

contents

OCTOBER 1999 / #10 / VOLUME 38

features

cover story

22. When disaster strikes, be prepared

Strategies to prepare your operation for weather emergencies. If you don't have a plan, your operations, customers and employees may be vulnerable in more ways than you think

BY: ROBERT E. REAVES

32. 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

design/build center

36. A rose is a rose, or is it?

Just because plant names are similar doesn't mean they can be substitutes for each other. Sometimes, you have to find the right alternative

BY DANIEL WEISS

grounds management center

AWARD WINNING LANDSCAPE

40. City of Chicago

42. 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

COVER PHOTO: COURTESY OF VERMEER MFG.



22



40

36



42

Editorial staff

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

Reader advisory panel

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

Business staff

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

Advertising staff

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

Marketing services

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



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

contents

departments

columns, news & more

7. On the Record

Is your body Y2K compliant?

8. Events

Who, what and when

13. Green Side Up

Act now for labor for 2000

14. My Way

'I work trade shows to the max,' says Larry Iorri, this month's guest columnist. You'll be surprised how much you can accomplish in just a few days.

16. Hot Topics

Weed Man's U.S. move, Husqvarna & Yazoo/Kees, Dursban alert

tech center

47. LM Reports

Saws that cut down tough jobs



53. Ask the Expert

Easing drought stress and managing juniper scale

54. New Products

57. Supplier News

57. Info Center

ending notes

62. Grab bag

SP