson. It helps him or her establish credit. And they're going to more than mowing equipment — like a thermos and a radio!"

Burley's advice to those seeking credit without much business experience or credit history: "Assess what you really need. Narrow that down to needs, not

- ▶ How to understand a balance sheet;
- ▶ Determining your borrowing power;
- ▶ What are the sources of capital — from public offerings to banks to venture capitalists to the Small Business Administration;
- ▶ How to deal with banks (and why they're so conservative);
- ▶ How to formulate a business plan;
- ▶ How to negotiate for the best terms;
- ▶ What to do if your loan application gets rejected.
- ▶ There is even a brief section on "sharks" — loan sharks, that is!

At \$49 for ANLA members and \$89 for nonmembers, *Financing Your Business* may look expensive. But if you lack financial expertise, you may find it a bargain.

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



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Just because plant names are similar doesn't mean they can be substitutes for each other. But sometimes, the specified plant isn't available and you have to find an alternative.

By DANIEL WEISS

A rose is a rose

Juliet asked Romeo, "What's in a name? That which we call a rose by any other word would smell so sweet." That question is one that also applies to plants. We understand names based on what the object is and conversely, what it isn't. By giving something a name, it becomes real and unique. Juliet couldn't marry Romeo because she was a Capulet and Romeo was a Montague. What power names have!

Names of plants go even further, for they are self-descriptive. *Amelanchier canadensis* indicates the plant originates in the Canadian shield area. 'Alba' is white and 'alternifolia' means alternate leafed foliage. More about names later.

Smart substitutions

To protect your contracting and landscape installation operation, write a plant substitution policy. This would come into effect in several important instances:

► when the plant is unavailable and not likely to be so during the installation;



or is it?

► if available plants do not look their best; or

► later, after the project is completed and a plant dies. (If that happens, you should already have a warranty policy that covers you.)

It's important to explain your substitution policy to the customer for several reasons. One plant might be recommended at the installation stage over the originally designed plant because you want the best material to be installed — the healthiest looking plants that fulfill the design intent. Customers will be much more appreciative that you want to install an *Erica x darylensis* rather than a *Calluna vulgaris* because one was better looking than the other.

And the plant must be available. Many plants have a short, single digging season that extinguishes nursery stock, so when the job is finally sold, the 10- to 12-ft. multistem *Cornus florida* or *Trilum grandiflora* can only be seen in a magazine or catalog (perhaps the same one your client showed you originally).

In the same way, the time of year when you finally start the job may alter your feelings about using certain plants. Through experience of knowing what is normally available in nursery stock, planting in your particular microzone, local winter hardiness factors and other elements, you may opt not to plant a *Quercus palustris* or *Tsuga canadensis* in late September.

Answer your customer's questions

More than likely, we can always find a new plant, but the problem occurs with the clients. Will they go for it? Do they feel comfortable with the change?

One way to reduce the problem from the start is to present your substitution policy and come to a mutual understanding with the customer. But first, you need to define "a different plant" in clear terms the

◀ All these are spreading junipers. There is a 'Broadmoor,' 'Buffalo' and a 'Blue Rug.' Are they the same plants or different ones?



Both viburnums are of the fragrant variety, but the *V. judii* (right) has a different habit than the *V. burkwood* (top). Both are beautiful in spring and fall, but the *V. judii* is rounded and the burkwood grows upright. Same or different?



customer can understand.

There is a difference between a *Juniperus horizontalis* 'Wiltonii' and *J. horizontalis* 'Bar Harbor,' but what is the real difference between them? They both are spreading junipers, and in some cases, that may be all that is required to satisfy a landscape materials list. An example like this allows greater flexibility for plant availability at installation.

Is there a need to specify azalea 'Hot Shot' or 'Stewartsonian' or simply, "red azalea?" What I am suggesting is that in some cases, this generality may be acceptable. Certainly, if the design calls for *Caryopteris x clandonensis*, the difference between Kew Blue and Blue Mist may be negligible. It may be (in general and real terms) the same plant. Is this really a substitution?

Look at the plant's role

In the range of plant types from *transition* to *screen* to *accent* plant, certain types of plants are easier to change with other

plants and your customers may not mind it at all, as long as the function, quantity, size and cost remain equal. Often, there are many plants that would work instead of the originally designed one. The customers may not notice in some cases or they may say they don't care, as long as certain requirements are met. Other customers care very much.

Take a closer look at the differences in an evergreen shrub. The difference between a *Taxus x media* 'Vermeulen' may be inconsequential to a *Taxus x media* 'Hicksii.' Both are evergreen, have a similar habit and site needs, share the same genus and species designation and fulfill (for the most part) the same role. A customer with

this knowledge during the design phase and negotiations will feel comfortable and believe they are getting good value. The name is not only similar, but their presence in space is almost equal. In this case, the names of two items are as similar as they are. That job may have called only for an upright yew.

Or the client walks the property and asks why a 'Hicksii' is on her property and not a 'Vermeulen.' It is an easy enough question and you had the best of intentions, but now they noticed they have a different plant. If you have a negotiated substitution policy, it will eliminate difficulties like this completely. With that in mind, the pressure is back upon you as the installing contractor.

Respecting the design

My second point returns to plant names and the design principles. The central element of the installation, the intent of the design and the function of the plant within the design must remain intact. Size, habit, color, site adaptability, physiological needs and texture must all come back into focus.

These elements were taken into consideration in the design, so they should be dealt with and understood at installation. The *Taxus* substitutions were simple, but try to change two *Viburnum* types, a *V. carlesii* for a *V. burkwoodii*. The *V. carlesii* will have spring flowers, scarlet fall color, maybe even a black berry, but with a round shape. The *V. burkwoodii* is similar, except it is upright; has less fragrance; grows smaller, glossier and serrated leaves; and perhaps is not as dense.

Although they have similar names and look on an inventory, these plants have more differences under tougher scrutiny.



The horizontal juniper at left has the same monetary value as the Little Princess spirea at right. Do they both fit in each other's spot in the garden?

Does it matter to the design and the plants around it that the texture changes from a broad, simple, entire leaf margin plant to one with a deep, glossy leaf? What about bloom time? Does it disrupt the flow of blooms relative to the other parts of the property? A *V. carlesii* for a *V. opulus* or *lantana*? How far will you go?

Don't go too far

What I am proposing is that there is a range of plants that can be used as substitutes, including:

- ▶ those that are similar in name and presence;
- ▶ those that are similar in name and not in presence; and
- ▶ those that are obviously not the same plant at all or whose substitution will dramatically alter its function and relative position in the landscape.

Juniper for spiraea?

As an example of how substitutions affect the design idea, the plant function we have before us is to fill the space, where a spreading Juniper would work or also a

type of *Spiraea*. Is that a huge change? Not really, for both occupy that filler or transition aspect of the landscape. The substitution matters much more in the effect that each plant makes within the landscape.

Value and quantity are easy to justify, but design function must be reconciled. For example, a spreading juniper may create a fine (receding from view) textured line, moving the eye from one section of plantings to another, and allowing the centrally planted *Prunus serotina* to be the focal point of that section of planting.

A *Spiraea x bumalda* 'Goldflame' might fulfill cost

and quantity requirements, but the mounded plant (which becomes raggy over time) fills up our view and takes away focus from our *Prunus*. This example may be an extreme, but we could probably fill pages of similar substitutions that may or may not be acceptable to the plant function within the landscape.

What is the relationship between a plant and its name? The plant and the name of the plant can be arbitrary. If a "dense" yew is trimmed like an upright yew, does it become an upright yew? A name solidifies certain images and focuses on what something is, and this concept applies in plants whose names tell exactly what they are (or rather, what we designate they should be).

The subtle difference in a name may not explain a whole history of production, origin and functional use in the landscape. Nor does it explain the policies the green industry needs to make distinctions easier when theory is the farthest thing from our minds. **LM**

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City of Chicago

Property at a glance:

Location: Chicago

Staff: Outside contractor — Chicago Christian Industrial League Landscape Services

Category: Public works sites

Total budget: \$3.5 million

Year site built: 1985

Acres of turf: 1,200

**Acres of woody
ornamentals:** 115

Acres of display beds: 8 acres

Total paved area: 800 acres,
more than 20 miles of planting
egress

Total man-hours/week: 5,000

Maintenance challenges

- ▶ Flower care
- ▶ Care of perennial beds
- ▶ Care of specialty trees/shrubs

Project checklist

(Completed in last two years):

- ▶ 1998 spring planting of 8,295, 6-inch pots
- ▶ 1,773 flats of annuals
- ▶ 20,000 fall bulbs in medians

On the job

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

The 1998 Honor Award winner of the Professional Grounds Management Society in the public works sites is the city of Chicago, in partnership with Chicago Christian Industrial League Landscape Services and ServiceMaster Corp.

This program keeps the landscapes of Chicago in top condition while providing employment for the city's less fortunate. The city purchases needed landscape services and receives quality service at a competitive price. The Chicago Christian Industrial League provides a social services network, life skills training and work experiences for their clients. Service-

Master offers job skill training, business management expertise and professional work supervision. It gives everyone an opportunity to get the results they want.

CCIL Landscape Services work/training program presently operates 21 crews and employs 75 formerly homeless or unemployed people to produce revenue of approximately \$3.5 million. The program has trained 350 people over the last five years, and maintains 65 health clinics and small



parks; 11 major roadway medians; the Chicago River Walk; 200 Chicago public schools; 10 Chicago community colleges; and also provides nighttime power washing for two miles of sidewalks on State St.

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

▲ CCIL crew installs a bed.

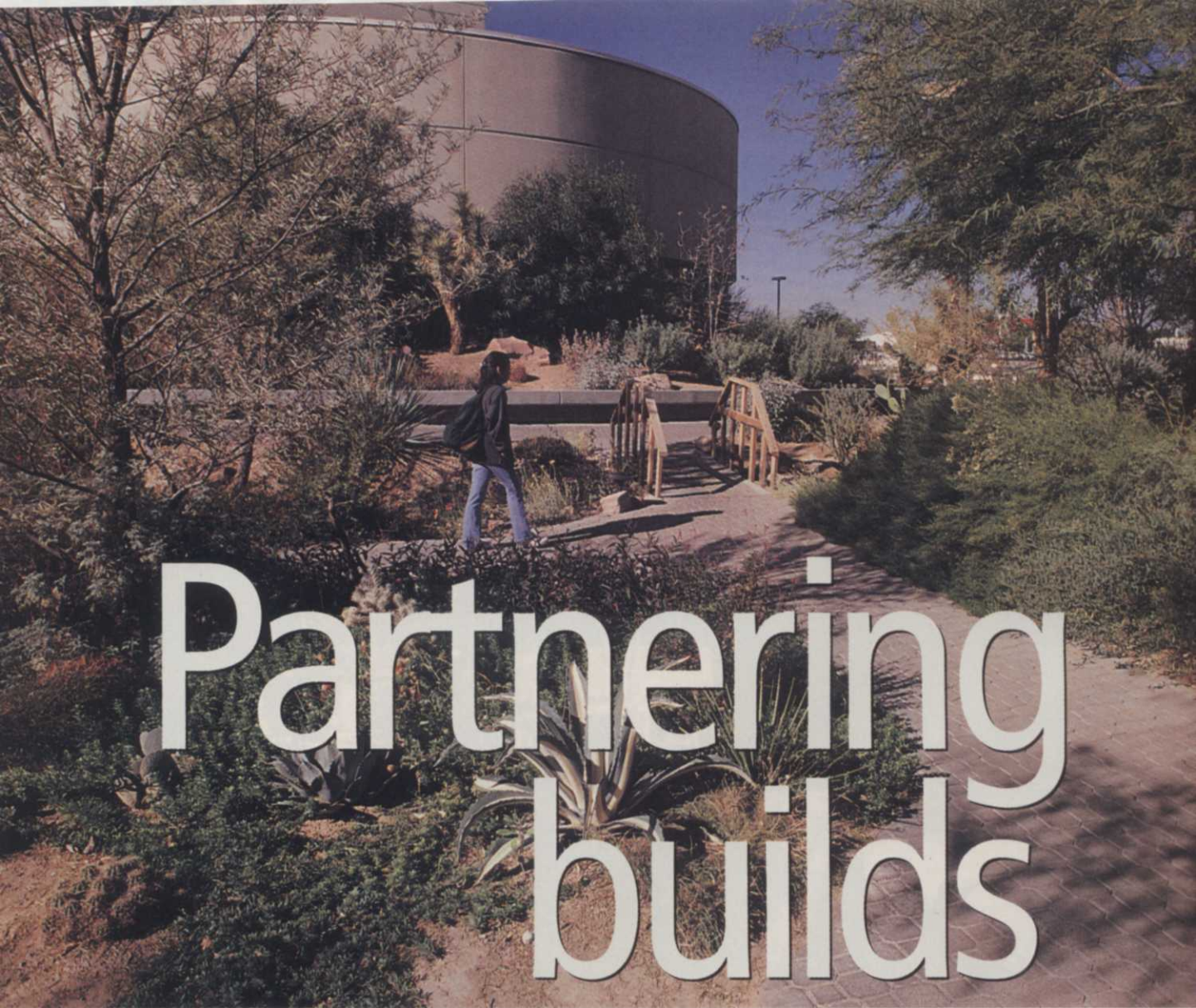
▶ (large photo) On the Chicago River Walk, planter boxes are installed and planted by CCIL crews.

Landscape
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▼ Cascading flower pots are used where no planting beds can be developed.





Partnering builds

Las Vegas projects

Need to fund landscape projects? This UNLV grounds manager found his funding through creative partnerships on and off-campus

By DON DALE

The University of Nevada at Las Vegas is a beautiful campus in a rich, booming city. But because of landscaping budget restraints, it has had to find innovative means of funding new landscape projects. Partnering with other departments on campus, as well as businesses and individuals off campus, has provided that means, and Dennis Swartzell has used it to its fullest.

Swartzell is the director of landscape, grounds and arboretum at UNLV, a 330-

acre campus with 21,000 students. He says the partnering program came about because of necessity and has evolved into a way of life.

"We've gotten some things done that we wouldn't have been able to do financially," Swartzell says. He explains that UNLV is a young school — only 40 years old — and puts most of its money into capital programs such as a new law school.

It started with xeric

The partnering program started almost inadvertently when there was a movement

◀ **The UNLV xeric garden, which was the university's first big partnering project.**

on campus to start a xeric garden, where desert plants could be displayed. It was a tough sell financially for the university administration. "They agreed, on the stipulation that it wouldn't cost the university any money," he recalls.

Swartzell, who has worked at the university for 16 years after coming from Georgia, says a local architect, Jack Zunino, donated his design services. The on-campus Museum of Natural History agreed to pay university landscape workers to do the labor.

"We went to many businesses and asked for assistance," Swartzell says. It paid off. Nurseries donated plants, for example, and a landscape supply company donated boulders. UNLV paid for lighting and the attractive paving in the garden, 15,000 sq. ft. of which was laid down by inmates from a local prison.

"I can't tell you how many sleepless nights I had over this," Swartzell says, recalling the logistical nightmare of coordinating so many individual efforts. The project was worrisome because it had so many new and unpredictable elements. But it turned out to be successful, and a camaraderie among the volunteers was established that would last for years.

"We planted 700 shrubs in one day with volunteers," he says. Now the university not only had a beautiful 1.5-acre xeric garden, it also had a base of donors and volunteers to call on for future projects.

Later, a project within a project developed when another donor paid for a bird viewing area — \$7,000 worth — as a family memorial. It included vegetation, a masonry wall and a water feature.

Piece-by-piece campus redesign

Swartzell says partnering actually be-

came a formal program in 1990 when the university's new Landscape Architecture Department came into being. The faculty asked the administration for permission to redesign the entire campus landscaping, with the focus on reducing turf for conservation purposes.



Dennis Swartzell,
UNLV's director of
landscape, grounds
and arboretum

That initiative resulted in a master plan calling for the elimination of 18 acres of turf (of 80 acres of landscaping on campus, 59 were turf). But what was to become the "Turf Reduction Program" was estimated to cost \$3.2 million, which the university simply did not have. "We went into our next mode of partnering," Swartzell says.

A UNLV student group called Students Conscious of Protecting the Environment (SCOPE) was interested in the conservation of water and

formed the Stomp the Grass program, working with the university to reduce turf on campus. Students in SCOPE raised money, located business partners and donated their own labor to help Swartzell's Facilities Department enact the master plan. They produced a video to be used in promoting volunteerism and located an architect willing to draw up the landscape plans for free. Since then, turf reduction has proceeded by "little pieces" until the 18-acre goal has nearly been met.

"We're completing our last unit that's on paper," Swartzell notes, and SCOPE is still working with them, though not as active as it once was because of student graduations.

Community partnerships

But even within that partnership, other partnerships have developed. Five years ago, for example, Clark County approached the university about widening Tropicana Avenue on one border of the campus. Swartzell's group convinced the

county to pay \$120,000 to relandscape the roadside in exchange for permission to widen the street.

As a result, two acres of turf came out and were converted to water-conserving plants. That came at little cost to the university and helped further its long-term landscape goals.

Another project, a reduction in the two acres of turf around the Bigelow Health Sciences Building, was completed in a partnership with the Aid For AIDS Nevada chapter. The group wanted to create an AIDS memorial on campus, and Swartzell and his associates came up with the idea of combining goals.

"It was a little too aggressive for us to do," he says of converting the Bigelow acreage to xeric landscaping. But the AIDS group donated \$9,000, mostly for plants and rocks, and a memorial was set up that had the end effect of relandscaping the area.

"We did a lot of the work with volunteers and in-house resources," Swartzell explains.

Master gardeners get involved

One of the most productive partnerships has been with the Cooperative Extension Master Gardener Program in Las Vegas. That organization was looking for a place where master gardeners could get certification and experience, and it just so happened that the university was looking for volunteer landscaping assistance.

"We jumped on this one, big-time," Swartzell says.

The partnership started as a training program. Swartzell provided the master gardeners 20 hours annually. But the gardeners kept coming back and have established a twice-monthly workday when they come on campus to work on a landscape project with him. It is often in the form of providing expertise in exacting skills such as tree pruning or planting.

"We've had three annual plant sales, and they do all the labor," Swartzell adds.

UNLV's Partnerships at a Glance

- ▶ 330-acre campus
- ▶ 21,000 students
- ▶ Xeric garden partnership: local architect, on-campus Museum of Natural History, local businesses & nurseries, local prison, UNLV
- ▶ Campus redesign: Students (SCOPE), landscape architecture department, local businesses, UNLV
- ▶ Smaller projects: Clark County, Aid for AIDS (Nevada chapter), UNLV, volunteers,
- ▶ Master gardeners projects: Cooperative Extension Master Gardeners, UNLV, Clark County Conservation District
- ▶ Alumni projects: UNLV Alumni Association, UNLV Facilities Department, local nurseries.



The campus is designated as an arboretum, and the master gardeners conduct the sales, as well as tours, to promote it. "We have some master gardeners with thousands of hours on campus," Swartzell adds.

Campus tree inventory

Obviously, that is like adding more staff to the Facilities Department. A recent spin-off partnership evolved from the master gardeners — a tree inventory of the campus.

That project came from the Clark County Conservation District, which was assisting the county health department do a tree inventory of Las Vegas. The university was selected as the prototype site for the survey, which will eventually encompass the whole city. But for now, the county is giving UNLV a free inventory.

"We pulled the master gardeners in to do the tree identification," Swartzell points out. "It was a win/win/win situation."

Getting alums enlisted

The latest partnership project was with

the UNLV Alumni Association, which wanted to provide gifts to the campus. Swartzell, a floriculture graduate of the University of Georgia, says that the UNLV Alumni Amphitheater, an open-air theater, was a direct result of that initiative.

The alumni gave \$100,000 for construction of the amphitheater, which consists of turf seating on a terraced swell. It provides a nice outdoor space for students to speak or simply study in the sun.

"The alumni worked with local contractors — also some alumni worked at reduced cost," Swartzell says. In addition to the amphitheater, the alumni donated 40 trees to commemorate the university's 40th anniversary.

Those trees were used in two themes: half went to line the Alumni Walk and half to the Alumni Grove. One area is oak trees; the other has mixed species. With the trees came three information kiosks, all free to the university.

Something that also benefits the univer-

▲ The UNLV Alumni Association partnership with the university resulted in this Alumni Grove and other projects that cost the university very little.

sity, Swartzell says, is the Facilities Department's enthusiasm to evaluate plants on campus to determine their appropriateness for the Las Vegas climate and soil. He considers this a form of partnership, since the nurseries that avail themselves of the service gain knowledge and sales contacts, while UNLV gets free trees and discounts on future sales and service.

As a result of all this partnering, UNLV and the arboretum have been able to enhance their motto: The Emerald in the Desert. **LM**

—The author is a freelance writer based in Hollywood, CA



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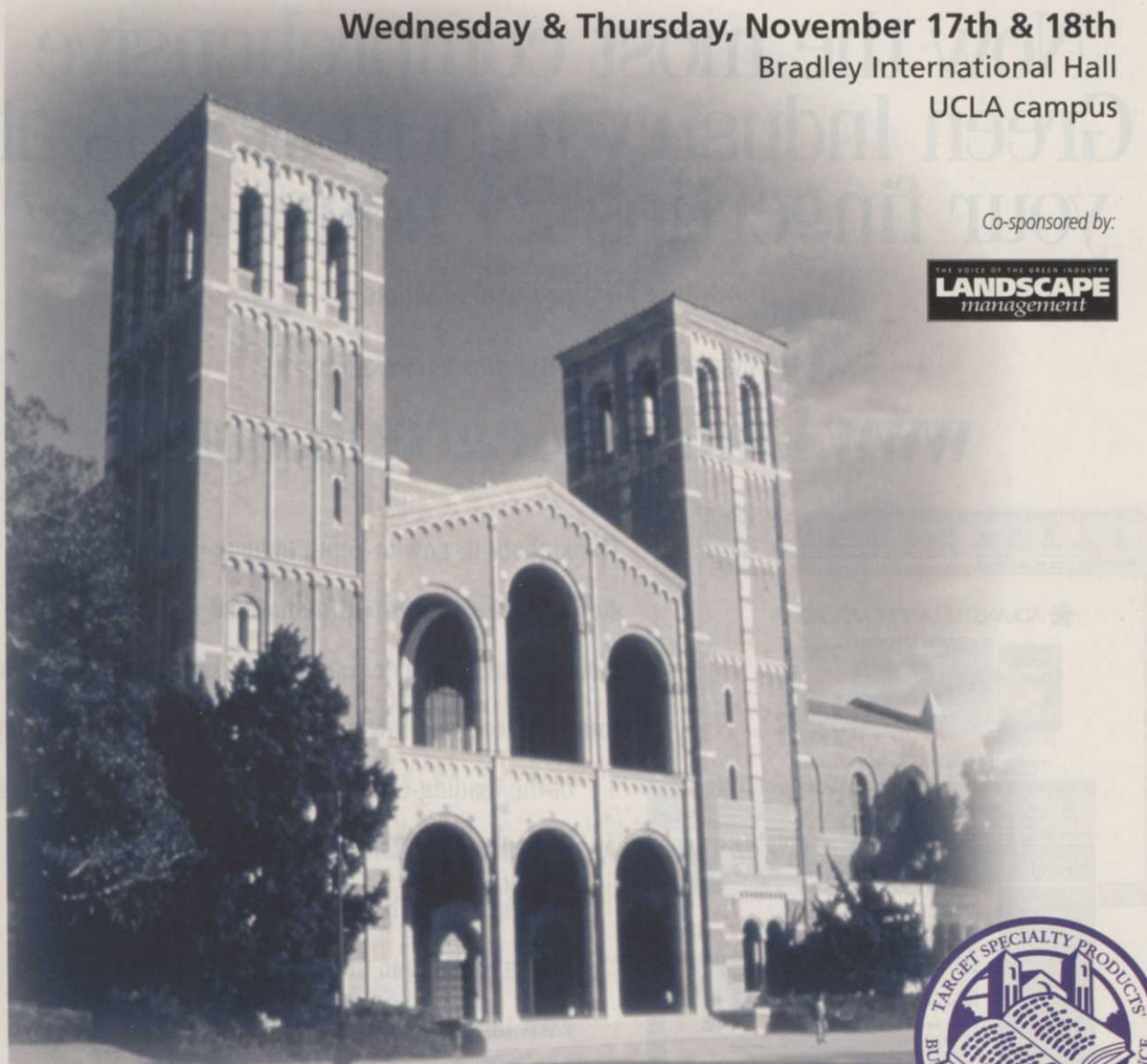
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John Deere's 200CS features electronic ignition and Safe-T Tip.



The Echo CS-3450 is available with a standard 16-in. bar and chain, but can be fitted with a 12- or 14-in. setup also. This model features the Slope Advance Ignition System.

SAWS THAT CUT DOWN TOUGH JOBS

By CURT HARLER/Contributing Editor

Like any other piece of mechanical equipment, performance and safe operation are among the key buying factors for chain saws. When a professional like Keith Carracher is in the market for a saw, he is looking for one thing: a durable machine that will hold up for the tough workouts a professional gives the saw daily.

Carracher is operations manager for Complete Property Maintenance (CPM), Coconut Creek, FL. CPM offers a full line of property maintenance services to customers along southeast Florida. They do everything from fertilization and pesticide application, to irrigation and tree work. This may include standard trimming or the removal of mature trees.

CPM employs 150, and there are about 15 chain saws in regular use by CPM's workers. "We've tried every brand," he says, adding that Stihl is his favorite. Carracher is convinced that Stihl's oiling system is superior to other brands. He's impressed

that the company puts oilers both at the pump and in the bar itself.

"When we look for a saw, it depends on the type of trimming we expect to do," Carracher continues. "You want to have various saws for various jobs." A Class I or Class II trimming job requires a saw with a shorter bar and lighter weight, something more nimble for the operator to use and one which can safely be maneuvered.

For take-downs, he looks for a larger saw with a longer bar — something in the 30-in. range.

If you're in the market for one or more saws, check out the latest offerings presented here. You're bound to find an appropriate workhorse that can handle jobs from simple pruning to complete tree removal.

continued on page 48

continued from page 47

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

Both the 200CS and 230CS chain saws from John Deere, Research Triangle Park, NC, are ideal for delimiting, pruning or cutting firewood. The 200 is powered by a 33 cc and the 230 by a 38 cc Pow-erstroke engine with vertical cylinder designed for durability and efficiency. Either of these 10-lb. units can be equipped with 14-, 16- or 18-in. guide bars. Electronic ignition gives quick, dependable starts and the Safe-T Tip anti-kickback device prevents saw kickback for better operator control.

Circle No. 250

ECHO
800/432-ECHO

The CS-3450 features a standard 16-in. bar and chain with 12 or 14 in. available. Lightweight and powerful, it uses the Slope Advance Ignition System. It develops a maximum

12,000 no-load RPMs. Also check out the new PPSR-2122 and PPSR-2433 Power Pruners from Echo, Lake Zurich, IL. Telescoping and extended shafts keep operators away from the saw and falling branches. The 2122 has a 21.2-cc engine, a 10-in. bar and weighs 9.5 lbs. The 2433 has a 23.6-cc engine, 12- or 14-in. bar and weighs 9.9 lbs. Both are covered by a one-year commercial warranty. Also available is a hedge clipper and circular saw accessory.

Circle No. 251

GREENLEE-FAIRMONT-TEXTRON
800/435-0786
www.greenlee.textron.com

The H6200B chainsaw from Greenlee-Fairmont-Extron, Rockford, IL, has an 18-in. bar that can cut up to 15 in. in a single pass. Ideal for large trimming applications, it features a two-step trigger, wide trigger guard, knuckle guard, full-cover sprocket guard and anti-

kickback bar and chain. The Super Spool selector control, rugged gear motor and automatic chain oiler make this saw reliable and operator-friendly.

Circle No. 252

HUSQVARNA
800/HUSKY62
www.husqvarna.com

New this summer is the 346XP chain saw from Husqvarna, Charlotte, NC. Designed for users who need speed, it operates at 14,700 no-load rpm, weighs 10.6 lbs. and features air injection, LowVib and CoolFlo clutch. It has a 2.5-hp, 45-cc engine and has a capacity of just over a pint of fuel. Also available is the new 325P4 pole chain saw. With its rear handle, a



The 346XP weighs 10.6 lbs.

user can reach limbs up to 13 ft. without using a ladder. It is interchangeable with the 300 Series line of pole hedge trimmers, and is powered by a 24.5-cc, 1.2-hp engine.

Circle No. 253

MAKITA
714/522-8088
www.makita.com

Leading a group of brand new saws from Makita USA, La Mirada, CA, is the DCS34 general purpose chain saw. The 34 has a 14-in. bar, weighs 10 lbs. and is powered



Makita DCS34 workhorse.

by a 12,200 rpm 33-cc engine. The DCS540 features an 18-in. bar, weighs 10.4 lbs. and its 54-cc engine generates 12,500 rpm. The DCS6000I-21 is a 21-in. unit, weighing 13.2 lbs. and its 60-

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- 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) _____

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- | | | |
|---|--|---|
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| <input type="checkbox"/> 42 C Tree Care | <input type="checkbox"/> 47 H Ornamental Care | <input type="checkbox"/> 52 M Landscape Installation |
| <input type="checkbox"/> 43 D Turf Aeration | <input type="checkbox"/> 48 I Landscape Design | <input type="checkbox"/> 53 N Snow Removal |
| <input type="checkbox"/> 44 E Irrigation Services | <input type="checkbox"/> 49 J Turf Weed Control | <input type="checkbox"/> 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)

- | | | |
|---|---|---|
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| <input type="checkbox"/> 56 2 Blowers | <input type="checkbox"/> 63 9 Insecticides | <input type="checkbox"/> 70 16 Tractors |
| <input type="checkbox"/> 57 3 Chain Saws | <input type="checkbox"/> 64 10 Line Trimmers | <input type="checkbox"/> 71 17 Truck Trailers/Attachments |
| <input type="checkbox"/> 58 4 Chipper-Shredders | <input type="checkbox"/> 65 11 Mowers | <input type="checkbox"/> 72 18 Trucks |
| <input type="checkbox"/> 59 5 De-Icers | <input type="checkbox"/> 66 12 Snow Removal Equipment | <input type="checkbox"/> 73 19 Turfseed |
| <input type="checkbox"/> 60 6 Fertilizers | <input type="checkbox"/> 67 13 Sprayers | <input type="checkbox"/> 74 20 Utility Vehicles |
| <input type="checkbox"/> 61 7 Fungicides | <input type="checkbox"/> 68 14 Spreaders | |

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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

cc engine develops 13,000 rpm. All use a 3/8-in. pitch, .05 gauge chain. Check the increased distance between front and rear handles for more natural arm positioning and improved sight lines.

Circle No. 254

REDMAX
800/291-8251
sales@redmax.com

The RedMax Pro Series saws, made by Komatsu Zenoah America in Norcross, GA, come in four models. The G310TS has a 14-in. bar and 30.1-cc engine; the G455AVS has a 16-in. bar and 45.1-cc engine; the G561AVS has 16-, 18- or 20-in. bars and a 53.2-cc engine; and the G621AVS is available with 16-, 18-, 20- or 24-in. bar and has a big 62-cc engine. All are equipped with Oregon type chains and feature solid state ignition and an automatic, gear type oil pump. They come with a 90-day commercial warranty.

Circle No. 255

SOLO
800/765-6462
www.solo-germany.com

The Solo 651Sp comes with a 15-, 18- or 20-in. bar and chain. Made in Germany and distributed by Solo in Newport News, VA, it is powered by the 51-cc Solo two-cycle engine. The unit weighs under 11 lb. but offers an antivibration system, adjustable oiler, two piston rings, primer and half-throttle automatic. Quiet and powerful, it is ergonomically designed for easy handling and operation, making it ideal for debranching or thinning medium-size trees.

Circle No. 256

SHINDAIWA
800/521-7733
www.shindaiwa.com

The Model 488 from Shindaiwa, Tualatin, OR, has a full antivibration damping system to reduce operator fatigue. An adjustable automatic oil pump runs off the clutch to regulate oil consumption. It can be fitted

with 16- to 20-in. bars and has a 47.9-cc, 3.5-hp engine. Dry weight is 10.1 lbs. The saw comes with a boot-mounted carburetor for protection against vapor lock. Chain catcher is standard equipment.

Circle No. 257

STIHL
800/GO-STIHL
www.stihlusa.com

The Pro 036QS from Stihl, Virginia Beach, VA, is the first chain saw with a triple activated chain brake. Either inertia, front hand guard or rear handle will activate the chain brake. The 036 has a 61.5-cc engine, weighs 13.2 lbs. and comes



Stihl 036 is the first saw with a triple activated chain brake.

with a 16-, 18- or 20-in. Rollomatic bar. Or check out the 026 with an exclusive side-access chain tensioner and an easy access air filter, which makes maintenance simple. Both come with 90-day warranty.

Circle No. 258

TANAKA
243/395-3900
www.tanakapowerequip-ment.com

The Tanaka TCS-3401 limbing saw from Tanaka Power, Kent, WA, features excellent power-to-weight ratio. Powered by a 34-cc, 1.8-hp engine, it weighs under 8 lbs. The saw can be fitted with a 14- or 16-in. Oregon bar and chain. It has a heavy duty antivibration system, AirForce air filtration, cold weather switch, climbing ring, Walbro carburetor and priming pump. It is covered by a full year warranty for professional use, five years on the electric ignition module.

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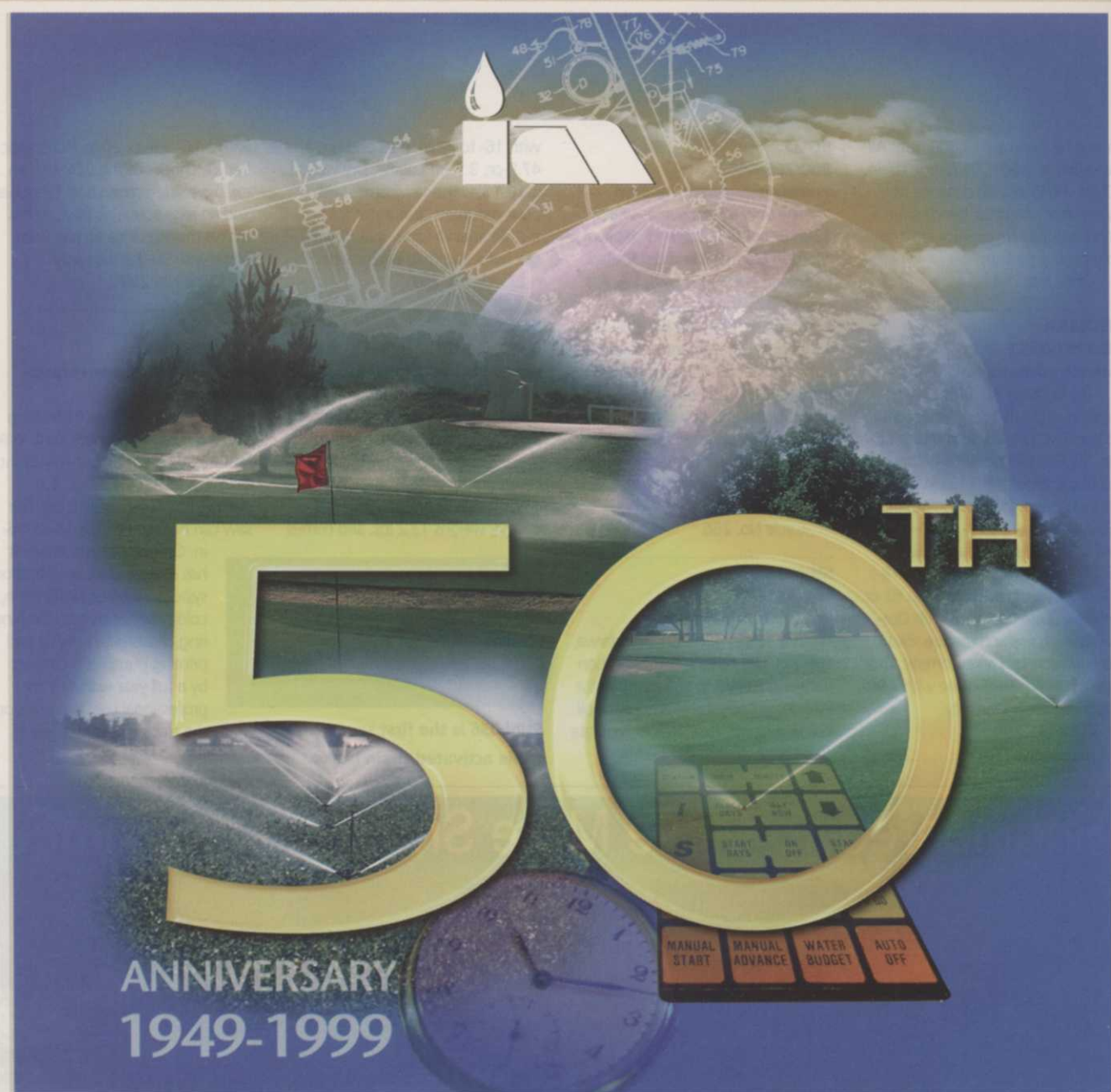
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ask the expert

BY BALAKRISHNA RAO

Easing drought stress

We have been experiencing a severe drought in New Jersey this year. What can we do to lessen stress to mature trees?

— NEW JERSEY

Drought-stressed trees can weaken and decline or die if corrective measures are not provided at the proper time. Generally, the following plants are subject to drought stress:

- young, newly transplanted plants with limited root systems or plants whose absorbing roots have been cut off during transplanting operation;
- shallow-rooted plants; a large number of plants growing in a limited soil area; and
- mature trees with limited water supply or resources.

Drought can dehydrate plant tissue and can cause scorching, wilting, defoliation, dieback and/or death in some situations.

Consider providing the following for management:

- Apply mulch (no more than 3 to 4 in.) to prevent moisture loss.
- Provide water as needed — deeply but infrequently. Generally 2 in. of water per week is enough on clay soil. This may vary, depending upon the soil type.

For example, 2 in. twice a week may be needed on sandy soils. Monitor the soil moisture using moisture meters such as tensiometers or other portable digital meters.

There are some water absorbing polymers in the market. Their practical use in

landscapes needs further research. Similarly, the benefit of a number of water dispensing tools placed around the trunks of trees, antidesiccants, biostimulants and mycorrhizae products also need further study. Reports suggest that properly fertilized trees and plants having mycorrhizae have been helped by drought effect. Consider fertilizing using slow-release, organic fertilizer as needed — preferably before the drought.

- Reduce biotic stress such as early foliage diseases and leaf feeding destructive insects and mites, which can deplete the nutrient reserve of the plant. Once the plant is stressed, opportune agents (pests) like borers and/or canker diseases can establish on weakened plants. If so, provide for their management as needed.

- Reduce the stress from abiotic factors such as construction, soil disturbance, compaction and root loss from digging, fill damage and deicing salt application, to name a few.

- Reduce compaction by providing vertical and/or radial trenching to aerate the soil.

This is a guideline to help manage the drought problem and should not be considered a recommendation to deal with a specific drought situation. Each situation should be studied/diagnosed, and proper treatments should be provided as needed.

Managing juniper scale

We are finding severe infestations of juniper scale on upright junipers. They are planted as hedge plants along a property line. What is the best way to

manage this problem? Some of the plants have branch dieback. Will these branches come back?

— PENNSYLVANIA

Juniper scale can become a serious pest. They can build up in numbers each year on an infested plant. The needles, particularly on the pfitzer juniper, turn yellow due to scale insect feeding. These sucking insects can weaken plants. At first, they are whitish in color, but turn gray to black as they age. Scale overwinters as adult females.

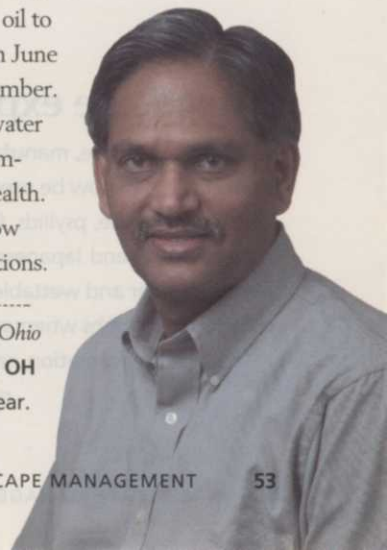
Treat with horticultural oil (dormant oil) in early spring. Also, use insecticides such as Malathion, Talstar or Dursban from mid-May to late-June when the crawlers (young nymphs) emerge. Two or three thorough treatments may be needed at 10-day intervals to clean up heavy infestations.

Ideal timing would be when the second instar nymphs (crawlers) begin to settle down and before they develop a hard cover. This would be mid-June to the end of June. After that, consider using 2% oil to manage it from June through September. Fertilize and water as needed to improve plant health. Read and follow label specifications.



DAVEY TREE EXPERT CO.

Juniper scale



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.

Loader backhoe for commercial use

New Holland Construction's Model LB75 entry-level loader backhoe compares in size to the stronger Model 555E, with a few modifications. The LB75 features a New Holland/Iveco, 75-



hp engine, compared to the 80-hp 555E engine. The LB75 is only available with 24-in. tires, instead of the 28-in. 555E tires.

For more information, contact New Holland at 800/825-4891, www.newholland.com/na or

Circle No. 260

Fabric protects young trees

Reemay's new Typar tree protector fabric can be wrapped around young trees to protect them from mowers, weed eaters, deer, insects and bark splitting. Typar comes in 4-in.-by-25-ft. rolls and can be left in place for several years.

For more information, contact Reemay at 800/321-6271, www.reemay.com or

Circle No. 261

Insecticide expands uses

Merit insecticide, manufactured by Bayer Garden & Professional Care, can now be used to control royal palm bugs, black vine weevil larvae, psyllids, flathead borers, eucalyptus long-horned borers and Japanese beetle adults. In addition, the Merit granular and wettable powder can now suppress hairy chinch bug nymphs when applied preventively to turfgrass.

For more information, call 800/842-8020 or

Circle No. 262

Real stone that doesn't crack

Vengeance Creek Stone's real stone products, which are harvested from metamorphic quartzite deposits in North Carolina, feature deep, rich colors without the cracking, chipping and flaking problems found in slate and man-made stone products. The 450 million-year-old stone resists stains and is hand-cut, washed, pre-sorted and sized before packaging. Vengeance's four product lines — accent, stepping, stacking and designer stones — are designed to match project specifications.

For more information, contact Vengeance Creek Stone at 800/295-6023, www.vcstone.com or

Circle No. 263

Rain Bird sales rotors

Rain Bird sales' 5000 Series rotor is a midrange, gear-drive design, available in a 4-in. model, with 6- and 12-in. models scheduled for introduction soon. Rotors feature full- or part-circle operation and an arc adjustment from 40° to 360°. In addition, the 5000 series rotors come with a tree of low-angle, Radius+ and standard angle Rain Curtain nozzles with a capability of 50 feet.

For more information, call 626/812-3400 or

Circle No. 264



Trimmer meets standards

RedMax's new BCZ 2500S string trimmer meets California CARB II and EPA standards for 2000. Using the Strato charged air head engine, the trimmer is said to be 30% more fuel efficient than previous engines. The BCZ 2500S features a two-cycle engine that powers a straight, solid-steel drive

shaft with splined ends, connected to a 4-in. cutting head.

For more information, call 800/291-8251 or

Circle No. 265



Woods' midmount can cut at 9 mph

Woods Equipment's M-Series Mow'n Machines are midmount zero-turn mowers with a 9-gallon fuel capacity, top speed of 9 mph, lift-up engine hoods, hydraulic deck controls and a two-year parts and labor warranty. The M2250 uses a 22-hp engine and 50-in. deck, while the M2560 includes a 25-hp engine and 60-in. deck.



For more information, contact Woods at 800/385-9798, www.woodsonline.com or

Circle No. 266

Soil Profile Sampler

The new Mascaro Profile Sampler from Turf-Tec International simplifies soil sampling. The soil sample is extracted, and then the cutter blade is opened with the aid of a specially designed hinge.



There are no bolts or screws to fumble with when opening the sampler. The sample can be viewed instantly — and completely

intact— so you can examine a true, undisturbed soil profile. This instrument will take an undisturbed soil sample 6-in. deep, 3-in. wide and 1/2-in. thick. For more information, call 800/258-7477 or

Circle No. 269

Seeding maneuverability



Due to the seeder's compact size, the Brillion Turfmaker Junior seeder, available in 4- and 6-ft. seeding width models, offers increased landscaping maneuverability. The 4-ft. model has a 7-bushel hopper capacity and 11 seed metering cups to evenly distribute grass seed, while the 6-ft. model can hold 11 bushels with 17 seeding cups.

For more information, contact Brillion at 800/409-9749, www.brillionfarmeq.com or

Circle No. 267

Deere E-Gator utility vehicle is whisper quiet

The John Deere E-Gator Utility Vehicle can be seen and not heard because it's powered by a whisper-quiet electric motor. Designed for customers concerned with operational sound levels and exhaust emissions, the electric utility vehicle is a clean, quiet and efficient option. The electric utility vehicle provides the same advantages of the gas and diesel models — low ground pressure to help prevent ground compaction, smooth operation that's easy to learn safety protections, durability for long life and easy access to service points for easy maintenance. For more information call 919/877-0877 or



Circle No. 268



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Circle 121

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 Phone (_____) _____ Fax (_____) _____
 Internet/E-Mail Address _____

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

- | | |
|---|---|
| 0040 <input type="radio"/> Sports Complexes | 0020 <input type="radio"/> Lawn Care Service Companies |
| 0050 <input type="radio"/> Parks | 0030 <input type="radio"/> Landscape Architects |
| 0060 <input type="radio"/> Schools, Colleges & Universities | 0090 <input type="radio"/> Dealers/Distributors/Formulators/Brokers |
| 0070 <input type="radio"/> Hotels/Resorts | 0100 <input type="radio"/> Manufacturers |
| 0080 <input type="radio"/> Hospital/Health Care/Military | <input type="radio"/> Others Allied to the Field (please specify) _____ |
| 0010 <input type="radio"/> Landscape Contractors (installation & maintenance) | |

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

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

3. SERVICES PERFORMED (fill in ALL that apply)

- | | | |
|---|--|--|
| A <input type="radio"/> Mowing | F <input type="radio"/> Turf Fertilization | M <input type="radio"/> Landscape Installation |
| B <input type="radio"/> Turf Insect Control | G <input type="radio"/> Turf Disease Control | N <input type="radio"/> Snow Removal |
| D <input type="radio"/> Turf Aeration | I <input type="radio"/> Landscape Design | O <input type="radio"/> Other (please specify) _____ |
| E <input type="radio"/> Irrigation Services | J <input type="radio"/> Turf Weed Control | |

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

- A Yes B No

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

- | | | |
|-------------------------------------|--|--|
| A <input type="radio"/> Aerators | I <input type="radio"/> Insecticides | O <input type="radio"/> Sweepers |
| B <input type="radio"/> Blowers | J <input type="radio"/> Line Trimmers | P <input type="radio"/> Tractors |
| E <input type="radio"/> De-icers | K <input type="radio"/> Mowers | Q <input type="radio"/> Truck Trailers/Attachments |
| F <input type="radio"/> Fertilizers | L <input type="radio"/> Snow Removal Equipment | R <input type="radio"/> Trucks |
| G <input type="radio"/> Fungicides | M <input type="radio"/> Sprayers | S <input type="radio"/> Turfseed |
| H <input type="radio"/> Herbicides | N <input type="radio"/> Spreaders | T <input type="radio"/> Utility Vehicles |

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

5A. If so, how often do you use it? A Daily B Weekly C Monthly D Occasionally

HOUSE

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Flowtronex, a Dallas pumping systems manufacturer, has acquired **Mikotech**, a California-based company that will service Flowtronex customers in the Los Angeles, Orange County, Palm Springs and Las Vegas areas.

Exmark Manufacturing appointed Jeffery Hallgren as director of sales and marketing.

Garick named Ralf Engelbrecht as national sales manager for product lines such as Paygro, Garick, Forest Floor and Best Sand.

American Cyanamid announced it will continue the Double the Dollars Rebate Pro-

gram, an offer designed to reward professional turfgrass managers for early purchases of Cyanamid's Pendulum herbicide and other pendimethalin-based products from Lesco and The Scotts Company. Professional customers must purchase and take delivery of the products by Dec. 15.

Barenbrug Northeast named Michael Mulder vice



Michael Mulder



Robert Macfarlane



Gwyneth Mansue

president/general manager; Robert Macfarlane territory manager; Gwyneth Mansue marketing support representative; and John Carson sales and marketing manager for the turf market.



John Carson

Barrett Marketing Group, a Canadian independent distributor, has been named the exclusive distributor for **Encore Power Equipment** in Canada.

Epic of Wisconsin is constructing a new office facility in West Bend, WI, measuring 8,640 sq.ft.

Gehl's board of directors approved a 41,000-sq.-ft. expansion project at the company's Madison, SD, skid loader manufacturing facility. This project will be coupled with a remodeling project of 20,000 sq.ft. in the existing plant.

John Deere will expand its manufacturing facilities in Augusta, GA. The project includes construction of 206,000-sq.-ft. in facilities and a \$23 million investment.

Mark Phipps joined **Precision Laboratories** as the district manager for the company's turf, ornamental and aquatics team.



R.M. Wade purchased **Nibco's** micro-irrigation business, located in Fresno, CA. Nibco will retain ownership of several products not classified under micro-irrigation.

Irritrol Systems appointed Eric Schneider district sales manager for CO, UT, MT and WY.

L. William Templeton joined **Woods Equipment** as vice president and general manager, parts business.

Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

THE PRINCIPLES OF TURFGRASS IRRIGATION... are covered in Hunter Industries' "Professional Turf Manager's Guide to Efficient Irrigation Practices and Equipment," a free, four-color booklet for turf managers, landscape installers, contractors, grounds crews and specifiers. For a free copy of the booklet, call 800/733-2823.



SALT DAMAGE IN THE LANDSCAPE... can occur from the accumulation of salt in the soil and from aerial spray lifted by passing traffic. The Minnesota Nursery & Landscaping Association (MNLA) is offering information on ways to counteract the damage of road salt. To obtain a free copy of MNLA's "Planting and Care Guide," and the "Consumer Directory to MNLA Members," call 651/633-4987 or www.mnlandscape.org.

THE 1999/2000 SNOWPLOW REPLACEMENT PARTS CATALOG... is now available from Central Parts Warehouse. This year the company is offering Fisher V-plows and replacement parts, low-profile salt spreader parts, list and net prices, 24-hour Internet access and same day shipping on stock parts. To obtain a copy of the catalog, call 800/761-1700 or www.centralparts.com.

PREPARING FOR ITS JANUARY SHOW... The Mid-America Horticultural Trade Show has updated and augmented its Web page, which typically remains static during the summer months. The new Web page contains an updated exhibitor list, information about the midwinter conference and other core features, such as Navy Pier, travel, Chicago attractions and the Career Center. Visit the Mid-Am Web site at www.midam.org.



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(Required by 39 U.S.C. 3685)

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IA, 1211 Ave. of the Americas, 7th Fl., New York, NY 10036-8701
Contact: Francoise Berthelot; Morgan Stanley/Dean Witter, 15 Broadway, 10th Fl., New York, NY 10036, Contact: James Morg Oxford Strategic Income, 24 Federal St., 6th Fl., Boston, MA 021 Contact: Juliana Riley/Daniel Akaya, Pacific Century Bank N.A., 160 Ventura Blvd., Encino, CA 91436-4487, Contact: Robert Mann, V President. Also, Advanstar Communications has issued certain notes subject to an indenture (the "bonds"). The trustee under the indenture which trustee is the registrar and paying agent as of July 1, 1999 is: Bank of New York, Attn: Mary Jane Schmalgel, 101 Barclay St., 21st New York, NY 10286. The registered bondholder as of July 1, 1999 CEDE & CO., Box #20, Bowling Green Station, New York, NY 10004

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Help Wanted (Cont'd)

LANDSCAPE/GROUNDS MGMT. DUBROW'S NURSERIES LIVINGSTON, NJ

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.

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Fax resumes to Bob Greene
973-992-6050 EOE M/F.

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Livingston, NJ 07039

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Help Wanted

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- Landscape Designers/Architects/Salesman
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- 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

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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, Hazelton, 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. **PH 407-320-8177. FAX 407-320-8083. Email: Hortsearch@aol.com. Website: <http://www.florapersonnel.com>.** 12/99

JOIN OUR GROWING TEAM! GREENSCAPES LANDSCAPE ARCHITECTS AND CONTRACTORS, a progressive full service design/build landscape company is seeking motivated professionals to fill key management positions: **NURSERY MANAGER** needed to manage nursery, order plant material, care for field and container stock, pull and oversee loading of trucks, supervise staff. Good attitude and plant knowledge required. Must have experience in nursery field production or container management. **MAINTENANCE OPERATIONS MANAGER** needed to coordinate the day-to-day operations of commercial and residential maintenance services. Must be very familiar with pest management, daily operations management (scheduling, supervising crews, quality control, etc.) and staff development (evaluating, disciplining, training, etc.). Previous landscape maintenance experience required. Salary commensurate with experience. Great benefits including 401(k), pension and profit sharing plans. See our website at www.landscapecolumbus.com, then send resume to: **GreenScapes Landscape Architects and Contractors, Attn: Maureen Gootee, 4220 Winchester Pike, Columbus, Ohio 43232-5612. Email: grnscp@aol.com. Phone: 614-837-1869 Fax: 614-837-2393.** 10/99

PUT CLASSIFIEDS TO WORK FOR YOU.

LANDSCAPE MAINTENANCE DIVISION MANAGER position available. Candidate would possess related degree, broad experience in commercial landscape maintenance with emphasis on turf and ornamental pest. Interested candidates should submit resume and cover letter with salary expectations to: **Growing Image Inc., P.O. Box 34231, Indianapolis, IN 46264. Fax: 317-229-6946. Email: growing_image@compuserve.com.** 10/99

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

SALES OPPORTUNITY- Seeking a highly motivated individual to join a highly successful NJ based landscape firm. Must have extensive background in sales for commercial grounds, maintenance and landscape clientele. Experience should include client prospecting, contract negotiations, estimating, excellent job management skills and a general working knowledge of all aspects of the landscape grounds-maintenance industry. Base salary with commission, full benefits, 401(k). Please submit resume with salary history to: **ARCORP Properties, Pershing Road, Weehawken, NJ 07087.** 10/99

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 DESIGN/INSTALL MANAGER- Memphis firm with reputation for exceptional quality working with high profile clients is seeking experienced career manager for design/installation division. Must have strong design talent, experience in commercial and residential landscaping, organization and communication skills. Bottom line responsibility for entire design process from generation of proposal through completion of installation. A salaried career opportunity with production bonuses, health/life insurance, profit sharing (401k). **Contact: Margie Hill at 901-382-9000 or fax resume: 901-382-7797.** 10/99

CONSTRUCTION/MAINTENANCE: San Diego firm seeking outgoing and knowledgeable Superintendents and Foremen. CLTM and QAC a must for Maintenance Superintendent position. Competitive pay/company vehicle and medical. **Send resume to: 1265 Felicitia Lane, Escondido, CA 92029 or Fax to: 760-745-1982.** 10/99

SUNRISE OF NASHVILLE, 20 years experience. We are one of Nashville's best Landscape/Irrigation/Maintenance companies, interested in quality individuals looking to relocate to the Middle Tennessee area. We are currently searching for the following: **Maintenance Foremen • Irrigation Technician • Landscape Foremen.** Also: **Operations Manager** to oversee employees and facilities. We offer good pay, health/dental benefits, retirement program and the opportunity to share responsibility and grow with a quality company. **Please contact us via Email: sunrise7@bellsouth.net. Phone: 800-793-1652. Mail: Sunrise of Nashville, 2707 Larmon Drive, Nashville, TN 37204** 10/99

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.** 9/99

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Grab Bag

Beautiful in Memphis

The Memphis Beautiful City Commission honored OneSource Landscape & Golf Services, Memphis District, with three Memphis Beautiful Business Awards this summer. The OneSource projects receiving the recognition were: landscape work at The Residence Inn by Marriott at Poplar Pike, design and maintenance at the Harbor Town Common area and a redesign of a large flower bed at the Memphis Distribution Center.

More on Fragala

We named Russ Fragala Landscape Contracting Corp. to our 10 Great Small Companies list last month, and that's not the only list the company made. The Long Island, NY, firm is one of the 25 Fastest Growing Companies on Long



Island, an award jointly sponsored by Hofstra University and KPMG. Fragala reported growth of 143% in the last year. Congratulations!

Flowers power poor taste Some think they're molded candy or drawer pulls

We know "fluff" copy when we see it, but this news release took the cake. Introducing "Forever Flowers," it claims these molded, sun-resistant polyester flowers will "last forever." In fact, it says, "there is no need to plant new flowers every year." According to the release, the flowers



"add sparkling color to drab winter lawns and gardens," and are also available in a choice of "ethnic" colors like

red/white/blue for the

United States, or

orange/green/white for

Ireland, etc. An added

bonus: embedded wire

mounting lets you hang

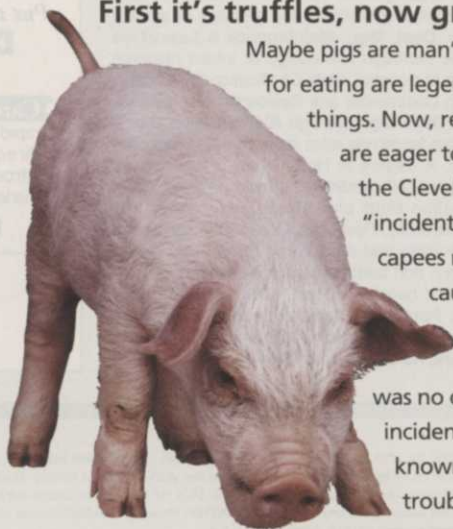
these "on trees or bushes."

New add-on service possibilities?

We don't think so!!

First it's truffles, now grubs

Maybe pigs are man's best friend. Their abilities to root out rare truffles for eating are legendary among people like the French who eat those things. Now, residents of Cuyahoga Heights, OH, have found pigs are eager to root out those tasty grubs. According to a report in the *Cleveland Plain Dealer*, the tiny suburb had two pig/grub "incidents" in the space of one week. First, five 150-lb. farm escapees ravaged one lawn looking for the tasty pests (and causing \$1,000 in damage). The punishment was harsh when they were caught — a trip to the slaughterhouse a few weeks early. Local police noted "there was no criminal intent" by the departed porkers. The second incident involved two rogue potbellied pigs (owner unknown), who tore up the grass to the tune of \$150 worth of trouble. This one sounds like a copycat crime.



Grab Bag features brief observations and prognostications throughout the green industry. If you have an unusual photo or comment you'd like to share with us, please send it in.

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