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

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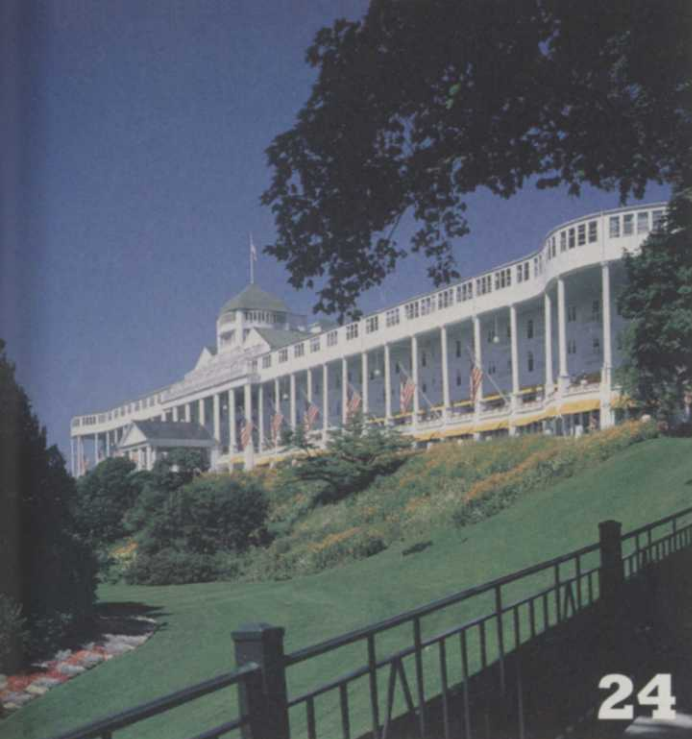
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Managing Editor	RON HALL / 440/891-2636 / rhall@advanstar.com
Associate Editor	FRANK H. ANDORKA JR. / 440/891-2709 fandorka@advanstar.com
Chief Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Group Editor	VERNON HENRY / 440/826-2829
Art 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
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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 (100 minimum) / 440/891-2744
JOE GILLIAM	Circulation List Rental / 800/225-4569, ext. 773
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**Add the
Roberts**

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Browers**

**Add the
Nadlers**

**Add the
Fraiolis**

**Add the
Walters**



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McIvers**

**Add the
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New landscape at LM

I get bored doing the same old things day after day. If my work repeats itself, it gets old real fast. You're probably like that, too. Your operation is never the same any day, I imagine. If you design or install landscapes, it might be the only time you work on a property. If you do scheduled maintenance, changing weather conditions keep things interesting. If you do renovations, you probably thrive on change. So do we.

Mind you, we're not changing *Landscape Management* just for the sake of it, but to keep things fresh and to make it more helpful to you. Our new logo, cover, contents and column layout are just the start. Like landscapes that you install in phases, we'll be phasing in the completed look in the next few issues. We're focusing on operations and expanding coverage of:

- ▶ design/build business;
- ▶ smooth maintenance operations;
- ▶ the best in grounds management; and
- ▶ marketing chemical lawn care.

And we're expanding coverage of news, trends, technical subjects and innovative products.

It's LM100 time again

Since this issue marks our annual LM100 article, you may notice some changes there, too. It's fun to focus on the industry leaders, but there are so many other great companies getting overlooked when we concentrate only on big, bigger, biggest. After all, the average size firm in our industry probably makes less than \$500,000 in revenues per year.

This year's LM100 does list leaders in landscape contracting, lawn care and grounds management. But

we also go a step further and highlight some worthy pioneers, women-run operations and just plain neat smaller companies. They deserve recognition too, because it's companies like this that make up the backbone of the industry. Is your operation LM100 material? Contact us. We love to hear from you.

To highlight how wonderful and diverse the landscape management industry is, we've also included 10 high-profile landscapes visited by millions of people each year. Each is a showcase that calls attention to high quality work done in challenging circumstances, and each reflects well on your own profession.

Want to sound off? Here's your chance

Finally, we're introducing a new column this month, entitled "My Way" (page 12). Our first features Bill Hoopes, who talks about finding good employees. As director of training and development at Scotts Lawn Service, Bill works with all kinds of employees entering our industry, as well as their managers. Do you think we can't get good employees anymore? Bill thinks we can.

Each month, we'll have a practicing landscape professional share his or her insights, opinions or ideas. If you want to participate in "My Way," give me a call or email. Please let me know what you think of these changes and the others to come in the next few months. I need the feedback!

Sue Gibson
sgibson@advanstar.com

It's fun to focus on the industry leaders, but there are so many great companies getting overlooked when we concentrate only on big, bigger, biggest. —SG



events

WHAT, WHEN & WHERE

October

6-7 Ornamentals Plant Materials Conference

Oklahoma State University,
Stillwater, OK; 405/744-5405,
mas@okstate.edu

8-9 ALCA Masters in Management Seminar

Hartford, CT; 800/395-2622;
www.alca.org

16 Illinois Landscape Contractors Association's Certified Landscape Technician Retake Exam

Joliet, IL 630/472-2851.

20 Western Nursery & Garden Expo

Las Vegas.
202/789-5980, ext. 3006.

20-22 Southwest Turfgrass Conference & Show

Ruidoso, NM;
505/275-2576

November

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

Atlantic City, NJ,
800/376-2463

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

9-12 New York State Turfgrass Association Conference & Show

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

13 Illinois Landscape Contractors Association's Semi-Annual Landscape Equipment Auction, Powers Auction Service

Crystal Lake, IL. 630/472-2851.

13-16 Green Industry Expo (PGMS, ALCA, PLCAA)

Baltimore, MD; 770/973-2019;
www.plcaa.org

29-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

7-9 New Jersey Turfgrass Expo

Atlantic City, NJ;
732/821-7134; www.njturf-
grass.org

January 2000

5 Great Lakes Trade Expo

Lansing, MI 202/789-5980, ext.
3006.

5 Minnesota Nursery & Landscape Association Convention and Show

Minneapolis. 202/789-5980, ext.
3006.

6 NYSTA Northeast Regional Conference

Albany, N.Y. 800/873-8873

8 Western Nursery & Landscape Association Trade Show

Kansas City, MO; 202/789-5980.

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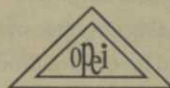
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National Arborist Association
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Amherst, NH 03031-1094
(603) 673-3311
www.natlarb.com



Ohio Turfgrass Foundation
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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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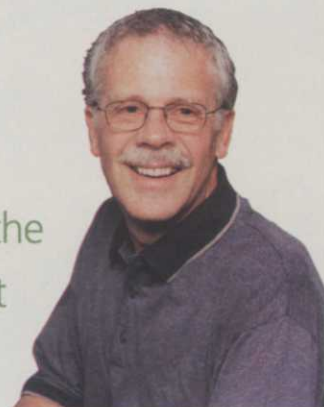
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"Keep in mind that no team ever won all the marbles with 'stars' alone. It's the bull pen that usually makes the difference." —BH



Where are the 'good' ones?

Time and experience have taught me a lot about solving tough people problems — I don't have all the answers. I do know that no single formula works consistently in all situations, and I have had some experiences (successful and unsuccessful) that lead me to conclude there are specific, positive things that you can do to make success through people possible, or even probable.

Woody & Bear knew the trick

I'll admit there are times when building a team seems fairly simple. As an Ohio State Buckeye fan, I recall the way Woody Hayes said it: "You win with people." It was that simple. Find the right people, teach them what they need to know, hold out a "carrot" like a Rose Bowl trip and get out of the way. Paul "Bear" Bryant, legendary coach at the University of Alabama, felt the same: "Find some talent, show them how to make the first touchdown and back off — the rest is simple."

Is it really the same for us? As a manager and management trainer for many years, I've come to realize that, while Woody's and Bear's level of competition was higher and more intense, and while winning or losing was determined in an afternoon, the principal determinants of success in sports apply equally to other endeavors like business.

But what is it specifically that leads to success? We've told ourselves for years that when the "right" people are trained to proficiency and well directed, given encouragement and positive feedback that miraculous things begin to happen. This is even truer when an incentive (pot of gold) is placed at the end of the rainbow (task completion)—sometimes.

Do we clearly understand why more landscape and lawn care industry managers and leaders (and even coaches) don't win consistently? Do we know why some teams just can't lose — even in the face of tough competition? Is the answer really just "great talent?"

Ask George Steinbrenner if buying great players is enough to win. The answer is NO. Great players, like great employees, make it easier. But in today's service industry world, staffing with 100% champs isn't realistic.

How we can win

Winning through people requires a clear, two-part, approach. We must:

bill's 'magnificent seven'

7 WAYS TO BUILD A POWERHOUSE ORGANIZATION

These basic requirements can make your job as manager, leader or owner much easier:

1. Make a clear definition of your business identity, goals and values.
2. Develop a practical philosophy of leadership.
3. Identify the "leadership style" that will work best for you.
4. Commit yourself to balancing people/task relationships.
5. Develop a comprehensive human resource strategy.
6. Make an accurate assessment of the positive and negative elements of your employees' working environment.
7. Use your management power sources intelligently.

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Keep in mind that no team ever won all the marbles with "stars" alone. It's the bull pen that usually makes the difference.

As a landscape or lawn care manager, you must work both sides of the street simultaneously. Don't let up in your efforts to upgrade staff where necessary, while also doing your best with the people you can get or currently have on staff. Both are critical parts of an effective people plan.

'Good' people are gone?

Having said all that, our commonly accepted reason for failing with people remains: "There just aren't enough good people these days." The implication is: Good people (the kind we want and need to win) were there, but no more. We're left to conclude that "good people" have vanished from the scene. They are gone! I hear it daily. And to complicate things, we've talked ourselves into believing

that we cannot win the game or reach our objectives with anything less than perfect employees.

That's silly. We succeed all the time with less talent and the right attitude. So seek out and learn to attract the very best people you can, but under no circumstances should you ever give up because recruiting suffers.

If you accept my premise, the solution to some of our people problems lies in rebuilding our industry image. In a later column, I'll talk about how to win with the people you can attract, because winning with imperfect or less than totally desirable employees is a critical part of any strategy that succeeds consistently.

But for now, consider what I call the "magnificent seven" in the sidebar on the preceding page.

The author is a seasoned trainer with broad experience in industrial/retail sales and technical training, as well as more than 14 years developing people in the lawn care service business. He is director of training and development for Scotts Lawn Service in Marysville, OH.

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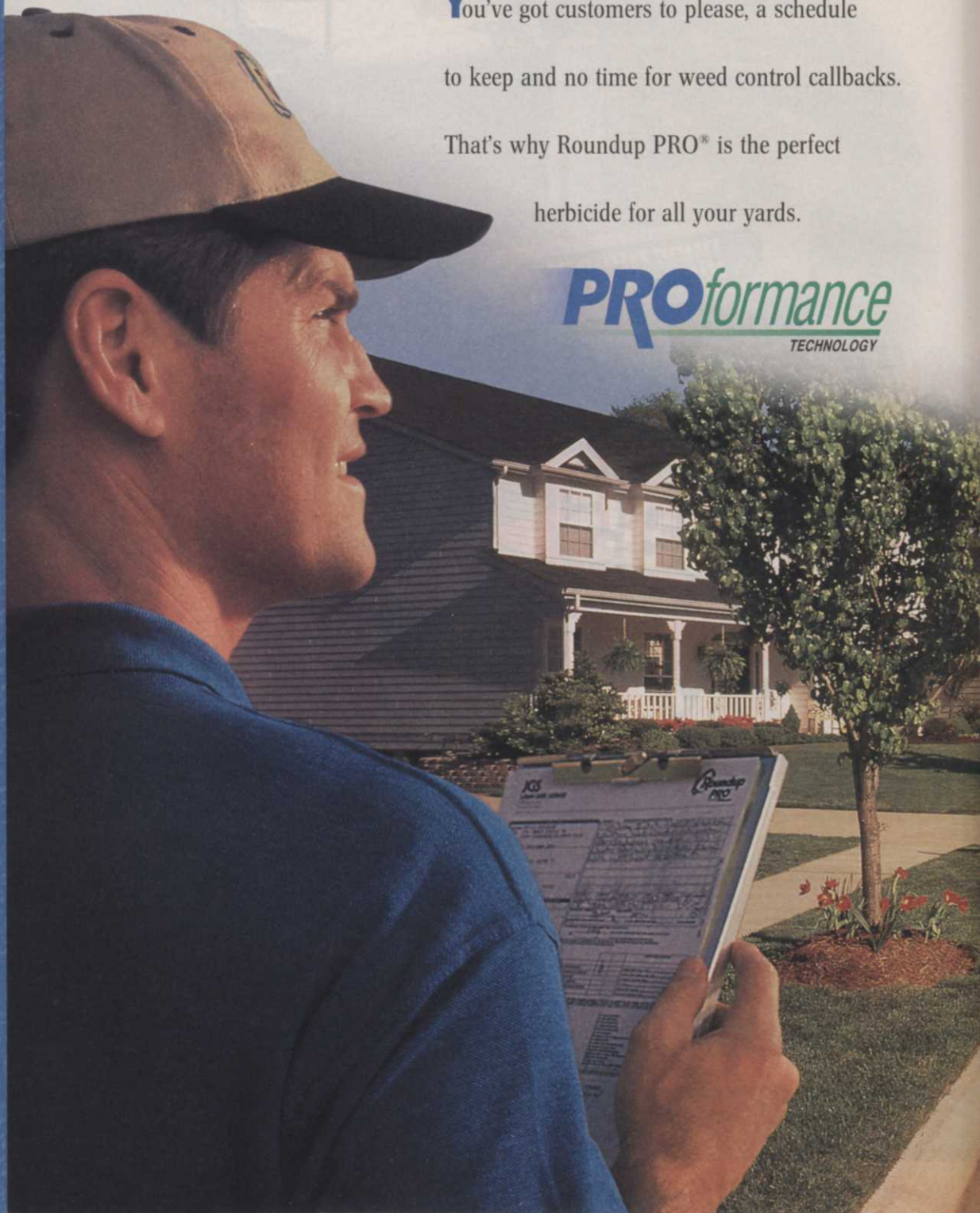
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Scotts seeks distribution pact

The Scotts Co., Marysville, OH, has been talking with Landmark Seed Co. about distribution of Scotts' professional turfgrass seed products through a national network. Scotts said it expects to sign a contract with LandMark by Oct. 1.

WALP's new address

The Washington Association of Landscape Professionals has relocated. Contact WALP at its new address: 1723 100th Place SE, Suite C, Everett, WA 98208-3800. The new telephone number is 425/385-3333, or log on to www.walp.org

[CLIPPINGS]

Eastern landscape pros: 'Send us rain!'

As Hurricane Dennis spun in Atlantic and threatened the Eastern seaboard, landscape and lawn care pros in that area didn't know whether to fear it or welcome it — so desperate were they for rain.

Hardest hit by this summer's drought were the Northeast and the Mid-Atlantic states. Landscapes from Virginia, north into New England and west into parts of the Midwest suffered. The lack of rain forced communities in many Eastern cities to restrict water use for much of the summer.

The U.S. Department of Agriculture in August reported that the drought affected about 20% of the country. By comparison, the 1988 drought reached 35% of the country, while the drought at the height of the Dust Bowl in 1934 covered two-thirds of the country.

"Right now (mid-August) we're pretty much shut down," said Craig Martin, Green Lawn Care, Cumberland, MD. "We had been fairly busy with insecticide applications, but we're waiting for some rain now. The last decent ground moisture we had was about mid-April."

Martin said he expects some of his clients' lawns to show drought damage, but he wouldn't speculate on how much. "Lawns are pretty resilient, and a lot of them will probably come back," he said.

Vincent Tummino, Lawn Doctor, Sayerville, NJ, said the drought resulted in some minor cancellations in his business, but nothing unexpected in light of the conditions. "Most people realized that weather was the biggest factor," he said.

Because of the dry conditions, damage caused by chinch bugs and sod webworms became more apparent, too, he added.

Some landscape managers reported that they curtailed (or stopped) commercial mowing in mid-summer because the turf had stopped growing.

Others said they are considering delaying some of the plant care tasks they normally do in the late summer until later in the season—maybe even spring, depending on early fall rains.

Some explaining to do

"This drought will have an effect for many years to come," said Dan A. Cheslock of Mountaineer Lawn Care Inc. of Morgantown, WV. Clients need to be educated *now* that parched plants of all sizes will require replacement, he cautions, adding that landscape managers can expect this scenario to play out over a lengthy period.

"Three years down the road, it's going to be tough to tell people that their trees are dead because of a 1999 drought," Cheslock said. "People may

LM's CD-Rom links to Internet

CLEVELAND — It's coming. *Landscape Management's* new Internet-linked CD-ROM will be mailed later this year, just in time for viewing on those slow, cold winter days. This new product combines suppliers' landscape and lawn care product videos with photographs and product specifications in one central source you can use again and again. Watch the equipment you need in action. Then, it's easy to click through directly to the supplier's internet site for more information.

It's the first time this *Landscape Management* product will be mailed with our reformatted and expanded GreenBook 2000. Watch for the new and expanded product listings, helpful yellow-page format, updated industry resources, Web listings and technical information sheets. For more information, contact LM at _____.



develop the inference that you killed their tree."

On the plus side, Mountaineer plans to pick up additional clients from among the do-it-yourselfer ranks. "We look for a good season in 2000 because people will look at all the weeds in their lawns and say, 'I need help,' and a lot of lawns are in rough shape."

The deep-root tree feeding that Cheslock typically offers in late summer and early fall is in peril due to soil so dry that it defies penetration. "You can dig down two to three feet and just hit powder," he said.

On the lawns, a regular fall application is going to be a really tough sell unless there's some hurricane-like rainfall — and soon, he said. "If we haven't had any rain by mid-September, we'll hold

off on the renovating until the spring, even though we prefer the fall."

Landscape managers in some areas are being advised that replacement of damaged plant specimens and any new installations be delayed until the parched ground itself recovers.

"I would say wait until spring because the water table is so low," said Frank Elefante of Nielsen-Elefante Nurseries in Lincoln Park, NJ. "The downward pull from the dryness is so acute that the water goes right through and doesn't soak in — the plantings won't survive."

Elefante observes that this summer's oppressive heat has added additional stress. "You have a lot of plants that are scorched," he reported.

— James E. Guyette

Textron acquiring OmniQuip

Textron Inc., Port Washington, WI, is merging with OmniQuip International Inc. OmniQuip builds light construction equipment, including skid steer loaders. The agreement provides for an all-cash tender offer of \$477 million by Textron for all of OmniQuip's outstanding shares of common stock and is expected to close by Sept. 24.

Western Productions' varieties

Western Productions Inc., Woodburn, OR, reports that its Westlawn WP 200 and Westlawn RSII perennial ryegrasses are in good supply with stable prices, as are its turf-type tall fescue varieties WPEZE and Good-En. Average quantities of blue-grasses, Gateway and WP888, are available. Prices are slightly higher for Gateway as well as for Kenicott creeping red fescue. LM inadvertently omitted these varieties in its August seed report.

[CLIPPINGS]

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Texton acquires Omnicap

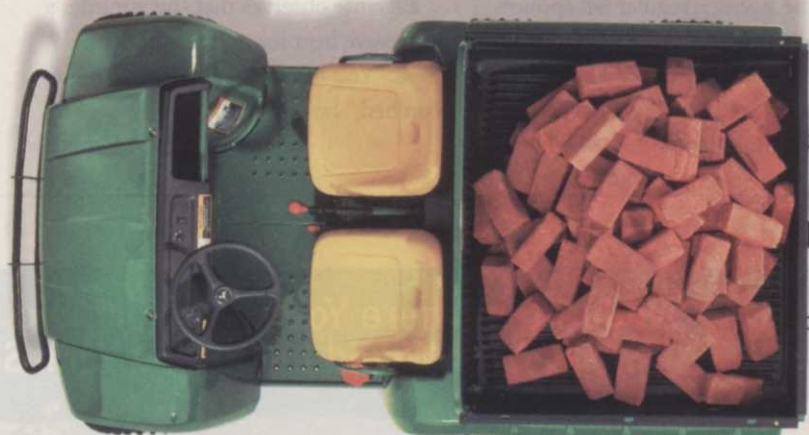
Texton Inc., Fort Washington, PA, is merging with Omnicap International Inc. Omnicap builds light construction equipment, including skid steer loaders. The agreement provides for an all-cash tender offer of \$475 million by Texton for all of Omnicap's outstanding shares of common stock and is expected to close by Sept. 24.

Western Production's varieties

Western Production Inc., Woodbury, NJ, reports that its Western WF 302 and Western R21 perennial ryegrass varieties are good supply with stable prices, as well as variety tall fescue varieties WF252 and Good-Eu. Average quantities of these grasses, Gateway and W252, are available. Prices are slightly higher for Gateway as well as for Kentucky creeping red fescue. LM inadvertently omitted these varieties in its August seed report.

CRIBBAGE

off on the renovating until the spring even though we prefer the fall." Landscape managers in some areas are being advised that replacement of damaged plant specimens and any new installations be delayed until the purchased ground truth returns. "I would say wait until spring because the water table is so low," said Frank Elkins of Nibben-Elkins Nurseries in Lincoln Park, NJ. "The driveway pull from the driveway is so acute that the water goes right through and doesn't soak in—the plants are 'suffering'."



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LA schools getting \$100-million landscape

LOS ANGELES, CA—The country's second-largest school system is spending \$100 million to install turf, trees and flowering plants at 800 school sites.

"This is the largest landscape project in the history of Los Angeles," said

Guillermo Aguilar, coordinator of the Greening Program. "By the year 2003, more than 18,000 new trees will be planted and up to 20 million sq. ft. of asphalt will be replaced by turf and gardens," he said.

The concept is catching on nationwide, Aguilar said. "Already, we've been contacted by other school districts."

LA's effort, involving government agencies, consultants and civic groups, took form after voters approved Proposition BB, a \$2.4-billion school repair plan. Initially, half of the funds earmarked for 400 school projects were to be spent on

"All of these improvements come with a price tag that is less than what it would have cost to pave over the same square footage with asphalt."

asphalt blacktop, but now 30% of the district's blacktop will be replaced by horticultural projects.

"By planting trees that shade air conditioning units—and that shade south, west or east walls of buildings—energy demand is significantly reduced," said Andy Lipkis, president of TreePeople, a group supporting the project.

At the Raymond Avenue School, the first project to be completed, 80 new trees and a turf kickball field replaced an asphalt lot. "All of these improvements come with a price tag that is less than what it would have cost to pave over the same square footage with asphalt," Aguilar explained.

Robert Hamm, deputy director of maintenance and operations, faces the challenge of installing the landscape. Currently, the system has only nine staffers for the 419 schools within the initial Greening Program projects.

"You need to be able to supply the resources to maintain the landscapes after you put them in," Hamm pointed out. "Getting community organizations involved is important."

— James E. Guyette



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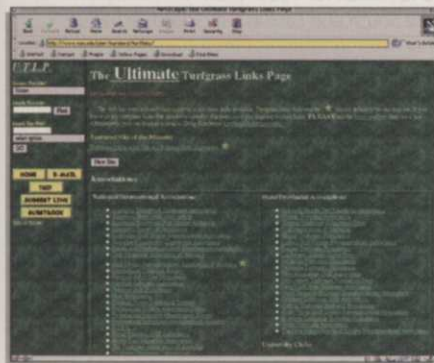


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The ultimate turf site? It's getting there

Bookmark www.msu.edu/user/karcher/turflinks on your computer. This site on the Internet is ambitiously known as "The Ultimate Turfgrass Links Page." That's pretty close to being true because this site has links to 435 (and still growing) turfgrass-related Web sites.

Douglas Karcher, 27, a graduate research assistant at Michigan State University, designed and maintains the "ultimate" site which, with a mouse click or two, can whisk a user from information about mowers and other hardware to the latest research on seeds, insects, weather . . . or just about anything related to commercial turf management. **It started at school**



"Graduate students are expected to present at the annual Michigan Turfgrass Conference and, in January 1998, I was asked to do a seminar on using the Internet to find turfgrass-related information," Karcher said. "For that seminar, I threw together a typical links page of those found on many other turf web sites. The talk went over well and I was asked to present it again the following year."

Karcher's continuing interest in both turf and the Internet have caused him to continually update and improve the site by adding frames, drop-down menus and features such as "site of the minute" and suggestion forms. The improvements make the site easier to use.

"Since I added the forms to suggest sites, I've been getting a lot of feedback from site users. They really help me keep the site up to date," says Karcher, who is nearing completion of his Ph. D. at MSU.

Karcher says he sits down at the computer about once a week to update the site and read e-mail suggestions from visitors. He says his "ultimate" site gets about 1,000 hits a month.

— Ron Hall

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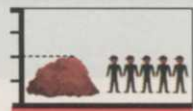
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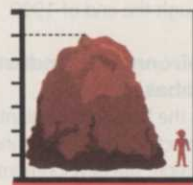
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20 Top Landscape Contracting Firms

Expect plenty of changes before next year's list appears, as the trend toward consolidation continues. (Editors' note: Despite repeated requests for information, some firms have not provided operating data and are not on this list.)

TruGreen-LandCare Memphis, TN

Paul Anderegg, president and chief operating officer of TruGreen-LandCare, reports that revenues for the newly formed TruGreen-LandCare division will reach somewhere around \$550 million for 1999 (those figures include TruGreen-ChemLawn landscape division revenues for all of 1999, plus the TruGreen-LandCare revenues



from March 18, 1999 on, when LandCare USA was acquired by TruGreen-ChemLawn).

Having acquired at least 60 companies through merger and acquisition this year, TG-LC is moving forward on several pending deals through the end of 1999.

Environmental Industries Inc. Calabasas, CA

EII is the leading vertical integration of landscape contracting services that include landscape construction, site development, irrigation, golf course construction, maintenance, tree moving and preservation, landscape maintenance franchises and specimen tree nurseries. Divisions operate from 47 locations/offices nationwide include Valley Crest, Environmental Care, Valley Crest Tree Co. and U.S. Lawns. According to Burton Sperber,

CEO, president & founder, this 50-year old firm expects 1999 revenues to reach \$450 million.

The Davey Tree Expert Co. Kent, OH

\$315 million in 1998 revenues/\$325 million projected for 1999. See under 10 Pioneer Firms, pg. 37.

The Brickman Group Langhorn, PA

Although Brickman's annualized growth rate was 47% for the last year, some of that includes acquisitions made in 1998. This year's rate of internal growth is around 30%, says Scott Brickman, president. He says Brickman had \$145 million in revenues for 1998 and projects 1999 revenues to reach \$175 million. He is concentrating on building internal growth for the immediate future rather than through acquisitions.

Grounds Control San Antonio, TX

Grounds Control is part of Sanitors Inc., which provides both janitorial and landscaping services with total sales of about \$70 million this year. Al Honigblum runs the landscape end of the business, centered in San Antonio. His 12-year-old operation recorded sales of \$15 million this season. The company's business mix is 65% maintenance and about 35% construction. Honigblum says Grounds Control is seeking to grow substantially through acquisition in 2000.

RBI Companies Littleton, CO

This 25-year-old firm is solid in Western construction and landscape design/build markets, bringing 1998 revenues of just over \$56.4 million. Most of RBI's customers are commercial (81%), but a significant number also are municipal, sports and golf services. The firm offers landscape maintenance, irrigation and related services from 10 locations and is on the consolidation path. Rick Randall, president, estimates that 1999 revenues will grow to \$66 million.



Gothic Landscaping Phoenix, AZ

This company has enjoyed significant growth, expanding nearly 20% in each of the past several

years. It has about 950 employees, as well as offices in Los Angeles and Las Vegas, along with one in Phoenix. Vice President Jon Georgio says Gothic generated \$39 million in revenue last year, and projects \$50 million for 1999. He and his brother Michael, president, look for \$59 million in revenues in 2000.

OneSource, Landscape Services Division Atlanta, GA

The 1,200 landscape employees of OneSource, led by Division President Ron Schmoyer, provide landscape design/build and maintenance, golf course maintenance and related services. This fits into OneSource's other services, such as janitorial and renovation work. While 1998 revenues totaled \$35 million, Schmoyer expects more than \$45 million for 1999. Look for more growth in the South and East as OneSource expands.

The Bruce Co. of Wisconsin Inc. Middleton, WI

The Bruce Co. finished a \$26-million year in 1998 and projects revenues of \$29 million for 1999. Services include landscape design/build and maintenance, golf course construction and retail sales. Payrolls for around 225 year-round employees swell upwards of 500 during peak season, Nicholson reports.

American Landscaping Canoga Park, CA

President Mickey Strauss and Executive Vice President Gary Peterson fiercely maintain the independence of their California landscaping corporation against consolidations and rollups, while recording 1998 revenues of \$24.5 million. That may grow by \$2 million in 1999. Working exclusively in the commercial arena, the company has been in business for 26 years. They operate out of seven offices, the newest of which is located in Salt Lake City, UT.

Lipinski Landscape & Irrigation Inc. Mt. Laurel, NJ

Robert A. Lipinski founded this company 23 years ago, and this season it will generate \$22.2 million in revenues—54% design/build, 24% maintenance and 22% other services. Just over half the company's sales come from commercial work. Lipinski specializes in



incorporating custom swimming pools within landscapes. Lipinski, the president, budgets sales of \$25 million for 2000.

The Groundskeeper Tucson, AZ

With seven branch offices and close to 600 employees, The Groundskeeper's growth has been consistent for the last few years, growing at about 15% each year. According to Kent Miller, vice president, it introduced tree service to the Tucson area about three years ago. The Groundskeeper produced about \$22 million in revenues for 1998, and close to \$25 million has been projected for this year. Miller expects to reach the \$28 to \$30-million range in 2000.

Lewis Landscape Design Las Vegas, NV

Lewis Landscape, owned by Scott Lewis, started as a 100% residential design/build firm and became 100% commercial this year. Last year's \$18 million in revenues is on track to become \$20 million as Lewis continues on a 60% average growth curve. The firm designs and installs high profile projects, forming alliances with national master-plan community builders. Lewis, Jerry Bowlen and Bob Bracken are the team that makes this approach work. The firm operates in Arizona and California as well as Nevada, with 250 employees.

Teufel Nursery Portland, OR

\$17 million 1998 revenues/\$19 million projected for 1999. See 10 Pioneer Firms pg. 36)

Cagwin & Dorward, Novato, CA

With operations in 13 locations, Cagwin & Dorward anticipates growing its 1999 revenues to \$18 million, up 12% from the \$16 million it pulled in during 1998. Wayne Richards, COO and an owner, said the internal growth is brought about by expansion in landscape maintenance, design/build and a new tree division. C&D, which was founded in 1955, employs 300 people.



Chapel Valley Landscape Woodbine, MD

This firm is 31 years old and has more than 250 peak season employees. J. Landon Reeve, president, says his company has enjoyed substantial growth, but would like to keep the growth at "around 10% each year." In 1998, Chapel Valley generated around \$16 million in revenue and Reeve projects close to \$17.5 million this year.



Landscape Concepts Inc. Grayslake, IL

For 18 years, Mike Kerton and Peter DeVore have steadily grown Landscape Concepts to its 1998 revenue total of \$15 million. This is a big growth year for the commercial landscaping firm, which operates on 65% design/build services and 35% maintenance in the competitive northwest Chicago area. Revenues for 1999 may shoot up to \$20 million. The company watches trends closely and believes native prairie plantings hold promise for the future.

Brookwood Landscape San Diego, CA

Keith Wilhite incorporated Brookwood Landscape in 1972, but sons Glenn and Mark conduct the day-to-day operations of this \$15.2 million business now. It is a full-service landscape provider, with 65% of its maintenance clients in retail. Glenn Wilhite points to their veteran managers as a big reason for Brookwood's success. It works almost exclusively in San Diego County.

Mariani Landscape Lake Bluff, IL

The second generation of Marianis runs this design/build and maintenance firm near Chicago, established 40 years ago. President Frank Mariani expects 1999 revenues to reach approximately \$15 million, partly in response to the company's addition of a new perennial garden services division. About 95% of Mariani's customers are residential.



AAA Landscaping Tucson, AZ

This 25-year-old company has the attributes of other successful operations, but Richard Underwood, vice president, says his partnership with his brother, Bob, is what makes this company unique. "He's the best partner a guy could have," he says. "We complement each other very well." The partnership works well for AAA's 500 employees. Underwood says AAA has probably doubled its growth in the last decade and expects to generate \$16 million this year.



Nanak's Landscaping Longwood, FL

This 100% commercial firm has grown steadily for 26 years. Founded by Mahan Kalpa Khalsa and Sam Puran, Nanak's sees revenue rising from a healthy \$12 million in 1998 to about \$15 million in 1999. Working the Tampa, Orlando, Jacksonville and Sarasota area with 300 employees, Nanak's offers everything from horticulture to irrigation, tree trimming, landscape and maintenance.

Terrain Systems Inc. Phoenix, AZ

Dale Micetic and his wife founded Terrain Systems Inc. 25 years ago and it has grown steadily ever since, offering landscape installation, irrigation, erosion control, maintenance and tree growing services to residential and commercial customers in Phoenix. He estimates it will do \$13 million in sales for 1999, driven by the growth of Phoenix's light industries. Micetic says his greatest challenge right now is the labor situation.

20 Top Lawn Care Firms

This year been good to chemical lawn care firms, and several of them have shown healthy growth, despite harsh weather conditions in some areas of the country. Our list includes several top revenue generators, plus others who have influence on a wide range of issues. (Note: Some companies have not responded to information requests and are not listed.)

TruGreen ChemLawn Memphis, TN

TGCL is predicting lawn care revenues of \$900 million this year. TruGreen, established in the mid-1970s in Michigan, was acquired by Service-Master in 1990. In 1992, TG purchased long-time rival ChemLawn, and in 1997, it bought Barefoot



LM 100

Grass and Orkin Lawn Care too. TGCL Executive David Slott says that internal growth accounts for most of the company's annual increases in sales. "But, we're continually in the acquisition mode," he adds.

The Weed Man

Mississauga, Ontario

The 135 Weed Man lawn care franchise locations will generate about \$55 million in sales in 1999, says Vice President Michael Kernaghan. The company, started by Canadian entrepreneur Des Rice in the early 1970s, faces an interesting dilemma — it has no more franchise locations available in Canada. "I guess that's good news in some ways," says Kernaghan who feels the logical move for Weed Man is to build its presence in the United States.

Lawn Doctor, Inc.

Holmdel, NJ

\$50 million revenue in 1998/\$56 million projected for 1999. See 10 Pioneer Firms, pg.36.

FirstService

Toronto, Ontario

FirstService owns ChemLawn (Canada), Green Lawn Care and Sears Lawn Care brand in new markets in Canada. Together, FirstService companies recorded sales of \$36 million in 1998, a jump of about 31% over 1997. This season, FirstService is forecasting growth of 10% in its company-owned lawn care operations, and planning for at least two additional acquisitions. FirstService also owns and operates the lawn care franchise Nutri-Lawn Lawn Care.

Leisure Lawn Inc.

West Carrollton, OH

Leisure Lawn is more than 20 years old and has 11 locations in seven states, all but one of them company-owned. It reported sales of \$20 to \$25 million for 1998. The company is developing perimeter pest control as an add-on service. Vice President Carl Pettelle says that LL continues to grow while lowering its cancellation rate.

Spring-Green Corp.

Plainfield, IL

This company has been in the lawn-care game since 1977. It has about 65 franchise offices representing more than 100 franchises. Specializing in chemical lawn and tree care with minimal mowing, Spring-Green reported its 1998 revenue slightly under \$20 million. Tom Hofer, president of Spring-Green, describes his company's growth as "steady and consistent."



NaturaLawn of America

Frederick, MD

"We're growing like mad," says Randy Loeb, vice

president of franchise development. It has grown 25% to 30%, compounded annually, for each of the past few years, with 1998 revenues around \$10 to \$20 million. Loeb expects the company to grow another 30% — or possibly more — in 1999. It currently has 45 branch offices in 18 states, as well as Canada.

Kapp's Green Lawn Inc.

Fort Wayne, IN

Longevity, patience and determination are the words that Larry Kapp uses to describe 35-year-old Kapp's Green Lawn, Inc. The company has offices in Cleveland, Pittsburgh, Indianapolis and St. Louis, along with the office in Fort Wayne. It has around 240 employees. Kapp, president, says it has enjoyed steady growth and produced close to \$10 million in sales for 1998.

Swingle Tree & Landscape Care

Denver, CO

About \$8 million revenues in 1998. See 10 Pioneer Firms, pg. 36.

Scotts Lawn Service

Marysville, OH

This company has over 200 employees, nine company branches and 17 franchises, all in only their second year of existence. Scotts generated more than \$7 million in revenue last year. Bill Hoopes, director of training, says the firm projects \$13.5 million for this year, and possibly more than \$20 million in 2000.

Massey Services

Maitland, FL

Massey will provide about \$30 million in pest control, termite control and lawn care (including tree/shrub) sales from locations throughout Florida this year. About a fifth of that total comes from lawn care, says Adam Jones, who heads the lawn care division. Sales arising from its 11 lawn care locations rose by 15% from 1997 to 1998, and another 17% this season, he says.

The Lawn Co. Inc.

South Dennis, MA

This 20-year-old company generated around \$6 million in revenue in 1998. Edwin McGuire, president, expects 8% growth for 1999. The company has about 75 employees and three other branch offices, with plans to open a fourth location.



Super Lawns

Rockville, MD

With more than 20 locations in Maryland, Virginia, Delaware and New Jersey, Super Lawn franchises will generate between \$4 and \$4.5 million, says founder Ron Miller. Super Lawns offers traditional chemical services, plus aerification and seeding. Miller says, "Our business was pretty

steady," in spite of a season-long drought. He's been in the lawn care business since 1979.

Prescription Turf Services

Middleton, MA

This company first started out providing services to area schools. Twenty years later, it now handles more than 1,000 acres and 6,000 residential accounts. Nearly 25 employees work for this company, and it has enjoyed a consistent 10% to 15% percent growth in each of the past several years. Last year, the company generated around \$2.8 million in revenue. President Paul Harder projects a figure closer to \$3 million in 1999, as well as possibly \$3.3 million in 2000.

Landscape Management Services Inc.

Lake Charles, LA

A relatively younger name at nine years of age, this company once had 30 employees working for it several years ago. Now that number has increased to around 70 workers. The company managed to generate revenue in the \$2 to \$3 million range, with a chance to top \$3 million this year.

Masters Green Inc.

Sterling Heights, MI

This is a 10-year-old company that has about 25 employees working for it. Paul Wagner, the president of the company, says that Masters Green produced revenue in the range of \$2.1 to \$2.5 million, and hopes to grow another \$500,000 in 1999.

Agro-Lawn Systems Inc.

Vienna, VA

This well-established company is more than 25 years old, with about 50 employees. Tom Speirs, president, says that last year was the company's best, growing 10% and reeling in about \$2.4 million for 1998. Speirs hopes that will grow to \$2.6 million this year. The company also recently purchased a 13-acre nursery.

Lawn Master Inc.

Pensacola, FL

Lawn Master has been in business for 19 years, with more than 40 employees. The family owned company pulled in about \$2.25 million in 1998. Joe Williams, president, says it enjoyed a 4% to 6% growth increase in the past several years, and should reach \$2.4 million in revenue for 1999.

All American Turf Beauty Inc.

Van Meter, IA

This company has close to 40 full-time employees and generated more than \$2 million in revenue last year. Daryle Johnson, president, says it grew rapidly in its younger days, but growth has leveled off into a steady 10% to 15% range in past years. However, Johnson hopes for a 20% increase in 1999.

Southern Lawns Inc. Montgomery, AL

This season saw this 22-year-old firm grow by about 10%, says James Bartley, president. Southern Lawns' two offices — Montgomery and Columbus, GA — counts about 8,000 customers and will register about \$2 million in sales this season — 85% arising from traditional turf fertilization, insect and weed control and the remainder in ornamental and flower bed services.

Fairway Green Inc., Belle Mead, NJ

With approximately 25 employees, this 12-year-old business generated about \$2 million in revenue last year. Robert Windish, vice president, expects that figure to grow another 7% to 8% this year. Windish says that one of the challenges he has had to deal with involved finding people. "The challenge is finding people who are willing to go out there and work for a living," he says.

One Step Tree & Lawncare North Chili, NY

One Step is 24 years old and has about 22 year-round employees. It has enjoyed a 7% to 12% increase each of the past several years. It generated \$1.75 million last year, and Robert Ottley, president, hopes for nearly \$2 million in 1999. Ottley says that he hasn't had the personnel problems many companies have — at least not yet. "We've been lucky so far," he says.

20 Outstanding Grounds Management Operations

We looked high and low to recognize leading grounds management operations that involved large landscapes, big budgets, complex conditions or large staffs worth noting. These aren't the only ones — but these are some of the more interesting and challenging grounds to manage in 1999.

Post Properties Atlanta, GA

This innovative, publicly traded corporation, founded by John Williams, CEO, in 1971, posted assets of \$3 billion in 1998 and is one of the largest and highest rated Real Estate Investment Trusts (REITs) in the country. Post's success is based on its philosophy of managing the top properties in the top markets and providing superior communities to more than 50,000 apartment dwellers in



97 locations, says Todd Tibbetts, vice president of Post Landscape Operations, based in Atlanta.

Post Landscape Operations is one of two landscape arms, and it provides in-house landscape management for apartment communities in nine states (Atlanta alone boasts nearly 50 such communities). Post Landscape Group is the

for-profit commercial landscape maintenance division, with revenues of \$15 million in 1998.

San Diego Zoo San Diego, CA

It's world famous for its animals, but with more than 6,500 plant species, horticultural manager Mike Bostwick faces special challenges dealing with a 100-acre accredited botanical garden col-



lection growing amid hungry, playful — and messy — animals. Monkeys can strip a tree bare of leaves in a heartbeat, and hooved stock can damage bark. With more than 25 years on the job, Bostwick thrives on applying the knowledge he has obtained.

Colonial Williamsburg Williamsburg, VA

As one of the nation's oldest planned communities, the historic homes and streets once populated by patriots are complemented by more than 100 gardens overseen by Gordon Chappell, director of landscaping. "Landscape archaeology" has been a part of the plan since restoration began in the late 1920s. Each was researched for style and accuracy in the traditions of 17th and 18th centuries. Chappell's mission is to maintain ornamental (and practical food-crop) heirloom plant varieties in a fashion that fits the world's largest outdoor living history museum.

Los Angeles Unified School District

Los Angeles, CA

The largest landscaping project ever in the history of the Los Angeles is now underway — a \$100 million "greening program" that involves planting trees, lawns and flowers at more than 800 school sites. With Eddie Martinez in charge of maintaining these new grounds, scheduling and coordination remain key components. (See article on page 22.)

City of Columbia Columbia, MD

Founded in the 1960s by visionary real estate developer James Rouse, this 15,000-acre planned community of 80,000 people consists of 10 distinct villages located midway between Washington and Baltimore. As vice president of open space management, Charles Rhodehamel tends to 82 miles of pathways and 3,100 acres of open space spread among lawns, gardens, "tot lots" and other recreational assets.



University of Pittsburgh Pittsburgh, PA

Dealing with ups and downs is a daily challenge for Conrad Neuner, one of the nation's experts



on planting and maintaining extreme slopes like those at the University of Pittsburgh.

"The whole university is built on steep hillsides," he says. "We have 132 acres in the middle of the city."

With a crew of 20 full-timers and an annual budget of about \$900,000, Neuner uses unusual combinations of ornamental

grasses, wildflowers and other groundcovers to beautify campus landmarks with names like "Cardiac Hill."

Goodyear Tire and Rubber Co. Akron, OH

Clearing snow and ice from eight miles of sidewalks is a top wintertime priority for Grounds

LM 100



Manager Tom Riccardi and his crews at this 600-acre showplace corporate campus in Akron, OH. Along with the snow comes a strong program designed to prevent salt damage to the turf. Under warmer conditions, nine full-timers and six seasonal workers mow 325 acres and tend to a 100-acre wildflower garden.

Yellowstone National Park Yellowstone, WY

The world's first national park is bigger than Rhode Island and Delaware combined. Eleanor Williams can drive up to three hours to a landscape worksite and still remain within the park's borders. Temperatures can be as hot as 98° F or as cold as -66° F. A big part of the job is keeping out non-native plants. "We don't bring anything new into the park," says Williams. "You can't go out and buy a blue spruce at a nursery and bring it in here."

City of Lenoir Lenoir, NC

Cemeteries and Grounds Superintendent John Abernethy was the very first Certified Grounds Manager in 1981, designated by the Professional Grounds Maintenance Society. Professionalism on a budget is apparent throughout Lenoir, NC. In addition to the two city-owned 30-acre cemeteries, he is responsible for 84 acres of park lands and landscaped areas, which include annual flowers, street trees and athletic fields.

University of Texas Austin, TX

UT has the largest enrollment in the United States, and Jerry Harrison's annual landscape services budget for the 435 acres is about \$1.6 million. On the job for 27 years, he says students taking shortcuts through planted areas is always an issue. "We try to get the sidewalks in the 'right place,' rather than just what looks good on a plan." In addition to many varieties of aged oaks, UT is graced with color throughout as fresh plantings are done three or four times a year.

Chicago Park District Chicago, IL

Chicago's official motto is a Latin phrase meaning "city set in a garden." Parks chief Carolyn Williams Mezzo oversees an operation aimed at maintaining high levels of horticultural and recre-



ational standards. With an annual budget above \$141 million, the enterprise encompasses more than 7,400 acres of green space, 26 miles of shoreline, 520 neighborhood parks and 800 ball-fields. "Our programming is designed with neighborhoods in mind," Mezzo says, noting that last year, a record 7,100 new trees were planted throughout the Windy City.

Winterthur Estate Winterthur, DE

More than 200,000 people each year come to enjoy the 60 acres of spectacular gardens surrounding the former country estate of the late Henry Francis Du Pont, himself a great horticulturalist. "Du Pont documented the blooming time, cultural considerations and aesthetic characteristics of thousands of plants," says Denise Magnani, curator and director of the museum's landscape division. For John Feliciani, the curator of horticulture and grounds operations, working at Winterthur is a family tradition — his father and grandfather also tended the property.

Valley Forge Military Academy and College; Wayne, PA

This highly structured and demanding institution was established during the Great Depression with a critical mission: "Send us your boy and we will return to you a man." Steeped in tradition, the 800 students enjoy an immaculate parade ground and several precision athletic fields managed by Joseph Murphy, who also serves as deputy facilities director. An annual budget of \$150,000 is allotted for 90 acres of open space.

Hearst Castle San Simeon, CA

Known as "the Enchanted Hill," the late newspaper publisher's fabulous 165-room estate overlooking the Pacific Ocean took nearly 30 years to build. Tons of soil were hauled up to the barren mountain top to create 175 acres of gardens, terraces, fountains, pools and walkways. Now overseen by grounds supervisor Bob Conlen and historic maintenance supervisor Bob Soto, Hearst's original horticulturalists (several of them have plants named after them) used American influences combined with Spanish and Italian elements to create a stunning floral palate that provides year-round color.

Missouri Botanical Garden St. Louis, MO

More than 30 different gardens on 79 acres are overseen by Dr. Shannon Smith, director of horticulture. Some 4.8 million plant specimens are present. Recent additions include a Chinese garden, a boxwood garden and a Victorian garden.



Bird watchers flock here to enjoy the many varieties of feathered visitors attracted to the landscape, and a series of hands-on ecology demonstrations have been introduced.

Shanty Creek Bellaire, MI

Director of Outdoor Operations Brent Nelson feels right at home on these 4,500 acres, providing year-round activities for vacationing families and business groups. He cares for 43 downhill ski slopes and almost 19 miles of cross-country ski trails, along with a network of bike paths and swimming facilities. Seventy-two holes of championship golf are also available. This northern Michigan site contains three separate villages and their accompanying common areas.

The Ohio State University Columbus, OH

Catharine Maupin's position as superintendent of grounds-plant materials marks a second career, having been a teacher before studying horticulture. With Director of Roads and Grounds Chuck Smith, and Mike Fitzsimmons, superintendent of landscape maintenance, she tends a massive operation that cares for the campus' 1,675 acres, including the well-traveled 22-acre Oval and 88 acres of intermural athletic fields. With a student population of 48,000, some 100,000 people come and go every day, which takes a toll on the plants.

Tucson Botanical Gardens Tucson, AZ

Creating color in an arid environment is a challenge faced by Tony Edlund as he practices gardening in the desert. A xeriscape demonstration garden is joined by a cactus and succulent garden, a butterfly garden, a backyard bird garden, an iris garden, a tropical exhibit, herb garden and compost demonstration project. Founded in

cont. on page 32

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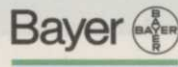


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1968, the nonprofit facility thrives on its mission to provide relaxation for visitors of all ages, along with horticultural education. About 100,000 people visit each year.

City of Las Vegas Las Vegas, NV

While this desert oasis is better known for its flashy entertainment and miles of bright neon, Manager of Parks John Black oversees an incredible array of landscaped beds along each road and sidewalk. Colorful ornamentals, turf, trees and shrubs are artfully arranged to make the country's fastest growing city look its best. As



part of a current five-phase, \$22-million makeover project, more than 220 palm trees

have just been planted at the intersection of Fourth Street and Las Vegas Boulevard.

University of Notre Dame South Bend, IN

Founded in 1842 by Father Edward F. Sorin, a French missionary with a respect for scholastic excellence, the historic campus landscaping is now overseen by Grounds Superintendent William Thistlewaite and covers 1,250 acres. It also hosts 155 buildings. Heavily traveled, with more than 10,000 students, the institution's grounds remain a major tourist attraction known worldwide for its diversity, grace and beauty.

10 Great Smaller Companies

We think smaller, innovative and successful operations should be recognized, which is why we've established this new category. Obviously, there are hundreds of great, small companies out there, but we don't have room to salute all of you. This inaugural group has revenues ranging from less than \$500,000 to nearly \$5 million, but each does business in an innovative or unusual way.

Share your story of growth, reputation, innovation or employee loyalty with us. See the end of this article for information on how to tell us more.

Jack Robertson Lawn Care Springfield, IL

Loyal employees. Loyal customers. Robertson Lawn Care has grown each of its 23 years, and owner/operator Jack Robertson doesn't see any reason why it shouldn't continue to prosper. "I've been fortunate to keep people for a long time," he explains. Senior service technicians Brian Cox, 19 years, and Mike Harris, 18 years, along with other members of Robertson's staff, know they

get time off to see a child's soccer game or to take care of a sick family member when they need to. "We don't have daily quotas here," he says. Robertson Lawn Care is one of the most visible small businesses in Springfield, and one of the most respected. Its trucks are always clean, its service efficient and its follow-up prompt.

Down to Earth Inc. Wilmington, DE

The journey Larry Iorri has taken from starting his company with a partner in 1974 to today has been one of learning and no-nonsense operations. At one time, he had the company on a track of fast growth, but that has changed. "I had to sacrifice too much quality," he says, and now concentrates on providing excellent turf and ornamental service to his residential customers. Iorri is happy with his 10 employees, the approximately \$600,000 in revenues for 1998 and the strong customer loyalty he enjoys.



Russ Fragala Landscaping Corp. Long Island, NY

This do-it-all New York company has been around since 1982, when it was known as Nice & Green Landscaping. Since 1988, it has carried President Russ Fragala's name. This year, it has put up eye-popping growth numbers for its Long Island business. "With the people that we have, we can grow 143% and not have a problem," Fragala generated about \$4.7 million in 1998, and is looking for a figure close to \$6.6 million in 1999.



Dwight Hughes Nursery Cedar Rapids, IA

Dwight Hughes' business plan (he calls it "the most unusual business plan in America") aims to make the most volume and profit possible, with only four full-time employees to handle a nursery producing 10,000 trees, as well as a landscape installation business servicing residential, commercial and institutional clients. With revenues of around \$700,000, Hughes constantly pushes for more production and innovation through better equipment and time management. "We're always trying to focus and do work better and faster," he says.

Pro Scapes Inc. Syracuse, NY

The company that Rick Kier formed back in 1978 employs 32 to 35 people each year. Kier estimates 1999 revenues to reach between \$1 million and \$1.2 million, for a business that serves residential, multifamily housing and commercial customers around Syracuse. One of Kier's innovations for productive operations include setting goal times for specific operations and services. "When people have something like that to shoot for, they can pull off the work," he notes.



Turf's Up Lawn Service Lee's Summit, MO

Jon Cundiff's roots go back to his days working Kansas City's Arrowhead Stadium with famed George Toma, so it was natural for him and his wife and co-partner Vicky to expand the 15-employee lawn, tree and shrub care business into sports field maintenance. Although the bulk of their business is in residential services, the lure of sports services represents additional potential to grow. With 1998 revenues of around \$900,000, Turf's Up is poised to break through the \$1 million barrier this year.



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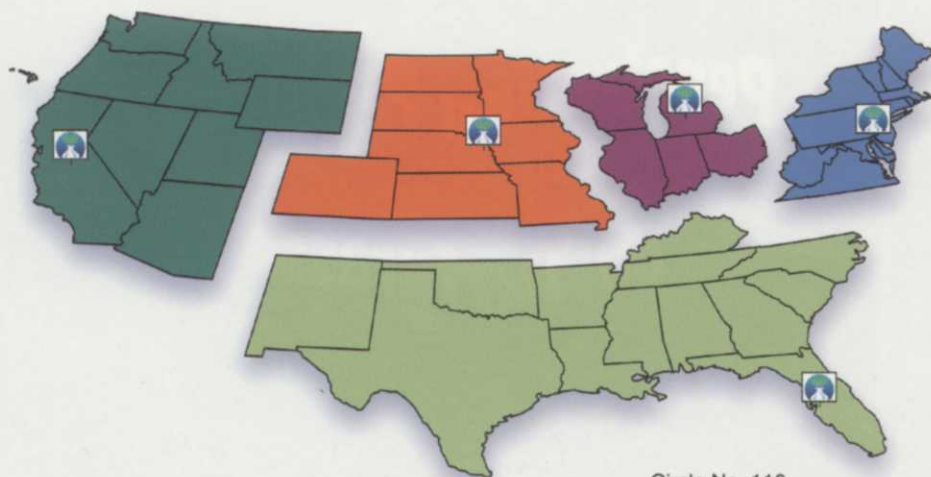
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Clean Lawn Tire Hill, PA

Ronald Keafer started Clean Lawn 16 years ago, after working 27 years in the green industry for someone else — first on the golf course, then as gardener for Bethlehem Steel. His firm does turf applications, along with tree/shrub trimming and contract mowing. Keafer says 80% of his clients are located within three zip codes — nice and tight. "I don't want to be any bigger," says Keafer, whose eight trucks are busy all the time in Johnstown, PA.



Loyet Landscape St. Louis, MO

Owner Joe Loyet gets up every work day before the crack of dawn to get his 60 to 70 employees on the road and onto customers' properties. Then he's off to see his clients himself to make sure they're pleased with his service. Recently, Loyet opened a branch on the north side of St. Louis so his crews can better service their hospitals, apartment, condo and mall properties. With sales of about \$3.5 million, Loyet Landscape, founded in 1985, competes with smaller companies on quality of service and with larger ones on price.

Mike Ward Landscaping Loveland, OH

Mike Ward, president and owner, says his small-team orientation gives his 30 employees several types of work to experience. His company serves both residential and commercial customers in Cincinnati, doing maintenance, installation, sodding/seeding, chemical lawn care, snow removal, light excavation and sod growing. He expects revenues to grow from \$1.5 million to nearly \$1.8 million. Employee relations are a priority: "You can spend as much energy on employee (relations) as you do on the business," he adds.

Village Turf Inc. Mt. Vernon, VA

In the seven years since Lou Kobus Jr. started Village Turf Inc., it has grown to \$2.8 million in revenues from a variety of services: landscape design and installation, chemical lawn care, soil amendments, lawn and sports turf maintenance, irrigation, seeding and sodding, drainage work, arbor care and removal, snow removal and hardscapes, to name a few. Village Turf employs eight year-round and nearly 60 seasonal employees. He expects the business, which serves government facilities and commercial and residential customers, to exceed \$3 million in 1999.

10 High-Profile Women-Run Operations

Lawn care, landscape contracting firms and grounds management operations managed by women are still something of a rarity in our industry. Here's a list of select few:

Smallwood Design Group Naples, FL

Instead of becoming a teacher in the early 1970s, Joanne Smallwood found her niche offering landscape design and installation services to wealthy



estate owners in Naples, FL. "When I first started, there were so few women in our industry," she says. Since then, her firm has blossomed to 75 people offering design, build and horticultural management services to high-end residential, hotel, resort, commercial and golf course clients in the area. She expects Smallwood Design Group to have about \$7 million in revenues this year. Her leadership in design, management and associations makes her a strong role model. "I like to bring an attention to detail and a passion for creating great environments and beautiful spaces," she explains.

Audrie Seeley & Co. Kansas City, MO

The company, owned by Audrie Seeley, employs 60 people and does \$4 million in business. Seeley said what she hears most often from clients is that her people are talented and know how to take care of clients' needs. Seeley is very active in her local Associated Landscape Contractors of America chapter and would like to become more active in the national organization.

Longhorn Maintenance Inc. McKinney, TX



Longhorn services a niche market in the Allen/McKinney area of north Texas. The company focuses on educated professionals (residential market) looking for quality service, custom design and professional work. President Andee Bechtold says her company is "innovative and unafraid to try something new." This is Longhorn's 18th year in business.

Gardener's Guild Inc. San Rafael, CA

Linda Novy said she prides herself of leading a cutting-edge company. "We were on the leading edge of environmental issues long before it became trendy to do those things," Novy said. Her company, which employs 94 full-time employees and expects to do \$4.3 million in business this year, develops "organic" solutions to her clients' landscape management issues. She is active in ALCA.



Utah State University Logan, UT

Utah State University knew what it was getting when it hired Ellen Newell as its landscape manager for the campus in 1992. After all, Newell started at the university as an hourly employee and has done a little bit of all the jobs to be found in her department. Newell urges all of her colleagues to join a professional organization such as the Professional Grounds Management Society, of which she is an active member.

Madelyn Simon & Associates New York, NY

"We like to think of ourselves as being on the German-car level of landscape management," said Madelyn Simon, whose company, founded in 1979, has 75 employees and expects to do \$3.3 million in business this year. Simon, an ALCA member, said personal service is what her company is known for. "We just hope to do our projects at a higher level," she said.

Secret Gardens San Francisco, CA

If a client is looking to produce a show garden, this firm is not for them. Kathryn Mathewson, owner of Secret Gardens, said her firm focuses on the healing power of plants — hence the name of her firm, which plays off the title of a Frances Hodgson Burnett book "The Secret Garden." Mathewson, active in the ANLA, said she would rather keep her firm small than compromise her principles.

Leisure World of Maryland Corp. Silver Spring, MD

Tending 600 acres of landscaping at a retirement



community is not a walk in the park — just ask Stephanie DeStefano. "People here pay a lot of attention to the landscaping and aren't shy about letting their feelings be known," she said, laughing. "It's rewarding to know your work gets noticed." She is in her second year of presidency of

the Washington, D.C. PGMS branch, and said joining the organization gives her a great net-

work of people to go to for advice

Greater Texas Landscapes Austin, TX

This one-stop shop, founded in 1981, does everything from landscape design to irrigation to facilities management. Owned by Debby Cole, the firm expects to do \$3.4 million this year. "Our strongest assets are our knowledge of horticulture, combined with our ability to communicate it," said Sara Twaddle, director of business development.

Tiger Stadium Detroit, MI

Heather Nabozny became the first-ever female Major League head groundskeeper when she began tending the turf at historic Tiger Stadium this past spring. Heather, a graduate of the Michigan State University turf program, got her start as a grounds manager at Old Kent Park, home of the West Michigan Whitecaps, and so impressed the folks there that the Tiger organization noticed her. This is the last season for Tiger Stadium, and next season, the Tigers and Nabozny open new Comerica Park.

10 Pioneer Firms Who Shaped the Industry

Compared to some industries, ours is young. We searched for firms that we consider to be "old" for their segment. Most of these were real innovators when they started, and they have served as models for many that followed. We're sure there are other pioneer companies worth celebrating — just contact us with your details.

Hillmeyer Nurseries Lexington, KY

Stephen and Chris Hillmeyer run the second oldest continuous nursery/lawn care company in the United States. Founded by fruit tree grower Francis Xavier Hillmeyer in 1841, this fifth generation success story started by shipping mail order fruit trees around the country. Today, the operation, which is almost fully residential, had



1998 revenues of \$10.2 million, with an 11% to 12% uptick in the cards for 1999. The landscape operation keeps nearly 125 trucks on the road serving central Kentucky.

Lied's Landscape, Design & Development Sussex, WI

Delmar Lied founded this family business in 1945, working out of his house. He built a trailer to pull to jobs, and that was the beginning of today's \$14.9-million design/build and maintenance operation. His son, Tom, expanded the business, and today, Delmar's grandson Rob

holds the family name high, overseeing a third generation of growth fueled by reputation and three generations of clients. With a second branch in the Fox Valley, Lied's keeps 300 people on the road.

Rood Landscape Co. Tequesta, FL

When Roy "Buster" Rood returned from his tour of duty in the South Pacific following WWII, he considered attending Purdue University and becoming an engineer. But, that would have meant leaving south Florida, and he figured he'd been away long enough already. Now, more than 53 years later, Bert Clattenburg and Tom Whitesell run the day-to-day operations of Rood Landscape, but, Roy, 81, still keeps on eye on the business he founded. The firm, which offers a complete package of landscape services, puts 100 trucks on the road daily in Palm Beach and Martin Counties.



Clarence Davids & Co. Matteson, IL

With little more than a belief that top quality, cost-effective service and a knack for beautiful landscaping would be enough, Clarence Davids Sr. started on a shoestring in 1951. Son Bill runs one of the top 10 landscaping companies in the Chicago area, with over \$10 million in 1998 revenue, and a \$2-million boost forecast for 1999. The company's customer mix is 80% commercial and 20% residential, providing a mix of 40% design/build, 40% maintenance, with lawn care and flowers adding another 20%.

Teufel Nursery Inc. Portland, OR

This fourth-generation-owned family business, headed by Larry Teufel, was begun by Gustav Teufel 109 years ago in 1890. The landscape division recorded \$17 million in revenues in 1998, and estimates business will climb to \$19 million in 1999. Riding the Northwest's booming economy, 300 employees and 75 vehicles cruise the

Greater Portland and Seattle landscape doing installation and maintenance.

Swingle Tree & Landscape Care Denver, CO

"Tree surgeon" John Swingle founded this company 52 years ago, with a promise to give customers the best service he could possibly deliver. Swingle will generate just under \$8 million in sales this year, but a better indication of its level of service is its overall customer retention rate of 81% in 1998. Services include tree/shrub care, lawn care, irrigation, landscape lighting and holiday lighting. Tom Tolkacz, 12 years with Swingle, purchased the company this past year.

Lawn Doctor Inc. Holmdel, NJ

Lawn Doctor is a pioneer in chemical lawn care and one of the masters of franchised applications services, with 376 locations in 36 states. It was founded in the early 1960s. The company also has close to 2,000 employees and generated around \$50 million in revenue in 1998, with \$56 million projected for this season.

Grasshopper Lawns Inc. Edwardsville, PA

For over 35 years — before ChemLawn — this family-owned business has been providing professional lawn care in northeastern Pennsylvania. Michael Kravitsky III started the business in 1964. Kravitsky later became independent, and Grasshopper Lawns is now run by his two sons, Michael Kravitsky IV and Shawn Kravitsky.



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Davey Tree Expert Co. Kent, OH

John Davey and his son, Martin, incorporated The Davey Tree Expert Co. in 1909, and the company is now one of the largest horticultural services providers in the United States, with sales of about \$315 million in 1998. Doug Cowan, president, expects 1999 revenues to reach about \$325 million. Davey's 6,000 employees, breadth of services, 75-branch network throughout the United States and Canada and initiatives in research and education make it a formidable competitor in residential lawn care, landscape contracting and arborist services.

The Siebenthaler Co. Dayton, OH

This family owned nursery and landscape design business has existed for 129 years. Five generations of family have managed the operations, which now include a 600-acre nursery, a full-service landscape design-and-build department and three retail garden centers. Chairman of the Board Bob Siebenthaler, his son Jeff and his son-in-law Mike Fanning currently manage this Dayton landmark company, which grows more than 400 varieties of trees and hundreds of perennials. The nursery is adjacent to a 60-acre natural fen.

We had to include two other companies for their 50+ years in the industry (see details about them in our listing of 20 Top Landscape Contractors):

Environmental Industries Inc. Calabasas, CA

See pg. 24.

The Brickman Group Langhorne, PA

See pg. 24.

10 High-profile Landscapes

Millions of people visit landscapes like these each year, either for a special trip or as part of their day-to-day lives. We developed this category because excellent management of landscapes like this reflects well on our industry as a whole. The 10 landscapes we selected this year are known for their design and components, their innovative practices or the challenges of maintenance with so many visitors.

The Grand Hotel Mackinac Island, MI

Staying abreast of maritime shipping schedules and keeping an accurate account of available horse power are just a few of the many duties performed by Stephen Bernard, grounds and

recreation manager at the world's largest summer resort. "There's a lot of challenges that come from being on an island," he reports. "All the materials have to be brought in by freight boat, and then they're delivered by horse and carriage." The seven-person grounds staff, along with 15 other workers assigned to the golf course, use hand tools to complete most of the landscape tasks at this 250-acre site, which dates back to 1887 and has hosted five U.S. presidents.

Walt Disney World Lake Buena Vista, FL

Under Director of Horticulture Katy Moss Warner, more than 650 horticultural professionals — gardeners, arborists, irrigation specialists and pest management specialists — tend to Disney's



dizzying array of 4,000 acres of plant materials featuring 2,400 species. Nearly 12% of the resort — an area equal to 3,000 football fields — is devoted to gardens and maintained landscapes. The 2,000 acres of turf require 450,000 miles of mowing annually, plus there are more than two million shrubs and some 200 trimmed topiary projects in addition to the 6,000 trees planted each year. Nearly 13,000 roses adorn the 47 square miles of grounds, along with more than three million annuals and bedding plants.

The Niagara Parks Commission

Niagara Falls, Ontario, Canada

Up to 20 million visitors a year soak in the gardens and spectacular natural landscapes adorning the entire 35 miles of parkway between lakes Erie and Ontario. John Dick, manager of horticulture, has an annual grounds maintenance budget (equipment and capital improvements are extra) of \$7.5 million (Canadian) and 190 workers — and it is each person's job to pick up litter. The sheer volume of people and a near-constant mist from the falls create logistical challenges. A highlight is the 40-foot diameter floral clock that keeps accurate time. The colors on the face change twice a year.

Central Park New York, NY

Neil Calvanese, vice president of operations, tends a landscape of Big Apple proportions as the 843 acres of historic parklands make up 6% of Manhattan's total area. More than 20 million people visit the park each year to enjoy the 26,000 trees (including 1,700 American elms), 250 acres of lawns and 136 acres of woodlands. The 8,968 park benches would stretch seven

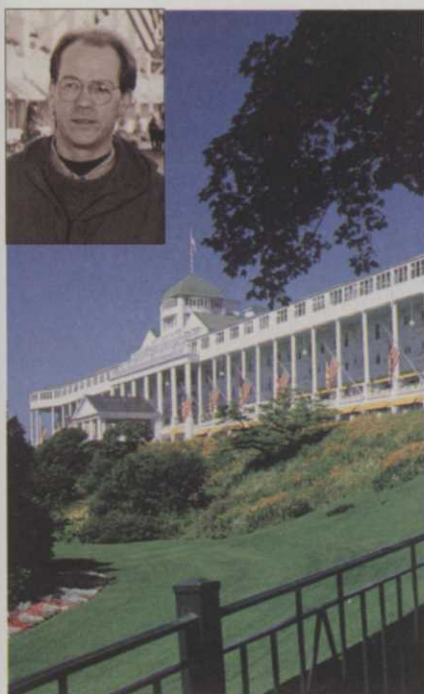


miles if placed end-to-end. The annual budget, which includes funds for maintenance, programming and landscape improvements, tops \$5 million.

Monticello Charlottesville, VA

President Thomas Jefferson was an avid collector of plants, in addition to being a world-class inven-

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Circle 120

LM 100

cont. from page 37

tor, architect and statesman. Today, 500,000 people each year tour his home and the 2,000 acres of grounds managed by Peter Hatch and a staff of 14. "We don't have a 1999 grounds management approach," he explains. In accordance with 18th and 19th century practices, a policy of "benign neglect" reigns. Modern materials are seldom used, and "low-tech" techniques, like using branches to hold up plants, are in place.

Biltmore Estate Asheville, NC

The country's largest private residence, this 250-room French Renaissance chateau is home to more than 250 acres of grounds, gardens and a greenhouse overseen by landscape curator Bill Alexander, maintenance manager Rick Connard



and a staff of 57. Their jobs include pruning 80 varieties of roses, planting 50,000 tulip bulbs in the English walled garden each year and growing and planting 20,000 annual bedding plants.

The Getty Center Los Angeles, CA

A master landscape plan developed by world-renowned architect Richard Meier at this new \$1 billion museum complex was specifically designed to blend with his unique construction details. Eighty-six acres of gardens and terraces, including the Central Garden designed by artist Robert Irwin, provide views of the Los Angeles basin, the mountains and the ocean, with the surrounding 600 acres preserved in their natural state. Under the direction of grounds superintendent Richard Naranjo, the landscape evolves with the intent of creating an intimate, ever-changing tableau that enhances the visitor's experience.

The Butchart Gardens Victoria, British Columbia, Canada

Each year, more than a million annuals, perennials, trees and flowering shrubs of 700 varieties are overseen at this 50-acre showplace by Rick Los, director of horticulture. The famous Sunken Garden is perhaps the ultimate environmental reclamation project, as it was constructed in an

abandoned limestone quarry by the wife of Portland Cement king Robert P. Butchart. Starting in the early 1900s, plants from around the world were collected and brought here to populate gardens saluting the horticultural contributions of Italy, Japan, The Netherlands and other locations.

The Hermitage Hermitage, TN

Located just outside of Nashville, the horticulture surrounding the home of President Andrew Jackson is maintained in the fashion it was in 1819. Nancy Murphy, director of gardens and grounds, says the highlight of the 650 acres of meadows and woodlands (once populated by Jackson's slaves) is Rachel's Garden, a one-acre monument to a Southern plantation garden, featuring shrubs and flower types that Old Hickory's wife presented to departing guests. The property and mansion are viewed by 250,000 visitors each year.

Longwood Gardens Kennett Square, PA

Nurtured and grown by the late industrialist Pierre S. du Pont, more than 900,000 people



each year view the 11,000 species of plants gracing 20 outdoor gardens, 20 greenhouse gardens and more than 1,000 acres of woodlands and meadows. **LM**

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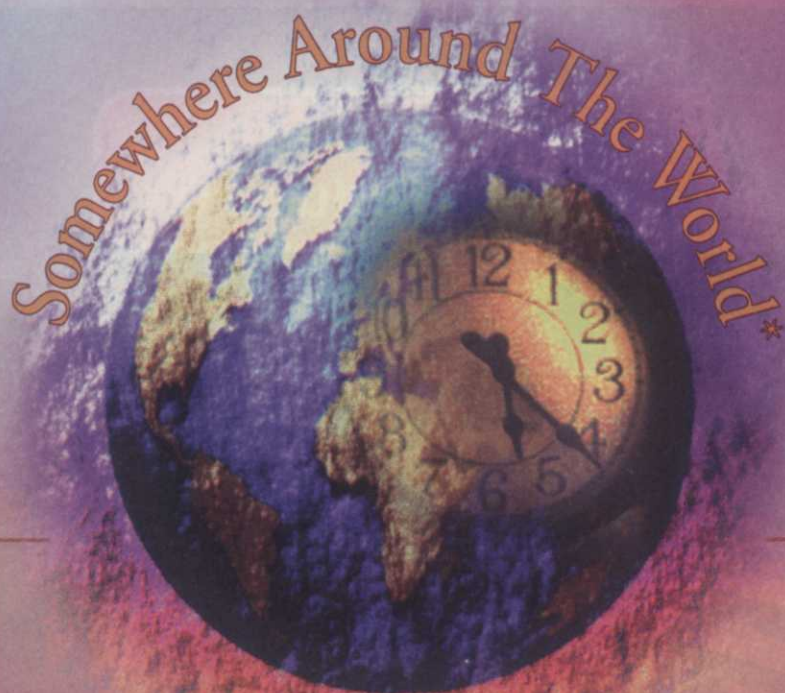


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Plant warranties made easy

Avoid landscape installation melt-downs and plant warranty hassles by anticipating problems and bringing your clients into the loop — before trouble starts

By DANIEL WEISS

To make sure your policy gets the result you want, write it down. Then it's clear to your customers and your employees. A clear policy, such as one on plant warranties, shows which course of action is correct in certain circumstances.

If you install plants, your plant warranty policy will need clear definition. The most critical policy may involve negotiations between what your company promises to do and what the customer promises to pay. What is agreed to? What happens if a plant dies or is not available?

Returned dead plants aren't much of a concern in the era of Home Depot and other large chain stores. There, the customer brings in the receipt and gets a refund.

But as professional contractors, our interest lies in keeping plants alive the first time around and in reducing our plant replacement costs, which can seriously affect the bottom line. Plants are a different type of purchase than other services and products. Plants are living and need specific kinds of care until they can stand on their own. Your customer agreements should address the practice of keeping plants alive.

Clients need to know

How can you do this? Educate customers. They need to know:

- ▶ what a plant should look like at the time of installation;
- ▶ how their plant differs from the picture they may be familiar with; and
- ▶ how the plant should be maintained.

In the rush to complete an installation project, receive payment and move on to the next job, we can overlook customer ed-



This hydrangea was planted just days before the photograph was taken. It is wilting without water and will die shortly.

ucation. How much time do you spend with the customer, explaining the necessity of care needed to ensure establishment and survivability?

The first concern is getting the customer to agree to a watering schedule. This should be part of the plant warranty, along with the price and service schedule. But, without customer cooperation the newly installed plants, even the most hardy plant can—often does—die. Watering can take place manually or through an automated irrigation system, by watering can, by teaspoons, by rain dances. It doesn't matter. It just has to get done.

When you give a one-year warranty, what is that, exactly? Is your warranty for one year, including free labor and material? Do you throw in an extra year or two to make the deal better? The one-year warranty seems to be common in our industry.

How do you give a warranty for inappropriate or difficult situations? For example, a customer tells me she wants to have spreading junipers. I tell her they are not fitted for the shade and they will die there. She says her friend has them and she wants them. Do I warrant those?

Get specific

A plant warranty should inform your client when the warranty is valid and when it isn't. For instance, my company has a warranty that states the plant shall be replaced up to one year if the plant dies. This includes labor and material (which may include

mulch to replace disturbed areas, disposal fee of the plant, labor costs and new fertilizer or root start). Circumstances that will void our warranty include motor vehicle damage (like running over a plant with a car or other machine), chemical damage (such as deck stain that another contractor or the customer uses which kills the plant) or acts of nature (like storm or lightning damage).

And, our warranty will be void if the customer doesn't follow the watering schedule. This stipulation was added for several reasons. In our warranty process, customers agree that the landscape is a growing, living body that needs a certain kind of care that a new kitchen might not need. Before choosing the plants to install, our customers tell us if they like or dislike maintenance. We choose plants that not only fit the site, but also match our customers' other objectives — color, size and function.

Get customers' help

I explain the importance of water to a plant and how just a few days can destroy many plants or one plant. I also teach the customer to look outside frequently. I tell them; "Look at what you have. Does it look like it is doing well?" Many problems can be avoided if the customer watches what the landscape is doing.

In one case, a downspout had fallen off during the winter and in the spring, torrents of water drowned a stand of rhododendron. It could easily have been avoided. In another case, large Black Hills spruce were struggling. They had been planted in a raised berm, but showed signs of too much water. I asked the customer to cut back on water, then we installed a small drain tile and we saved ourselves hundreds of dollars in the costs of new plants, reparation of turf area from tractors, labor and other costs. Our customer helped us and helped themselves.

As part of your contract with your customers, you may decide to include visits to the property for a period of time, to water the plants as needed. This may be a great way to monitor the conditions of the plant environment after the installation is complete. The relationship between landscape installer and customers is more than "services rendered, services paid."

Weather worries

How does weather affect plant warranties? In the last few years, Michigan has had extreme weather — hot, dry summers and cold, snowless winters (except for the last one). We continue to install projects even during the hot summer months. In those circumstances, we may use more potted material than B&B stock and might not take the plants to the site until they are ready for installation.

Two specific areas can be problematic after new installations: the initial watering schedule and watering before winter. Different plants have different rates of establishment in the landscape, but they all require water to survive. If it is not in the contract for the installer to maintain them after the project's completion, then the customer should understand his or her obligations.

Watering before the onset of winter is important for many plants, especially in dry northern winters. Canadian hemlock, *Tsuga canadensis*, is a favorite plant to fill that shade spot on the property. It will need protection, plus a good watering schedule before water is unavailable during the winter.

I have noted that in most instances, the best system in the long run includes customers that provide the necessary care to their plants, and our focus is on choosing plants adapted to their site. This helps the plant survival rate be much more successful and eliminates the need to use the plant warranty at all. **LM**

The author is president of Natural Landscape Design and Maintenance Inc., Keego Harbor, MI. He can be reached at 248/333-4986, www.naturallandscape.com



Part of planting (and warranty) success is proper plant site selection. This Catawba rhododendron will tolerate the heat of summer since it is placed in a shady location, out of drying winds. It is also irrigated regularly.

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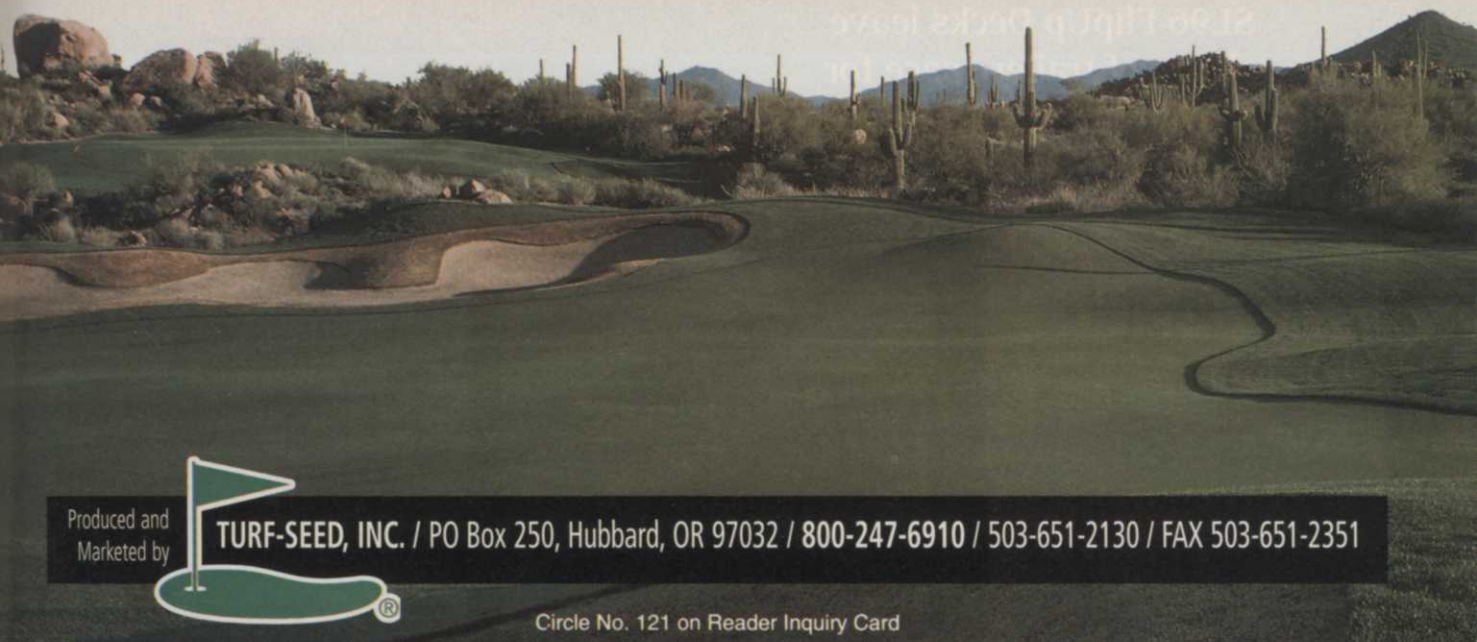
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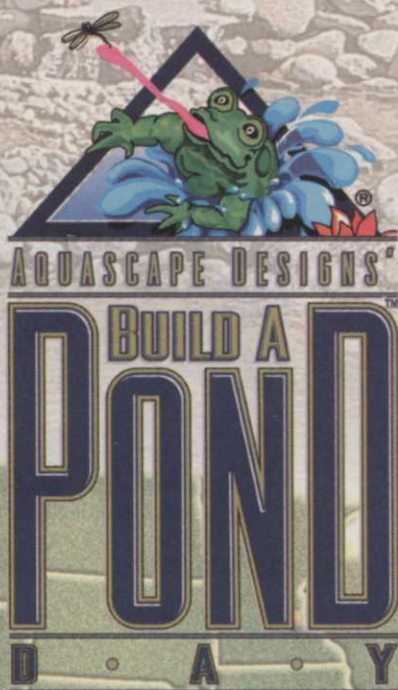
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Circle No. 122 on Reader Inquiry Card

Every now and then, Mother Nature throws landscape professionals a curve ball that interrupts the flow of day-to-day routines. That curve ball might be weather one year and disease the next. For Steve Garland, tree division landscape foreman for the city of Santa Clara, CA, it was the woolly ash aphid (*Prociphilus americanus*).

An aphid infestation of Biblical proportions took over the city's 2,000 Modesto ash trees during the summer of 1998. This crisis rendered the city's conventional aphid control methods ineffective and justified trying out a new method.

A problem unfolds overnight

Woolly ash aphids, as their name indicates, live on ash trees, which make up approximately one-third of Santa Clara's streetscape. The aphids cause the leaves to become curled and twisted and, under

heavy infestations, the trees appear to have patches of dirty snow on their leaves. While this is unsightly, the aphids add injury to insult; they secrete a sticky substance called honeydew that collects on all objects below the trees.

In 1998, bad weather caused by El Niño kept the city from its routine dormant oil treatments, giving the aphids an advantage. "As a result, (aphid populations) just blew up overnight. One day we had none, the next day — trillions!" Garland said.

Garland got a sinking feeling when phone calls about the aphids started pouring in one day in June 1998. To evaluate the situation, he drove to a favorite overwintering spot for the aphids. What he saw foreshadowed events yet to come.

"From the street, the trunk of the tree looked white. There were so many aphids,

it looked like it was moving," he said.

The city's phones rang off the hooks. More than 1,500 angry homeowners complained about the gooey buildup of honeydew in their upscale Santa Clara neighborhoods. Houses, cars, sidewalks and streets were lacquered with the sticky substance. Inevitably, the problem spread indoors as honeydew was tracked inside by people and pets.

Although the city was just beginning its annual foliar treatments, some residents complained that the treatments had actually caused the aphids to multiply. Some even asked to have their trees removed.

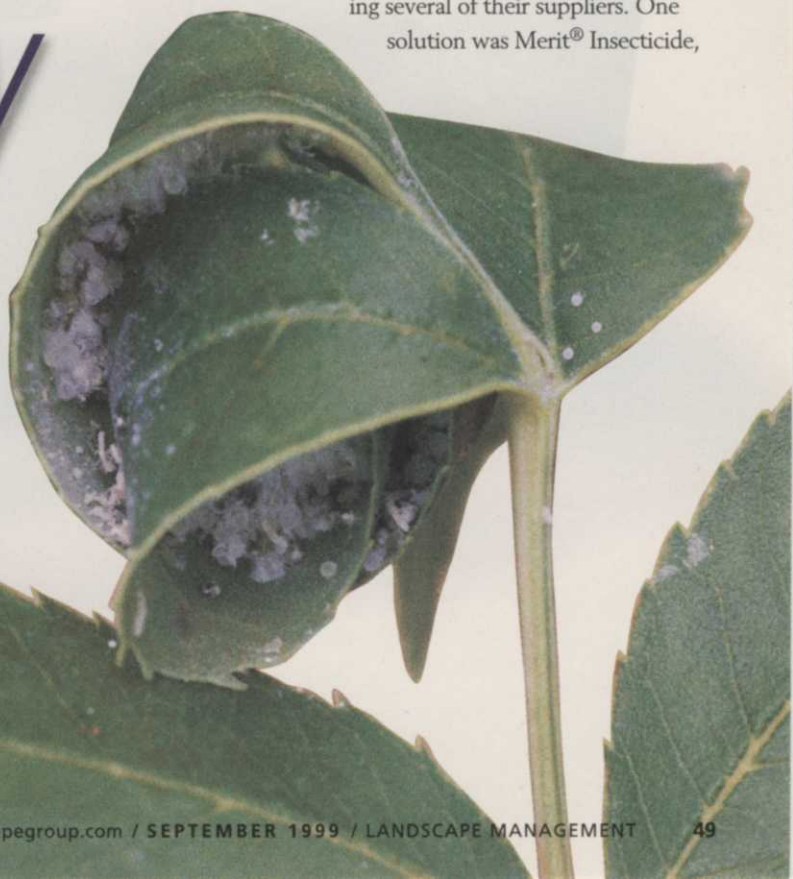
"They didn't understand it was the aphids. They thought it was the trees," said John Mendoza, city arborist. The city went to work educating the public about aphid control through neighborhood meetings, cable channels, doorknob notices and fliers distributed through local nurseries.

Although the aphid life cycle results in the aphids leaving for their alternate location in the summer, the city wanted to address the problem as quickly as possible. In search of a control method that wouldn't interfere with people's lives, the city consulted with experts representing several of their suppliers. One solution was Merit® Insecticide,

Aphids create *a sticky* situation

When millions of aphids invaded the city of Santa Clara, CA, landscape professionals responded with a new approach involving natural remedies and soil-applied materials

By KRISTI EVANS



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cont. from page 49

by Bayer Corporation Garden & Professional Care.

"We had used Merit before on elm leaf beetle and the results were very successful," said Mendoza. However, the city had never tested it on ash trees for aphids control.

Rather than use a soil application, which would take too long to get to the leaves, the city decided to try the Wedge System[®], by ArborSystems Inc., which would inject the imidacloprid, the active ingredient in Merit, directly into the tree's trunk. This method would deliver the product through the tree within two to three days with proper irrigation.

More than 1500 angry homeowners complained about the gooey buildup.

"Now we had a method to get the material into the tree without affecting neighborhoods," said Mendoza.

At the same time, the city released 3 million ladybugs, a natural enemy of the aphid. Within weeks, the aphids were no longer a problem.

Crisis abated, for now

Once the immediate crisis was over, the city wasted little time putting a plan in motion to prevent a similar recurrence in the future. Merit was included in a preventive control plan for 1999. The plan also included a spring application of dormant oil and the release of a natural enemy of the aphid. After the previous year's aphid crisis, the city council needed little convincing that it was a smart investment.

"We didn't put any chemicals up into the air this year at all. Everything went directly into the ground where it was taken up directly by the trees roots," Garland said.

In January, 1999, Merit was soil-applied to all of the city's Modesto ash trees by either soil drench or soil injection, which allowed the trees to take up the pesticide be-

fore the aphids become active late in the spring.

In the spring, the city continued its low-risk approach by releasing three sets of lacewing eggs based on a degree-day cycle. Each release was 500,000 eggs. Lacewings are another natural enemy of the aphid and seemed more appropriate than ladybugs.

"(Ladybugs) will take off on you," Garland said. "Lacewings can only walk, so they don't go far."

Releasing natural enemies to control pests can get expensive and is a method mostly used in greenhouses. However, Garland said that Santa Clara is willing to do whatever it takes to develop a more environmentally friendly approach. The city continues to monitor the situation and at the last check in late spring, "we are completely clean," said Mendoza.

Problem grew for 40 years

Modesto ash trees are the most popular street trees in Santa Clara. All of them were planted after World War II. Garland suspects that the people planning the streetscapes 40 years ago could not foresee the aphid dilemma of 1998.

"What we have now is a monoculture in certain areas of town, where the only tree for 20 square blocks is the Modesto ash. It's pretty, but aphid-wise, it's hell on earth," Garland said.

A monoculture exists when one species of tree dominates the landscape in an area. When that species is attacked by a pest or disease, the results can be devastating. As happened in Santa Clara, pests and disease can spread rapidly.

"Imagine the dent in our forestry if we just went out there and started taking them out," Garland said. "Some streets would go from being shady boulevards to deserts."

The city has been working for several years to eliminate this problem for future generations. As older trees are replaced and new trees planted, the city is mixing a variety of ashes: autumn purple ash, Rio Grande, evergreen ash and Arizona ash — sometimes planting as many as three or four species in one block.



To protect the Modesto ash trees from a re-occurrence of last summer's aphid infestation, the city of Santa Clara, CA, took preventive steps in the winter of 1999. Jeremy Pollard, of the Davey Tree Company, used soil injection of Merit to treat a Modesto ash.

Garland feels confident about the future of Santa Clara's Modesto ash trees due to the aphid-control program the city has put into place.

"I think this is something we're going to be doing from here on in because it's pretty environmentally conscious," Garland said. **LM**

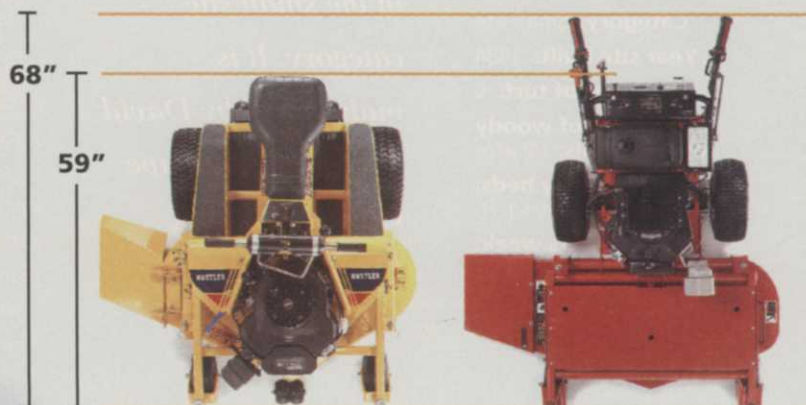
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Award-winning landscape

411 East Wisconsin Center

Property at a glance:

Location: Milwaukee, WI

Staff: Outside contractor —
David J. Frank Landscape
Contracting Inc.

Category: Small site

Year site built: 1984

Acres of turf: 0

**Acres of woody
ornamentals:** 1/2 acre

Acres of display beds:
1,700 sq. ft.

Total man-hours/week:
5.75

*The 1998 Honor
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category. It is
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Contracting Inc.,
Germantown, WI.*

The property is a 30-story, 654,000-sq.-ft. office building located in downtown Milwaukee, WI. The property not only houses some premier tenants, but also a health club, banking facilities, travel services and a variety of other shops and services. All this is accented by a courtyard landscape designed to create a warm and friendly environment.

The contractor's activities include mature tree care, spring and fall cleanups, rotational annual color of entry beds, renovation work, trimming and shaping of shrubs, perennial care, remulching of beds, fertilization of ornamental trees and shrubs. Integrated pest management strategies are incorporated to promote plant health with minimum impact on the surrounding environment. Recent changes in the landscape plan of the courtyard added a variety of perennials such as hostas, astilbe, daylilies and groundcovers to deliver year-round color.



management



▲ As the winters are long in Wisconsin, the landscaping feeds spring fever with a display of vibrant color to welcome guests to the 411 building.

◀ Weekly manicuring of shrubs keep this courtyard garden groomed and healthy.

▶ Limited budgets make it imperative that proper care is given to protect the clients' investment. Only skilled personnel are allowed to enjoy the caretaking of this Class A account.

▼ Specialty crews and equipment are required to keep this landscape looking the way it was originally designed.



Maintenance challenges

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

Project checklist

(Completed in last two years):

- ▶ Renovated beds/courtyard
- ▶ Installed new street trees
- ▶ Plant enhancement project

On the job

- ▶ 3 full-time staff, 3 licensed pesticide operators



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Renovate

those 'tired' commercial landscapes

Don't let an aging landscape reduce the visual impact of a property. Use these smart renovation strategies to get maximum bang for the buck

By KARMA L.
GROTELUESCHEN
Landscape Designer

Nothing dates a property like old landscaping. Building styles have not changed significantly in the past few decades, so many of today's corporate buildings still have a modern look to them. Yet many of these corporate buildings date themselves with their aging landscapes. Even buildings with classical lines can look tired with old or overgrown landscaping.

Many corporate landscapes can benefit from a landscape renovation that replaces or expands plantings that are mature and are no longer accomplishing their intended purpose:

- Some plantings are in decline and should be completely replaced. These decisions are easy.
- Some plantings are perfectly healthy and are simply not contributing positively

to the landscape any more. Often, this is because the plants have grown larger than anticipated, so the planting has become a problem in some way.

► Sometimes styles have changed or better plants are available.

Out with the old

While it is difficult to remove and replace a perfectly healthy plant, it can be an important step in creating and maintaining a contemporary and high quality corporate image. Shade trees are an excellent example.

A properly chosen shade tree species grows in value as it matures, providing shade and offering a better scale to larger buildings. In the early years of a landscape, when the shade trees are small, they are often planted in long rows that give horizontal lines to the landscaping. These horizontal lines complement and balance the strong verticality of most multistory corporate buildings.

As the trees grow taller, they become vertical elements, so renovation is needed to bring horizontal lines back into the landscape. One way to do this is to join the individual mulch rings around the trees into one long bed, filling it with a linear planting of a short ornamental grass such as dwarf fountain grass (*Pennisetum alopecuroides* 'Hameln'), prairie dropseed (*Sporobolus heterolepis*) or with a low-growing shrub such as Gro-Low sumac (*Rhus aromatica* 'Gro-Low').

Short shrub lifespan

Most shrub species need to be replaced every 10 to 15 years because, unlike trees



These overgrown junipers obstruct visibility and are dangerous. Lower shrubs would be safer and would be just as attractive in this location.

that appreciate in value, shrubs have a relatively short span of usefulness. They may need replacement or removal because they are in declining health. For example, if sun-loving shrubs are planted under a tree, its growth can create shade that stresses the shrubs, which then begin to decline. A simple mulched bed may suffice once the shrubs are removed, but if you need a replacement, the plants must be a shade-tolerant species (don't forget to consider the impact of removing and replanting in the tree's root system).

A group of plants may be in decline because some of the plants have died. In a hedgerow or continuous border, gaps usually cannot be filled with new plants in a way that will ever match satisfactorily. And a design meant to read as a continuous flowing line will be compromised seriously by mismatched fill-ins.

If you have grouped plantings or rows, the plant may no longer be commonly used. Finding a matching plant to fill the gaps can be difficult. For example, honeysuckles were once common, but are now known to seed themselves into natural areas to become environmental pests. It would be irresponsible to plant more of these shrubs, even if we could find them.

Screen for safety

When a shrub row or grouping is at the perimeter of the property, it usually divides it from another property by defining the boundaries, or is used to screen an undesirable view. Often, the shrubs selected are large and end up growing too wide with age.

If the shrub row is within a property, such as in a parking lot or near walkways, they should be kept below eye-level so that pedestrians can see over them and feel safe.

Shrubs near traffic can block sight lines, creating an inconvenience or hazard to drivers or pedestrians trying to cross traffic.

Update with dwarf plants

Who hasn't seen shrubs that have been repeatedly sheared into unattractive balls to maintain their size? They seriously date a property. Sometimes, shrubs can be renovated by drastic hand pruning, but often



Overgrown shrubs obscure the multiple trunks of these crabapples. A band of Happy Returns daylilies winding in gentle curves within this bed would be a nice, low replacement and would add texture and seasonal color.

the labor involved is as costly as replacement (and the pruning can result in a period where the shrub looks worse before it looks better, which many commercial property owners will not allow). Here are some ideas for various landscape elements:

► To rehabilitate areas where shrubs no longer perform as intended or cause a perceived or actual danger, remove all existing shrubs and replace them with appropriately sized species. In recent years, more dwarf cultivars have been selected and developed, so a renovation can be even more successful than the original planting, as the new shrubs naturally remain lower without shearing.

► For perimeter edging or screening, new compact versions of traditional species are available, such as compact burning bush (*Euonymus alatus* 'Compactus'), Isanti compact redbud dogwood (*Cornus sericea* 'Isanti') and compact highbush cranberry (*Viburnum opulus* 'Compactus' or *V. trilobum* 'Compactum', 'Bailey' or 'Hahs'). These stay around 5 to 6 feet tall. Dwarf lilacs such as dwarf Korean lilac (*Syringa meyeri* 'Palibin') and Miss Kim lilac

cont. on page 60

Replacement plants suitable for use in Zone 5

Screening: Plants under 7 ft. tall

New compact shrub cultivars

- Compact burning bush (*Euonymus alatus* 'Compactus')
- Compact highbush cranberry (*Viburnum trilobum* 'Compactum' and *V. opulus* 'Compactus')
- Compact redbud dogwood (*Cornus sericea* 'Isanti')
- Mohican viburnum (*Viburnum lantana* 'Mohican')
- Miss Kim lilac (*Syringa patula* 'Miss Kim')
- Dwarf Korean lilac (*Syringa meyeri* 'Palibin')

Tall ornamental grasses

- Porcupine grass (*Miscanthus sinensis* 'Strictus')
- Variegated maiden grass (*Miscanthus sinensis* 'Variegatus')
- Maiden grass (*Miscanthus sinensis* 'Gracillimus')

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(*Syringa patula* 'Miss Kim'), mature between 4 feet and 6 feet tall and stay more uniformly dense near the ground than old lilacs with their 'bare feet.'

* For areas where people need to see over the shrubs, several smaller species that stay around 4 feet tall are available, such as black chokeberry (*Aronia melanocarpa*) and Peking cotoneaster (*Cotoneaster acutifolia*). Several smaller cultivars also work: Sprite winterberry (*Ilex verticillata* 'Sprite' fruiting females with *I. verticillata* 'Jim Dandy' pollinating male planted at a ratio of 5:1) and Kelsey dwarf redbud dogwood (*Cornus sericea* 'Kelseyi') will grow to around 3 feet tall, while Gro-Low sumac (*Rhus aromatica* 'Gro-Low') and dwarf alpine currant (*Ribes alpinum* 'Green Mound') will stay at around 2 feet tall.

Myths about evergreens

Nothing dates a landscape like foundation plantings, especially those of evergreen



Because these shrubs hide interesting window sill detailing, they should be removed and replaced with shorter shrubs or ornamental grasses.

shrubs. That concept was devised to hide the foundation on a building raised above grade to allow for a basement. Few commercial buildings are built with a foundation that needs hiding. In fact, many buildings are of an attractive enough architecture that a foundation planting

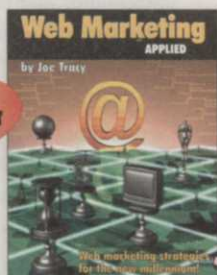
hides some aspect of the architecture that is meant to be seen.

In the landscape's early years, the shrubs along the foundation may have been low enough to create a horizontal line near the ground, which may have complimented

cont. on page 62

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the architecture. Most soon outgrow the usefulness they had and need to be replaced. Sod may be the best replacement,

but if the architecture demands a low line at the foundation, use dwarf cultivars.

Over-sheared evergreen shrubs can be one of the worst offenders, making land-

scapes look old. Shearing results because few species are truly dwarf enough. The best option may be to replace outdated and overgrown evergreens. The idea that evergreen shrubs provide winter interest is a myth — the junipers turn a drab olive green and the yews turn a dark, almost black-green in winter. These unsightly 'evergreens' add little value to a winter landscape.

One way to add genuine winter interest is with deciduous shrubs that have persistent berries, such as Sprite winterberry or compact highbush cranberry. Another idea is to use plants with colored branches, such as the redbud dogwood cultivars or the bright green Japanese kerria (*Kerria japonica*).

Grasses do it all

With the advent of available ornamental grasses, we don't need evergreen shrubs for winter interest. Ornamental grasses

cont. on page 64



The sheared junipers give this property a dated look, as well as hide the graceful architectural elements at the base of this building.

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in overseed grasses grown on a 'Tifdwarf' bermudagrass putting green and on a 'Tifway' bermudagrass fairway during 1997 - 98 at

Gainesville, FL.

Turfgrass	Putting green Color	Fairway Color
Paragon	4.43	4.89 ab
Catalina	4.10	4.93
Roadrunner II	4.10	4.70
Premier II	4.07	4.93
Cathedral II	4.07	4.82
PR Blend 1	4.03	4.66
Charger II	3.93	4.66
Vivid	3.90	4.77
Ice	3.87	4.66
Divine	3.87	4.62
Gator II	3.87	4.36
Palmer II	3.87	4.73

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DENSITY

ENTRY	MEAN
PARAGON P.R.	6.48
ROADRUNNER P.R.	6.27
CATALINA P.R.	6.13
SEVILLE P.R.	6.00
BRIGHT STAR P.R.	5.97
ACADEMY P.R.	5.94
VIVID P.R.	5.90
PAGENT P.R.	5.87
CHARGER II P.R.P	5.82
CITATION III P.R.	5.75

Score 1-10, 1=dead, 5=moderate, 10=most dense.

Seasonal average

GENETIC COLOR

of overseed grasses during
transition at Gainesville, FL.

Turfgrass	Color
Brightstar II	8.57
PARAGON	8.57
Citation III	8.50
Roadrunner	8.48
Catalina	8.47
Gator II	8.41
Charger II	8.38
Buccaneer II	8.16
Navajo	8.16
Vibrant	8.13



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Pedestrian visibility: Plants around 4 ft.

Shrub species

- ▶ Black chokeberry (*Aronia melanocarpa*)
- ▶ Alpine currant (*Ribes alpinum*)
- ▶ Peking cotoneaster (*Cotoneaster acutifolia*)
- ▶ Japanese kerria (*Kerria japonica*)

New dwarf shrub cultivars

- ▶ Sprite winterberry (*Ilex verticillata* 'Sprite', *I. verticillata* 'Jim Dandy')
- ▶ Kelsey dwarf redbud dogwood (*Cornus sericea* 'Kelsey')
- ▶ Anthony waterer spirea (*Spirea x bumalda* 'Anthony Waterer')

Ornamental grasses

- ▶ Northern sea oats (*Chasmanthium latifolium*)
- ▶ Switch grass (*Panicum virgatum*)
- ▶ Fountain grass (*Pennisetum alopecuroides*)
- ▶ Little bluestem (*Andropogon scoparius*)

Massing for horizontal lines or automo-

bile visibility: Plants around 2 ft. tall

New dwarf shrub cultivars

- ▶ Gro-Low sumac (*Rhus aromatica* 'Gro-Low')
- ▶ Bronx forsythia (*Forsythia viridissima* 'Bronxensis')
- ▶ Dwarf alpine currant (*Ribes alpinum* 'Green Mound')

Ornamental grasses

- ▶ Dwarf fountain grass (*Pennisetum alopecuroides* 'Hameln')
- ▶ Prairie dropseed (*Sporobolus heterolepis*)

Most reliable perennials

- ▶ Happy returns and Stella d'Oro daylily (*Hemerocallis* 'Happy Returns' or H. 'Stella d'Oro')
- ▶ Siberian iris (*Iris siberica* 'Caesar's Brother')
- ▶ Autumn joy sedum (*Sedum* 'Autumn Joy')
- ▶ Hosta (*Hosta* 'Honeybells', H. 'Francee', H. 'Frances Williams', H. 'Lancifolia', H. 'Wide Brim')



Sometimes even a new planting is just wrong. These globe arborvitae will never grow together to form a contiguous flowing line and will never look right with this modern building. A planting of Gro-Low sumac would soften the angles and be an attractive complement to this building.

cont. from page 62

might be the single best way to update a property, but a token cluster or two around a sign may not be enough. Use them in place of traditional foundation plantings or in large, low beds around signs and entrances. The broad expanses and long lines of ornamental grasses at property or parking lot perimeters are the key to a truly contemporary look. They are very hardy, salt tolerant and best left standing so the golden tan leaves and silvery seed heads can provide winter interest.

There are grasses in a complete range of heights for sunny areas, from the diminutive 15-in.-tall prairie dropseed to the many six-foot tall maidengrass species such as porcupine grass (*Miscanthus sinensis* 'Strictus'), variegated maiden grass (*M. sinensis* 'Variegatus') or Silver Feather maiden grass (*M. sinensis* 'Silberfeder'). Natives standing about five ft. tall include Indian grass (*Sorghastrum nutans*) and switchgrass (*Panicum virgatum*). Some good cultivars of switchgrass have recently become available, such as Heavy Metal (*P. virgatum* 'Heavy

Metal') and red switchgrass (*P. virgatum* 'Rotstrahlbusch'). Fountain grass (*Pennisetum alopecuroides*) grows to around three feet, while dwarf fountain grass (*Pennisetum alopecuroides* 'Hameln') stays around two ft. tall. Few grasses tolerate much shade, but northern sea oats (*Chasmanthium latifolium*) is the best, growing to around three ft. tall with drooping seed heads.

Get back the investment

Updating a property's appearance is an investment that enhances the building's modern look and increases the value of the entire property. Work with a designer trained in using contemporary plant materials. As the millennium approaches, a contemporary looking landscape to update corporate properties becomes increasingly important. **LM**

The author's firm, PlannedScapes, specializes in landscape renovation of corporate and housing properties and provides freelance design for landscape contractors and maintenance firms in the western suburbs of Chicago, IL. She can be reached at 630/393-4598.

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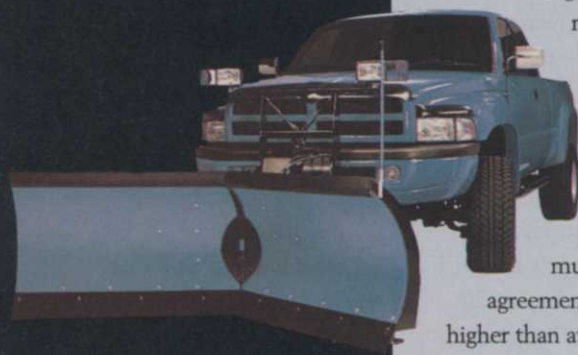


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Top snow removal contractors tell why they prefer to let others push with their own equipment

By TERRY McIVER



Success with subcontractors

Gary Amato's Burrington Co. is a leading asphalt paving company in Kirkland, OH, east of Cleveland. The 18-year-old company runs 15 trucks for snow removal.

Advantages to using subcontractors, says Amato, include their personal accountability for equipment and stronger motivation to produce.

"The guys tend to take care of their own trucks a little better than they would take care of mine, so they run a little better, are a little more reliable—not to mention the fact that if they are the ones with the expenses, they are more willing to work. They've got an investment they have to pay for and maintain, rather than come in for \$10 to \$12 an hour," Amato says.

Each year Amato must recruit up to three new drivers due to attrition. Qualifying a driver is tough. Amato meets with a prospective subcontractor with the hopes of making an accurate character judgment. Referrals help eliminate the doubt from his mind, and prospects must sign a non-compete agreement. Amato claims paying higher than average wages helps too. He pays by the month.

It's about the money

"I pay them more than they can get anywhere else," asserts Amato. "That's the only way to keep the most reliable and most efficient ones. Not only that, they can't have daytime jobs. Much of the time we'll start at midnight; by the time we've gotten through the entire route, it's six in the morning. If it's still snowing, we have to let the cars come in and park, and then

hit the aisles. Then we hit them again before lunch, and again before the place empties out. And, we'll have to come back and do them all up again."

Amato's accounts are located close to each other, in corporate industrial parks. Many consist of a series of manageable lots connected by a main road. Contracts are for the season or per occurrence at or above two inches.

Subs can reduce costs

Nairs Lawn Care Inc., Medina, OH, began in the landscaping business in 1984, and snow removal has always been one of its service offerings. Jody Gibson, with the company since 1985, is in charge of the snow division.

Gibson points to huge savings in equipment dollars as the most obvious reason to use subcontractors. Some are more reliable than others; it all depends on who's got the hunger for work and income.

Gibson finds subs by word of mouth or, after someone applies to push for Nairs, he'll do a background check, primarily by checking with the applicant's current or last employer.

"The most important thing for me is to look at their truck," Jody says. The company pays more to drivers with the best equipment. "If all they have is an older truck with an older plow, they won't make as much as the guy with a brand new truck with wings and a cell phone."

Gibson admits the disadvantages to using subs who are laid off from other jobs is they must leave if they get called back to work.

During a storm, Nairs will have 25 men pushing snow, which combines subs with in-house help. Some of the larger customers want to see a company vehicle on site.

Snow & Ice Removal Guide



Gibson:
Make sure
drivers know
the phone
may ring at
any time.

Nairs picks up its snow business from business accounts, with very few residential pushes. "If anything, I put residential accounts on a flat fee for the year. It's usually a two- or three-minute plowing, and we won't get burned on a set fee. We'll also shovel the sidewalk from the driveway to the front porch."

These few residential accounts are also serviced by Nairs' lawn care division. Customers pay a flat fee per month for all services. "That way, they don't have to worry about how many times we cut or plow," Jody explains.

Mistakes in technique

Technique and safety is everything when pushing snow. Not only must you be aware of pedestrians and other vehicles, you have to move the white stuff to a place where it is no longer a nuisance to traffic. You don't just *move* it; you move it out of the way.

A common mistake Gibson sees in the field is when drivers push snow up to curbs, but not over the curb. "After about five or six snowfalls, you have snow hanging out into the parking lot. If parking is tight, it makes it tough for vehicles to get around."

Extra effort by drivers is another important trait. "Lots of guys don't like to get out of their truck to clean a walk or around a gas station pump. They get spoiled sitting in the truck."

Elements to success

Gibson says the best snow removal experts: have a plan in effect before the snow hits and have good people and have good equipment ready to roll.

To work the plan, understand the possibility that the phone may ring that night, and the plan must go into effect at once. You must be committed.

"Because you never know where or when it's going to hit, you must make sure your people are aware of the possibility of having to come in; stress that as much as possible. Have them ready, especially on a Friday or Saturday night," says Gibson.

"I tell them to make sure they're available at 2:30 in the morning," says Gibson, "and that they make sure their pagers are turned on."

Additionally, Jody has established a set route for each driver to eliminate confusion and questions.

Subs for success

Alan Steiman is a straight-talking pro who battles the snow and ice from his offices in Northboro, MA. His snow business is run entirely with subcontractor services.

"I'm a strong believer in subcontractors; I don't recommend anything else," advises Steiman, who uses a minimum of 50 subs during a season. "I have 15 or 20 of my own personnel managing the subcontractors. They (subcontractors) are the ones that are carrying all the burden."

"If their engine goes, their rear-end goes, their transmission goes—call the next guy, and hope the other one comes back when his truck is fixed!" Steiman says.

He qualifies prospective subs by "running them through the mill," to see how flexible they are to last-minute changes.

"If a guy calls wanting to plow for me, I say, 'Okay, meet me on Tuesday at 4:20 p.m.' He shows up and I say, 'I can't meet with you now, come back Sunday at 7

a.m.' If he shows on Sunday, I know he wants to work, and is flexible. Right away you weed out the bad from the good operators." He also seeks referrals when looking for a sub, whether it be from an existing sub, or a friend or relative.

Pay them well

Steiman tries to pay his subs an unbeatable wage. "We try to pay them more than anybody else, by about \$5 per hour, so that we get them before somebody else. In return, we try to charge our customers slightly more than everybody else. Our reputation," he says, "is that we're very good, but we're a little expensive. I think that's a good reputation to have."

"If you can get all of your old customers signed up for the new season, you're in a much better position than if you wait till Halloween to wonder who you need, and what you're supposed to do. If a big call comes in, you're already set, and it's easy to decide if that new account is something you can handle."

If you think you need to raise your prices, says Steiman, early prospecting gives a snow professional a chance to replace those who won't accept the price hike.

"It's about peace of mind," says Steiman. "Snowplowing is a very stressful business to be in. The more you can do now to reduce your stress later is a good strategy. It's also a lot nicer to be working on equipment in July rather than November."

Can you say backorder?

Early planning also lets a snow specialist review equipment needs, and get guaranteed delivery before equipment stocks are gone.

"There is an expensive piece of equipment I believe I need to purchase, says Steiman. "I called the supplier this morning. He was on vacation, with another week to go. I told him I needed this machine; he said, 'you better order it today because you won't have it until December.'"

"Had I made that call in September, I would have been out of luck," he says. "Don't think that machine is just sitting in



Richter:
Tell your
accounts that
you will
manage their
lot. Emphasize
liability issues.

Use tough trucks, equipment

Picking the right truck for the kind of plowing you do can prevent problems down the road.

Begin by asking yourself: What kind of plowing situations are you likely to encounter? Will you be plowing small or large lots, driveways or roads? Is it likely that your business will expand and your need for bigger equipment will increase?

Residential or small business plowing situations don't usually require large areas to be cleared. You'll likely spend less than two hours plowing during any storm. In this case, a smaller truck, such as a half-ton pickup with a standard size plow, should serve you well.

Gary Amato, Burrington Co., Kirkland, OH, says three-quarter-ton pickups work well at many of his accounts. They're maneuverable, can turn in tight circles and can work around loading docks and other obstructions.

"If you do have a big lot, 400 to 500 feet by 800 to 900 feet, I'd have an F-700, a single-axle truck similar to city trucks, to pick the bulk off. Then we'd get pickups in there and clean it up," he says.

Jerry Richter, Garden Ridge Nursery, Defiance, OH, likes bigger equipment, like farm equipment. These large, 4-wheel-drive tractors have been modified to push and pull 12-foot blades.

"We can buy a 20-year-old, large 4-wheel-drive farm machine for about \$6,000 to \$8,000," Richter reveals. "They're obsolete for farming purposes, but yet they are 200-hp machines. We can get this for less than half the price of a used, late-model pickup truck. Then we put a 12-foot plow

on the front, get it equipped with a hitch and we have a unit that basically is less than \$10,000."

Richter has also purchased used equipment at auction from the city highway department. He says you can't beat the price and the equipment is in good condition usually. For Richter, the pickup truck is not up to snuff mechanically. "We have all ton-and-a-half and 2-ton trucks that we do all our landscape work with and they become our smallest snow removal units," he says.

With payloaders and Bobcats (which he also uses in his landscape business) and a Steiger tractor capable of cutting a 36-foot swath, thanks to three 12-foot plows mounted one in front and two in the rear, Richter says, "Let it snow."

Contractors, landscapers and municipalities often have the need to use their equipment for long periods of time, sometimes as much as 24 hours straight. That's why plowing equipment must not only be rugged but not too hard on the operators either.

When buying a truck for plowing snow, keep the following in mind:

- ▶ Buy the biggest truck you will need for the current or anticipated job.
- ▶ Get the heaviest front-end capacity you can. This should include heavy springs, axles and sufficient tires (see point #5). Many of these are available in trailer towing or camper packages as well as snow-plow prep packages.
- ▶ Get the largest battery and alternator available. This is critical since most plows today operate off the vehicle electrical system. Prolonged use can run down a vehicle

be done.

"They'll say, 'I won't be ready to talk about snow removal until October.' I say, 'Maybe you can be ready to talk in September because I'm talking to you in July.'"

Steiman uses four types of contracts: seasonal, by the inch (or increment of inches), hourly and a combination of sev-



Nair's fleet includes dump body trucks and 3/4-ton pickups.

battery in a short time when used in combination with heater blowers, lights, radios and salt/sand spreaders.

Again, these may be available as part of a trailer towing or camper package.

▶ Most plow applications require 4x4 trucks, ideally with positive locking differentials, V-8 engines, and automatic transmissions for driver convenience.

▶ Every plow truck needs good aggressive tread tires with sufficient weight rating to handle the weight of the truck and the plow on the axle. Care must be taken to make sure these tires have the correct tire pressure to meet the rating on the tire.

▶ The use of ballast (weight placed rearward of the rear axle) may be required to prevent overloading the front axle. Ballast will also improve traction while counterbalancing the weight of the plow.

Source: Terry McIver and information from Western Products Service Department

a parking lot waiting for you to buy it in September"

Steiman attacks the re-enlistment process early. Don't assume that the customers that you had last winter will re-up, or that they have not been called on by a competitor. It's tough to get them thinking about snow removal in mid-summer, but it must

eral of them.

"It isn't always up to us which contract we go with, depending on the [size of] the account," says Alan. "Therefore help them make a rational decision."

Off-season cash flow

Jerry Richter of Garden Ridge Nursery,

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Defiance, OH has been in the snow removal business about eight years as a way to keep money coming in during the landscaping off-season, as many landscapers do.

Richter's nine in-house machines hit the road to handle commercial lots. Its only residential business is done for owners of commercial accounts, another common practice.

"You're dealing with too many people in a \$25 to \$50 price range," with distance between each stop, perhaps a block or two, explains Richter. "Charging \$25 to \$50 to do a residential driveway is probably not bad money, but unless you've got 15 to 20 of them side by side you have too much drive time."

Richter says subs are not a part of his world, in a town with a population of about 25,000.

"There are not a lot of places to get work for many companies. We have a total of 60 acres of asphalt that we manage," Richter explains, "and we are equipped to do that 60 acres in 7 to 8 hours."

Contract common sense

Richter has been pricing all his snow removal work by the hour, but says that will now change, after he learned some things at the last SIMA conference.

"Some accounts will be on a 'per push' basis," Richter says, "because with the big equipment, we're getting things done much faster than the competition could, and we find that our billing rates are not high enough to bring in the value."

"The more efficient we get with the equipment, the faster we can manage

the snow; but then it leaves some cash on the table, which the customer perceives as value. It builds loyalty, but it doesn't build as much profit opportunity into the work as it could," Richter says.

Richter says he will scout around new businesses looking for more accounts, even though he has never lost a customer, and is careful not to over extend his capabilities.

"So far, we've been able to maintain existing customer satisfaction, and we use that to build new accounts that move in next door, across the street, whatever," Richter explains. "When we specialize in very large lots, there just haven't been a lot of people who have shown the ability with the backup equipment to come in and handle the big lots," he adds.

You're the expert

"A common mistake I see other people make is that they don't really go after the business," and sell themselves as the expert, says Richter. "They have contracts with some accounts, but they let the customer dictate to them what their snow removal needs are instead of taking control."

"You have to tell customers: 'We're going to manage your lot. We're going to keep your liability down. We are the manager,'" he stresses.

Richter says a snow removal customer has to agree to have the lot salted, for reasons of safety and profit.

"If a commercial account doesn't want salt, then I usually don't pursue them," Richter explains, "because we're in a market where we push now maybe six to 10 times per year. But then we have another six to 10 snowfalls where it's a half-inch to an inch-and-a-half that turns to ice. So half

of our potential market is in the deicing business, where we manage the slippery conditions."

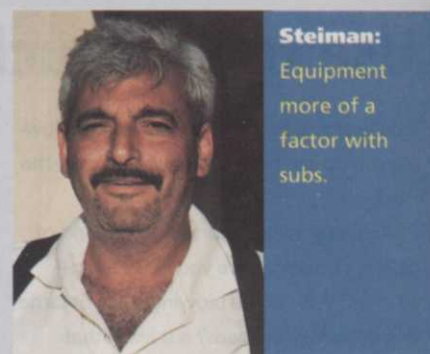
It's a funny business when you consider what some people think of doing business: Richter says the little competition he has may not even plow in less than an inch-and-a-half

conditions.

"So we try to manage each event as opposed to doing strictly snowfalls; we're doing more snow and ice management," Richter says.

Educate the client

As the expert, it's important, says Richter, that you bring to the client your experi-



Steiman:
Equipment
more of a
factor with
subs.

ence and wise counsel when it comes to liability issues.

"If a restaurant owner has never been sued or faced with a liability issue, he will not see (deicing) as necessary," Richter explains. "We've had several accounts that didn't want salt, but we held on to them for their snow removal business. They had a 'slip and fall' and all of a sudden, they realize what it's like to have an employee out of service, pay workman's comp or face potential liability costs. They've been loyal deicing customers ever since."

The key, then, to getting customers to accept deicers, is to educate them on the potential for liability and let them know that you can provide that preventive service that perhaps smaller competitors can't.

Educate the crew

Richter's crew training begins with an all-day meeting and a tour of customer properties, usually in late November.

"We rent a bus or van and drive to each account and show the drivers where we do or don't push snow and where we pile it. Then we stake (with four-foot long, steel fence posts) the islands and any plazas that don't have trees, so we can mark where the curbs are," Richter says. The stakes are sprayed with fluorescent paint."

Other tips Richter offers snow professionals: Be prepared and focused on customer liability and use it to sell your service. Have enough backup equipment, parts and people.

"It takes a lot of support to keep all that going." □

—The author is a freelance writer who lives in North Royalton, OH

Driver qualities

Enthusiastic attitude

Clean vehicle

Respect for equipment

Pride in ownership

Committed to working a
certain amount of hours

Experience



Today's sophisticated weather forecasting services aren't perfect, but they can bolster a contractor's bottom line in the risky snow removal business

By DAVID WALKER, JR.

WEATHER? Why guess?

Deciding when to call in a snow plow operator is a lot like being a third base coach. As the runner heads for the bag, you've got to determine whether or not to send the player home or have 'em hit the brakes — in an instant. While the coach contemplates things like the outfielder's arm strength and the runner's speed, the snow crew chief must quickly and accurately assess when a snow storm will hit, how long it will last and how much snow will accumulate before calling in an operator.

Luckily for snow plow crews, unlike the baseball coach, forecasting the weather is not based on 'gut' instinct alone. Today, there several forecasting tools and resources available — resources that make winning the battle against the elements a little easier.

Take your pick

Jody Gibson, Nairs Lawn Care, Medina, OH, keeps it simple when it comes to weather forecasting. He tried a computer forecasting tool, but finds the 10 o'clock news can also be effective. He also keeps a weather eye to the sky. "No matter what the forecasters say, I still get up at 1:30 a.m. and look out the window," he explains.

Three other employees living to the north, south and east keep track of weather conditions in their respective areas.

While the Weather Channel on television has its share of devoted watchers among snow and ice professionals, others rely on more sophisticated tools, including the Worldwide Web.

Mike Conley, owner and president of K&M Service Co., Bridge Port, WV, is one of the Web's proponents. "The Weather Channel has a Web site just for our region of the country. It has an updated satellite photo every 15 minutes and it's free," says Conley.

With the aid of his personal computer, Conley is able to maximize the Weather Channel's satellite renderings. "With my PC, I can calculate how fast a storm is moving by backing up the pictures and then putting them in motion."

Joe Ball, assistant director of campus services and facilities at Buffalo State College, Buffalo, NY, has to keep the roads and walkways clear for the school's 12,000 students and faculty members. During the winter months, he assigns a groundskeeper the specific task of watching the weather. In turn, the groundskeeper relies on the college's campus police to monitor the weather and provide him with constant updates.

"The campus police use a combination of local weather forecasts and the Weather Channel on the internet for information. We've had pretty good success with this setup," he says.

Storm trackers

An increasingly popular forecasting system used by plowing professionals and landscapers is the StormSentry PC, a severe weather tracking service developed by DTN Weather Center, Omaha,

NE. "It can pay for itself in one day by *not* requiring a snow crew to sit around doing nothing," says Kurt Wullschleger, DTN's director of marketing.



John Allin wants forecasts that pinpoint his area — Erie, PA.

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The company claims the service takes all the guesswork out of storm tracking, allowing contractors to be more proactive. The company stresses you don't have to be a meteorologist or computer whiz to operate the equipment.

"It takes about 30 minutes to set up the satellite dish. And it works on a PC Windows environment. All you have to do is point and click your mouse to get current information," says Wullschleger.

The latest 'scoop'

"Our radar screen updates every 15 minutes, so in the middle of a storm you know when it's time to back off some crews and send them home," says Marty McKewon, a staff meteorologist at DTN.

The service is also a valuable tool once a snowstorm has ended. "Often, you need documentation to prove to a customer why you plowed. It gives you the ability to print out time-stamped data that shows radar screens and climatological data like wind speed and precipitation. This is particularly useful in areas where lake affect snow occurs," says McKewon.

How accurate and reliable is the service? McKewon says to ensure quality control, DTN employs 50 meteorologists and has over 600 forecasting locations across the country.

"Every state in the country has at least five locations and most have five to 10 sites," McKewon says.

Those pinpoint forecasts quickly translate into big savings according to John Allin, president of Allin Companies, Erie, PA, and the board president of the Snow and Ice Management Association.

Says Allin, "I have a million-dollar plowing business and it (DTN Weather Service) saves me about \$100,000 a year. We have lots of lake affect snow and the weather can change very quickly. With the system, we can better follow storms. We keep the screen on constantly and get updates every five minutes."

Why does the 21-year snow industry veteran place so much trust in the system? "Most local weather forecasters only work six to eight hours a day. Sometimes, their forecasts are 12-hours old and they tend to forecast for a larger area. I need a forecast just for my area. Plus, the National Weather Service has had a 30% cut in personnel over the past few years."

Robert Wilton, president of Clintar Groundskeeping Services, Toronto, Ontario, has been a subscriber for over five years. His company has nine offices throughout Ontario and keeps around 100 pieces of equipment operating during a snowstorm.

"Snow is very important to our business. We take it seriously," says Wilton. "From



Robert Kinnucan looks "to the west" to prepare for storms in his Chicago market.

November 15 to April 15, we have crews available 24-hours a day and there is always someone in the building. We can see the development of a storm with DTN long in advance and we can see the size of the storm."

Wilton says area snow plow suppliers have also created and installed a local snow plower's hotline. "It's a free service and if you

don't mind listening to a few commercials, it can be helpful, because it's local in nature."

Bob Kinnucan not only serves as president and owner of the Kinnucan Co. in Lake Bluff, IL, he also makes the company's snow calls. He too relies on DTN for precise 'local' information. But for the long-term big picture, he looks to the west.

Looking to the west

"What happens on the Pacific Ocean today will be in Chicago in about four days. I check out the full-page weather map in our local newspaper and it shows the jet streams," he says. Kinnucan, also a licensed pilot with weather training, uses his meteorological experience to help monitor emerging weather patterns.

"Once the storm comes into Minnesota or Iowa, I'll start watching it hour by hour on the monitor in our office. The screens offer a tremendous amount of information. I look for lows, barometric pressure trends and temperatures. I can even put a storm in motion on the system to show ground speed," says Kinnucan.

Is a subscription weather service for every snow and ice professional? Not necessarily. Many operators do quite well without one.

But, knowing how much snow will fall and when it will fall allows the contractor to prepare his equipment and drivers. It's a big advantage for the contractor who can predict it.□

—The author is a freelance writer who lives in Cleveland and often writes about the green industry.



The Clintar Groundskeeping Services Team handles a lot of snow and ice in Ontario. (l. to r.): Jim Maloney, President Robert Wilton, Todd Phillips and Norm Van Duyn.

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Products

New 4x4 snow thrower available from Cub Cadet



The Cub Cadet 4x4 Snow Thrower combines the technology of 4-wheel drive with a Regency OHV engine. The Cub Cadet 4x4 also includes fingertip-controlled power steering, heated handgrips and single-handed operation that frees the left hand to operate the 4v4's electric chute rotation.

Other features include: single-handed operation to keep the left hand free to use the electric chute rotation for controlled snow positioning; heavy-duty reversible skid shoes; 13 x 4-in. Sno Hog tires; 26-in. clearing width; 20-in. intake height

For more information, contact MTD at 330/225-2600 or www.cubcadet.com
Circle No. 291

BOSS adds to snowplow lineup



The Poly Power-V Snowplow, new from BOSS, is the only Poly Power-V Plow in the industry, says the firm.

The plow features a self-lubricating, 3/8-in. UHMW polyethylene moldboard which is impregnated with color so scratches don't show. The plow is also resistant to ultraviolet rays, which helps pre-

vent fading, cracking and deterioration.

Best of all, says BOSS, the moldboard has an ultra-low friction coefficient which allows snow to slide off and not stick to the moldboard.

The Poly Power-V Plow also comes with SmartHitch as a standard feature. The SmartHitch automatic removable mount system makes it possible to hook and unhook a snowplow in a matter of seconds, not minutes.

For more information on this or other BOSS products, call 800/2286-4155, or visit the company Web site at www.boss-plow.com

Circle No. 292

Henderson's new midrange plow



Henderson Manufacturing has a new reversible snow plow for the new midsize trucks.

The SNOFOE III features a rolled moldboard that is virtually self-cleaning to reduce back-up and drifting for improved driver visibility. Its unique rolled construction eliminates "break" creases to help move snow and ice to the side, thereby reducing wear on the vehicle.

Twin Nitrided hydraulic cylinders are double-acting for heavy-duty power reversing under extreme load. Three position angle adjustment (5°, 10° and 20° approx.) meets varying snow and ice conditions.

For more information, contact Henderson at 319/927-2828 or
Circle No. 293

Pellets generate heat

Garon De-Icer pellets are noncorrosive, tiny, white, crystalline pellets that create a powerful, radiant heat unleashed spontaneously upon contact with ice and snow.

The Garon company says these pellets



are 24 times more effective than rock salt and are effective down to -60° F, an extreme temperature where even rock salt is ineffective.

These OSHA-compliant pellets can be applied shortly after snowfall to prevent heavy accumulation. For more information, contact the company at 800/631-5380 or

Circle No. 294

New broom attachment from Snowman



The snowman "multi-hookup" works all year. The 7 1/2-ft. Grotech Broomer is available as a complete unit or as an attachment to Snowman plows. A straight or angle broom system is available. Easy installation of the complete unit is complete in under three hours.

For more information, contact Snowman at 888/766-6267, visit the Web site at www.netins.net/showcase/snowman or
Circle No. 295

Snow attachments from Woods

Woods Equipment Co. offers a range of snow handling attachments that have been carefully engineered to meet demanding

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applications in both the landscape and agricultural markets.

Woods' series of two-stage, tractor-mounted snowblowers feature heavy, ribbon-type feeder augers for a variety of snow types; a three-blade fan for consistent and continuous snow discharge, and a hydraulically operated discharge chute that allows faster performance.

Woods also offers a full range of rear-mount scraper blades rated for tractors from 12 hp to 150 hp. The models RB600/RB700 and RB800 are designed for snow removal, with a reversible, high carbon steel curved cutting edge. They feature 72-, 84- and 96-in. working widths, and are rated for tractors up to 60 hp. For more information, contact the company at 815-732-2141 or Circle No. 296

Meyer's new MDV spreader



The MDV spreader was designed by Meyer to bridge the gap between 15,000 GVW and 20,000 GVW trucks. Offered in two sizes (9-ft. and 10-ft.) and made in two different materials (steel or stainless steel), the MDV is perfect for medium-duty vehicles, according to the company. The spreader is built to withstand the toughest weather conditions with high

quality materials and advanced manufacturing procedures.

For more information, contact the company at 216/486-1313 or www.meyerproducts.com, or Circle No. 297

Snow Wolf is for skid steers



Snow Wolf is a snow plow designed for skid steer machines, with blade features and frame construction that maximize the greater snow-pushing strength of a skid steer, says the company.

The Snow Wolf blade meets the surface at a 45° angle, so it scoops the snow rather than pushing it, and sends the snow rolling up the blade. Because Snow Wolf has also increased the blade's angle of deflection, the snow continues to roll, moving off the blade faster and keeping the skid steer in better control.

A spring-loaded trip cutting edge is another special attraction. The blade is rigid, and only the bottom 6 in. trips forward if an obstacle is hit on the pavement. Since only the bottom edge trips, the operator isn't thrown forward and the weight of heavy, wet snow pushing against the blade won't cause false tripping. The trip mechanism only on the cutting edge permits a heavier, dual pivot, A-frame construction.

For more information, contact the company at 800/905-2265, or Circle No. 298

Henderson has new dump body

The new MAGNUM dump body from Henderson Manufacturing is elliptical, to afford a lower center of gravity for greater stability in off-road environments. Five-



inch longfills also add to the low profile, while the absence of crossmembers prevents the washboarding that contributes to rust and corrosion. The new design, combined with the high-strength materials, is also more resistant to dents, and provides a faster, cleaner load dump.

For more information, contact the company at 319/927-2828 or Circle No. 299

Garden tractor plows too



Kubota's G-Series garden tractors are equipped with standard two-wheel steering or optional four-wheel steering, ideal for confined areas.

Both 38-in. to 62-in. snowblower widths feature a hydraulic lift. The company says these are ideal for light commercial or residential uses.

For more information call the company at 714/557-3663 or Circle No. 300

Western's hopper-type sand and salt spreaders

Western offers several models of hopper spreaders for the ice control professional.

Designed for ice control on roads and parking lots, these spreaders mount easily on pickup, dump or platform trucks. They're available in 12-gauge steel or 16-gauge 304 stainless, in capacities ranging



from 1.8 cu. yd. to 4.1 cu. yd. Electric throttle and electric clutch are standard.

For more information about this versatile hopper, contact the company at Western Products, P.O. Box 245038, Milwaukee, WI 53224-9538 or

www.westernplows.com

Circle No. 301

Gloves have three layers



PolarGard gloves have three layers of protection: the outer glove features a leather palm and fingers with a heavy cotton back. The inside features a Thinsulate lining for warmth. The secret ingredient is a layer of PVC which creates a waterproof barrier between the outer glove and the Thinsulate lining.

For more information, contact Compliance Safety Inc., at 800/340-3413 or

Circle No. 302

Deere updates blower line

John Deere gears up for winter with two new snow blower models: the 724D and an updated TRS22 (shown).

The 724D offers a sturdy, midsized frame and 24-in. clearing width. The 7-hp Tecumseh "Snow King" engine provides dependable operation in winter conditions and power to clear deep, heavy snow.

Other engine features include overhead valve design to burn fuel cleaner and more



efficiently, a cast-iron cylinder liner for long life and an automatic compression for easy cold weather starts. Remote deflector cap controls on the new 724D and existing 826D snow blowers are being replaced with a handle that can be manually adjusted from the operator's console, eliminating the chance of a cable binding or breaking.

A 5-hp model TRS22 replaces the current 4-hp model. The new 5-hp engine will ensure superior power to handle tough snow.

For more information,
Circle No. 303

Three in one plow from Fisher



As a trailblazing "V" Blade, the EZ-V plow from Fisher is perfect for punching through drifts and snowbanks to get you started on those big jobs.

In the scoop position, this plow cradles and controls the snow in crowded locations, like tight parking lots, where you can't cast it to the side.

When a straight or angled blade is needed for windrowing, the 8 1/2-foot EZ-V plow adjusts quickly and easily.

The best part about this snowplow

from Fisher—the feature that sets it apart from the competition—is the convenient, easy-to-use hand-held Fish-Stik control. The operation of all functions—raise, lower, moving the wings in or out either simultaneously or separately—is right in the palm of your hand.

With the Insta-Act hydraulic system, users will get a state of the art power source that allows them to hydraulically lock the blade wings to act as one.

As with all Fisher plows, the EZ-V plow incorporates the well known Fisher trip-edge design, which keeps plowed snow out in front of the blade and makes stacking easier.

Back dragging is said to be easier, also, with the EZ-V plow. The double-acting cylinders are used to hold the wings firmly in place.

For more information, contact the company at Fisher Engineering, 12 Water Street, Rockland, ME 04841 or www.fisherplows.com or
Circle No. 304

New poly snow deflector



TrynEx now offers heavy-duty snow deflectors that make a plow more efficient. Built of tough polyethylene with reinforcement ribs, these deflectors are rigid enough to handle the job, yet flexible to avoid damage. Standard, 8-ft. lengths can be easily cut down to 7 1/2 ft. Mounting kits include self-tapping bolts. Deflector kits contain six units per package. A company logo or organizational name can be molded into the center of the deflector.

For more information, contact the company at 800/725-8377 or
Circle No. 305

DTN Weather Center...on duty 24 hours a day, 7 days a week!

WEATHER WATCHDOG



It's not a computer! The DTN Weather Center includes a small one-meter satellite dish, receiver and color monitor. (Dog not included.)



Just like a good watchdog, your DTN Weather Center will keep you alert to changes. This new satellite-delivered technology shows everything you need to know. Current forecasts, high resolution radar and local conditions... delivered to your office or worksite. **The cost is low...** less than \$3 a day. **All with a no-hassle 30-day money back guarantee.** Over 100,000

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Circle No. 150 on Reader Inquiry Card

Landscape

MANAGEMENT

CORPORATE
capabilities

American Cyanamid Company



PRODUCT FOCUS:

The Specialty Products Department of American Cyanamid Company's Agricultural Products Division researches and develops special-use chemical products, and markets them globally.

The department's herbicides, plant growth regulators and insecticides are used in forestry, professional turf management, consumer lawn and garden, industrial vegetation management, horticultural and greenhouse industries, professional pest control and public health markets.

American Cyanamid is committed to the development of products that are effective, convenient and respectful of the environment. Along with others in the turfgrass and golf course industries, the company believes it has a responsibility to protect the environment, to improve the aesthetics of America's communities and provide enhanced recreational opportunities for all. The company is committed to helping secure a superior habitat for people and wildlife through the manufacture and marketing of environmentally-sensitive products.

American Cyanamid Company

Specialty Products
Department
One Campus Dr.
Parsippany, NJ 07054
(800) 545-9525

MANUFACTURING FACILITIES:

American Cyanamid has a number of manufacturing facilities worldwide. Many of the company's products are manufactured at a 2,000-acre complex in Hannibal, Missouri. In addition to

using state-of-the-art technology, this plant is a model for safety and environmental responsibility, emphasizing strong programs in recycling and reuse in all production areas to minimize waste.

The plant's integrated environmental systems provide management control levels that are designed to meet or exceed industry standards for air, water, solid and hazardous wastes. Pollution prevention and waste reduction efforts are an important part of ongoing programs in all production areas. Cyanamid manufacturing plants also participate in the Chemical Manufacturers Association's Responsible Care Program.

TECHNICAL SUPPORT / TRAINING:

The Specialty Products Department is fully supported by a dedicated staff of research, sales, marketing, technical, service, logistic telemarketing and support professionals. The sales force is among the best-trained in the industry.

Cyanamid's Technical Service Group in Princeton, New Jersey, supports sales representatives in their effort to keep lawn care operators, golf course superintendents and custom applicators informed about the performance and environmental aspects of Cyanamid's products.

MAJOR PRODUCT LINES:

American Cyanamid produces and markets leadership products such as pendimethalin technical, the most widely used preemergent herbicide for turfgrass weed control in the United States; Pendulum herbicide, for preemergent control of annual grasses and many broadleaf weeds in turfgrass and for over-the-top control in more than 335 labeled ornamental plants, available in 60 WDG and 3.3 EC formulations; Image herbicide, available to professional applicators for postemergent use on hard-to-control weeds like nutsedge in warm-season turf; Cycocel plant growth regulator, used by greenhouse horticulturists, primarily on poinsettias, azaleas and geraniums; and Amdro fire ant insecticide, America's leading fire ant bait.

The Ariens Company

PRODUCT FOCUS:

Now in its 66th year of producing lawn, garden and snow removal equipment, The Ariens Company continues to grow with the times by introducing many new products and advanced technologies. Today the company is run by President Daniel Ariens, the great-grandson of Ariens founder, Henry Ariens.

MANUFACTURING FACILITIES:

Ariens premium-quality products have been built at its Brillion, WI, plant since the early 1930s; and as a manufacturer of premium walk-behind mowers, riding mowers, garden and utility tractors, tillers, and snow throwers, the Ariens name is well respected in the outdoor power equipment industry.

The respected Gravely line of commercial lawn and garden equipment is also in the Ariens' stable. Established in 1916 in North Carolina, Gravely became a wholly owned subsidiary of The Ariens Company in 1982, and has since moved its headquarters to Brillion, WI. In recent months, Gravely took on a new logo and motto—"We Keep You Cutting"—with the launch of its Gravely 260Z zero-turn mower. Gravely equipment is sold to independent dealers in the United States and over 36 countries worldwide.

Stens Corporation, Jasper, IN, is the newest addition to the Ariens Company family. Since the company's conception in 1969, it has built a solid reputation for providing premium aftermarket parts to the outdoor power equipment industry. In 1995 it was bought by the Ariens Company.

MAJOR PRODUCT LINES:

The Gravely Commercial Lawn & Garden line of products includes the: PM 250Z, 260Z and 270Z zero-turn mowers; the PM300, PM360, and PM460 Outfront Mowers; the Pro150, Pro200 and Pro300 Walk-Behind Mowers; the Professional 2-Wheel Mower; a compact loader; a Pro Vac; a Pro Aire core aerator and six chipper models.

TOGETHER AS ONE:

Ariens, Gravely and Stens are three of the leading brand names in the outdoor power equipment industry. Each brand builds on the strengths of the other two and together they form one solid, well-respected company, The Ariens Company. To learn more about the company or its brands, visit any of the three web sites at www.ariens.com, www.gravely.com or www.stens.com.



The Ariens Company

655 West Ryan St., Box 157
Brillion, WI 54110
(920) 756-2141

Fax number:

(920) 756-4472

Website:

www.ariens.com,
www.gravely.com,
www.stens.com

Staff:

Daniel T. Ariens, President
Michael Ariens, Chairman
Keith Nilson, Vice President-
Contract Manufacturing
Tom Vanden Hogan,
Vice President & CFO
H. Todd Swanson, Vice
President, Human Resources
Les Faber, Vice President
Supply Chain Management
Jeff Hebbard, Vice President
Manufacturing
Bela Csonka, Vice President
Engineering
Mike Thuecks, Vice President
Sales
Paul Chetcuti, Vice President
Business Development &
International Sales

Date Founded: 1933

Aquascape Designs, Inc.



TECHNICAL SUPPORT / TRAINING:

Aquascape customer service representatives are extensively trained in product function and ecosystem development. Our technical service group provides in-depth design, installation and technical support as a free service to all of our customers.

Our marketing efforts are comprehensive and targeted to the education of our customers in order to help them succeed and prosper with water features. We market to our customers with a 24-page, full-color catalog that is mailed six times a year. Throughout the year, we produce training, educational and marketing materials in order to provide a continual flow of current information to our customer base. Trade shows, educational seminars and hands-on construction sessions are conducted across the country to provide hands-on knowledge of our products and one-on-one contact with our customers.

We also provide a wide range of selling tools for our customers to market to their customers. Videos, brochures, presentations, templates, access to our image gallery and web site development provide a tremendous amount of marketing options and opportunities.

PRODUCTS:

Pond kits

PRODUCT FOCUS:

Founded in 1991 by Greg Wittstock, the company's president, Aquascape Designs Inc. is a wholesale manufacturer and distributor of the renowned Aquascape Designs Ecosystem and patented filtration pond products. We are the single leading manufacturer of complete, ready-to-assemble pond kits. Twenty products with a 20-step construction process combined with our patented filtration system are what differentiate Aquascape Designs from the competition.

MANUFACTURING FACILITIES:

Aquascape Designs is privately held and has doubled its revenue annually since its inception. The company is comprised of two divisions; the first encompasses the manufacturing, distribution, sales and marketing entity which primarily focuses on the nationwide sales and distribution of pond kits. Our customer base includes landscape contractors, landscape architects, garden centers and retailers.

Our new 36,000-sq.-ft. distribution center and office facility is located in Batavia, IL, just 35 miles west of Chicago. The Aquascape currently employs 51, but is rapidly growing

Aquascape Designs, Inc.

1119 Lyon Road
Batavia, IL 60174
(630) 326-1700

Fax number:
(630) 326-1800

E-mail address:
email@aquasapedesigns.
com

Website:
www.aquasapedesigns.com

Staff:

President/CEO:
Greg Wittstock

Vice President: Jack Luedtke

Date founded: 1991

Caterpillar, Inc.

PRODUCT FOCUS:

Caterpillar, Inc. is the world leader in the manufacture of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines. Caterpillar sells its products in 200 countries worldwide through a network of 197 independently owned dealers, operating from more than 1,500 locations. Since its inception in 1925, Caterpillar has gained a reputation as a world leader in manufacturing and service.

MANUFACTURING FACILITIES:

Although Caterpillar has its world headquarters and a significant presence in North America, it is a truly global corporation. Manufacturing facilities are strategically located in 17 countries around the globe. Caterpillar machines and engines build roads, deliver products, power boats, extract minerals and generate electricity all around the world. North American manufacturing facilities are located in 15 states, Mexico and Canada.

TECHNICAL SUPPORT / TRAINING:

Caterpillar backs up its global manufacturing presence with a dedicated and highly skilled service and distribution system. The Caterpillar parts distribution network features 23 distribution centers in 11 countries and 13 distribution centers in the United States. Caterpillar dealers play an important role in providing customers with a wide



range of services, technical support and training before and after the sale. Caterpillar dealers typically stock between 40,000 and 50,000 line items and have made huge investments in parts inventories, warehouses, fleets of trucks, service bays, diagnostics and service equipment, sophisticated information technology and highly trained people.

MAJOR PRODUCT LINES:

Caterpillar offers a complete line of equipment to contractors and industrial clients across the nation and the world. With its recent introduction of light construction equipment, Caterpillar also has begun to build a reputation among smaller contractors, many of whom are engaged in landscape projects, nurseries, turf management and groundskeeping. Caterpillar's new line of light construction equipment includes skid steers, mini-excavators, compact wheel loaders and tele-handlers. Caterpillar also manufactures a variety of work tool attachments including augers, trenchers, brooms, compactors, landscape rakes and buckets for practically every need.



Design Pull Flow
1234567890
East Dundee, IL 60018
Phone: 847/436-1120
Fax: 847/436-1121

Caterpillar Inc.
For more information, contact
your nearest Caterpillar dealer.
For a list of Caterpillar
dealers visit Web site
www.cat.com.

Daniels Pull Plow



PRODUCT FOCUS:

The Daniels Pull Plow easily attaches to the back of any 4-wheel-drive vehicle equipped with a 2-in. receiver-type hitch. The Daniels Pull Plow mounts without creating any obstructions to your vehicle, and provides 2,000 lbs of downward pressure, allowing you to remove snow down to the pavement. The Daniels Wing Plow easily attaches to your skid steer or wheel loader. It comes in six sizes to accommodate skid steers in the operating weight range of 6,000 lbs and wheel loaders in the 15,000 to 45,000 lb weight class. The Daniels Wing Plows ability to hydro-turn 35 degrees in either direction allows you to wind row snow at 7 to 10 mph.

MANUFACTURING FACILITIES:

The entire Daniels plow line is manufactured at our facilities in Aylmer, Canada.

TECHNICAL SUPPORT / TRAINING:

Over 20 years of plowing experience by owner/creator Greg Daniels has shown the need and demand for the Daniels line in the industry for plowing large lots with the Wing Plow and residential drives with the Pull Plow. Engineered and designed by a snowplower for snowplowers.

MAJOR PRODUCT LINE:

Daniels Pull Plow—72 in., 80 in., 90 in. and 96 in.

Daniels Wing Plows—6 sizes, from 12 ft. to 24 ft.

Daniels Pull Plow

15N365 Old Sutton Rd.

East Dundee, IL 60018

Phone: 847/426-1150

Fax : 847/426-1171

E-Mail Address:

sales@danielsenterprise.com

Website: www.danielsenterprises.com

Date Founded: 1985

DTN Weather Center

PRODUCT FOCUS:

DTN Weather Center Turf Manager is a satellite delivered weather information service that provides forecasts, high resolution radar and satellite images to businesses who rely on current weather information. Radar and satellite maps are updated every 15 minutes, and current weather conditions are updated hourly. Turf Manager also delivers vital news, weather and chemical information, including MSDS's and chemical product labels, to the turf industry. Thor Guard lightning prediction is now available with Turf Manager. Turf Manager is delivered via a small satellite dish—no phone lines or "access charges," all equipment provided, no computer required.

DESCRIPTION OF FACILITIES:

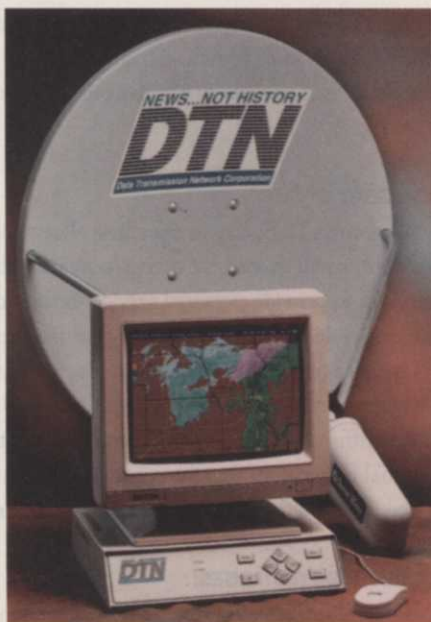
Data Transmission Network Corporation (DTN), an electronic information and communications services company, headquartered in Omaha, NE, is a leader in the delivery of time-sensitive information. DTN is committed to providing comprehensive, timely and affordably priced information to our customers.

TECHNICAL SUPPORT, SALES, TRAINING AND/OR CUSTOMER SERVICE:

DTN Weather Center currently has more than 55 district sales representatives across the United States, as well as an in-house telesales group. It's not a computer: DTN Turf Manager is a "stand alone" system with all equipment (hardware and software) provided. The satellite delivery technology of DTN Turf Manager allows unlimited use of the most current weather data available, 24 hours a day, seven days a week, for one low monthly fee.

MAJOR PRODUCT LINES:

DTN Weather Center provides satellite weather products specially designed for the construction, forestry, marine, transportation, travel, turf/golf, safety and broadcast industries. Each product contains the weather information these businesses rely on in making their day-to-day decisions, along with industry-specific segments to enable them to operate in a more cost-effective, safe, efficient manner.



DTN Weather Center Turf Manager

9110 W. Dodge Road,
Ste. 200
Omaha, NE 68114
(800) 610-0777

Fax number:
(402) 255-8180

Website:
www.dtnweather.com

Staff:
Todd Meyer, Product Sales
Director, DTN Turf Manager

Date Founded: 1984

U.S. Lawns

U.S. Lawns is America's fastest growing landscape maintenance franchise company and a wholly owned subsidiary of Environmental Industries, Inc.

CONCEPT:

Owning a U. S. Lawns franchise allows independent, small to midsize owner/operators the freedom to provide personal service to their customers while maintaining the professionalism and efficiencies of a large corporation. Backed by the extensive resources of its parent company, U. S. Lawns offers guidance, training and support to its national network of franchisees to help them advance the growth and operation of their business.

BENEFITS & PRIVILEGES:

Franchise ownership includes on-site training for new business start-up, horticultural, agro-nomic and sales training; corporate-sponsored purchasing support; ongoing sales, operations and administrative support; exclusive lead generation and sales appointments by in-house telemarketing department; exclusive customer service program; proprietary estimating system; complete operations manual and foreman's manual; marketing materials; Pentium computer with customized software package; protected territory; declining royalty structure; and low franchise/royalty fees.

PHILOSOPHY:

The U.S. Lawns business model is based on customer intimacy which is both an operational strategy and a philosophy. The USL franchise program is designed for individuals who are customer-oriented and desire the freedom to provide personal service while maintaining the professionalism of a large corporation.

MARKET LOCATIONS:

Nationwide

AREAS OF EXPERTISE:

U. S. Lawns provides the collective expertise

and resources to service all aspects of exterior landscape maintenance.

PROJECT EXAMPLES :

Commercial and industrial centers, shopping malls, retail facilities, multi-family residential communities, home owner associations, theme parks, civic centers, public buildings, streetscapes, public parks and schools.

USL WHO'S WHO:



Thomas L. Oyler

Thomas L. Oyler,
President

Paul D. Jacob, Vice President,
Company Stores

Todd Moerchen, Vice President,
Operations

Kenneth L. Hutcheson,
Director of Franchise Development

Barry C. Troutman,
Ph D., Director of

Agronomic & Technical Services

U.S. Lawns

Corporate Office:

U.S. Lawns

4777 Old Winter Garden Road

Orlando, Florida 32811

407/522-1630

Fax number:

407/522-1669

Website:

www.uslawns.com

Founded:

1986 by Thomas L. Oyler

Excel Industries, Inc.



PRODUCT FOCUS:

Excel Hustler manufactures a complete line of commercial rotary mowing equipment. Cutting widths range from 40i to over 12i. All models, whether walk-behind or rider, whether rear steer or zero turn, feature unsurpassed durability, productivity, and ease of operation. Multi-season attachments keep them productive all year long.

FACILITIES:

Excel Industries, Inc. manufactures Hustler Turf Equipment from a 110,000 sq ft, modern facility in Hesston, Kansas. An additional 35,000 sq ft houses a parts and shipping warehouse, also at the Hesston site.

TECHNICAL SUPPORT / TRAINING:

Excel Hustler has a technical support staff on call during CST business hours. In addition, sales and service training schools are conducted during the winter months at both onsite and regional locations.

PRODUCT LINES:

Hustler turf equipment includes: the ShortCut-ultra compact zero-turn rider that can be operated while sitting or standing, Range Wing-wide-area, mowers, Hog rough-cut ShortCut, and the StumpCutR attachment.

Excel Industries, Inc. dba Hustler Turf Equipment

P.O. Box 7000
Hesston, Kansas 67962
Toll-free: 1-800-395-4757

Fax number:
1-316-327-3123

E-mail address:
kraney@excelhustler.com

Website:
www.excelhustler.com

Staff:
Paul Mullet, President
Bob Mullet, CFO
Dave Welfelt, Director of
Sales and Marketing
Brian Nobel, Director of
Engineering

Date founded: 1960

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PLCAA

Professional Lawn Care Association of America

20 YEARS OF GROWING LEADERS

Ferris Industries

PRODUCT FOCUS:

Today, most people recognize Ferris Industries as the inventor of IST™—the first independent suspension system for the riding mower. This revolutionary technology minimizes operator aches and pains and allows the operator to go faster for increased productivity. IST™ is available exclusively on the Ferris ProCut™ Z. The ProCut™ Z also features the lowest center of gravity in its class, and a dual-point pivoting front axle (patent pending).

Dave Ferris, Chairman of Ferris Industries credits his company's success to a singular focus on commercial mowers. "We don't try to be all things to all people. From research and development to manufacturing, everyone in this company is focused on making the toughest mowers out there." In addition to the ProCut™ Z, Ferris manufactures a full line of hydrostatic and belt-driven walk-behind models, and three-wheel riders.

COMPANY GROWTH:

In 1998, Ferris Industries moved into a new, state-of-the-art 85,000 sq. ft. facility. The move effectively tripled the company's production capacity. Since that move, Ferris has increased its work force by over 40% in response to increased demand for Ferris mowers featuring IST™ independent suspension.

PRODUCT SUPPORT:

All Ferris mowers carry a 2-year, front-to-rear parts and labor warranty excluding only blades, belts, and tires. In addition, Ferris offers a 3-year warranty on the Eaton hydraulics on their walk-behind units. Ferris also offers a 24-hour parts turnaround in the event that a part isn't immediately available at a servicing Ferris dealer.



Ferris Industries

5375 North Main Street
Munnsville, New York, 13409
(800) 933-6175

Fax number:

(315) 495-0101

E-mail address:

mboice@ferrisindustries.com

Website:

www.ferrisindustries.com
www.independentsuspension.com

Staff

James F. Poole, Jr., President

David A. Ferris, Chairman of the Board

William L. Shea, Vice President of Sales and Marketing

Rod Roberts, Product Service Manager

Date Founded: 1909

the

GRASSHOPPER[®]

company

First to Finish...Built to Last

A family-owned business with a history of innovation and a reputation for excellence, The Grasshopper Company has specialized in manufacturing front-mount, zero-radius turf equipment since 1970. Every Grasshopper product is designed and engineered to be comfortable, easy to use and maintain, and productive both in speed and quality of cut.

Grasshopper's ergonomic design helps boost productivity by allowing operators to change hand, arm, leg and body positions at will without slowing. The centered operator's station provides superior visibility and keeps all operational controls well within reach. Hydra-Smooth™ dual-lever control is at least 80 percent less strenuous than conventional steering systems.

Grasshopper power units, mowing decks and attachments are produced by skilled workers using high-tech equipment, including computer-aided manufacturing fully integrated with a 3-D solid-modeling design system, CNC fabrication and machining.

Grasshopper products are engineered using high-quality components and heavy-duty construction to ensure that every mower is built to last. A full line of zero-radius mowers and grounds maintenance systems are retailed by an extensive network of independent servicing dealers throughout North America and around the world.



The Grasshopper Company's headquarters — including more than 200,000 square feet of manufacturing, testing and warehouse space — is located in Moundridge, Kan.

Grasshopper offers the industry's broadest line of zero-radius outfronts with 12 models, 14- to 28-hp, gas or diesel, air-cooled or liquid-cooled, plus year-round attachments and accessories.



P.O. Box 637 • Moundridge, KS 67107-0637 U.S.A.

Phone: (316) 345-8621 • Fax: (316) 345-2301

E-mail: info@grasshoppermower.com • Web site: <http://www.grasshoppermower.com>

GRASSHOPPER® Our 30th Year Of Production!

timeline

1969

The Grasshopper **zero-radius outfront mower** is introduced, featuring a cutting width of 40 inches.

1973

Grasshopper introduces dual-hydrostatic drive to its line and **originates swing-away dual control levers.**

1983

Adding **3-cylinder, liquid-cooled diesel powerplants** to selected models, Grasshopper mowers are now available with a choice of air-cooled gas and liquid-cooled gas or diesel engines.

1984

Quik-D-Tatch Vac® improves collection systems, adding powerful vacuum action and easy, one-pin catcher to non-catcher conversion.

Grasshopper becomes the only front-mount mower to offer a deck height adjustment feature, allowing **easy cutting height control from the operator's seat.**



Quik-D-Tatch Vac®
Collection System

1986

Grasshopper introduces an in-house **powder coating application system** and its distinctive colors.

1988

The **Gemini direct drive** — the only dual-hydrostatic drive system designed for turf applications — debuts with the **Model 721.**

1990

New, lower profile deck designs are introduced by Grasshopper.

1992

Down Discharge™ mulching decks introduced, to cut and recut clippings and direct them deep into the grass bed.

Remote Vac™ developed to clean leaves and debris from hard-to-reach places like hedges and flower beds.

1994

Ergonomically designed operator station with iso-mounted, fully padded, ventilated seat, extended footrest and easy-reference instrument console introduced.

1991

Grasshopper introduces the **mid-size 600 Series**, which features new advanced direct drive for reduced maintenance and longer service life.

1995

Combo Deck™ is introduced. Unique design allows easy conversion from mulching to side discharge to vacuum collection.



Grasshopper Model 928D

Model 928D introduced, bringing zero-radius maneuverability and outfront visibility to a larger market. The 928D features a 28 hp diesel engine, 8-gallon fuel tank and hydraulic deck lift.

Patented **Quik-D-Tatch® Mounting System** makes changing deck sizes and connecting attachments easier than ever.

1996

Multi-faceted power unit accepts a growing number of capable **attachments for year-round grounds maintenance.**

AERA-vator™ debuts for aerating established turf without leaving cores, producing a softer surface on sports fields. Patented design penetrates harder soils without irrigation.



Grasshopper Model 928D

1998

Model 618 debuts, combining a new Kohler OHC engine with the new Gemini-style direct drive transmission for smaller area commercial accounts.

Selected models feature **G² Drive**, hydrostatic drive system for faster movement between jobs and increased productivity, with ground speeds up to 10 mph.



Grasshopper Model 618

1999

SL96 FlipUp™ Decks rotate 90 degrees for easier access to the underside of the deck for simplified maintenance, storage and transport.



SL96 FlipUp™ Deck

More Innovations to Come!



John Deere Worldwide Commercial & Consumer Equipment

PRODUCT FOCUS:

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn care products for residential, commercial and golf and turf applications. The John Deere Company is noted for more than 160 years of innovation, the highest quality products and product and operator safety initiatives.

MANUFACTURING FACILITIES:

The John Deere Worldwide Commercial & Consumer Equipment Division is comprised of four major product groups — Consumer Products Group, Commercial Worksite Products Group, Lawn & Garden Products Group and the Commercial Grounds Care Products Group. Manufacturing facilities are located in Georgia, North Carolina, South Carolina, Tennessee, Virginia and Wisconsin.

TECHNICAL SUPPORT / TRAINING:

Deere places a high emphasis on its customers and provides a number of options for customers to contact the company. To locate a dealer, customers can use John Deere's dealer locator online at www.deere.com. Customers can also locate dealers by calling John Deere at (888) MOW-PROS. For more information on John Deere products, customers can call the Customer Communication Center at (800) 537-8233. Additionally, John Deere provides its dealers with the advanced technical training and support as well as sales tools and techniques.

MAJOR PRODUCT LINES:

John Deere offers a full line of equipment for homeowners, commercial groundskeepers, and golf and turf property managers. Equipment includes, but is not limited to, commercial and greens mowers, utility tractors, skid steers, front mowers, zero-turning-radius mowers, residential lawn and lawn & garden tractors, residential and commercial walk-behind mowers, and hand-held equipment.

**John Deere
Worldwide
Commercial &
Consumer Equipment
Division**

4401 Bland Road
Raleigh, NC 27609
(414) 354-2310

Fax number:

(919) 850-0123 (div. head-
quarters)
(800) 537-8233 (customer
communications center)

Website:

www.Deere.com

Date Founded:

Deere & Co. - 1837
Worldwide Commercial &
Consumer Equipment Division
- 1962

Staff:

Fred Korndorf, President
Mark Rostvold, Senior Vice
President

Kawasaki Motors Corp.



PRODUCT FOCUS:

Kawasaki's Engine Division markets 2- and 4-cycle, air- and liquid-cooled engines ranging from 3 to 23 hp used primarily in turf equipment and light industrial applications. Kawasaki's engines are one of the top choices among original equipment manufacturers when powering their equipment. A recently added line of Professional Power Products include string trimmers, hedge trimmers, backpack blowers, generators, and water/trash/semi-trash pumps. These products are noted, by lawn care professionals and discriminating homeowners for their low noise level, low vibration and lightweight power.

MANUFACTURING FACILITIES:

The Engine Division of Kawasaki Motors Corp., U.S.A., receives products from Kawasaki Motors Manufacturing in Maryville, MO, and Kawasaki Heavy Industries in Akashi, Japan.

TECHNICAL SUPPORT / TRAINING:

Kawasaki's customers place a high priority on technical support and service when they buy equipment. Kawasaki products have an excellent reputation for quality, and they are backed with excellent technical support. To locate a dealer, call 1-877-KAWPOWR or visit our web site at www.kawpowr.com. Advanced training and technical support are also available to OEMs and dealers.

MAJOR PRODUCT LINES:

Kawasaki Motors Corp., U.S.A.—Engine Division product lines include 2- and 4-cycle engines, professional power products and accessories.

Kawasaki Motors Corp., U.S.A.—Engine Division

5080 36th St. SE
Grand Rapids, MI 49512
(616) 954-3027

Fax number:
(616) 954-3031

E-mail address:
megan.roelofs@kmc-usa.com

Website:
www.kawpowr.com

Staff:
Kent Murakami, General Manager
Karen Howard, Sales Manager, Distributor Channel
Randy Lockyear, Sales Manager, Turf Engines
Tim Malinowski, Sales Manager, Turf Engines
John Messing, Sales Manager, Industrial Engines

**Founded: Engine
Division—1978**

Melroe Company



Melroe Company website at www.bobcat.com or find your nearest Bobcat dealership by using the website dealer locator.

MAJOR PRODUCT LINES:

The original Bobcat skid-steer loader got its roots in the agriculture market in the late 1950s, but today Melroe produces compact equipment for a wide range of markets including the landscaping, grounds maintenance, construction, industrial, government, and rental markets.

The Bobcat skid-steer loader is known the world over for its versatility, maneuverability and reliability. Ten models with rated operating capacities ranging from 600 lbs. to 3,000 lbs. offer multiple choices in wheelbase and

lift path configurations so customers can match the best machine to their application.

Melroe Company is the only manufacturer of compact excavators in North America today. Eight models in the Bobcat excavator line range from the model 322 model with a maximum digging depth of 7 ft., 2 in., to the model 341 with a maximum digging depth of 13 ft., 4 in.

Attachments are what earned the skid-steer loader its "versatile" reputation. Dozens of job-matched Bobcat attachments give customers in hundreds of applications a vast range of choices. As quick as a snap, the operator can replace a bucket with pallet forks, a landscape rake, a rotary cutter, a stump grinder, a power rake, an auger, a sod layer, a tiller and more.

For more information on Bobcat equipment for the landscape industry, visit the Melroe Company website at www.bobcat.com/markets.

PRODUCT FOCUS:

Melroe Company manufactures Bobcat® skid-steer loaders, compact excavators and a broad range of job-matched attachments. Melroe Company pioneered the skid-steer loader concept more than 40 years ago and maintains its industry leadership today with a broad product line, innovative designs, operator training and safety programs and a focused dealer network. Melroe Company was founded in North Dakota in 1947, became a division of Clark Equipment Company in 1969, and in 1995 became a business unit of Ingersoll-Rand Company of Woodcliff Lake, NJ.

TECHNICAL SUPPORT/TRAINING:

Bobcat compact equipment is sold in 75 countries through some 900 full-service Bobcat dealerships, and this homegrown North Dakota company prides itself on providing unmatched dealer support. The Bobcat brand's rugged reliability, ease of operation, comfort, safety, dealer support, parts availability, service backup, choice of attachments and high resale add up to total value that can't be matched. For more information, visit the

Melroe Company

P.O. Box 6019
Fargo, ND 58108-6019
(701) 241-8700

International Locations

Brussels, Belgium
Miami, Florida
Singapore
Yokohama, Japan

Fax number:

(701) 241-8704

E-mail address:

infocenter@bobcat.com

Website:

www.bobcat.com

Lesco, Inc.

Since its founding as Lakeshore Equipment and Supply Company in 1962, LESCO, Inc. has remained focused on building relationships with its customers. Now LESCO is the nation's leading manufacturer and supplier of landscape, pest control and golf course products and serves more than 100,000 customers internationally. By combining the largest product line available anywhere with convenience, service and technical expertise, LESCO delivers value to each and every customer.

Through the years, LESCO has developed a well-deserved reputation as a company that is quick to recognize emerging trends and determine innovative ways of meeting the needs of its customers. It was a pioneer in sulfur-coated fertilizer technology, as well as marketing to major lawn service companies when that industry was in its infancy.

Today, the company continues to serve the lawn service and landscape management markets as well as the pest control industry through direct sales and a network of 234 LESCO Service Centers in 38 states. Conveniently located and staffed by technically knowledgeable associates, these service centers stock a broad product assortment.

The majority of the LESCO Service Centers offer drive-through convenience. In many instances, lawn and landscape managers simply pick up product on an as-needed basis and thereby eliminate the need to order and inventory large shipments. For these customers, the service center functions not only as a supplier, but also as a warehouse. Many of the service center facilities also provide on-site equipment service and repair work.

To serve the golf course maintenance market, LESCO operates 71 of the now legendary Stores-on-Wheels. Operated by turf professionals, these tractor-trailers call on golf courses throughout the United States. By arriving at the superintendents door with an assortment of popular, frequently used products, LESCO brings new meaning to the term customer service.



PRODUCTS:

Fertilizers for turfgrasses as well as trees and ornamentals; a huge selection of herbicides, insecticides and fungicides; turfgrass seed; golf course accessories; aftermarket parts; safety gear; protective clothing; spring-flowering bulbs; tools and a full line of pest control products are just a sampling of what is available. Also featured at each service center is the full line of LESCO Commercialplus™ equipment. In addition to the new Viper™ zero-turn mower, the line includes additional riding units, walk-behinds, spreaders, sprayers, aerators, snow and leaf blowers, hand-held power equipment and more.

COMPANY FACILITIES:

LESCO is a vertically integrated corporation headquartered in the Cleveland suburb of Rocky River, OH. The company owns and operates four regional fertilizer production facilities located in Hatfield, MA; Sebring, FL; Stockton, CA; and Martins Ferry, OH. Turfgrass seed from the more than 35,000 acres LESCO contracts for annually is blended and mixed at Silverton, OR and Avon Lake, OH. The company's state-of-the-art facility located in Streetsboro, OH manufactures the LESCO Commercialplus equipment line.

Truly in a class by itself, LESCO has long been a driving force in serving the professional turf maintenance and pest control industries.

LESCO, Inc.

20005 Lake Road
Rocky River, OH 44116-1545
(440) 333-9250
(800) 321-5325

Fax number:

(440) 356-4397

Staff:

Dana Wilson, Vice President
Service Center Sales

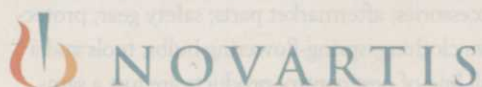
Phil Gardner, Vice President
Golf and International Sales

Bill Hubbell, Director Service
Center Sales

Steve Vincent, Director Golf
Sales

John Butenko, Director
Northeast Golf Sales

Novartis Crop Protection, Inc.



Novartis has made the commitment to become the worldwide leader in providing innovative products and services, and developing superior technology to protect the production and care of turfgrass and ornamental plants.

Novartis Crop Protection, Inc.

410 Swing Road
P.O. Box 18300
Greensboro, NC 27419-8300
(336) 632-2376

Fax number:
(336) 632-6278

Staff:

Heiri Gugger, President/CEO
Randy Williams, Vice
President of Specialty
Products Business Unit
Gene Hintze, Director, Turf
and Ornamental Product
Michael Joyce, Director,
Marketing Services
Joe Yoder, Director, Research
and Development

MANUFACTURING FACILITIES:

Novartis' U.S. Crop Protection, Inc. headquarters is located in Greensboro, NC. Its headquarters houses approximately 1500 employees including the Turf and Ornamental Products Group, as well as the Crop Protection, Inc. Agricultural Division.

TECHNICAL SUPPORT / TRAINING:

Novartis is committed to discovering and marketing a broad range of leading-edge products for the Turf and Ornamental industry. With that in mind, Novartis has six highly dedicated Turf and Ornamental field scientists who are setting the pace by researching products that are both highly effective and environmentally compatible. To reach their goal of listening to the needs of their

customers, Novartis Turf and Ornamental Products has a field sales force which includes 19 dedicated turf product sales representatives and three ornamental product sales representatives. In addition, Novartis also offers an on-site customer service staff to provide information and literature on Novartis Turf and Ornamental products and services. For more information, please call 1-800-395-TURF.

MAJOR PRODUCT LINES:

Turf Product Line:

Primo®: Plant Growth Regulator; Barricade® Preemergence Herbicide: *Poa annua*, Crabgrass, Goosegrass and 28 other weeds; Banner® MAXX® Fungicide: dollar spot, summer patch; Subdue® MAXX® new formulation Fungicide: Pythium and Phytophthora; Sentinel® Fungicide: brown patch, dollar spot; and Award® Insect Growth Regulator: fire ants.

Ornamentals Product Line:

Subdue® MAXX® new formulation Fungicide (features zero hour reentry interval): Pythium and Phytophthora; Medallion™ new Contact Fungicide: Rhizoctonia, Botrytis and Alternaria; Factor® Herbicide: problem grass and annual broadleaf weed control all season; Avid® Insecticide: spider mites and leafminers; Banner® MAXX® Fungicide: Broad spectrum tree and shrub disease control including powdery mildew, rusts, leafspot, blights, scab and anthracnose; Precision® Insect Growth Regulator: whiteflies, soft scales, fungus gnats and shore flies; Citation® Insect Growth Regulator: dipterous leafminer larvae developing in the foliage of chrysanthemus.

PBI/Gordon Corporation

PBI/Gordon is internationally known as the developer and marketer of Trimec Broadleaf Broadleaf Herbicides in more than a dozen formulations. Tailored uses include bentgrass, southern grasses, high volume option, esters, added crabgrass/nutsedge control, 2, 4-D free, dry concentrate packets, and low odor. Embark plant growth regulators are sold worldwide. Our 'soft chemical' experience and success with Ferromec Liquid Iron and Bov-A-Mura

Liquid Organic Fertilizer led to a major biostimulant development effort, resulting in two new product, Focus and Launch.



COMPANY FACILITIES:

PBI/Gordon operates two plants: an extensive operation devoted primarily to phenoxy herbicide production in Kansas City, KS; and a multifaceted complex at Crestline, in southeast Kansas, equipped to produce and package a wide variety of liquid, granular and powdered products in a host of different containers such as plastic or glass jugs and bottles, as well as aerosols, shaker-tops, pouches, tubes, boxes, sacks, bags, etc.

TECHNICAL SUPPORT SERVICES:

Territory managers typically cover from three to five states and are given three to five days of training on new products or new product areas (post-emergent grass weed control, aquatic herbicides, biostimulants). In turn, they take the message and meeting aids to their territories. Hundreds of 800-line phone inquiries regarding products, labeling and application details are fielded by three Customer Service tech reps, assisted by Research and Development staffers when needed.

PRODUCT LINES:

Professional turf & ornamental products (golf course, lawn care and landscape contractors), Acme lawn & garden products (consumer), Gordon's agricultural chemicals (crops and pastures), Gordon's farm line (sprays for horses, livestock, buildings, brush, ponds, etc.)

PBI/Gordon Corporation

P.O. Box 014090
Kansas City, MO 64101-0090
(816) 421-4070
Customer Service: 800/821-7925

Fax number:

(816) 474-0462

E-mail address:

hickey@pbigordon.com

Website:

www.pbigordon.com

Staff:

Chairman of the board:
W. Everett Mealman

President/CEO:
Richard E. Martin

Senior Vice-President:
Richard D. Benjamin

Vice-President Marketing:
William R. Bocker

Vice-President-T&Q/Ag Sales:
Al Mullican

Vice-President-Research & Development:
Dr. James A. Armbruster

Vice-President-Finance:
Donald A. Chew

Vice-President-Consumer Sales:
Donald F. Wilson

Vice-President-Commercial Sales:
Thomas E. Hoffman

Date Founded: 1947

Riverdale Chemical Company

Riverdale

PRODUCT FOCUS:

Riverdale produces primarily post emergent broadleaf herbicides. The most recent focus is on the new compounds; Millennium, Ultra, Cool Power and Horsepower, each containing revolutionary Dow components. Riverdale also supplies glyphosate for bareground and aquatic applications.

MANUFACTURING FACILITIES:

Riverdale's home office is in Glenwood, IL. All products are manufactured, formulated, packaged and shipped from Chicago Heights, IL.

TECHNICAL SUPPORT / TRAINING:

Riverdale supplies label books, labels on CD-ROM and product information bulletins. Sales representatives provide product stewardship and training to distributors and end users.

MAJOR PRODUCT LINES:

Post emergent broadleaf herbicides: Millennium, Ultra, Cool Power, Horsepower, Solution, Triplet, Credit brand glyphosate and Aquaneat brand glyphosate for aquatic applications. Millennium Ultra Weed & Feed has recently been introduced providing outstanding broadleaf weed control from a granular application.

Riverdale Chemical Company

425 W. 194th St.
Glenwood, IL 60425
(800) 345-3330

Fax number:
(708) 754-0314

Website:
www.Riverdalecc.com

Staff:

Jim Champion, President
Marvin Moore, VP Sales &
Marketing
Curtis Clark, Marketing
Manager

Date Founded: 1941



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ADVANSTAR LANDSCAPE GROUP

7500 Old Oak Boulevard • Cleveland, OH 44130

Turf-Seed, Incorporated



PRODUCT FOCUS:

Turf-Seed, Inc. was founded in 1970 by Mr. Bill Rose, president, to market only premium quality turfgrass cultivars and blends, foragegrass cultivars and mixtures, plus wildflower mixtures through an established distributor network. Golf courses, sod production farms, athletic field managers, parks departments, and homeowners rely on Turf-Seed's Research/Production/Marketing (RPM) program. Turf-Seed's industry-wide reputation for top-performing proprietary varieties developed by Pure Seed Testing, Inc., production by Roselawn Seed and select contract growers, plus systematic marketing managed by Mr. Tom Stanley complete the RPM cycle.

MANUFACTURING FACILITIES:

Turf-Seed, Inc. is located near Hubbard, OR, in the center of the fertile Willamette Valley, "grass seed capital of the world." Most of the production comes from this region, with its ideal growing conditions. Crops are cleaned by growers or in nearby seed conditioning plants where blue tags are attached, and delivered to the Turf-Seed warehouses. Blends and mixtures are made at this Turf-Seed facility on two blending lines. Turf-Seed's corporate offices are attached to the warehouse for efficient marketing communication and shipping coordination. Employees enjoy breaks and lunch on the grassed picnic area in the back.

Turf-Seed, Inc.

P.O. Box 250
Hubbard, OR 97032
(800) 247-6910
(503) 651-2130

Fax number:
(503) 651-2351

E-mail address:
info@turfseed.com

Website:
www.turf-seed.com

Staff:
Bill L. Rose, president
Gordon Zielinski,
executive vice president

Darcy Loscutt,
general manager

Tom Stanley,
marketing director

Duane Klundt,
customer service

Vanessa Jensen,
southeast marketing

Rick Elyea,
golf course consulting

John Rector, national sales
representative

Date founded: 1970

TECHNICAL SUPPORT / TRAINING:

Turf-Seed sets the pace in providing information to distributors and consumers through technical publications, web site at www.turf-seed.com, variety and blend tech sheets, vis-a-vis trade show and seminar participation, plus the first and largest independent field day in the United States. This annual event, now in its 17th year, is held alternately at the Pure Seed Testing West 110-acre research farm near Hubbard, OR, or Pure Seed Testing East near Rolesville, NC. The Oregon event, held the third Thursday in June during even numbered years, focuses on cool-season grasses, while the North Carolina event is Friday preceding ASTA, and features tall fescue, bermudagrass, and zoysia, and addresses humidity-induced disease pressures. For information, call 503/651-2130.

MAJOR PRODUCT LINES:

Perennial ryegrass: Alliance Brand blend, BrightStar, BrightStar II, Catalina, Chaparral, Charger, Citation III, Manhattan 3, Navajo, QuickStart, Roadrunner, Sunrye (246). Tall fescue: Confederate blend, MowLess blend, Triathalawn blend, Apache II, Coronado, Coronado Gold, Eldorado, Endeavor, Matador, Murietta, Olympic II, Olympic Gold, Pure Gold, Safari, Silverado, Tar Heel, Tomahawk, Wolfpack. Kentucky bluegrass: Galaxy Brand blend, Blacksburg, Blackstone, BlueStar, Challenger, Columbia, Livingston, Marquis, Midnight, North Star, Moonlight, Opti-Green, Serene, Unique, Voyager common Ky., Winterplay Poa trivialis, Winterstar Poa trivialis. Fine fescue: Aurora, Aurora Gold hard fescue, Discovery hard fescue, Florentine creeping red fescue, Shademaster II creeping red fescue, Seabreeze slender creeper, Shadow, Tiffany chewings fescue; Bighorn sheeps fescue, Seabreeze slender creeper. Creeping bentgrass: PennTrio blend, Pennway blend, Penncross, Penneagle, PennLinks, Penn A-4, Penn G-6, Seaside II. Wildflowers: Bloomers® wildflower mixture, Baby Bloomers wildflower mixture, DeBlooms annual wildflower mixture.

Turf Merchants Inc.

PRODUCT FOCUS:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture.

These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses and Kentucky bluegrasses. TMI also offers domestically-produced, warm-season grasses such as bermudagrass and zoysiagrass.

From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically-advanced varieties available anywhere.

MANUFACTURING FACILITIES:

Turf Merchants Inc. is located in the heart of Oregon, in the southern Willamette Valley, where over 65 percent of the world's supply of grass seed is grown.

Natural rainfall and expertise in production make the quality of Oregon grass seed the best in the world. TMI operates from three satellite warehouses located strategically around the valley with points north, south and west. This makes customer response an industry standard, with promptness and accuracy in shipments that are unparalleled. TMI has the ability to blend, process and ship simultaneously from any of these locations where over 30 million pounds of seed are processed each year.

TECHNICAL SUPPORT / TRAINING:

TMI has a variety of technical support through extensive trial systems, product literature and data bases. Results from turf trials in dozens of locations make the process of selling a simplified matter when comparative data is essential. Color slides of the production process and research add an additional dimension to the support available.



MAJOR PRODUCT LINES:

Turf-type perennial ryegrasses including Affinity, Manhattan 3, Rodeo II, Allaire II, Patriot II, Evening Shade, Nomad (spreading type), Penn-fine II and VIP II.

Turf-type tall fescues include Bonsai 3, Twilight II, Taurus, TurfGem II, Adventure II, Micro, Earthsave, Avanti II.

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue.

Creeping bentgrasses are Backspin and Trueline.

Zen zoysiagrass and Del Sol bermudagrass round out the warm-season lines.

Turf Merchants Inc.

33390 Tangent Loop
Tangent, OR 97389
(541) 926-8649

Fax number:

(541) 926-4435

Staff:

Steven P. Tubbs, President
Nancy Aerni, Vice President
Frank Gill, Vice President
Robin Mankle, Secretary/
Treasurer

United Horticultural Supply

PRODUCT FOCUS:

United Horticultural Supply is specifically designed to serve the professional turf and ornamental industries by providing the finest products and technical expertise available. Since our inception, we have committed ourselves to three principles: to provide the highest quality products available; to provide qualified technical personnel dedicated strictly to the horticulture industry; and to implement and promote environmental stewardship. UHS's national strength provides customers a wider selection of products and is the reason we are leaders in bringing innovative and cutting-edge technologies to the market.

MANUFACTURING FACILITIES:

Five regional divisions, each operating as a local business with its own sales, management and marketing staffs, enable us to concentrate on the unique needs of the diverse parts of the country as well. This blend of national scope and local focus is what makes United Horticultural Supply unrivaled in the industry. Each regional United Horticultural Supply division is linked to a series of strategically located warehouses, which ensures prompt delivery and availability of product.

TECHNICAL SUPPORT / TRAINING:

Complementing our extensive line is a staff of dedicated professionals who are knowledgeable about the items they sell as well as their intended markets. Each salesperson has working experience within the industry they serve, enabling them to provide solid advice and accurate answers to your questions. Regional research and field trials enhance our position in responding to local needs and our ability to bring effective and innovative products to market.



MAJOR PRODUCT LINES:

United Horticultural Supply is uniquely positioned with all major manufacturers of chemicals, fertilizers and related products, carrying only the finest items in order to satisfy the needs of today's working professional. In addition, we have developed our own exclusive line of premium products. Marketed under the UHS label, these products are recognized as top performers in the business. Several of these products were first introduced by UHS and have quickly become industry standards. Examples include Dursban TNP and 2CG insecticides, Chaser, Chaser 2 and Pre Pair herbicides, Respond 2 wetting agent plus several surfactants and spray additives. We also carry: Fertilizers -- blends formulated to perform best in the various micro-climates and management programs found throughout the United States and featuring our premium UHS Signature Brand Fertilizers. Turf Seed -- perennial ryegrass, bluegrass, fine and turf-type fescues plus custom blends and mixtures. Safety & Professional Products -- a comprehensive line of safety products to meet worker protection standards. Equipment -- we also feature quality-built fertilizer spreaders and backpack sprayers plus a broad range of safety products.

United Horticultural Supply

9335 Elm Court
Denver, CO 80221
(800) 847-6417

Fax number:
(303) 487-9010

Website:
www.uhsonline.com

Staff:

Jeff Allison, Atlantic Division
Manager
(410) 548-2200

Russ Mitchell, Great Lakes
Division Manager
(517) 333-8788

Steve Jackson, Southern
Division Manager
(800) 457-0415

Bob Flynn, Midwest Division
Manager; (800) 833-4827

Mike Thurlow, Western
Division Manager
(209) 253-5700

Walker Manufacturing Company

PRODUCT FOCUS:

Walker manufacturing designs, develops and manufactures a line of compact, mid-size commercial riding mowers and attachments. The mowers are targeted for use in landscaped areas with combinations of trimming and open space where quick maneuverability and fitting into tight spots increase productivity.

MANUFACTURING FACILITIES:

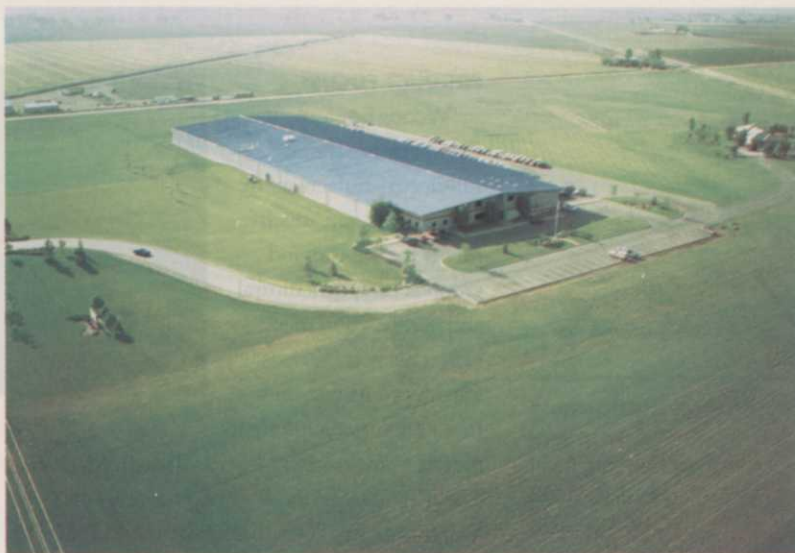
The company's factory is at Fort Collins, CO, situated on 25 acres. It has 100,000 square feet of manufacturing area and 16,000 square feet of offices and research and development. The manufacturing operation includes parts fabrication, welding, painting and assembly. Fifteen acres of irrigated turfgrass around the facility provides in-site test mowing area. The current facility will allow growth to produce up to 25 units per day.

TECHNICAL SUPPORT / TRAINING:

The factory customer service staff is available for technical support to dealers and end-customers. A dealer program is administered by 33 independent territorial distributors across the U.S.

MAJOR PRODUCT LINES:

Walker makes mid-size commercial riding mowers and attachments. Five tractor models have gasoline or diesel engines from 11 to 25 hp. Nine interchangeable mower decks with cutting widths from 36 to 62 inches are offered, each with grass collection, side discharge or mulching available. Six front-mounted implements are also marketed: two snow blowers, a rotary broom, a dozer blade, a dethatcher and an edger.



Walker Manufacturing Company

5925 East Harmony Road
Fort Collins, CO 80528
(970) 221-2614

Fax number:
(970) 221-2619

E-mail address:
walker@frie.com

Website:
www.walkermowers.com

Staff:
Bob Walker, President
(Marketing/Finance)

Dean Walker, VP
(Engineering/Manufacturing)

Max Walker, VP (Chairman)

Bob Tomasek, Customer
Service/Warranty

Date Founded: 1957

Woods Equipment Company

PRODUCT FOCUS:

Woods Equipment Company is a leading full-line manufacturer of implements and attachments for the turf and grounds care, agricultural and construction markets. This year, Woods introduced its first mid-mount zero-radius commercial mowers, the M-Series Mow'n Machine. The M-Series, available in two models—the M2250 (22 hp, 50-in. deck) and the M2560 (25 hp, 60-in. deck)—complement the existing line of front-mount Mow'n Machines. Woods extensive line of turf and grounds products also include under-mount, rear-mount and Turf Batwing wide-area finish mowers, rotary tillers, post hole diggers, chipper/shredders, snowblowers and landscaping implements. In an effort to better serve its dealer base in the new millennium, Woods recently has made several strategic acquisitions including: Central Fabricators (CF), manufacturers of pin-on excavator buckets; Alitec Corporation, manufacturers of hydraulic-powered attachments for skid steer loaders; and TISCO, a leading distributor of aftermarket replacement parts.

MANUFACTURING FACILITIES:

Woods employs about 1,500 people nationwide, manufacturing its products in Oregon, IL; Sioux Falls, SD; La Mirada, CA; Fargo, ND; Charlotte, NC; and Hubbardston, MA. A new manufacturing facility is under construction in Gardner, MA. The acquisitions of Central Fabricators, Alitec and TISCO add facilities in Schofield, WI; Brownsburg, IN and St. Paul, MN. Regional distribution centers are located in Oregon, IL; Fargo, ND; Sacramento, CA; Nashville, TN; Richmond, VA; Dallas, TX and St. Paul, MN.



Woods Equipment Company

6944 Newburg Road
Rockford, IL 61108
(815) 381-6028

(Angela Kay Larson, Manager
Marketing Support)

Fax number:
(815) 381-6046

E-mail address:
angelal@woodsonline.com

Website:
www.woodsonline.com

Staff:

Thomas J. Laird,
President and CEO

Mike Carney,
Vice President and COO

David Ferguson,
Vice President & General
Manager, Ag & Turf

Bill Templeton, Vice President
& General Manager, Parts

Steve Starrett, General
Manager, Construction

Steve Creider,
Vice President & CFO

Steve Vandemore,
Vice President, Business
Development

Mark Fryer, General Manager,
Corporate Human Resources

Angela Kay Larson,
Manager, Marketing Support

Date founded: 1947

TECHNICAL SUPPORT/CUSTOMER SERVICE:

Woods products are sold through a nationwide network of authorized dealers. In addition, Woods employs a direct sales force whose primary responsibility is servicing the dealer network.

MAJOR PRODUCT LINES:

Turf & Grounds—Mid-mount and front-mount Mow'n Machine zero-radius mowers, under-mount, rear-mount and Turf Batwing wide-area finish mowers, rotary tillers, post hole diggers, chipper/shredders, snowblowers, landscaping implements, and pulverizers, seeders and core aerators.

Construction—Wain Roy quick coupler systems, grapples and specialty buckets; Gannon excavator and tractor/loader attachments and vibratory plate compactors; Central Fabricators pin-on excavator buckets; and Alitec hydraulic-powered skid steer attachments.

Agricultural—Batwing flexible wing rotary cutters, singles-spindle cutters; SkidTools buckets, bale spears, manure and grapple forks; front end loaders; and Alloway shredders, cultivators and defoliators.

Additional information on the extensive Woods product line is available via the internet at www.woodsonline.com.



Western Products

PRODUCT FOCUS:

Western Products manufactures a full line of snowplows and salt and sand spreaders for four-wheel drive trucks. Snow and ice control products are distributed through a nationwide network of distributors.

MANUFACTURING FACILITIES:

Plows and ice control products are manufactured in three plants located in Milwaukee, WI; Johnson City, TN; and Rockland, ME.

TECHNICAL SUPPORT / TRAINING:

Western Products distributors, located throughout the snow belt, sell wholesoods, service parts and provide service and warranty support for all product lines.

MAJOR PRODUCT LINES:

Products include: steel and poly blade snowplows in 6.5' to 10' blade widths and hopper, insert-type spreaders in steel and stainless steel and four models of tailgate-type spreaders

Western Products

7777 N. 73rd Street
Milwaukee, WI 53223
(414) 354-2310

Fax number:

(414) 354-8448

E-mail address:

info@westernplows.com

Website:

www.westernplows.com

Staff

Eric Smitsdorff, Sales and
Marketing Manager

Rick Coolman, Advertising
Manager

Date Founded: 1950



Stump cutting, reinvented

Mike Nissely is an impressionable young man. Even as a high school kid, he noticed ways a guy might make a living. A good friend's father cut stumps every day, and Mike filed that fact in a back of his brain.

A few years later, working as a mechanic in a rental equipment store and needing a little extra money, Nissely remembered the work his buddy's father did, and he bought himself a used grinder. When he advertised his stump grinding services in Tallahassee, FL, he had a half-dozen jobs a month. There was plenty of stumps to grind, if he didn't wear himself out first.

Hard, hard work

As his business began to grow, Nissely began to grow tired. "Anyone who has run a hand-operated grinder knows that if you run that thing all day, you'll be begging for mercy by day's end," he remembers. He understood his options:

- walk-behinds
- trailerable cutters, or
- very large, tracked, self-propelled cutters.

The walk-behind cutters typically involve small engines powering a cutting head, which the operator must muscle through the stump. A favorite of rental stores, these small cutters can be man-killers, as Mike Nissely discovered. They can be difficult to position and hard to hold in place.

Trailerable cutters are much more powerful, with far larger engines. They cut very quickly, but are can take a long time to get situated for cutting.

Self-propelled cutters back down from no stump, dead or alive. Their engines sometimes approach 200 hp, and they might include dual hydrostatics and even remote control operations. And they might cost \$25,000 or more.

Reinventing an idea

Nissely lives in a city that he calls "the tree capital of America." Down in Tallahassee, his three options in hand, Nissely soon discovered so much work that he found it necessary to invent a fourth option.

"Back then, I knew I'd have to go to a tow-behind unit or to a crawler, and frankly, I wasn't much impressed with the efficiency of either one," he recalls. "So I began to look around for another way to cut stumps."

Nissely's father had taught him to weld and showed him how to think for himself, which came in handy when he stumbled across a very old Excel Hustler 275, which he found parked and unused behind a friend's barn. This gave Nissely more ideas.

Unfortunately, he didn't own the cutter. His friend refused to sell, so Nissely searched for other similar old models. He quickly found two in Georgia. Both were tired, with blown engines, but still factory-strong in the frame and with the zero-turn capability that stood at the heart of his big idea: To join a high-powered stump-cutting head to a tractor that could position it just so.

Cutter takes life

Nissely gave new life to those old models by rebuilding them, and experimented how best to join the cutter to the tractor. Soon after, he had a strong platform with the ability to turn on its own axis, speed on the straightaways, narrow and

agile enough profile to weave in and out among still-standing trees and lightweight enough to allow it to go on landscaped properties.

With a second prototype on the job, Nissely called the people who made his tractor of choice. He had ideas of partnership. Excel engineers recognized right away that a good idea was lying right there under their noses.

The partnership resulted in a 15-in. cutter wheel that can be attached to the Hustler 3000 or 4000-series tractors. Nissely's idea to mount a conventional stump-cutter on a zero-turning-radius tractor would result in more mobility, productivity and ease of operations on the job.

He can use the combination of units for both mowing and stump cutting in wide or tight spaces, and get quick cutting head positioning and both forward and sideways cutting movements through various size stumps. The combination with front-mount mowers allows for accurate and controlled side-to-side movements, good speed from stump to stump and minimal impact on the turf.

As a contractor using his cutter on as many as 20 jobs a day, Nissely has thought about all the ingredients of productivity. Key to his thinking is a dozer blade that backfill the hole as the grinding is completed. On larger stumps, the blade pushes the chips out of the cutter's way as the grinding continues. His model has cutting heights from 23 in. above ground level to 14.5 in. below ground.

Like a knife through hot butter

On his first job with the new blade attachment, Mike Nissely moved onto a 3-acre site where he ground 65 stumps in 90 minutes. With a set of newly sharpened teeth on the cutter, he sped through the 15-in. pine stumps with their sap and soft, stringy wood in a time that even surprised him.

"I use the hydraulics on the blade to flip the mulch back into the hole, then move on the next stump," he says. Typically, his cutter rips through a 24-inch stump in less than four minutes and then positions itself in a half a minute on the next stump to disappear.

Nissely uses his cutter all day, almost every day, imposing huge amounts of wear on the machine. But it's still more useful than the others he



Nissely's solution

Mike Nissely had only three options for stump cutters:

- ▶ walk-behinds (requiring lots of muscle)
- ▶ trailerable cutters (sometimes hard to maneuver)
- ▶ large, tracked, self-propelled cutters (can be very expensive)

His solution:

- ▶ strong platform that can turn on its own center-axis
- ▶ unit gives speed on straight-aways
- ▶ narrow, agile in profile to move in tight areas
- ▶ lightweight that won't tear up the ground

Nissely's first job with his invention

- ▶ 3-acre site
- ▶ He ground 65 stumps in 90 minutes
- ▶ Flips mulch back into the hole from the blade
- ▶ Cutter rips through a 24-inch stump in less than four minutes.

tried. Nissely says even a high school kid could see the difference.

For more information, contact Hustler Turf Equipment, Excel Industries at 800/395-4757; www.excelhustler.com



The Bob-Cat ZT 100 features independent power and control to each wheel for enhanced maneuverability.



The midsize Walker Rider is one of the more compact zero-turn radius mowers available. Five Walker tractor models are available.



Z-Trak F620 from John Deere features a low center of gravity that makes it stable on hillsides and maneuverable in tight spots.

SCORE A ZERO, WIN AT MOWING

BY CURT HARLER/ Contributing Editor

Anyone who has spent a few hours driving a mower around shrubs, weaving around path lighting or going through other tight areas understands that a mower that has a zero-turn radius is a godsend.

If you're responsible for working in the field, you'll sing the praises of a zero-turn mower's maneuverability. That means less time cutting and less time on foot following the mower with a weed whacker.

If you're the landscape operation's chief mechanic and dog owner, however, it is likely that you will also appreciate the smaller size of the zero-turn mower. That means more equipment can be placed on a shorter trailer. Most zero-radius turn mowers are 61 in. to 80 in. long, a substantial savings over the full-sized four-wheelers that can eat up an extra foot or more on transportation equipment. It also may mean that a smaller trailer can be used on jobs that require only mowing equipment, while larger, heavier twin-axle trailers can be held back for moving skid-steer loaders to job sites where the equipment demand is greater.

Cutting decks come in all the typical sizes and most companies make a full line of attachments and accessories for their zeros.

ARIENS
920/756-2141
www.ariens.com

Ariens offers its EZ Rider™ EZR1648 powered by a 16-hp Briggs Vanguard engine. This dual hydro-drive, 647-lb unit features a 48-in. cutting deck. Its pivoting front axle provides the operator with a smooth comfortable ride.

Circle No. 250

BLACK ROCK MFG.
203/259-6750

This zero-turning radius mower is made of tough 10-gauge deck material with seven-gauge sides. Units with cutting decks of 48 in. or 52 in. come with engine options including the 17-, 21- or 23-hp Kawasaki twin cylinder

with electric start; or choose a 25-hp Kawasaki on the 61-in. deck model. All have a 10-gallon fuel tank to keep workers busy.

Circle No. 251

BOB-CAT 414/637-6711

www.ransomes.com

The Bob-Cat ZT 100 zero-turn radius riding mower features independent power and control to each wheel for enhanced maneuverability. Unit offers a 41-in. cutting swath and is powered by a 20-hp Kohler Command V-Twin air-cooled gas engine. Noncavitating hydraulic traction dampers make for easier operation in tight places or on hilly, rolling terrain. A 200-series also is available with 61-in. cut and 22- or 25-hp engines.

Circle No. 252

BUNTON 414/637-6711

With a 31-hp, liquid-cooled Briggs & Stratton Daihatsu gas engine, the new Bunton BZT31 is designed for long life. It has a 72-in. cutting deck to maximize productivity and an optional ROPS system. The cut height is infinitely adjustable



Bunton BZT31

from one to five inches and the mower has an electronic deck life and adjustment system that controls height by flipping a switch. All components in the unit are designed for easy maintenance and service.

Circle No. 253

BUSH HOG 334/460-2595 www.bushhog.com

The new line of Zero Turn Mowers from Bush Hog comes with a choice of 18-, 22- or 25-hp Kohler Command air-cooled engines, or a 22 hp Kawasaki water-cooled



Bush Hog's zero-turn mowers with 18-, 22- and 25-hp Kohlers.

model. Mowers come with choice of 48-, 54- or 60-in. deck widths, heavy duty gear boxes and four anti-scalp rollers. They have infinitely variable speeds to 8 mph forward and 6 mph reverse. The exclusive torsion bar makes deck height adjustment easy and allows operator to flip the deck 90 degrees with the lift bar.

Circle No. 254

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

Stable on hillsides and maneuverable in tight spots, the zero-turn radius Z-Trak F620 from John Deere has a low center of gravity. It is 80-in. long and comes with cut widths of 48-, 54- or 60-in. mower deck flips 90° for easy blade access. The front-mount mower gets under bushes and fences. The unit is powered by a 20-hp overhead-valve 4-cycle gas engine.

Circle No. 255

DIXON INDUSTRIES 800/264-6075 www.dixon-ztr.com

The ZTR-7025 zero-radius turn mower, the newest commercial unit



The Dixon ZTR-7025 mower

from Dixon Industries, is powered by a 25-hp Kohler Command engine. The full-floating deck is available with 52-, and 60-in. options with 1.5 in. to 4.5 in. cut heights. It offers easy underside access for blade maintenance. The 7025 can hit 10 mph on open ground, making short work of big mowing jobs. Accessories for mulching, grass catching and pushing snow are available.

Circle No. 256

ENCORE 402/228-4255

The compact Z-series mowers are compact, midmount riders in 42-, 48- and 52-in. versions. All have zero-radius turning and direct hydraulic drive. Decks are reinforced with specially positioned steel channels to reduce vibration and give a



Encore Z-52 model

level cut. High-lift blades, anti-scalp rollers and large turf tires protect the grass. The Z-52, shown here, has a 20-hp Vanguard V-twin engine.

Circle No. 257

EXMARK 402/223-4010 www.exmark.com

Exmark's new 52-in. Lazer Z Horsepower offers a tiny footprint with its zero-turn maneuverability and exceptional traction and stability. The ultra-high blade-tip speed, high-lift blades, and flow-control baffles combine to deliver a quality cut even at high mowing speeds. The low center of gravity and wide



The Turf Tracer

drive-tire stance, along with the exclusive deck forward design, offer superior trimming control and visibility—the operator can see the tires from the seated position.

Circle No. 258

FERRIS INDUSTRIES 800/933-6175 www.independentsuspension.com

The new ProCut-Z from Ferris Industries has a dual-point floating front axle that keeps all four wheels



ProCut-Z

in contact with the ground even on uneven terrain. Independent suspension maximizes operator comfort, traction and mower life. Powered by a 25-hp Kohler and kept running by twin 4-gallon fuel tanks, it offers independent left and right speed control levers, seat actuated

engine kill, blade/clutch safety switch and neutral and parking brake safety circuit. Comes with 52- or 61-in. deck, adjustable in quarter-inch increments from 1.5 inches to 5 inches.

Circle No. 259

THE GRASSHOPPER CO. 316/345-8621

With forward speeds up to 8.5 mph, the Model G2-700 Series zero-radius mower from Grasshopper



G2-700 from Grasshopper

per gives a quality cut in record time. The Gemini2 Dual-Path Hydrostatic Drive delivers reliability in dirty, dusty conditions. Liquid-cooled diesel or gas engines are fed by an 8-gallon fuel tank. Cutting widths of 44-, 48-, 52-, 61- or 72-in. are available. Quik-D-Tach mounting system adds attachments in minutes.

Circle No. 260

GRAVELY 800/472-8359 www.gravelly.com

Check out the reduced maintenance times on the 260Z zero-turn mower from Gravelly. Tungsten carbide-coated blades stay sharp and the XL Spindles reduce time spent greasing. The Air-Flo Deck expels clippings faster using a 21-in. wide discharge tunnel. A nine-gallon fuel tank keeps the mower going all day long. The manufacturer says those



260Z mower from Gravelly

features cut daily maintenance time by up to 30 minutes. That means the mower pays for itself in under 24 months.

Circle No. 261

GREAT DANE EQUIPMENT 812/246-8770

Great Dane offers several innovative zero-turn radius mowers—the Surfer hydro walk-behind, the Chariot (cutters decks of 52 and 61 in.) and the Chariot, Jr., (decks of 48 in. and 52 in. wide). The Chariots feature center control levers, low seat height for maximum stability on hills, excellent visibility for trimming and an extra wide wheel stance.

Circle No. 262

HUSTLER 800/395-4757 www.excelhustler.com

Hustler has just introduced its first rear-steer, out-front rider in three 3000-series models. The unit is available in 3200 zero-turn, 3200 rear steer, or 3400 rear steer 4x4 configurations. The 3200s are pow-



3000-series from Hustler

ered by a Kubota 23-hp diesel. The 3400 is 28 hp. All of these 3000-series tractors use H-Bar Steering, similar to motorcycle steering. Speed and direction controls are hand-operated. Extra-high-lift BacVac catcher, tractor-mounted edger, 55-in. snow thrower and assorted mowing decks are available.

Circle No. 263

LASTEC 317/271-4223 www.lastec.com

The Model 425D Articulator is an 8-ft. wide, 38-hp diesel zero-turn radius mower from LasTec. It features four individual 25-in. articulating mower decks. The firm's patented belt drive system lets mower decks float over contoured turf without scalping or missing

grass. It can be configured to mulch or for side discharge. It comes with hydraulic mower deck lift system, headlights and flashers for night work and a certified ROPS.

Circle No. 265

LESCO 800/321-5325

The Viper is a midmount, zero-turn mower in a compact 78-in. package. Designed with one-piece



Viper features anti-scalp deck

welded square tubular steel frame for strength and rigidity, it is powered by a 23-hp Kawasaki twin-cylinder OHV power plant. Comes with a 54-in. or 60-in. anti-scalp floating deck and cut heights from 1.5 inches to 5.5 inches. Unitized hydraulic pump/motors provide power and speeds up to 8.6 mph forward, 4.3 mph in reverse.

Circle No. 266

MTD PRO 877/MTD-PRO1 www.mtdproducts.com

The zero-turn MTD 1852 Pro Widetrack is the newest member of the MTD Pro line. The mower features an 18-hp Vanguard



MTD 1852 Pro

V-Twin Engine and 52-in. fixed fabricated cutting deck. Dual hydrostatic transmission allows on-the-go tracking adjustments, and electric start and backup recoil mean there is no excuse for not getting to work. Tapered roller bearings in the spindles provide added reliability. Optional bagger and mulching kit is available.

Circle No. 267

HOWARD PRICE TURF EQUIPMENT 636/532-7000

The Blazer 360Z leads the line of zero-radius mowers from Howard Price. Units are available with 52-, 60- and 72-in. cuts and decks are offset to the left for better trimming around trees. Extra-wide throat allows even grass discharge. Floating front axle provides superb cutting flotation, operator comfort and reduces chances of frame breakage. Units are powered with either a 22- or a 25-hp Kohler, or a 23-hp Kawasaki engine.

Circle No. 268

RICH MFG. 765/436-2744

Whether you want to walk or ride, the Convertible is the one machine that lets you do both. This hydro walk-behind converts to a zero-turn rider just by pulling a pinch It comes with 48- 52- or 61-inch deck and choice of Kawasaki or Kohler engines. Grass catcher, sprayer, aerator, thatcher or Convert-A-Barrow options

are available.

Circle No. 269

SCAG 920/387-0100 www.scag.com

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03 ☐ 260 Lawn Care Service Companies
04 ☐ 265 Custom Chemical Applicators
05 ☐ 270 Tree Service Companies/Arborists
06 ☐ 275 Landscape Architects
07 ☐ 280 Land Reclamation and Erosion Control
08 ☐ 285 Irrigation Contractors
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15 ☐ 320 Private/Public Estates or Museums
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25 ☐ 370 Manufacturers
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2. Which of the following best describes your title? (fill in ONE only)

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

3. SERVICES PERFORMED (fill in ALL that apply)

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

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

75 ☐ Yes 76 ☐ No

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

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

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104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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



Scag Advantage Deck

Scag Advantage deck. Designed for Turf Tiger and Sabre Tooth Tiger zero-turn riders (as well as the walk-behind and three-wheel rider) from Scag, this deck eliminates stringers and reduces the need for double-cutting. Its air flow design stands up tall, wiry grasses and cuts them cleanly. The deck gives a finished look, even with tough, tall grasses like southern Bahiagrass. Scag also offers a zero-turn walk-behind with decks from 36 in. to 72 in.

Circle No. 270

SNAPPER 888/SNAPPER www.snapper.com

The Pro Cruiser line now has a twin-stick model. The ZMT2500KH lets those who prefer twin-stick steering over a single joy-stick find a comfortable option in a zero-turn radius machine. It comes with a 52- or 61-in. midmount cutting deck. With a 25-hp Kohler Pro Command engine, the unit has a



The ZMT2500KH Snapper

ground speed up to 10 mph. Also new for 1999 is an optional 6-cu. ft. grass catcher with belt drive fan assist assembly and single-lever lid release.

Circle No. 271

THE TORO COMPANY 612/888-8801 www.toro.com

The Z-Master Compact Mid-Mount ZRT from Toro is a smaller version of the Z-Master Z200 series. Unit has a cutting height adjustable in quarter-inch increments from 1 in. to 5 in. It operates at speeds up to 8.1 mph, which translates to a cutting speed of 3.7 acres per hour. Machine boasts excellent side-hill stability. It is available with 44- and 52-in. decks and recycler kits are available. Units are powered by either a 17- or 19-hp Kawasaki or 20-hp Kohler Command Pro engines. All



Z-Master from Toro boasts excellent side-hill stability.

models are backed by a 1-year limited, 2-year engine and hydro system and 3-year spindle assembly warranty.

Circle No. 272

WALKER MOWERS 303/221-5614

The midsize Walker Rider is one of the more compact zero-turn radius mowers available, designed to do the work of a midsize walk-behind mower with the increased productivity of a rider. Five tractor models are available ranging from 11 to 25 hp and with choice of gas or diesel engine. Five mower decks can be used, ranging from 36 in. to 62 in. with grass collection, side discharge or mulching capability.

Circle No. 273

WOODS EQUIPMENT 815/732-2141 www.woodsonline.com

Two new members have joined the Mow'n Machine line. The



The M2250 from Woods

M2250 has a 22-hp Kohler engine and a 50-in. deck and the M2560 has a 25-hp Kohler engine and an offset 60-in. deck. Both have a "user-centered" design that includes adjustable-sus-

ing zero-turn radius model from Yazoo/Kees. New this year, it is a smaller version of the company's ZT Max. Mini-Max comes with a 10-gallon fuel tank, damped steering control, state-of-the-art hydraulics and the same warranty as its big brother. Although built for narrower cutting widths and tighter budgets, it still provides full 1.5-inch to 5-inch cutting heights and on-the-go adjustment.

Circle No. 275

YAZOO/KEES 800/723-9496 www.yazookees.com

The Mini-Max in the hottest-sell-



The Mini-Max from Yazoo

Maple in trouble

A 10-in. diameter red maple is showing extensive chlorosis. Some of the leaves have interveinal browning. It doesn't look like scorch. There is no marginal leaf browning generally associated with scorch. At the base of tree, there is about 6 to 8 in. of soil mounding and lot of traffic, compaction and surface roots. How can we improve the health of this tree? Can we put soil on the surface roots?

— CANADA

This problem is typical of maple chlorosis generally associated with manganese micronutrient deficiency. However, the problem may also be related to iron and other micronutrient deficiencies. The best way to find out is to send about 50 representative leaves with foliar discoloration to a diagnostic clinic for a nutrient analysis test. Correction can be provided based on test results.

For manganese deficiency, the treatment should be done in early spring during the bud break and leaf expansion period. If it is done later in the year, leaves produced prior to treatment will not green up. Also remember that the treatment response may vary from tree to tree. Success may range from 30% to 50% of the time. Often, trees with codominant stems may show a less-than-satisfactory response.

If correction is not provided, nutritional starvation can cause the browning of leaves between the veins. This may mimic scorching but is not the same.

For compaction, consider:
► Aerating with 2-in. auger and filling it with pea gravel. This vertical mulching should help minimize the compaction.

► Applying surface mulch to reduce compaction and possibly cover the surface roots.

► Planting low-growing ground covers to help cover the surface roots. Maples do produce a lot of surface roots and they can be further aggravated by compaction and traffic.

► It is not advisable to add new soil on top of the existing soil because it will suffocate the roots, change the water table and compound the problem.

Basic pest management

We know that destructive pest problems can cause severe stress on plants. We would appreciate your opinion on this topic and some management guidelines.

— NEW YORK

Destructive sucking pests like mites, scales, aphids or chewing pests, such as gypsy moths, Japanese beetles or elm leaf beetles can cause severe damage. Affected plants will decline because of stress — primarily nutritional starvation. Consider providing the management of specific insects, mites or diseases and also provide proper mulching, fertilizing and watering to help improve plant health.

Similarly, there are a number of early foliage diseases such as scab, rust, anthracnose and diploia that can weaken and stress the plants — making

them susceptible to borers and cankers.

Fungus attacking ornamentals

We understand that the fungus *Verticillium* sp. is a soil-borne fungus, which can attack a number of ornamental plants. We are seeing an increasing incidence of verticillium wilt on maples. Many of them are aggravated by this year's drought. Can you provide a list of plants known to be resistant to *Verticillium* sp.?

— MICHIGAN

You are correct. *Verticillium* is capable of entering its host through basal trunk wounds. This activity is seen more during drought years, like this year. The following list of verticillium will resistant plants might be of interest to you.

apple	linden
beech	mountain ash
birch	mulberry
crabapple	oak
dogwood	pawpaw
fir	pear
firethorn	poplar
ginkgo	pine
hackberry	rhododendron
hawthorn	spruce
hickory	sweetgum
holly	sycamore
honeylocust	walnut
hornbeam	willow
juniper	yew
katsuratree	zelkova
larch	



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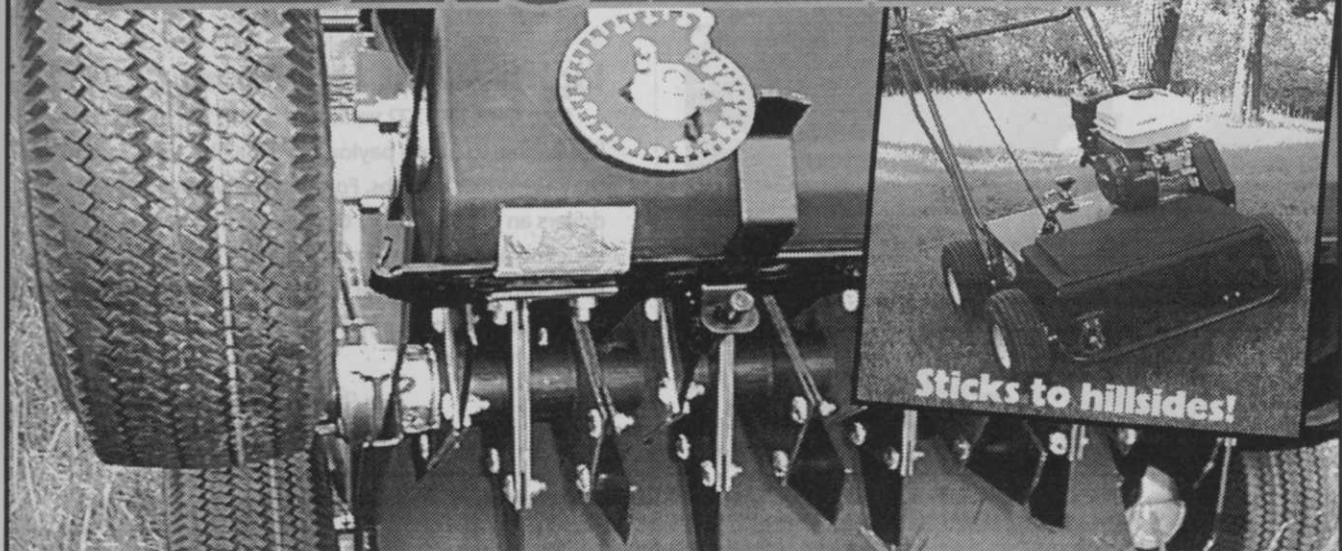
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CheTech's four-wheel drive

CheTech's PUG 4x4 is a four-wheel-drive vehicle that articulates in the middle to handle challenging terrains in the landscape. It is equipped with a 20-hp engine and a 2,200-lb. payload. Options include ROPS, enclosed cab, snowplow, three types of dump boxes and more. For more information call 715/924-3192 or

Circle No. 276

Columbia ParCar engine options

Two new models from Columbia ParCar are outfitted with the proprietary Briggs & Stratton 13-hp, 391-cc engine. The GU2400 features a 35-in. length bed and 2,400-lb. capacity, and the GU2400XB Extended has a 60-in. length bed and 2,400-lb. capacity. Both have front and rear suspension and cargo capacities of 12.5 and 20.5 cubic feet. Contact Columbia ParCar at 800/222-4653 for details or

Circle No. 277

Lightweight aluminum Club Car

Club Car's XRT 272 vehicle uses an 11-hp, 351-cc gasoline engine to haul a payload of 1,200 lbs., plus a cargo box that holds 300 more lbs. Four-wheel hydraulic brakes give drivers an edge on tricky terrain. Aluminum I-beam construction and cargo box make the XRT 272 up to three times stronger than steel frames, reduces weight and eliminates rust. For more information, contact Club Car at 800/643-1010 or

Circle No. 279

Transport supplies to the site

MicroTruk four-wheel off-road utility vehicle from Metro Motors Corp. takes on big jobs with a 1,500-lb. capacity. Two 38-hp models (76- or 85-in. bed) will transport people or land-



scape supplies with ease. All-weather steel cab gives the legroom of a compact pickup truck. Features include electronic ignition, front bumper and fold-down sides and tailgate. For more information call 407/812-4613. www.metro-motorsco.com or

Circle No. 280

Works like a 'dozer

ASV's Posi-Track is a rubber-tracked work vehicle that looks like a small bulldozer. Models weigh between 7,500 lbs. and 9,000 lbs., but have a ground pressure of only 2.5 psi (like an average child). Posi-Track will not blemish a lawn and has a quick-attach system compatible with most skid-steer attachments, such as snowblower, dozer blade, trencher, auger, backhoe, stump grinder and others. For more information call ASV at 800/346-5954 or

Circle No. 278

Electric broadcasters

The JRCO Inc. new stainless steel frame electric broadcaster Model 500 series is available with either a stainless steel, foot-controlled gate or push/pull cable. The electric front-mount broadcaster fits commercial walk-behind and riding mowers, and the heavy-duty broadcaster is ideal for spreading all types of fertilizer, seed, fire ant bait and ice-melting pellets. The polyethylene hopper holds 2.2 cu. ft. or 130 lbs. It improves productivity with increased ground speed and a controlled 5-ft. to 24-ft. spread pattern. For more information, call 800/966-8442 or

Circle No. 281



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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

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> PRODUCT REVIEW

More capacity for Cushman

The new Cushman Turf-Truckster has more capacity, uni-body construction, a more powerful engine and amenities for operator comfort. The new four-wheel Turf-Truckster is rated to 2,850 lbs., while the three-wheel model can carry up to 2,500 lbs. A longer, 60-in. bed gives 30% more cargo space. The



completely redesigned front end allows sharper turns than previous models. For more information, contact Textron Turf Care and Specialty Products at 888/299-TURF or

Circle No. 282

Convertible Wheelbarrow

Rich Manufacturing Inc., manufacturer of the Convertible commercial mower, now offers a dump-style wheelbarrow as an attachment. The new Convert-a-Barrow attaches to the convertible when it's in the walk-behind position, allowing the operator



to have a self-propelled wheelbarrow. No tools are needed for installation. The Convert-a-Barrow takes up little space on your trailer. For more information, call 765/436-2744 or

Circle No. 283

Rugged Textron vehicles

E-Z-GO Textron LX Work-horse utility vehicles have a rugged, truck-like cowl, differential scuff guards, tubular front bumpers, bed liners, horns and fuel gauges or charge meters. Use the headlights for work from early morning to late in the day. Four models use three engine types (36-volt electric; 9-hp gasoline; and a 11-hp gasoline). For information, contact E-Z-GO Textron at 800/448-7476 or



Circle No. 284

Quick-moving Rovers

Taylor-Dunn's Rover utility vehicle has electric and gasoline versions and reaches speeds up to 15 mph. They carry loads up to 800 lbs. and come in two configurations — a two-passenger vehicle with steel cargo box and a four-person carrier. Plastic body is attached to a tubular steel frame. For more information, call 714/956-4040 or

Circle No. 285

Gas and diesel Gators

John Deere's Turf Gator in both gas and diesel, plus the new Trail Gator for off-road use, have low ground pressure and a low center of gravity to work on turf without leaving ruts. The large cargo bed measures 44 by 9 by 9 in., with payload capacities that range from 500 to 1,000 lbs. Electric



Gator is ideal for work areas such as college campuses and resorts. The unit's UL-approved charger plugs into a 120 VAC, 60-hertz wall receptacle and draws the maximum amount of current allowed to reduce charging time. Top vehicle speed is 15.5 mph. For more information, contact John Deere at 800/537-8233 or

Circle No. 286

Get diesel power from Kawasaki

The Kawasaki Mule 2510 Diesel is larger than an all-terrain vehicle, but smaller than a compact pickup truck. It drives like a car, has a bench seat for two and a tilting cargo bed. The newest Mule can carry 1,100 lbs. in the steel cargo bed and tow an additional 1,200 lbs. with its optional trailer hitch. For more information call 877/KAW-MULE or

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SMITHCO's Red Rider utility vehicle can take up to six workers to job sites, move equipment and patrol at a speed of 12 mph.



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Circle No. 288

Medium-duty utility vehicle

Textron Turf Care and Specialty Products has introduced the Jacobsen Hawk, a new medium-duty utility vehicle designed to meet a wide range of golf course, park and other maintenance applications. The new Jacobsen Hawk is designed around a heavy-duty steel frame with reinforced front suspension, a rugged transaxle and rack-and-pinion steering. These features combine with a choice of gasoline or electric power to provide a stable, maneuverable off-road vehicle with wide adaptability to specific job situations. For more information, call 414/635-1162 or

Circle No. 290



Tree protector

Tree Pro has introduced Trunk Pro tree protector, which is designed to protect a plant for more than 12 months. The main application for Trunk Pro is for plants one-half-inch caliper and larger, protecting the trunk during removal and shipping. For more information call 800/875-8071 or

Circle No. 289



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Circle 102

SUPPLIERS CORNER

Liz Smentowski joined the commercial division of **Rain Bird Sales** as a sales and marketing specialist for the Central and Midwest sales regions. Michael Rivers, formerly a mar-



keting coordinator in Rain Bird's commercial division, was promoted to public agency specialist.

American Cyanamid is continuing its Double the Dollars rebate program until the end of the year. The program rewards turf managers for early purchases of Cyanamid's Pendulum herbicide. To get a Double the Dollars coupon, contact

your distributor or call 800/545-9595, ext. T2655.

The Melroe Company, Fargo, ND, in August said it's purchased certain assets of **E-Z Implements**, Jordan, MN. The implements are used in nursery and landscaping. Products include several models of digging and grading attachments, and a line of three- and four-blade tree spades.

Howard Fertilizer Inc. recently honored graduating students of Lake City (FL) Community College's Golf Course Operations, Landscape Technology and Turf Equipment Management programs, hosting a golf tournament that culminated in a scholarship awards banquet, where three outstanding students received \$500 each.

A new \$1.5-million powder coating system at **Ariens Co.**, Brillion, WI, is expected to add productivity and flexibility in manufacturing, say company representatives. The new 15-color operation is designed for quick changeover in production.

Textron reported that its Cushman line of industrial vehicles—those sold to warehouses, manufacturing facilities, shipping and rail yards—is now being handled by **E-Z-GO Textron**, a subsidiary of Textron Golf, Turf Care and Specialty Products Group. The integration of operations only affects the Cushman line of industrial vehicles and not the vehicles sold the turf maintenance industry, as had been widely reported.

The Bentley Co., a full-line distributor of outdoor power

equipment, added **Encore** mowers and dethatchers to its operation in the northwestern United States. It has Encore Power Equipment distribution rights throughout the states of Washington, Oregon, Montana, Idaho and Alaska.

Barenbrug USA announced an alliance with **ERC-Environmental Recycling & Composting**. Barenbrug is one of the largest producers of cool-season grasses in the world.

Monsanto Co. has completed the federal regulatory review for its Maverick herbicide, which selectively controls cheatgrass, downy brome and many winter broadleaf weeds.

BlueBird International Inc. announced the addition of Gregg Robisch to its sales team as national accounts sales manager. Robisch is responsible for sales and marketing to all of BlueBird's national accounts as well as to national and regional rental companies and landscape firms.

Dennis Haveman joined **Pro-file Products'** sales department as the south-central regional sales manager. Haveman is based in Dallas.

Jacklin Seed/Simplot Turf & Horticulture promoted Brandie Chapman to manager of public relations/advertising.



She was previously assistant manager of public relations and advertising.

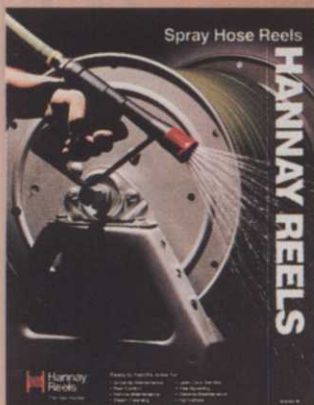
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LANDSCAPE MAINTENANCE DIVISION MANAGER position available. Candidate would possess related degree, broad experience in commercial landscape maintenance with emphasis on turf and ornamental pest. Interested candidates should submit resume and cover 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**

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**

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CONSTRUCTION SUPERVISOR, WANTED Duties- run, supervise landscape construction crews on commercial and up-scale residential work, must be able to operate all types of landscape construction equipment. CDL a plus, 2 or 4 year education a plus, 3 plus years at the management level required. Salary and commission based on field experience. If you are a motivated individual please call **LCC LANDSCAPES Lou Caggiano Jr. 973-227-8581. 11/99**

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Grab Bag

Drought turns neighbors into rats

This summer's drought in the mid-Atlantic area has taken its toll on more than turf — it's seriously disrupted relations between neighbors, according to news reports. It seems that strict anti-watering bans have unleashed a rash of calls to police, informing on neighbors who wash cars or water their landscapes.

According to Associated Press reports, authorities in the area have gotten calls reporting people for collecting condensation dripping from air conditioners, washing their luxury cars with bottled water and even complaining a neighbor's lawn was "too green." One sour grapes call came from neighbors who had been snubbed from a holiday party.

Most offenders get off with a warning, but some persistent ones have been fined several hundred dollars for watering flower beds full of expensive plants. AP quotes a local police officer on the phenomenon: "They figure 'If their lawns are going to have to die, all the lawns in their neighborhood are going to die.'"



Colorful Clock

Up to 20 million people visit Niagara Falls each year, and one of the attractions of the park is the 40-ft. diameter clock made entirely of flowers. The colors on the clock face change twice a year. John Dick, manager of horticulture, keeps the clock (which keeps accurate time) and the 35 miles worth of landscapes that make up the park in shape on a budget of \$7.5 million (Canadian) and 190 workers. The park never closes, and during the winter, ice packs one foot thick can form on plants overnight.

Clarence Davids, Sr., tells his story

Look for Clarence Davids Sr. on the speaking circuit this fall and winter. The founder of Clarence Davids & Co., one of the foremost landscape companies in the Chicago area, officially retired July 1, but he apparently has no intention of slowing down. Davids is writing an autobiography entitled "Out of the Air and on the Ground—the Clarence Davids Story." It's due to be released soon.

Why did they pick you?

Consumers are notoriously fickle, but they do have some logic when picking professionals to handle their landscapes. Here's what a recent Gallup Poll reported as reasons to choose landscape and lawn care professionals:

Reason	Percent
Good references and reputation	67.4
Satisfaction guaranteed	39.5
Provides free estimates	33.8
In business for years	32.9
Locally owned and operated	32.4
Insured and bonded	27.9
Member of professional trade association	13.3
Certification of professional training	12.4
Licensed by government	7.4
Local representative of national company	5.7
Other	4.6
Award-winning company	3.0

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