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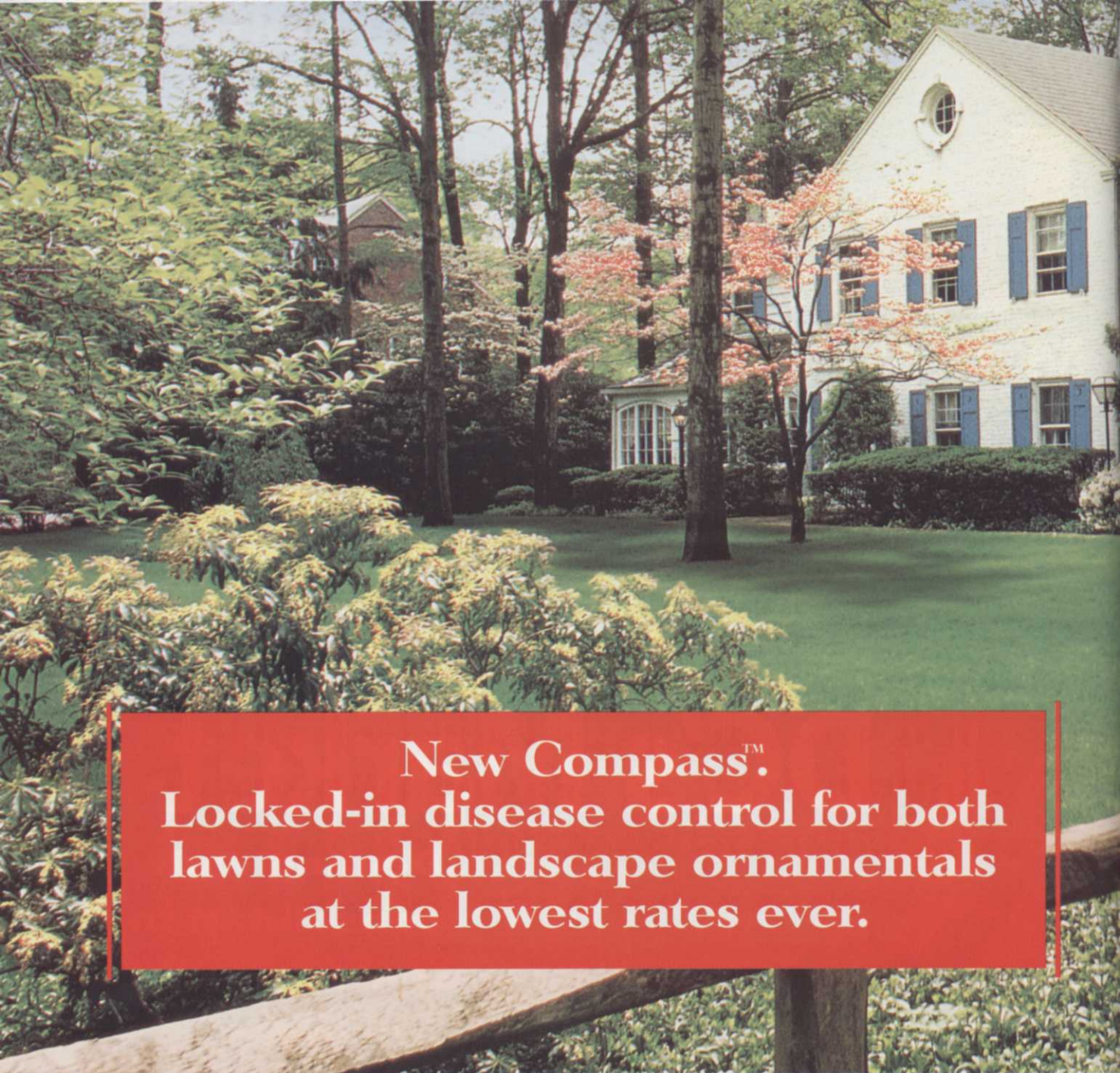
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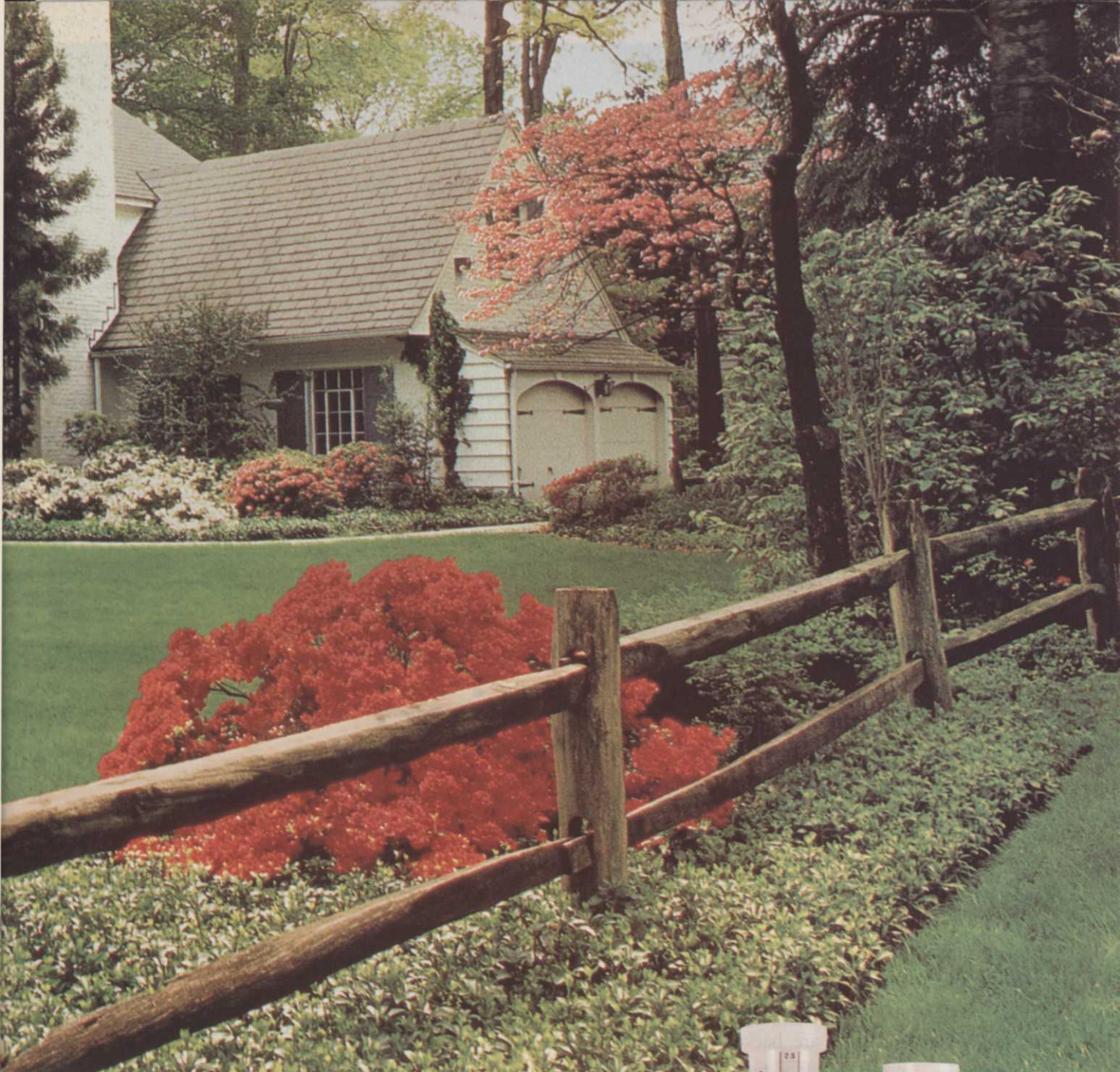
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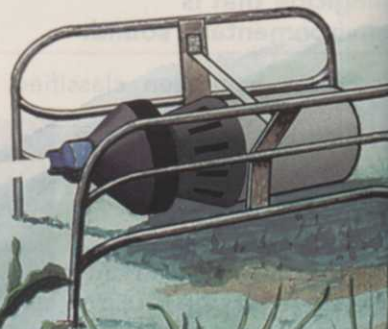
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Landscape MANAGEMENT

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BY SUE GIBSON / EXECUTIVE EDITOR

I'd buy time if I could

Have you ever felt like this? I have 10 new projects on my desk, plus the usual day-to-day assignments, all of them needing my attention, and now I'm not complaining, but if I knew more about juggling I'd feel better.

You must feel the same when the Spring rush comes. Those urgent telephone inquiries, scheduling and estimating challenges, employee training demands and fast-growing landscapes all need your attention, and they need it now. Whew! No wonder you're feeling pressured.

I'm amazed at how much more work an ordinary person can accomplish when they are challenged. The experts tell us people are just as productive when they work for four long days rather than five regular ones, or when they have incredible pressures to meet a schedule. Who hasn't accomplished twice as much as usual on the day before a vacation?

Those who have devised effective time management systems know exactly what it takes to be efficient, and most of us discover it on our own when time is short: it's planning for your priorities.

In May, the priority is production. Get the work done, get the new employees assimilated, get the schedule tweaked, get those phones answered, get out and make new estimates. Get it all done and don't even think about slacking off — there's no time.

Right now, you're probably as focused as you're going to be for the rest of the year. But what is "effective" when you have enough to keep yourself busy 18 hours a day? That's where the planning comes in. Be realistic and know you won't get everything done. That will give you insight into your real priorities. If you spend this month working hard on just your top

priorities, you'll have one heck of an effective time. Guaranteed.

D.C. in a nutshell: low-balling

Several D.C.-area contractors recently told me some large area firms continue to "buy business" by low-balling maintenance contract bids (read more about this in our cover story: "Market under the Microscope," starting on page 28). This brings two conflicting thoughts to mind:

There's nothing wrong with providing "economy" service at "economy" prices. Sure, most of you want prices to climb for everyone in the industry because this sets a higher value on your services and makes it easier to be profitable in a highly competitive business. For some, it might be the first time you truly are profitable.

But if I believed all that I'd be naive. That's business and customers get what they pay for. They can pay more if they want higher levels of service.

Low-balling doesn't always work that way, however. When your customers are used to high quality service (and those extras you provide for free), and they switch because of an irresistibly low bid, they may be disappointed with the new contractor and even the industry as a whole.

No wonder so many go back to their old providers. It proves that relationships often do mean more than money.

Contact Sue at 440/891-2729
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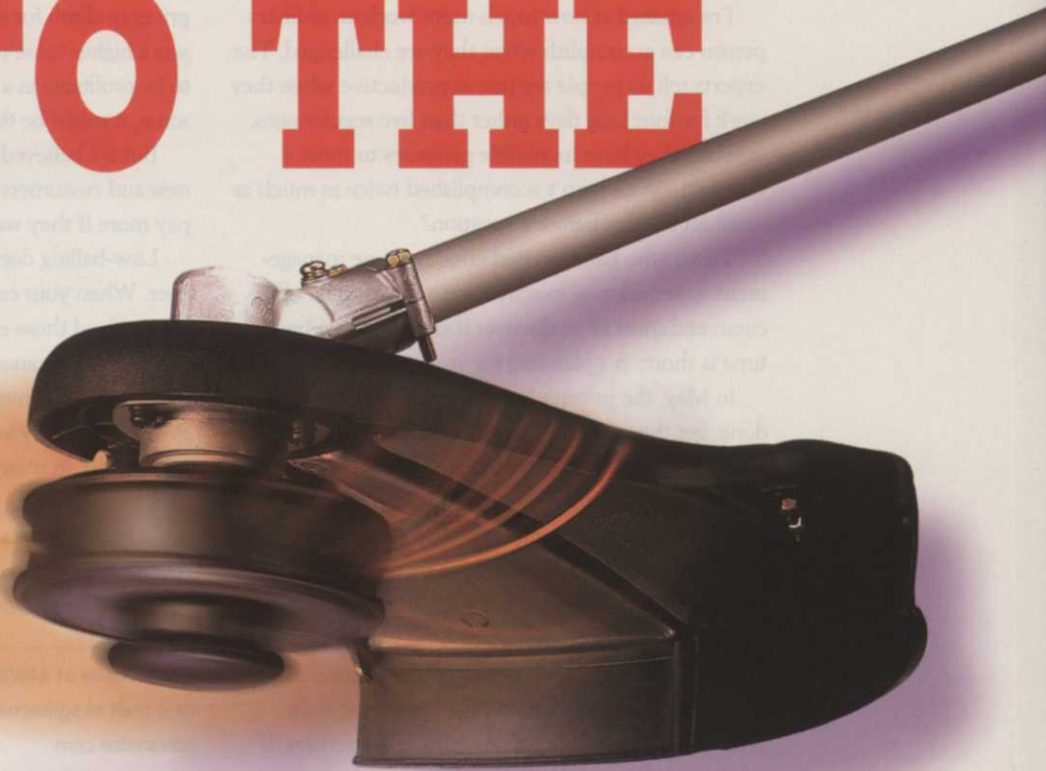
Those who have developed time management systems know exactly what it takes to be effective: it's planning for your priorities.



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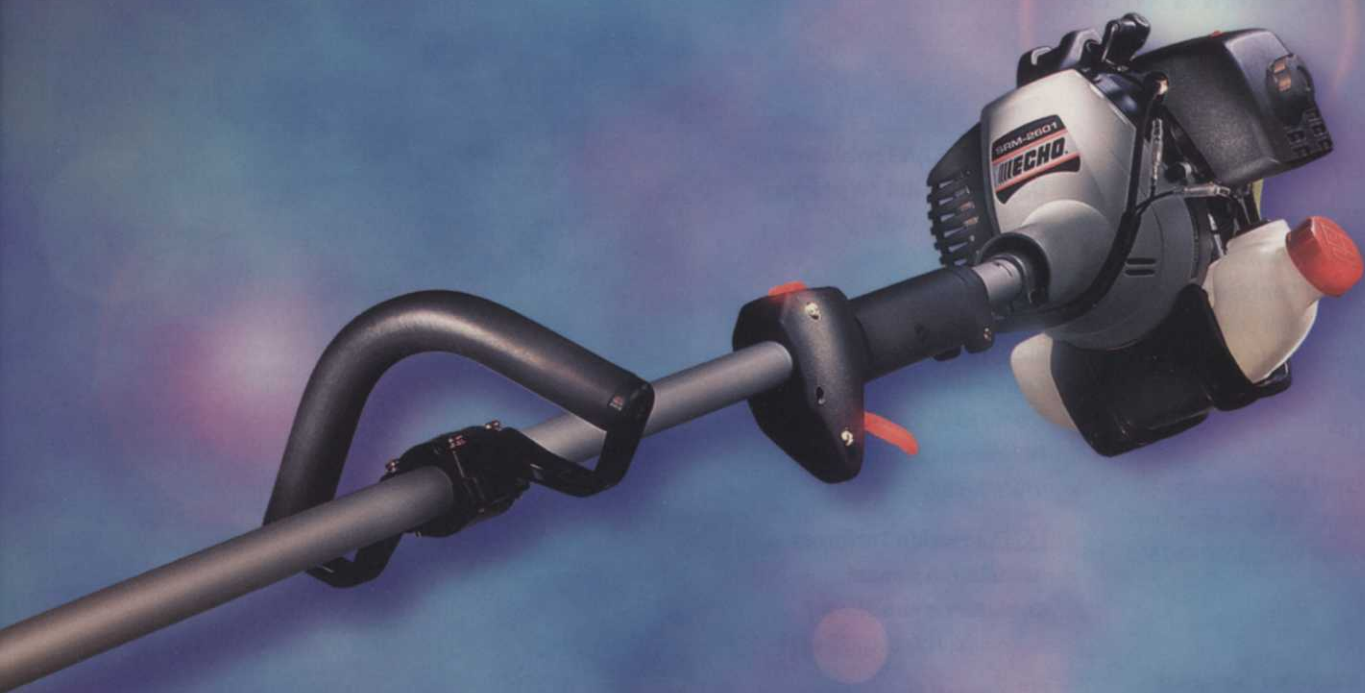
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events

WHAT, WHEN & WHERE

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20-24 American Society of Irrigation Consultants' National Conference

Victoria, British Columbia, Canada; 925/516-1124

June

16 Turf 2000 / Phoenix, AZ; Sponsored by Pennington Seed and Seeds West; 520/783-2050

July

12 Maryland Turfgrass Research Field Day & Open House / Paint Branch Turfgrass Research Facility; John M. Krouse; 301/403-4234.

13-15 International Irrigation Expo / Leon Guanajuato, Mexico; (461) 60427,25977,25985

13-16 ANLA Convention and Executive Learning Retreat / Vancouver, BC; 202/789-2900

13-16 ALCA Summer Leadership Meeting / San Diego, CA; 800/395-2522

15-18 Texas Turfgrass Association Conference and Show / Galveston, TX; 409/690-2201

19-21 Turfgrass Producers International Summer Conference and Field Days / Spokane, WA; 800/405-TURF

22-24 International Lawn, Garden and Power Equipment Expo / Louisville, KY; 800/558-8767

24-25 PLCAA Legislative Day On The Hill / Washington, D.C.; 800/458-3466

August

8-12 APLD Summer Conference / Toronto, Ontario; Sponsored by the Association of Professional Landscape Designers; 630/579-3268

14-18 Florida Turfgrass Association Annual Conference and Show / Gainesville, FLA; 800/882-6721

15 Cornell Field Day / Ithaca, NY; 607/255-1792

September

7-8 Southwest Horticultural Trade Show / Phoenix, AZ; 480/966-1610

19-21 Turf and Landscape Field Days / Blacksburg, VA; 540/231-5897

25-27 Trees, People and the Law National Conference / Nebraska City, NE; 402/474-5655

28-30 Tree City USA National Conference / Nebraska City, NE; 402/474-5655

October

1-4 Society of Municipal Arborist (SMA) Year 2000 Conference / Lansing, MI; 517/482-5530

4-5 Turfgrass Landscape and Equipment Expo / Costa Mesa, CA; 818/764-5016

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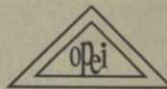
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603/673-3311
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BY RON HALL / SENIOR EDITOR

Offering a cultural bridge

Jennifer Thomas is an independent contractor just like many of you, except she's probably a lot better looking. Okay, so I'm not being politically correct. Give me a break.

She just happens to be an attractive young lady with a warm, outgoing personality and some special skills that the landscape industry desperately needs right now — namely she communicates as easily in Spanish as she does in English, and she's knowledgeable about Latino culture.

We met her about four years ago just after she started her business, known as Spanish Training Services, headquartered in Evanston, IL, which offers language and cross-cultural training services. She works almost exclusively with Green Industry operations — landscape companies, nurseries, golf courses and lawn care firms among others.

At the time of our first meeting, this seemed like an unusual career choice for such a bright, young person, and we probably didn't do a good job of hiding our skepticism. After all, how much demand could there be for these types of services?

Beyond that, we couldn't imagine she could teach a U.S.-born field foreman enough Spanish or a Hispanic worker enough English to do much good on a customer's landscape. Not in a one- or two-day training session, anyway.

After all, we took years of classroom Spanish and, as far as we can remember, never did learn the Spanish words for mower or shovel or — now that I think about it — not many other words, either. Besides being language impaired, we admit to having formed an opinion without appreciating the value of the services that Jennifer Thomas offers to lawn and landscape companies.

She is among a tiny group of specialized contractors that provides practical training on how to most effectively incorporate Spanish-speaking employees into U.S. Green Industry organizations. The goal is to provide company management and the laborers themselves simple language and cultural bridges to reduce misunderstandings and increase production efficiency.

Regardless of how you feel about the growing number of foreign-born, Spanish-speaking workers in the United States or, specifically, about the federal H2B program that allows them to work in our country seasonally, Hispanic workers have become the labor backbone of the Green Industry. And it looks like they'll continue in that role for some time.

Ms. Thomas, and the few others like her, can help us make the best of that situation. You can reach her at: Spanish Training Services, 719 Emerson St., Evanston, IL 60201. 800/491-0391.

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



Jennifer Thomas teaches more than the words "rapido, rapido" in her cross-cultural sessions.

Hispanic workers have become the labor backbone of the Green Industry. It looks like they'll continue in that role.





The key to making continuing education successful is making its goal clear and always making it fun.

Education: We keep at it

Off season, in season, middle of the season. How do you keep up with the changing face of the industry? How do you keep your employees motivated, trained and feeling a part of the industry as a whole? One way is through continuing education.

Continuing education helps bind people together. It is a chance for employees, managers and owners to be productive while breaking the course of a normal business day. In-house sessions or road trips help reinforce what employees already know and teach what is new.

We use continuing education through trade magazines like this one, company training programs and external seminars and programs taught by experts in a variety of fields. What do you do? Do you make it available to everyone in your organization? What about industry association alerts and updates? Are you sharing the latest information from your local vendor or what you learned about a promising new wall stone material to replace something you've always used?

Start small, think big

It doesn't have to be a major project. In fact, continuing education starts at the small scale-level. It starts with making resources available — magazines left on conference tables for employees to browse while in the office, or copies of articles displayed for your employees to see. I read a lot of material, and much of it I wouldn't necessarily introduce to my staff. However, when I see pertinent and timely information, I simply make copies for them. People respond well to that because it keeps them abreast of what is happening. They also know I think it is important for them to be included and up-to-date on information.

The key to successful continuing education is finding the type of resources that apply to your operation — from planting and designing to team management to customer service to accounting practices. If you listed all of your organization's skills, you would be surprised at how many different tasks your organization engages in and how many people work in those areas. Make those areas focal points for increased training to maximize and improve your operations.

Work your organization

One of the important benefits of belonging to a professional organization is exposure to continuing education. Many Green Industry organizations have continuing education programs. Get on a mailing list to find out more about them.

Your customers and their businesses probably belong to different organizations, and some of their seminars may cover a particular subject that you want to learn. For instance, we searched for a training session on paperwork management. We wanted a resource that would help streamline an effective change to satisfy our objectives and manage the administration more effectively. I asked a customer in the telecommunications field, thinking that they might get different types of advertisements than those sent to us. Many of the seminars promoted to his company crossed subjects we found most useful. Not many Green Industry professionals were at those meetings, but maximizing profit, eliminating red tape and increasing employee efficiency certainly isn't exclusive to our field.

Go to the shows

Trade shows are an excellent way to familiarize yourself

with new techniques, equipment and information. Often, trade shows have seminar speakers that lecture throughout the day. Local colleges and the Internet are excellent resources for finding out about relevant information and business seminars as well.

Finally, if you've been a long-time member of a particular organization, perhaps you have seen some of the same classes or programs offered through the years and have continued to frequent these programs. Or, because you've seen or attended them before, your interest has waned. Are you attending less often than before? If you have seen similar programs over the years, it indicates that they are some of the most popular, fun and instructive programs offered.

Don't get stale

But why go if you've already gone?

Material varies from year to year, even for the same programs. What you may have heard three years ago may be different now. I have taken different employees in different years to the same seminar. I get to see some of the same faces that I haven't seen in several years and keep track of how people are doing.

People who share ideas make the experiences you have at seminars fun and new.

Your attendance at these functions allows everyone in the Green Industry to make friendships, renew contacts and share ideas. A program offered by the Michigan Nursery and Landscape Association last year was called "Distinguished Plants in the Land-

scape." My staff appreciated learning about the new plants and it also let us speak to some growers about plants we'd like to see.

People who share ideas make each expe-

rience new. There is always something to be gained by going to a program you've been to before or think you know everything about because you'll always find a new approach, make a new contact and rethink something you've done one way for years.

The key to making continuing education work is making its goal clear and making it fun.
— The author is president of Natural Landscape Design and Maintenance, Inc., Keego Harbor, MI

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let's hear it

YOUR OPINIONS, COMMENTS, & QUOTES

Answer to labor problem is not H2B but higher wages

Will there be a labor shortage in the 2000 growing season? According to the February 2000 edition of *Landscape Management*, the answer is yes.

What's the solution? Well, according to your magazine and many landscape contractors, it's increase the number of H2B visas. This will insure a cheap labor pool.

Will there be a labor shortage in the year 2004 (the year today's high school seniors will graduate with their bachelor degrees in hand)? Undoubtedly, yes. What high school senior (or high school senior's parents) is going to invest four years and thousands of dollars to pursue a horticulture or arboriculture degree only to graduate to an entry level job in the Green Industry that starts at \$8 to \$10 per hour?

The solution to the labor shortage in the Green Industry for the 21st century is two-fold. First of all, close up the cheap labor pipeline: issue less H2B visas and crack down on the illegal workers that most contractors snicker about, then look the other way. Second, treat landscape work as a skilled trade. Starting salaries for gardeners, landscapers and tree workers should begin in the \$16 to \$20 per hour range, the same range at which apprentice electricians or

plumbers begin. Then, perhaps, young American students will consider landscaping as a career.

Of course, this is just a dream of mine. I've been involved in the Green Industry since 1980 and I've seen too many talented people leave for greener pastures. Cheap labor provides too good a profit to the contractors.

Henry Ford said it best: "I pay my autoworkers enough money so they can buy my cars." Do contractors pay their employees enough so that they can purchase a home that will need landscape services? I think not.

Gary Grisko
City Forester

Greed killed employee loyalty

Your article on employee loyalty ("Is Loyalty Dead?" page 7, March 2000) was interesting, especially in this age of rampant liberalism. As I have said for years, employee loyalty went down the tubes as greed and the quest for market dominance and power increased. What caused this was the influx of young, greedy MBAs who were put into management positions not knowing the business, people or the industry. Their focus on the bottom line and their own bonuses fueled their greed. This greed has ruined many great companies and marketing organizations in



America today. When all decisions are solely based on raising stock prices, a company is bound to become ruined. Look around at the merger mania going on today as a few slick managers ruin the company but reap the rewards of kickbacks, parachutes and excessive bonuses while the employees suffer. When is enough going to be enough? How can the owners or stockholders expect any degree of loyalty when the employees are just mimicking the management?

I've seen many loyal people leave companies because they were not given their bonus or commissions. This makes employees mad, and they in turn don't care about the company. So often, owners forget who is making the company grow.

The loyalty level increases with company stability and ex-

perienced people. Before there is a return of loyalty in the workplace, there needs to be the return of ethics to our society. We need more articles such as yours, and I hope many companies take heed in what you conveyed.

Robert Kerr
Technical Sales Representative
Cleary Chemical Corporation

Likes "Ask the Expert" column

We like to read your "Ask the Expert" column. It's really wonderful. Do you know the average number of leaves a mature tree drops? We'd like to get some kind of a figure, if you have one. Keep up the good work!

Doc & Katy Abraham
The Green Thumb
WHAM TV, Naples, NY

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NEWS YOU CAN USE

CC acquires

Bush Hog

SELMA, AL — CC Industries, Chicago, IL, acquired Bush Hog. The new company will operate as Bush Hog, L.L.C. and retain the same management team.

"We have been aware of Bush Hog's commitment to its customers for many years," said Bill Crown, president of CC Industries. "Bush Hog is unique in its ability to focus on and serve customer needs."

VW&R buys Turf Industries

AUSTIN, TX — Chemical distribution leader Van Waters & Rogers (VW&R), Austin, TX has acquired Turf Industries, Dallas/Houston, TX. Turf Industries will join Van Waters & Rogers' Professional Products & Services business unit, which services the structural pest control, public health, turf and specialty agricultural markets.

Simplot, Pursell ink deal

POST FALLS, ID — Simplot Turf and Pursell Technologies (PTI) signed an agreement to market Polyon® fertilizers and other products to turfgrass markets in the northeastern, mid-western and southwestern states.

LCOs seek to recover fuel costs

MARIETTA, GA — Lawn care pros are showing creativity in recovering the costs of gasoline and diesel prices that are significantly higher this season than last. While some say that they will absorb the extra expense, others, answering a PLCAA survey early this spring, offered these tips for recouping this money:

- ▶ raise prices on add-on or extra services that were not part of the contracted annual lawn treatment prices,
- ▶ add new services to sell more to each individual client,
- ▶ take a closer look at routing to cut fuel use,
- ▶ increase the response time for service estimates and service requests so they can be "bunched,"
- ▶ increase the customer count in routes that are already being serviced.

The PLCAA fax-pollled 632 of its members late this winter and asked them what they planned to do about higher fuel prices. Of the 146 that responded, 16% said they were adding a temporary fuel surcharge, but most said they were not because they had already mailed contracts or renewal letters for the season. Some said that they had received prepaids, meaning they would have to go back and ask these customers for more money which was not an op-

THE PRICE OF GASOLINE



tion. Others cited tough competition as a reason for not adding a temporary fuel surcharge, reported Bob Andrews, PLCAA's advisor and owner of Greenskeeper, Inc., Carmel, IN.

Even so, 44% of the LCOs polled by the PLCAA said they raised prices for this season. Some responded that the

raises reflected "annual" increases in the cost of doing business, mirroring rising labor and insurance costs.

"Overall, these increases (fuel), although unwelcome and unexpected, were largely looked upon as another bump in the road," wrote Andrews.

New facility

Great Dane Power Equipment's new 70,000-sq. ft. facility in Jeffersonville, IN, is capable of running five production lines and housing the latest in product research and development as well as service parts distribution, warehousing and offices.



Take a stand at PLCAA's Day on the Hill

WASHINGTON, D.C. — If you've ever wanted to wrap yourself in the United States flag and take a stand on issues you feel strongly about that affect the Green Industry, now's your chance.

The Professional Lawn Care Association of America (PLCAA) is now accepting registration for its 11th Annual Legislative Day on the Hill, July 24-25 in Washington, D.C.

In addition to getting the chance to present issues to legislators, landscape and lawn care professionals will get the opportunity to honor America's veterans by volunteering their skills and/or equipment for the "Renewal & Remembrance" project at Arlington National Cemetery and Old Congressional Cemetery.

Early bird registrants will have an opportunity to take a complimentary Potomac Evening Cruise on July 23 (only 50 seats available). Also, first-time attendees who sign up by May 1 will be entered in a drawing for free airfare (up to \$500) to D.C. for the Day on the Hill. For more information contact PLCAA at 800/458-3466.

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- The new 2500 valves, successor to our popular 205 Series, offer a host of enhanced features that includes a complete stainless steel, self-cleaning metering system and a double-beaded diaphragm, plus manual and external bleed.
- Our reliable 2400 electric globe and 2600 electric angle valves also feature a double-beaded diaphragm and internal bleed.
- The 2700 anti-siphon valves, available in electric and manual models, feature a built-in atmospheric vacuum breaker and jar and captive-screw bonnet configurations.

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Circle 111

Two resign as Eco Soil reorganizes

RANCHO BERNARDO, CA — Eco Soil Systems recently announced the resignations of president Douglas Gloff and CFO Mark Buckner as part of its reorganization efforts.

"As we announced last month, the company is reorganizing its corporate functions to position itself for the proposed sale of all or part of its Turf Partners subsidiary to the J.R. Simplot Company and the creation of a distribution channel for Eco Soil's proprietary products through Simplot," said William Adams, CEO of Eco Soil.

Gloff's resignation was effective March 31, 2000. He will continue to direct the transition management team of the Turf Partners subsidiary while serving on the Turf Partners board of directors.

Max Gelwix, vice president of marketing, has been named as Eco Soil's new president. Dennis Sentz, vice president of accounting and controller, has been named as the company's new CFO.

People & companies

John Deere has had its 125-hr., 25 cc Ecopower engine certified as compliant with Tier II/Model Year 2000 emission standards by the California Air Resources Board (CARB). The engines will initially be available in California in Homelite® products for the 2000 model year.

Irritrol Systems appointed Kristina Bergman category manager, fixed sprays and low volume.

The Scotts Company named Dr. Eric K. Nelson senior scientist, turfgrass breeder at its Oregon Field Station.



Bayer Corp. named Heather Flagg market planning manager of its Garden & Professional Care unit.

Barenbrug named Bob Richardson supply manager, Walt Pemrick turf seed marketing specialist, Jill Taber territory manager for the South Coast and L.A. area, and Jay Ingham territory manager for the Central Coast and Central Valley of California. The company also opened a new research site on the East Coast of the U.S.

Jacklin Seed Co. named Steve Rusconi grower services supervisor.



Growth Partners, a marketing services firm for the Green Industry, changed its name to Green Advice. The change was made to reflect the company's service of partnering with companies for long term, profitable growth.

Valley Crest, a wholly owned subsidiary of Environmental Industries, promoted John Cable to vice president and regional manager of Valley Crest's

southwestern operations and Jeffrey Hinners to branch manager at Valley Crest Colorado.

American Granby appointed Joseph Brown vice president of sales and marketing.



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Circle 112

continued from page 24

Uniroyal asks for Floramite use increase

MIDDLEBURY, CT — Uniroyal Chemical Co. has asked the EPA to up the maximum number of applications of Floramite miticide per crop to two.

Floramite, which received federal registration in 1999, offers outstanding control of a variety of mite pests on greenhouse, shadehouse, nursery, field, and landscape and interiorscape grown ornamentals.

SIMA Snow & Ice show ahead

ERIE, PA — The Snow & Ice Management Association, Inc. (SIMA), headquartered here, will hold its 3rd Annual Snow & Ice Symposium at the Holiday Inn By the Bay in Portland, ME, on June 1 to 3. The 2000 symposium will, for the first time, include exhibits and an optional tour of the Fisher Engineering Plant. Contact SIMA at 814/835-3577; email: sima@erie.net; Web: www.sima.org.

[CLIPPINGS]

Maryland turf gets new digs

COLLEGE PARK, MD — Turfgrass experts at the University of Maryland are expecting a big turnout for their Turfgrass Research Field Day & Open House on July 12, 2000. That's the date for the dedication of the new Paint Branch Turfgrass Research Facility.

The design of Paint Branch began in 1997, after the redevelopment of the former site, the Cherry Hill Turf Research Facility, was announced. The Paint Branch facility, located on the campus of the University of Maryland, cost nearly \$1.6 million and boasts 35 acres available for research, a 7,000-sq.-ft. equipment shop as well as a state-of-the-art pesticide storage and handling building. The main building includes offices for the facility manager, researchers and technicians, and over 500 sq. ft. of lab research and storage space. Plans for a greenhouse are being finalized.

The move to Paint Branch came at a good time, says Dr. Tom Turner, a Maryland turfgrass specialist. "Cultivar evaluations are an important part of our mission, but Cherry Hill was running out of space. Twenty years ago, most cultivar evaluations had about 30 entries. Now, the average trial includes over 100 entries. We've had to turn down research projects because we had no place to put them."



Surfin' Turf

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If you've been wondering what all the buzz concerning e-business to business on the internet is about, check out this Web site targeted specifically at the professional Green Industry. Its electronic Request for Proposal (eRFP) service links buyers with vendors who can respond

with competitive bids.

Greentrac.com was founded in 1999 by CEC Properties, Inc., a Green Industry management

firm headquartered in Newport Beach, CA. The site began linking buyers with sellers this past February, and, on April 6, it unveiled on electronic auction (eAuction) feature with more than \$3.3 million in the auction pipeline.

Greentrac.com said a total of \$1.2 million in transaction volume closed its site this past March with a 50% increase in registered buyers and vendors.

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year and increased profits by an unrealistic amount. Unlike other machines on the market we have experienced very little down time with the "AERA-vator" as well as virtually eliminating callbacks due to poor jobs in dry conditions. We look forward to another great year of aeration as we present your product to the public.



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industry almanac

Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

BUBCO'S SPRAYER PRODUCTS BROCHURE ... highlights the Environmist line of covered spray-system products, the Micromax controlled droplet applicator for boom mounting and the Micron Herbi and Herbaflex lightweight hand-held sprayers. It also details supply tanks, pumps, extension arms and accessories. For a free copy, call 800/474-2532 or visit www.bubco.com.



IRRIGATION PRODUCTS GALORE... can be found in Irritrol Systems' new irrigation products guide for 2000. Anyone in the market for controllers, sprayheads, valves, rotors or microirrigation products will find this catalogue as hard to put down as a murder-mystery novel. And that's before you read how to win a cool Hummer vehicle just by purchasing an Irritrol product. Contact Irritrol Systems at 909/785-3623.

SEED, SEED, EVERYWHERE... in Lofts Seed's catalog, which highlights wildflower and native grasses. Read about Selmer Loft who, in 1923, set out to sell turfgrass seed and eventually passed his knowledge down to sons Peter and Jon, who recognized that the future was dependent on developing improved turfgrass varieties. Think this catalog will grow on you? Call 888/LOFTS CO for a copy.

THE LATEST FROM HUSQVARNA... can be found in the new 2000 product catalog. Mower and blowers, pole saws, power cutters and protective gear grab the attention of anyone interested in tough equipment. There's even snippets on Husqvarna's sponsorship of Joe Gibbs' racing team and world champion lumberjack Ron Hartill. For a copy contact Husqvarna at 704/597-5000.

V & B'S GARDEN TOOLS CATALOG... features an expanded line of 15 garden/landscaping tools and includes a chart comparing the Groundbreakers high-tech design to existing tools. For a copy, call V & B Mfg. Co. at 800/443-1987.





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Market under the microscope

DC Corridor

It's a boom town with cutthroat competition. We visited DC-area readers to find out what makes this market tick. Their experiences might help you compete

BY THE LM STAFF

The Washington DC metro market is big, booming, pushy, overcrowded and competitive. As the center of government, it attracts new businesses, people and development. Area contractors are riding that wave of demand for their services.

What's the dark side? From our personal visits in the Washington DC Corridor (northern Virginia up to Baltimore, MD) we can tell you that traffic is a nightmare, labor is scarcer than a believable campaign promise and industry players told us that competition is down and dirty.

But, why the DC Corridor, you ask? We chose this market because it has much that is happening right now across our industry:

- ▶ Strong economic growth;
- ▶ Consolidated landscape companies;
- ▶ Key industry players;
- ▶ Challenges finding labor, getting around town and handling low-ball competition;
- ▶ Many governments and regulations;
- ▶ Diverse landscape work (national monuments, new housing, major commercial developments, urban projects).

Long-time player

Few contractors know this market as well as *Landon Reeve*, who established Chapel Valley Landscape back in 1968. The company's organizational structure includes separate divisions to handle residential, commercial and water management installation and maintenance services.

But what makes Chapel Valley a "player" in this market? It recently won the coveted 600-acre MCI Worldcom installation and irrigation contract, gets its share of government work and handles a wide variety of high-end residential installation and maintenance jobs. Most of the company's business is focused on the DC corridor and it maintains offices in

Woodbine, MD (south of Baltimore) and Dulles, VA.

Northern Virginia's rapid development



"This market is booming like the 80s, but pricing and margins are lower...and profits don't grow as fast as you'd expect." J. Landon Reeve, Chapel Valley Landscape Co., Woodbine, MD

amazes Reeves. "If I don't visit our Dulles office for a month, I won't recognize the area. It's changing so fast." High-tech firms like MCI, AOL, Cisco and others find the area ideal, he says.

What gets him is the changing nature of competition. With the consolidation of larger players in the market (STM, Ruppert, Scapes, Brickman), Reeves finds his firm is the largest privately owned full-service firm in the Corridor. But he thinks the competition is more complex.

"The Virginia market is red hot, dynamic, changing," Reeves says. "There are more competitors and they are very competitive on the larger projects. In the Baltimore/DC markets, there are more small companies every day."

Reeves' challenges include extensive travel time ("as much as 1/2 hour to 1 hour from jobs") and the squeeze on profits brought by intense competition. "Consolidation has made things more competitive for market share."

Market maven

As regional manager for the Davey Tree Expert Co., **John Dingus** has worked on just about every key federal government project in the District and beyond. Besides large commercial and residential landscape projects, Davey continues to service Arlington National Cemetery, the Federal Reserve building complex and a variety of projects involving the Smithsonian, Kennedy Center for the Arts, the White House, the Capitol grounds and other high-visibility sites. His office alone handles \$9 million in services per year.

"At one time, we had maintenance contracts on every major federal building along Constitution Avenue, from 1st St. up to 21st St," he recalls. When Congress enacted a small business set-aside in the mid-1990s, Davey lost much of that work due to its size. A key element of its revised strategy is to seek work on commercial de-



Employees of The Davey Tree Expert Co. install a large tree on the Capitol grounds.

"If you bid on Arlington National Cemetery and you lowball it, you'll die. This is the granddaddy landscape of them all. We cut 100 acres every day, rain or shine."

John Dingus, The Davey Tree Expert Co., Chantilly, VA



velopments, such as the USA Today's new 25-acre complex in McLean, VA. Installation projects like this usually lead to long-term maintenance services.

Davey's specialty of brokering and installing large trees is the perfect niche to build long-term installation business, Dingus has found. Recent projects include installing large trees at the Smithsonian's Museum of Natural History, planting re-

placement cherry trees around the Tidal Basin and the installation of the impressive FDR Memorial (including 260 8- to 10-in. trees and nearly 8 acres of sod).

As for his competition, Dingus is too busy to fret much. Some consolidated companies have pulled back from much of their design/build work, he notes, which has "neutralized" the competition.

"There is a glut of work and no one has begun to corner it," he says. "There's more business than you can handle because you can't get the people."

Bidding wars

Anyone handling high-end condominium and apartment complexes in this market knows McFall & Berry Landscape Management, with offices in both Virginia and Maryland. As vice president of operations and branch manager of the McLean, VA, office, **Scott Hall** has seen changes come and go.

"The pace of building is phenomenal,"

continued on page 30



"The competitive bidding situation is tough — there are more bidders and they'll work for the same or less than we did 10 years ago"

Scott Hall, McFall & Berry Landscape Management Inc., McLean, VA

continued from page 29

he notes, "and the competition is overwhelming. Six or eight years ago, we used to have three people there at pre-bid meetings. Now there are 10 or 15."

"We do our best to bid but it's tough. Property managers have to work with investors and they have to have their numbers," Hall explains. "But every time we gave up work (to another contractor), we got it back within a year. We've done the work; we know the job better."

A selective businessman

You know the economy's busting at the seams when you can get rid of customers.

That's what **Michael Abert**, owner of Landscape Projects, Bethesda, MD, told us. Just like others in the area, Abert could

"We routinely fire 5 to 10% of our clients each year." Michael Abert, owner, Landscape Projects, Bethesda, MD

be running two or three more crews but can't find the labor. Landscape Projects, which grossed \$1.5 million last year, specializes in providing landscaping for high-end residential lots in the area.

Isn't firing your own customers a little too laid back? "We routinely fire about 5 to 10% of our clients each year for being an insignificant account or because we don't like them," Abert says.

"We don't negotiate. Customers ask us to lower our price and we say no, this is America -- it's a free market and you can go somewhere else. That may be the only offer they get because everyone is so busy."

No fear of consolidation

The way **Lou Kobus** sees it, consolidation has been good for his \$3.2-million busi-

ness, Village Turf, in Mount Vernon, VA. He lumps big, consolidated companies and low-ballers together, saying that many big firms are more concerned with market share and will often bid at excessively low

"We've gotten more business from consolidation because, while a customer may go with the bigger company for a year, they always come back to us." Lou Kobus, owner, Village Turf, Mount Vernon, VA

prices to get business.

Consolidation isn't the only thing he believes has made his business more sought-after. Customers are more knowledgeable than they used to be, he says. "They inquire more. They're looking for someone who knows the regulations. They're looking for people to solve problems, not create them."

Pending pesticide restrictions will only increase homeowners' need for quality lawn care companies, he says. "Homeowners will be unable to put things down themselves and will need us to do it."

Growth requires efficiency

Bruce Allentuck of Allentuck Landscaping seems like he'd have his company's projected growth mapped out for the next 20 years or so. He does have a plan, but, like almost everyone in the area, he has to deal with obstacles such as the labor shortage

"In five years, I see more satellite offices for everybody as the market continues to grow out." Bruce Allentuck, owner, Allentuck Landscaping, Gaithersburg, MD

and an area encompassing three different bodies — Virginia, Maryland and DC.

Allentuck sees consolidation as an aid to the labor crisis. "I've seen a lot of unhappy employees leaving, which benefits us," he says. "I've also seen a lot of unhappy customers. The consolidated companies will go through a bumpy time and that will level off. We're in a huge market. I know we're barely scratching the surface."

More efficient operations would also promote the kind of growth Allentuck would like his \$1.6-million company to experience.

"First, there's the traffic," he says. "Then, we have three governments and lots of cities and counties, all with different zoning regulations affecting design/build. Dealing with this is all about managing. Eventually, we'd like to have satellite offices to make things more efficient."

Big fish in a big pond

With sales of \$28 million in the Washington, DC area (\$21 million in Maryland), The Brickman Group is one of the largest landscape companies in the area. Regional manager **Jeff Topley** oversees eight branches in Maryland and four in northern Virginia, and 125 employees.

As a result of being big, problems automatically affect operations and employees. Local governments have been more of a sticking point for Brickman, so much so that high on Topley's wish list is his desire to see Virginia, Maryland and DC become more unified in their approach to business.

"If there was a way to get Virginia, DC and Maryland on the same wavelength to become more business-friendly, that would be a good thing," Topley says. "Virginia tends to be more business-friendly than Maryland, and DC is a free-for-all. DC

continued on page 32



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"This has to be one of the most sophisticated markets in the country because of the existence of large companies and a great mix of medium to small companies who have created niches for themselves."

Jeff Topley, regional manager, The Brickman Group, Laurel, MD

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doesn't have as many regulations but the ones that they have and ones they enforce are inconsistent."

Topley also considers the rising costs of labor a major challenge. "Our labor costs have increased 25 to 30%, and we haven't seen individual job renewal pricing increase nearly as much, if at all," he says. "There hasn't been a correction in the market in terms of pricing."

Building on success

Almost every landscape firm experienced growth during the boom of the last few years, but McHale & McHale Landscape Design felt an explosion.

The firm, founded in 1981 by brothers **Kevin and Stephen McHale**, handles upscale residential properties to the tune of \$5 million a year. Recently, the company has experienced 18% annual growth. "As long as the economy is sound, we expect a minimum of 10% growth for the next two to three years," Kevin McHale says.

Canvassing the areas in and around Middleburg, VA; Potomac, MD; and Annapolis, MD; McHale & McHale has built

"The residential design/build market is constantly growing." Kevin McHale, co-owner,

McHale & McHale Landscape Design, Upper Marlboro, MD

a client list that includes properties ranging from \$800,000 to \$5 million.

"Our goal is to create imaginative, large-scale residential gardens," Kevin says. Economic conditions, as well as the quality of work his company does, has almost nullified the effect of low-ballers on the market. "People listen to our single-source responsi-

DC Corridor facts

- ▶ Current population — 2,149,949 for the area (Baltimore through northern VA)¹
- ▶ Projected 2005 population — 2,174,569¹
- ▶ Number of single family households: 449,052²

- ▶ Number of commercial properties or acres maintained: 117,008²
- ▶ Number of government (Federal, state, county and District) properties to be maintained: 1,908²
- ▶ Average household income or salary/wages: \$61,623 in Washington DC MSA (Metro Statistical Area)³

SOURCES: 1 WWW.CENSUS.GOV; 2 AMERICANLIST; 3 US DEPARTMENT OF LABOR, BUREAU OF LABOR STATISTICS

bility process, realize the value and are willing to pay for it," he adds.

The hard part is behind us

When Memphis, TN-based TruGreen-ChemLawn acquired Ruppert Landscape, Ashton, MD, it added \$47 million in revenues and also signaled that it intended to be the landscape industry leader in the U.S. Mid-Atlantic market.

That was less than two years ago, and a lot has happened since then. Ruppert founder Craig Ruppert is no longer with the company. By the summer of 1999, the landscape division had become TruGreen-LandCare, a separate business unit within parent company ServiceMaster. Even so, the TG-LC operations serving the market still retain a distinctive Ruppert flavor.

"We're still in transition," explains **Ken Hochkeppel**, TG-LC regional manager for Mid-Atlantic operations and, himself, the former CFO of Ruppert. "I think we've been very successful in making the transition transparent to our customers. I don't think that we've been as successful making the transition as transparent to our employees. Integrating 12,000 employees into one organization within 16 months is challenging."

Labor, of course, remains a big problem

for TG-LC in the strong metro DC marketplace. "We have a lot of employees who have been with us 12 years or more," he adds, "but, it's still a huge effort to get staffed up in the spring."

Hochkeppel says the market around DC is unique in the predominance of contracts tied to the calendar year, the great

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"The competition for labor results in higher wages for crew members up through management." Ken Hochkeppel, Regional Manager for Mid-Atlantic, TruGreen-LandCare

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*See Program Guidelines for details.

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majority of which are one-year contracts.

"There's always an intense effort to bid projects at the same time of the year," he explains. Also, the past few years have seen more projects going to bid as property managers keep the pressure on to cut costs.

Even so, Hochkeppel insists: "We have no intention of winning a job on price. We'll win it on service and reputation. Our goal is not to be the low-cost provider, but we certainly want to be efficient."

As for the changeover from Ruppert to TG-LC: "Change is always difficult, but the hardest part is behind us."

Needed: a few good men

Everybody's hustling in the offices of Natural Lawns Inc. in Fairfax, VA. Northern Virginia is bursting at its seams. Traffic streams by on the highways connecting to DC, the clang and bang of construction is everywhere and lawn care or landscape trucks sit at just about every intersection. That's the biggest problem right now — too much traffic, too much work, too few workers.

"I'm more concerned about the competition for labor right now than I am for customers," says **Bern Bonifant**, co-owner, Natural Lawn Inc. "There's not much of a blue collar mentality in this area anymore."

The situation isn't being helped by regulators either, he feels. A lawn care technician in Virginia must be registered to apply fertilizer and chemicals on properties.

Once he works for a year as a registered applicator, he's eligible to take the test to become a certified applicator. But tests are given in English only.

"Why they don't allow the test in Spanish is beyond me. It's not giving a big part of the labor force a chance to work for us," adds partner **Dan Henneberg**.

Some planners estimate another 16,000 new homes in western Fairfax County and the areas surrounding Dulles Airport within the next several years.



"We're probably the second worst traffic area in the nation." Dan Henneberg, co-owner, Natural Lawn Inc., Fairfax, VA.

"And 16,000 families are going to find it's hard to grow grass on Virginia clay," comments Bonifant wryly, no doubt thinking about how much more business he could do with a few more good employees.

A question of water

Two seasons of severe drought in the DC area have put a charge into turf/landscape irrigation businesses.

According to **Steve Schrader**, president of Bio Green, Manassas, VA, a lawn application company also specializing in irrigation installation and maintenance, "The rush this year began in early February."

The proof is in sales, he says. In 1999, his 13-year-old company grew its irrigation billings 30% to \$675,000, while it provided \$900,000 in lawn care. This year it's aiming for total sales of \$1.9 million.

The communities and counties of northern Virginia reacted to the droughts in a patchwork of regulations. For instance, water restrictions were the order in Loudon County, while other locations sought voluntary conservation from homeowners and businesses.

"As far as giving estimates, we've had more than we can handle." Steve Schrader, president of BioGreen, Manassas, VA.

"People are definitely learning how to irrigate," says Schrader. "Some customers watered correctly and others let their lawns go dormant. We didn't lose many."

Changing with the market

You might call **Tom Spiers** an "oldtimer" in the lawn care business. In 1974, he purchased a Lawn-A-Mat franchise — one truck, one van, one trailer and 96 customers. Last year his company, Agro Lawn, Vienna, VA, sold \$2.7 million.

It now provides lawn care and a variety of landscape services as it tries to keep up with the growth in northern Virginia.

Spiers points to the huge concentration of high-tech firms establishing headquarters in neighboring communities. "We're

"When you see the construction cranes go up, you know the economy is going to be good and it's going to be difficult getting any help." Tom Spiers, president, Agro Lawn, Vienna, VA.



doing work for 25-year-old guys who are

making over \$100,000 a year."

As his market changes, Spiers changes too. Last year he purchased a small nursery. "There's been a severe shortage of ornamental plants," he explains. He also operates Virginia Pastures, a firm specializing in pasture renovation and management for the horse crowd.

His biggest concern going into the 2000 season? "The saying here is that if you see the construction cranes go up, you know the economy is going to be good and it's going to be difficult getting any help." **LM**

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Make your training work

Can't find the time to train? Make it easy and quick and it will become a regular habit BY PHIL FOGARTY

Is it possible for you to have an effective, ongoing training program? I think it is. But your staff must realize they need it, and the way to engage people is to discuss *their* issues.

When I ask contractors why their training is never accomplished, they say:

"We've tried to train before, but who's got the time?"



"We want to develop our people, but we're so understaffed we *have* to produce."

"Where do we start? Our new hires can't even fill out an invoice and our veterans have done it for years."

Get started, even in May

Start by asking your staff what they need. Ask what they'd like to learn and when they want to learn it. Then, find your teachers. You could teach, but resist the impulse. Enlist the real teachers in your or-



Hands-on demonstrations help employees learn the key points quickly.

ganization — your field supervisors and managers who have up-to-date information. In fact, involve everyone. All they want from you is a format and a small assignment so they can feel confident.

48 weeks of ideas

American Cyanamid and *Landscape Management* co-sponsor the Skills Development Series, a program of quick training you can easily apply to your own operations.

This series, which is endorsed by PLCAA, is led by Phil Fogarty of JP Horizons. Phil's real-life experience as a successful lawn care operator is obvious in the slate of topics to be covered this year, such as:

- Fertilizing basics
- Efficient routing
- Safety in summer
- Fall sales plan
- Equipment maintenance
- Handling difficult people
- Working with people
- Developing leaders

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- Arborlawn, Inc.
- Crowley's, Inc.
- Grasshopper Property Maintenance, Inc.
- Lawn Classics
- Mountaineer Lawn Care, Inc.
- WLM Workaholics Landscape Management, Inc.

For more information about applying the Skills Development Series training system to your organization, call JP Horizons at 440/254-8211 or email:

pfogarty@stratos.net

Keep it simple and quick

People want to learn while doing in small, digestible amounts. Don't hold any all-day marathons. After four hours, most people are on cruise control. It must be quick, informative and regular. Here is the format we use in the Skills Development Series (see sidebar):

- ▶ Short sessions to involve people, like talking about positive development.
- ▶ Discuss and engage them in the topic. Ask for examples they've seen.
- ▶ Deliver the lesson (8 to 10 minutes).
- ▶ Give them an activity to make your point, like a hands-on demonstration.
- ▶ Have them repeat what they've learned. Pass along an inspiring thought.
- ▶ Remind them of next week's session (make this regular, remember?).

Ongoing training will create your organization's future. Just devote a small percent of your time to ensure your organization will be competitive in the future. **LM**

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The Natural

Once scoffed at for his 'hippie' ways, landscaper Hendrikus Schraven's personal, nature-inspired ideas now attract discerning clients — and garner awards

BY MIKE PERRAULT

A decade ago, when an extended drought and an accompanying irrigation ban turned Seattle lawns every shade of brown, landscaper Hendrikus Schraven's properties remained noticeably green and healthy. So noticeable, in fact, that the Holland-born president of Hendrikus Schraven Landscape Construction & Design, Inc. was accused of secretly watering his clients' turf at night. Baffled radio station reporters stuck microphones in his face demanding to know how he got away with it.

"Nobody could believe that I wasn't putting water down," Schraven recalls with a laugh. But when he launched into a technical explanation of an organic approach emphasizing carefully nurtured soils, microorganisms, plant uptake and proper drainage, many people tuned him out. It's a response he has faced since even before founding his Issaquah, WA-based landscape construction and design company in 1974. His approach has been perceived as everything from a

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Schraven constructed these walls with stone wedging without using mortar.

"We don't design the commonplace. We don't believe in kits. Like fingerprints, snowflakes and the stripes of a zebra, every project is unique." — Hendrikus Schraven

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counter-culture hippie trend to an environmental extremist's marketing ploy.

Today, however, more landscape professionals and backyard gardeners are listening. Schraven's 26-year-old company has garnered dozens of awards and a growing client base. In this booming economy, he has to turn away nearly three out of four prospective clients.

Schraven could easily grow his design, construction, installation and maintenance business to accommodate more customers, but he's more interested in focusing on quality, not quantity. He also wants time to research and implement new techniques that allow him to design and install unique landscapes that blend into the natural surroundings.

Working intuitively

The 47-year-old Schraven learned about the importance of soil quality and began developing an acute sense of ecological balance while working with his father on the family farm in Holland.

"We would walk through a field that we were going to plow, and we would just smell the dirt," Schraven remembers. "You instantly knew — by just touching with the hand, smelling it, feeling it — whether the soil was good or bad. There was no real scientific process involved; it was an inherited thing."

Julian Durant, Schraven's right-hand man and friend for nearly 15 years, says his boss's upbringing also instilled in him a passion and reverence for nature and a steadfast commitment to preserving the environment. He demands the same commitment from employees.

"We believe in the wonder and vitality of natural elements: wood, water, stone, wind, fire, earth, plants," Schraven says. He balances technology and art by using organic fertilizers and sprays, including kelp meal, rock phosphate, green sand, humate and compost, while factoring in conservation and recycling.

Schraven is adamant about good soil, amended sub-surface soil, proper drainage and a good medium for root expansion and moisture retention. "If you do the process right and stabilize the soil, you have a living organism that is feeding your plants so that your plants can uptake



Hendrikus Schraven

minerals and strengthen their immune systems," says Schraven, who traveled to China last year to share his expertise on soil revitalization.

"If the roots go down and the soil is composed in such a way that it retains moisture, yet also has the ability to percolate, what you have is what nature does; nature has been doing it for billions of years. All I'm doing is using modern technology to actually establish a nice, thick soil layer for plant life to thrive in," he says.

Waterfalls, tree houses

Schraven's company rarely hires subcontractors other than for high voltage tasks and other highly specialized roles. His company tackles everything from designing water features that look as if they've been part of the landscape for a century to ancient-looking rock walls, lively gardens and forest-like settings, says Tina Peterson, company business manager. That doesn't mean the firm won't take on such tasks as tree houses, hot tubs, trellises, decks, bridges or landslide restorations.

Because the landscape design and construction firm can pick and choose clients, it can take on more residential jobs where homeowners look for — and can afford to pay for — artistry, rather than focus on the bottom line. Typical landscape projects for the company range from \$20,000 to \$1 million.

When homeowner Julie Denney and her husband wanted two waterfalls installed outside their rustic north-west pacific home, the couple turned to Schraven based on a word-of-mouth recommendation. Julie Denney was taken aback by Schraven's enthusiasm and creativity. "You have to kind of listen to him and picture the visual ideas he has in his mind," Denney says, adding that she had to give him creative license and trust that he "knew what he was going for." He also disguised a structural wall at the home to look like granite — a work of art, she says.

The key to creating such landscapes is having a clear vision of the finished space, Schraven insists. He learns with each new challenge, and he never stops researching and implementing new techniques. He currently has a patent pending for an innovative method to blow topsoil.

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He uses pump equipment that dispenses the topsoil at 4 to 8 cu. yds. per hour, and adds microorganisms, organic amendments and fertilizers so the soil retains an abundance of life. Also key is making sure the soil provides enough moisture for the plants, yet remains permeable enough to let the water through.

He carefully plans drainage systems and creates innovative approaches for erosion control, landslides and water features in hard-to-reach or sensitive areas. By using structural steel pilings and anchors, reinforcement bar, and wire mesh armatures, he blows shotcrete and carves and paints them to resemble natural granite or other rock outcroppings.

Schraven's projects have not only earned word-of-mouth accolades, they have garnered more than 30 awards from such organizations as the International Ero-

Shotcrete boulder techniques were used to camouflage the ugly steel anchoring system and provide long-term stabilization for this landslide restoration project.

sion Control Association, the Associated Landscape Contractors of America and its Washington chapter.

Tea for turf

For over a year, Schraven and his employees have been using a microbrewed tea to nourish plants and control foliar diseases. A special "microbrew," developed by Norbert Viet and marketed by Michael Alms of Growing Solutions, produces compost tea on an industrial scale with high concentrations of aerobic microorganisms to help reduce anaerobic growth in soil.

"A German came up with a way of reproducing microorganisms at an extremely rapid rate," Schraven explains. "We go from 10,000 (microorganisms) to over a billion in 18 hours with the use of vortex nozzles that spin in a tank. We put compost in and actually make a

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 tea brew that we put in our truck spray units."

The process not only helps break down organic matter, it prevents diseases and allows mineral uptake and vitamins to the plants, Schraven says.

Schraven also flies in earthworms from California and Oregon to add to the soil to create a self-sustaining ecosystem. "What happens is nature is starting to take care of things," he says. "We have no dieback. When I do my installation jobs, I don't even have a per-

centage that I count on loss of plants. I say if a plant isn't making it, it's my fault. There's no 5% loss factor."

After Schraven tests and retests his intuitive approaches — topsoils, organic amendments, fertilizers, etc. — he sends them to the Soil Foodweb, one of the more prominent laboratories, which is headed by Elaine Ingham. Although he trusts his instincts, he knows scientific proof convinces skeptics.

"Cost" of going organic

Schraven admits that what many prospective clients fear most about "going organic" is the perceived high cost. "They don't understand that it's actually going to save them money," Schraven says. "We fertilize our lawns a maximum of two times a year — and sometimes not at all, because we don't need to. The soil is building itself. You just need to add some of the organics and the rest keeps on going of its own accord."

It's not uncommon to reduce clients' fertilization and water use by 60% to 70%, he adds. "It's just not needed; things are established." He estimates that if the city of Seattle went organic and installation methods were changed, water consumption would drop at least 50%.

It's difficult for someone as passionate as Schraven is about nature to understand how many landscape indus-



Schraven designed this spa, which is gunit and lined with boulders. It includes seating areas and jets to keep water moving.

try professionals don't take more steps to cut pollution. So he pulls no punches when he blasts those who damage the environment.

"Industry standards are way, way below what I consider integrity level," he insists. "The way many landscapes are installed is what I call horrendous. I don't believe in industry standards of two or three inches of topsoil on compacted earth to lay lawns on. I don't believe in pit planting. I believe in getting a good foundation like nature intended."

Many landscapes look picture perfect, Schraven says, but have little or no sustainable base of life in them. "In short, they look fake and are deader than a doornail," he says. "I call it the 'individually wrapped slice of cheese syndrome.' They're shiny and packaged to the hilt, but no real food is to be found inside." He wonders why such people get into the business.

"I mean, you have to ask yourself why you're a landscaper," Schraven says. "Is it just a business? If so, you could have been into cardboard boxes or nails. Or is it a love that you have, something in your heart that you want to create? Do you really want to install more beauty on this planet and leave it a better place than when you got here?" **LM**

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All decked out

A deck builder is only as good as his deck supplies. The right choices could make or break your design/build future

Building decks is one thing, but building ones that will last and get you good customer referrals is quite another. One step that you can make is choosing your deck materials carefully and not settling for anything other than the best. After all, your hard work is at stake, not to mention your customers' satisfaction.

Jud Griggs of Lied's Landscape Design & Development, Sussex, WI, has years of deck building experience and knows exactly what to use.

"We will suggest a pressure-treated understructure but seldom will we use pressure-treated wood for the decking material itself. Pressure-treated material, as it dries, will crack and won't weather uniformly," Griggs said.

Leid's normally opts for a good quality cedar or redwood. "Depending on your budget, there are some other types out there, too," he said. "Some of the new wood is so strong and lasts forever, particularly jarrah and ipe."

Recycled wood, containing wood fiber and plastic, is ideal for marine use, Griggs said, because it lasts forever and won't rot.



Slip resistance isn't a concern if you do a few things right the first time, Griggs said. "It depends on the sealer or preservative you use. Some brands that are advertised quite heavily are parafin-based and will make wood slippery after a good rain. If you use a quality sealer that seals the wood and doesn't put a parafin finish on it, then you're fine."



▲ L.B. Plastics' maintenance-free PVC decking, railing and cladding systems come in beige, white or gray. New additions to the Sheerline decking and railing lines include a residential decking surface and PVC brackets. The Sheerline Column Clad for treated wood posts is ideal for porches and balconies. For more information contact L.B. Plastics at 800/752-7739 or circle no. 278

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Property at a glance

Location: The Breakers, Palm Beach, FL

Staff: The Breakers Golf and Grounds Department

Category: Hotel, motel or resort

Total budget: \$2,800,000

Year site built: 1897

Acres of turf: 94

Acres of woody ornamentals: 6

Acres of display beds: 1.5

Total paved area: 15 acres

Total man-hours/week: 1,560

Maintenance challenges

- ▶ Extremely salty sea air
- ▶ Guest playground/traffic and wear
- ▶ Age of property

Project checklist

(Completed in last two years):

- ▶ New beach club and ballroom "beach front" landscaping
- ▶ St. Augustine lawns replaced with bermudagrass in high-profile areas
- ▶ Construction and landscaping of new 12,000 sq. ft. croquet lawn

On the job

- ▶ 36 full-time staff, 6 seasonal employees, 3 licensed pesticide operators

The Breakers

The 1999 Grand Award Winner of the Professional Grounds Management Society for Hotel, Motel or Resort

There's nothing like the smell of an early morning sea breeze, or the smell of diesel fumes and freshly cut grass. Just ask the grounds crew at The Breakers, who have the sights, smells and sounds of balmy Palm Beach, FL, to comfort them during their work day.

The guests who come for rest and relaxation at The Breakers expect beautiful and entertaining landscaping, and that's why Director of Golf and Grounds Daniel Miller and his crew have to maintain such things as flower displays that go through 25,000 annuals a year, a 20,000-sq.-ft. courtyard and the Children's Secret Garden. The children's garden features colorful butterfly-attracting plants such as pentas, lantana and passion flower, sculpted topiary monkeys and cranes and, in the center of the maze, a wishing well fountain.

The crew members have to be on their game at the Spa Courtyard, where everything is exposed to the elements. To combat Mother Nature, the crew installed salt-tolerant plantings. There is also a constant change out of color to maintain vibrancy and keep things fresh.



▲ A fully-suited spray technician with a Jacobsen spray unit is up first thing in the morning to quickly run his scheduled safe pesticide treatment through garden walks.

▶ Looking down the main entrance drive toward the featured 1926 Grand Fountain (recently restored) and a flower display featuring 4,000 annuals. Canna lily, excitement coleus, and red begonia are framed by a sculpted triphazilia hedge and bermudagrass lawn.

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2000 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2000 Awards, contact PGMS at 120 Cockeysville Road, Suite 104, Hunt

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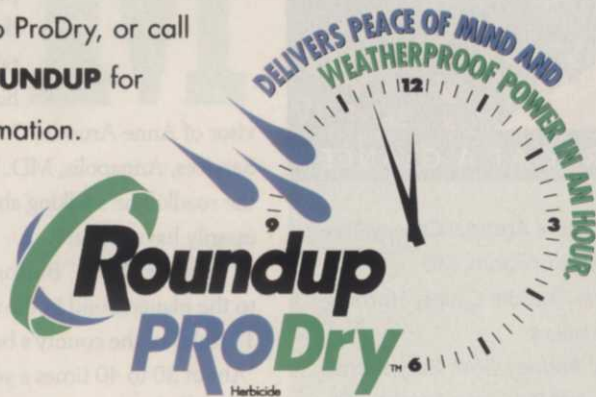
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Taking care of a county

With 419 square miles of territory and a north-south length of 36 miles, Anne Arundel County is one big grounds maintenance challenge

BY JASON STAHL

Mike Burton usually has to explain himself when he tells people about all of the roadkill he takes care of as horticulture supervisor of Anne Arundel County Central Services, Annapolis, MD. That's because the roadkill he's talking about doesn't necessarily have fur on it.

"It's our plants," Burton says, referring to the plants found in the medians along 11 miles of the county's busiest roads. "About 30 to 40 times a year, we respond to a call about a car driving into the median and killing some of them."

And there are countless other times when Burton and his five-man crew will stumble upon some unreported "roadkill," so it's anybody's guess as to how many plants wear treadmarks each year.

But massacred plants are only one of the problems Burton has to deal with when tending to the median strips. Lanes have to be closed to protect his crew from cars that whiz by at up to 55 miles per hour, and that, according to state and county regulations, can only be done between 9 a.m. and 3 p.m., requiring advance scheduling to ensure productivity.

The application of pesticides has to be done during the off hours of the day.

"That's a nightmare," Burton says. "When we use a power sprayer, we have to use low pressure so it doesn't blow into traffic."

Lots of ground to cover

Median strips compose only a fraction of the 419 square miles Burton and his crew handle. Over 116 landscapes in and around office complexes, senior centers, libraries, gateways, police stations, sediment ponds and other places require their attention. With such a huge territory to cover, Burton has turned his crew into one lean, mean efficiency machine.

"We have to be efficient because going from one end of the county to the other takes an hour and 20 minutes," he says. "When we head in one direction, we make sure to make several stops."

Efficiency is also required with water use, as only five of Anne Arundel's sites have automatic irrigation. To water everything, including seasonal plantings like annuals, mums and pansies at 24 different sites, Burton makes use of two 400-gallon water trailers. The tanks are filled using outside faucets at various facilities, but three portable water meters were recently ac-



PROPERTY AT A GLANCE

Location: Anne Arundel County Central Services, Annapolis, MD

Staff: Anne Arundel County Horticulture Department

Members: Rodney Gott, Gary Burns, Ron Offer, Jeff Puls, Stan Speaks, Mike Burton

Total budget: \$406,000

Year site built: 1988-1993

Acres of turf: 71.5

Acres of woody ornamentals: 9

Acres of display beds: 32.6

Total paved area: 40.8 acres

Total man-hours/week: 240

(photo above) Crew member Rodney Gott prunes deadwood from a juniper at the Heritage Complex entrance island.

quired to tap into hydrants to water such inaccessible areas as the landscape showcases in the median strips.

Chain gangs and crossing guards

Any time Burton gets a chance to increase his manpower, he jumps all over the opportunity with the enthusiasm deer and rabbits show when eating his plants. All mowing is contracted out, but when the number of soda bottles and cigarettes start to outnumber the flowers in the median strips, the local chain gang is called on to form a trash clean-up crew.

"I give them guidance and the materials to do the job," Burton says. "In some cases, each day worked outside means one day taken off their sentence."

When the requests for pesticide applications started becoming more than the few licensed pesticide applicators could handle, Burton started training and licensing people on the county's custodial crew, library staff members and his own crew members. Now, over 20 individuals in Burton's command are pesticide technicians.

"That has greatly reduced the requests we get and allowed things to be serviced that we don't have time for," Burton says.

Burton even caded a few workers out of what would seem like an unlikely group — crossing guards. "Of course, crossing guards only work during the school season, but the county was looking to make them full-time," he says. "The ones who opted to continue their employment through the summer had various options, so I asked if we could use these people. So far, they've been great at keeping our plants alive."

Burton also took advantage of a teen opportunity program sponsored by the local police department last summer. Any time the local garden club or Eagle Scout troop wants to get involved with his crew's everyday activities, Burton welcomes them.

"You can't have a good program without good people," Burton says. "People



Stan Speaks and Ronald Offer of Anne Arundel Co. Central Services work on Solomon's Island roadway median, where signage and visibility are important for safety.

typically have a bad impression of government workers but my guys are great. One of our guys was planting flowers one time and he turned to me and said, 'We actually get paid for this?'"

A balancing act

In addition to coordinating his horticulture staff, additional personnel, contractors, and community participants, Burton must keep up on other county departments.

"The county's management strongly encourages interdepartmental cooperation," Burton says. "For many of our projects, we receive the use of personnel and equipment from road operations, utilities, traffic maintenance, water operations and others."

To expand the capabilities of his crew, Burton made sure that four of his staffers became class "B" state certified drivers. Even though there is no equipment in the horticulture department that requires a heavy duty truck license for operation, the licenses enable crew members to drive trucks borrowed from other departments. At any time, Burton's crew has found it necessary to borrow arrow boards for lane closures, bucket trucks, heavy tonnage dump trucks, a 5,000-gal. tanker truck for watering roadway plants, and backhoes.

Special projects

The Anne Arundel crew's responsibilities recently expanded to include Tipton Airport at Fort Meade, which had been neglected ever since it was put out of service nine years ago.

Because of a drought, however, the department hired a subcontractor and, after three-ft. tall weeds were cut down, Burton's crew applied a concoction consisting of industrial pre-emergent, Round Up and Schism to eliminate any re-growth. **LM**

Who is Anne Arundel?
When someone first hears about Anne Arundel County in Maryland, the first question that pops up is: Who is Anne Arundel, any way?
She was Lady Anne of Arundel, who longed to voyage to the new world but never got to realize her dream.
Each year, usually in May, a company called Homestead Gardens formally celebrates the arrival of the Lady Anne Arundel daylily. This year, to commemorate the county's 350th anniversary, Homestead Gardens donated 300 daylilies to be planted at all five county gateways.

Inside-out disease control

You'll get the best results when you use the right fungicide for the problem. New products give you even more options

BY MICHAEL L. AGNEW, PH.D.

Lawn disease problems are getting more complicated and selecting the proper fungicide to use is not a simple process, especially if it is to be used on residential lawns. The Food Quality Protection Act evaluation process has resulted in the voluntary removal of several fungicides from use on residential lawns. If you treat turf diseases, you may have to consider new solutions.

The ideal fungicide for use on residential lawns should be reasonably priced and possess curative properties, long term disease control and a positive human safety profile. The best way to select a fungicide is to understand key diseases and how a fungicide works on or in the plant.

How fungicides deliver control

"Mode of activity" is a phrase that refers to how the fungicide's active ingredient delivers disease control on or in a plant. You can use the mode of activity to give a general classification of the length of disease control provided by a particular fungicide, and to determine if the fungicide will provide any curative activity once the pathogen has infected the plant. There are three mode of activity types:

- ▶ contact,
- ▶ penetrant, and
- ▶ mesostemic fungicides.

Contact fungicides act only on the plant surface. They provide effective preventive

disease control on those fungi that are present on the outside of the plant, but little to no effect on a fungi present inside the plant. Because contact fungicides act on the surface, you must get thorough coverage with the fungicide to protect the plant. Contact fungicides are constantly being exposed to degradation through weathering and exposure to light (photodecomposition); thus, a typical contact fungicide will only provide protection for a period of seven to 14 days.

Examples of contact fungicides include chlorothalonil (Daconil), mancozeb (Fore) and quintozene (PCNB). Chlorothalonil produced after 1999 will no longer carry a label for residential lawn use.

Penetrating activity

Penetrant fungicides (sometimes referred to as systemic) act on the plant's surface, but they also stop the spread of fungi by penetrating the plant in quantities significant enough to be toxic to fungi inside. There are three subclassifications within penetrant fungicides: localized, acropetal and systemic.

Localized penetrants move into the plant tissue and remain at the point of entry. They protect only the immediate area where they were sprayed. There is little or no translocation within the plant, making it necessary to reapply every 14 to 21 days.

Examples of localized penetrant fungi-

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Necrotic ring spot symptoms



Necrotic ring spot being controlled

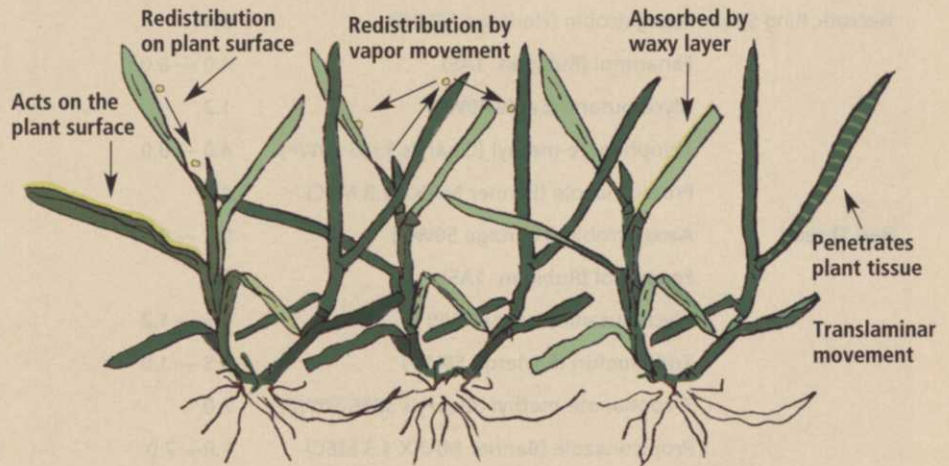
MODE OF ACTIVITY COMPARISON

Examples Characteristics:	Compass Mesostemic	Sterol Inhibitors Acropetal Penetrants	Chlorothalonil Protectant
acts on the plant surface			
absorbed by waxy layer of the plant			
redistribution by water			
redistribution by vapor movement			
penetrates plant tissue			
translaminar movement			
transported in the vascular system			

Compare costs & rates

As a lawn care operator or turf manager, you are not without various options. Newer fungicides may appear more expensive at first glance, but be aware that the application rates are a lot less than the rates for older standard fungicides. For example, the rate for Compass (0.1 to 0.25 oz/1,000ft²) is approximately 90% less than that of Daconil Ultrex (1.8 to 7.8 oz/1,000ft²). Reduced rate fungicides equate to less active ingredients placed into the environment, less exposure to an active ingredient by the applicator and less storage space.

MESOSTEMIC ACTIVITY



FUNGICIDE COST COMPARISON

Product	Rate	Spray interval (days)	Cost per application (\$/1000 ft ²)	Cost per treatment-day (\$/1000 ft ²)
Daconil Ultrex 82.5WDG	3.67 oz	14	2.06	0.21
Compass 50WDG	0.2 oz	21-28	3.38	0.12-0.16
Banner MAXX 1.24MEC	2.0 fl oz	28	3.82	0.13
Banner MAXX 1.24MEC + Compass 50WDG	1.0 oz + 0.15 oz	21-28	3.60	0.13-0.17
Heritage 50WG	0.4 oz	28	8.62	0.31
Cleary's 3336 50WP	6.0 oz	28	7.44	0.27

TABLE 1. FUNGICIDES LABELED FOR RESIDENTIAL LAWN

Pathogen	Fungicides	Rates (oz/1,000 ft ²)
Brown Patch	Azoxystrobin (Heritage 50WG)	0.2 — 0.4
	Flutolanil (ProStar 70WP)	1.5 — 3.0
	Thiophanate-methyl (Cleary's 3336 50WP)	2.0
	Trifloxystrobin (Compass 50WG)	0.1 — 0.25
Dollar Spot	Fenarimol (Rubigan 1AS)	0.75
	Myclobutanil (Eagle 40WP)	0.5 — 1.2
	Propiconazole (Banner MAXX 1.3 MEC)	1.0 - 2.0
	Thiophanate-methyl (Cleary's 3336 50WP)	2.0
	Triadimefon (Bayleton 50WP)	0.5
Gray Leaf Spot	Azoxystrobin (Heritage 50WG)	0.2 — 0.4
	Thiophanate-methyl (Cleary's 3336 50WP)	4.0 — 8.0
	Trifloxystrobin (Compass 50WG)	0.15 — 0.25
Leaf Spot (Melting out)	Azoxystrobin (Heritage 50WG)	0.2 — 0.4
	Thiophanate-methyl (Cleary's 3336 50WP)	4.0 — 8.0
	Trifloxystrobin (Compass 50WG)	0.1 — 0.2
Necrotic Ring Spot	Azoxystrobin (Heritage 50WG)	0.4
	Fenarimol (Rubigan 1AS)	4.0 — 8.0
	Myclobutanil (Eagle 40WP)	1.2
	Thiophanate-methyl (Cleary's 3336 50WP)	4.0 — 8.0
	Propiconazole (Banner MAXX 1.3 MEC)	4.0
Red Thread	Azoxystrobin (Heritage 50WG)	0.2 — 0.4
	Fenarimol (Rubigan 1AS)	8.0
	Myclobutanil (Eagle 40WP)	0.6 — 1.2
	Triadimefon (Bayleton 50WP)	0.5 — 1.0
	Thiophanate-methyl (Cleary's 3336 50WP)	2.0
	Propiconazole (Banner MAXX 1.3 MEC)	1.0 — 2.0
	Trifloxystrobin (Compass 50WG)	0.1 — 0.2
Summer Patch	Azoxystrobin (Heritage 50WG)	0.4
	Fenarimol (Rubigan 1AS)	4.0 — 8.0
	Myclobutanil (Eagle 40WP)	1.2
	Triadimefon (Bayleton 50WP)	2.0
	Thiophanate-methyl (Cleary's 3336 50WP)	4.0 — 8.0
	Propiconazole (Banner MAXX 1.3 MEC)	4.0
	Trifloxystrobin (Compass 50WG)	0.2 — 0.25

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cides include vinclozolin (Vorlan, Curalan) and iprodione (Chipco 26GT). Iprodione produced after 1999 will no longer carry a label for residential lawn use.

Acropetal penetrants enter the plant tissue and move translaminarily, from the top of the leaf surface through the leaf tissue and to the bottom of the leaf. They also move upward in the xylem, the water-conducting tissue of the plant's vascular system. This protects the plant tissue from the point of entry into the plant and upward. These fungicides have limited or no downward movement, so you must use enough water carrier to get the fungicide to the crown of the plant, typically 2 gal. of water per 1,000 ft². Most acropetal penetrants can provide up to 28 days of disease control, depending on rate and target fungi.

Some acropetal penetrants include propiconazole (Banner MAXX), triadimefon (Bayleton), azoxystrobin (Heritage) and mefenoxam (Subdue MAXX).

Systemic penetrants are similar to acropetal penetrants, but they also move through the phloem (food-conducting tissue) as well as the xylem. When applied, systemic penetrants can move both upward and downward in the plant tissue.

The only systemic penetrant used in turf is fosetyl Al (Aliette). This is limited to the control of Pythium blight and labeled to provide protection up to 21 days.

New activity mode

A new class of fungicide with a unique mode of activity called "mesostemic" was introduced in 1999. Trifloxystrobin (Compass) is the first turfgrass fungicide with a mesostemic mode of activity, combining some attributes of both contacts and penetrants to provide additional disease protection. This type of fungicide has similar activity to penetrant fungicides in that both

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What makes a mesostemic fungicide unique is that it forms a weather-resistant deposit on the surface in the waxy layer of the plant.

continued from page 56

penetrate the plant tissue and translocate translaminarily to the bottom of the leaf surface.

What makes a mesostemic fungicide unique is that it forms a weather-resistant deposit in the waxy surface layer of the plant. This deposit is a reservoir for continual penetration that replaces active ingredients lost to metabolism.

Mesostemic and contact fungicides both act on the plant surface to provide protection from external fungi. In addition, both types of fungicides can be redistributed on the leaf tissue.

Unlike a contact fungicide, however, mesostemic fungicides are rainfast and not

appreciably affected by weathering and photodecomposition.

A mesostemic fungicide also has the unique ability to redistribute at the plant surface by localized vapor movement despite lacking volatility and, consequently, the ability to move off-site. The vapor phase activity is seen over short distances of 2 in. to 3 in. within the plant canopy, and movement is greatest within the first 7 to 14 days after the application. This is when the free portion of the fungicide is available for redistribution. It also appears that the fungicide will move off of clippings to provide enhanced disease protection for the same time period.

The different ways a mesostemic fungi-

cide can provide plant protection adds up to 21 to 28 days of disease control.

Designing a program

Once you've decided which fungicide to use, use it properly. Consider these three factors:

- ▶ timing the fungicide application,
- ▶ water carrier volume, and
- ▶ turfgrass growth rate.

Timing. Most fungicide applications work best if applied on a preventive basis. You not only use less fungicide, but there is no plant damage. If you are treating for brown patch or gray leaf spot, get the first application on before weather conditions

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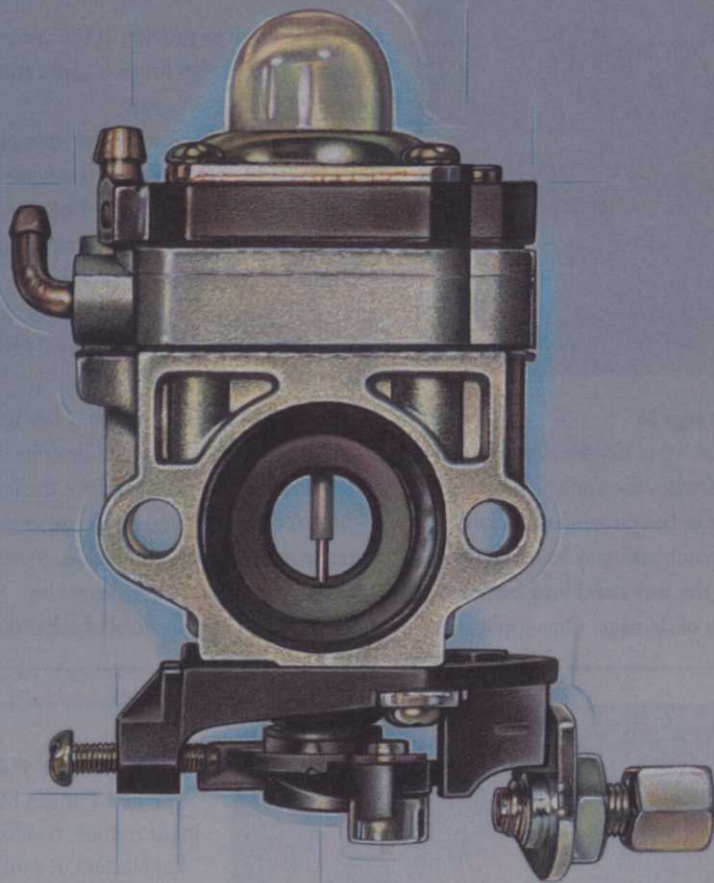
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Brown patch: individual patch on tall fescue

is rarely enough to provide 100% control of brown patch. Plan for two applications spaced 21 to 28 days apart.

A typical application for leaf spot or red thread control is to apply the fungicide at the first sign of disease. Since these are primarily foliage diseases, a one-time application may be enough to provide disease control. If weather conditions persist, a second application may be necessary 21 to 28 days later.

Water. Always use enough water to provide thorough coverage. Skimping on water volume can greatly reduce the length of disease control. If you don't use enough water when applying a fungicide, coverage is not good and the fungicide can be mowed off quickly. Control of foliar dis-

ease is best achieved when using water carrier volume of 2 gal. per 1,000 ft². If treating for soil-borne pathogens such as necrotic ring spot, water volumes of 4 gal. per 1,000 ft² are best.

Applying fungicides in too much water can also affect disease control — the fungicide may be moved beyond the turf and into the soil where it may not be available for uptake.

Growth rate. Finally, the efficacy of a fungicide is greatly affected by the growth rate of a turfgrass. Mowing removes fungicides, and if the turfgrass is growing too fast, more of the fungicide is removed with the increased clipping. **LM**

—Michael Agnew is research and development manager, Novartis Crop Protection, Kennett Square, PA.

continued from page 58

that are conducive to disease development occur — otherwise, the application should be considered as the post-infection kind. Both brown patch and gray leaf spot are active within the turf stand long before you see symptoms of damage. One application



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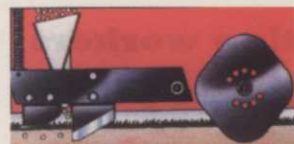
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Planting for profits

By splitting workers into prep and plant crews, Hillenmeyer increased efficiency

BY RON HALL/
SENIOR EDITOR

So, you think planting annuals is a simple operation? Think again. It can put a crimp in your operation if you don't have a system to do it efficiently.

That's what Hillenmeyer Nurseries, Inc. discovered when it really looked at its annual plantings — its system of installing annuals was taking too much time and labor. The steps it took to return profit back to this particular service offers a lesson for any landscape company.

"We had estimates that were all over the board," remembers Stephen Hillenmeyer, president. "We had some projects that we were doing real well on and some that we were losing on."

The 150-year-old full-service landscape firm headquartered in Lexington, KY, brought in business consultant Jack Mattingly to help improve operational efficiency. Mattingly helped the company to establish production rates for all of its services — including color changeovers.

The process of establishing production rates isn't difficult, explains Mattingly, but it does require taking a measuring wheel to job sites and carefully mapping properties.

Then, using a stop watch, you time the actual

work that's being done whether it's mowing, trimming, blowing off sidewalks or, in this case, planting annuals. Once production rates are in place, management can more effectively track and budget labor for each task. This is a powerful tool in controlling overtime costs, particularly as field foremen are given responsibility to see that their crews meet these budgeted labor hour targets.

The next step for Hillenmeyer Nursery, at Mattingly's suggestion, was to design and post a 4-ft. by 8-ft. production schedule board for all production employees to see. The board displays each crew's tasks for the day and the next two weeks, along with the labor budgeted for each task.

Account managers post this information and make any necessary changes before crews arrive for work. At day's end, when the foremen fill out their time cards, they note how long each task took on their section of the board. (Make your own production schedule board by buying a dry/erase board and 1/4-in. pinstriping, to make lines, at any large office supply store. Total cost is about \$40.)

"It is not the whole answer. You still have to use your judgment," explains Hillenmeyer. "But by establishing consistent production rates, we have something to compare."

While budgeting labor for large property maintenance is mostly a matter of measuring and timing, Stephen Hillenmeyer wasn't as sure about how to get a handle on his company's substantial annual plantings — until he went out and saw for himself.

For years, his company used 16 or 17 people divided among three crews, each crew doing both the site prep and the planting. When he visited a planting site, he discovered all five people working in a group in a section of a large property.

"It was an eye-opening experience," he admits. "They had flowers pulled out of the pots and the flowers were withering and dying on the ground as they prepped the site. The flowers inside the van were wilting, too. It was just a disaster. No won-

der it was taking so much time."

The experience led the company to re-vamp its planting program by splitting the workers into separate crews, one into just preparing sites, while other two-person teams followed behind and planted flowers. It also established production rates.

"When the prep crew people went on a site, they knew that they had, for example, an hour and 15 minutes to get it prepped and get out of there. They knew this because it was on the schedule board," says Stephen Hillenmeyer. "Then, all the planting crew needs to do is start unloading flowers and putting them in the ground. The transition between prepping and planting saves a lot of time."

How much? In 1999, nine people did

the same amount of work that 16 or 17 had the previous season.

With a "old" system, a person was expected to plant 20 flats (32 pots per flat) a day. In the new system, the planters are each regularly planting 30 flats daily per person. One two-person crew installed 97 flats in one day in 1999.

The crews were planting more efficiently thanks to the prep crews and a specially designed trailer that Hillenmeyer's talented shop people constructed. During planting season, the trailer is equipped with racks that hold 100 flats of flowers with room for tools and a water tank, in case the flowers start to dry during the planting process. **LM**

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KANGA CAN DIG!

Light up your profits

BY CURT HARLER/
CONTRIBUTING EDITOR

Landscape lighting can light up your clients' yards — and your ledger books. Since most people work during the day and relax or party at night, landscape lighting is a logical extension to any landscaping job.

Done correctly — and that doesn't mean making the front of a house look like a landing strip — landscape lighting can add the touch of class needed to set off a well done setting of lawn, shrubs and trees. "Think of it as painting a picture of the landscape at night, using lights to achieve the look a homeowner wants," says Richard Lentz, owner of Lentz Landscape, Dallas, TX.

Customers interested in landscape lighting usually come from one of three camps: those who want heightened security around their property, those who want to illuminate a dangerous area such as steps or those trying to make their home and grounds landscaping look as good at night as it does during the day. In many cases, a landscaper can marry all three of the opportunities, giving the customer an even better reason to go ahead with the project.

Before diving headfirst into

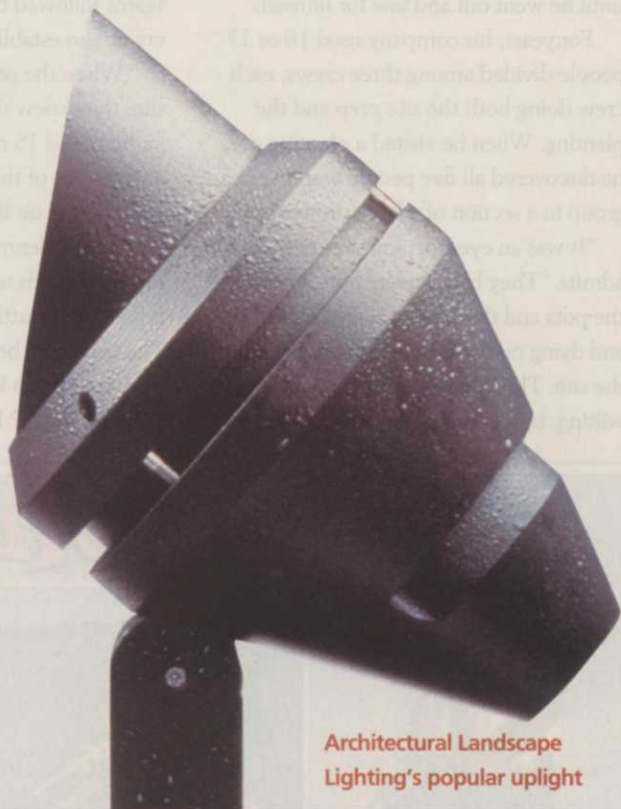
any job, check the local electrical code on installation. Most permanent lighting systems are installed on a stem or pipe support and have to be mounted to a box. Some local regulations allow mounting below ground, others require above-ground installation. If you are not experienced in this area, take a short course or join forces with an electrician or landscape designer who has done some good-looking projects. Finally, do not fall into the trap of thinking that, just because a job is a low-voltage installation, it can be done in any way you choose. You are still dealing with electricity, people's property and people's lives.

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www.allighting.com

The new SL-30, above-ground diecast aluminum landscape lighting from Architectural Landscape Lighting, Santa Ana, CA, is a multidirectional, contemporary shaped lighting fixture designed to provide brilliant uplighting to illuminate schools, office buildings, signs and other landscape features in many commercial applications. Light sources include standard

continued on page 66



Architectural Landscape Lighting's popular uplight

buying tips

- ▶ **Know the difference between accent and path lighting**
- ▶ **Not all lighting is intended for wet areas**
- ▶ **Send for American Lighting Association's \$2 brochures on lighting** (PO Box 420288, Dallas, TX 75342).
- ▶ **Check the local electrical code**
- ▶ **Place lights so bulbs can be replaced easily**

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www.mauget.com

continued from page 64

PAR-38 incandescent spot or flood beam and HIT spot or flood optics. Units are UL/CUL listed for wet location use.

The company also has canister-shaped outdoor downlights suitable for building lobbies, corridors, entryways, exterior building walls adjacent to gardens and parks and parking garages. The lights feature a classic cylindrical, canister-style housing with subtle architectural ring details in each of four models. The smooth outer surface has no



Architectural Landscape Lighting offers classic shapes.

visible hardware and a flush-mounted lens. The lens is surrounded by a body-colored trim ring to preserve each unit's crisp design from any viewing angle.

Circle #265

ARDEE LIGHTING

704/482-2811

Clikstrip for Damp Locations is flexible, low-voltage, high performance linear strip lighting de-



Ardee low-voltage strip lights

signed specifically for outdoor and damp environments, made by Ardee Lighting, Shelby, NC. Units can be specified in lengths and lamp spacing for complete customization of the lighting design to the site. Strips accommodate four 100 incandescent, argon or xenon gas-filled festoon lamps. Clikstrips come in black or white base finishes.

Circle #266

DABMAR

818/349-1138

www.dabmar.com

Request a complete catalog and price list of low-voltage lighting and landscape lighting products from Dabmar, Chatsworth, CA. The company's line of post-mounted lighting is one of the more complete lines available, with a wide range of single and multiple light choices including pole, wall or post mounting.

Circle #267

HADCO

717/359-7131

www.hadcolighting.com

The Garden Art Collection from Hadco, Littlestown, PA, offers the look of hand-crafted, solid copper



Hadco's hand-crafted look

construction. Styles include mushroom, tiffany, deck, single or double tulip. Designed for path and spread lighting, they are made of annealed copper for strength, and the appearance of the fixture will be enhanced further with age as they weather and take on a rustic patina.

Circle #268

KICHLER LIGHTING

800/659-9000 X6445

www.kichler.com

An entire range of lighting products, from ballard stakes to accent lights is available from Kichler Lighting, Cleveland, OH. The floating pond light is made of composite resin and is great for directing light



Kichler offers a complete line.

downward in ponds. Company offers path and spread lighting as well as deck and accent lighting, including natural cedar wood address lights, louvered step lights, brick lights and a range of well lights. Items are available in a variety of designs from decorative shells to tulip to traditional surface mounts.

Circle #269

LUMIERE

805/496-2003

Attention to detail is the byword at Lumiere, where all parts are machined, formed or cast out of heavy-wall aluminum at their

Westlake Village, CA, factory. Fixtures are standard powder-painted in black, bronze and verde green; a rainbow of special colors; or solid brass, copper, chromium-plated; or two-step architectural anodized.

Circle #270

MQ INDUSTRIES

714/279-0283

The all-ceramic lighting fixtures from MQ Industries, Orange, CA, are handcrafted one fixture at a time. Ceramics are solid color throughout and will not rust, rot or corrode. Hardware is made of brass or nylon for long life. Fixtures, including bollards, walk lights, spots and well lights, are available in green, tan, rose, gray, black or white.

Circle #271

NITE TIME DECOR

877/552-4242

www.christmasdecor.net

If you intend to add landscape lighting to your business, check with Nite Time Decor, Lubbock, TX, about establishing a territory in your area. The company offers professional training, premium-quality products, a national marketing program and on-going toll-free phone support, meetings, newsletter and advisory groups.

Circle #272

PHILIPS LIGHTING CO.

800/555-0050

www.lighting.philips.com

A wide range of lighting and light bulbs for outdoor use is available from Philips Lighting Co., Somerset, NJ. Products range from a yellow compact fluorescent bug-repellent bulb (combined with a

continued on page 68

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lm reports

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standard incandescent bulb at the other end of the patio) for freedom from bugs to narrow beam spotlights and pool lighting for illuminating trees and other foliage. The firm's Earth Lights are available in a variety of decor globe, specialty, outdoor and Bug-A-Way versions.

Circle #273

ROCKSCAPES, INC.

800/677-6811

www.rockscapes.net

A complete range of handcrafted American lanterns in solid brass highlights the LightFare line from Rockscapes, Canoga Park, CA. A range of metal finishes from an-

tique brass to old bronze to dark verde and rusty iron offer a variety of choices. Glass options include iridescent honey, milky white, clear or frosted flat. Just about any shape or size imaginable is available in modern, traditional or international designs. Units can be wall mounted or placed on one of the company's solid brass posts.

Circle #274

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602/265-9441

Light up any pathway with illuminated stepping stones. The Luma-Stone line from Stoneglow, Phoenix, AZ, is a super strong, light diffusing polymer creating the concrete gray or sandstone

look. Stones are 14 in. in diameter yet support over 400 lbs. Bury them in the ground or surround them with gravel or tanbark. A 10-ft. walk requires four stones.

Circle #275

TAHOE LIGHTING

888/LIT-TAHO

www.tahoelighting.com

For a fine, finished look, check out the products from Tahoe Lighting, Sparks, NV. This company stocks in-ground lighting for interlocking paving stones, concrete and landscaping. Stock shapes include the 5.875 x 5.875-in. Emerald, 3.875 x 7 13/16-in. Zephyr and the 6 x 6 in. octagonal Sierra. All are 2.25 in. deep. They are available in

brick red, tan or gray and are easy to install.

Circle #276

X-10

800/442-5138

www.x10.com

Control all aspects of outdoor lighting with the Home Control Interface from X-10, Closter, NJ. System allows a PC to control lights and appliances like pool pumps, heating and cooling from one interface. Motion detectors, links from garage door opener to outdoor lights, and connections from pool lighting to security alarm systems are among the many customizable options available.

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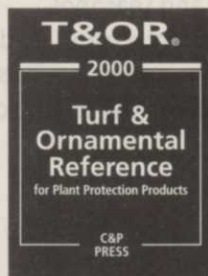
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ask the expert

BY BALAKRISHNA RAO

Reader identifies mistake

You mentioned using Flagship (an insecticide) for grub control in your column in the March 2000 issue of *Landscape Management*. I thought Flagship was for greenhouse and landscape ornamental plants?

— OHIO

This question is from Dr. Harry Niemczyk from OARDC, OSU and he is right. I am sorry for the misinformation on my part. The correct name I should have mentioned is Meridian for turf use.

Dr. David Cox from the Novartis Corporation, the manufacturer of both Flagship and Meridian, explained the difference. Both products have the same active ingredient and chemistry called thiomethoxam, and they are expecting the EPA registration soon. He mentioned that Meridian insecticide is for turf insect use, and Flagship is for greenhouse and landscape ornamental plants.

Managing grassy weeds

A client of ours has requested that we use Ronstar on a large, several acre property to manage grassy weeds. Recently, we have been using Pre-M. Which one should we use?

— KANSAS

Ronstar is a good herbicide designed to manage annual grassy weeds, such as crabgrass or goosegrass. This preemergent herbicide, formulated as a 2% granular in a biodegradable carrier, is labeled for use on commercial turgrasses, ornamentals and landscape areas.

Reports indicate that Ronstar will have

better results managing goosegrass than crabgrass. Apply Ronstar during late winter or early spring, prior to weed seed germination. Applications made after March or April may not be fully effective.

Studies have also stated that treating half the material in one direction, then treating the other half in the opposite direction may provide better weed control. Read and follow label specifications for best results.

Lilac borers

While pruning some dying branches on an overgrown lilac bush, I found a number of insect larvae. They were about an inch long, white with a brown head. How can I get rid of them?

— PENNSYLVANIA

According to your description, the problem appears to be lilac borer. Infested branches wilt as the larvae tunnel inside and destroy the xylem (sapwood). Eventually, the larvae move to the heartwood. Larvae will be 3/4 to 1 1/2 in. long, with a brown head. The adult is a moth that resembles a wasp.

Feeding damage will weaken the branches and cause breakage. Sometimes, wood-destroying fungi, such as *Polyporus sp.*, will form on the weakened branches.

Lilac borers overwinter in the branches, so you are doing the right thing by selectively pruning and getting rid of the dying or infested branches. To find an infestation, look over the branches for slightly swollen, cracked areas. You may also find holes in the bark and wood.

Treat the lilac with insecticides such as Dursban or Astro. Treatments can start in late April or early June depending on the re-

gion. You may need additional applications.

Borers generally establish on stressed and weakened plants. Therefore, reduce stress and improve plant health. Read and follow label specifications for best results.

Scale insects

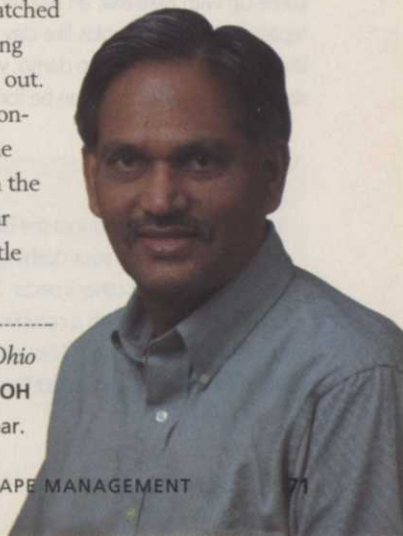
On a client's property, we found brown and white scale-like insects on a pachysandra. What are they?

— OHIO

It appears that the problem is a scale insect. The brown scales are female, and the whitish-colored scales are male. The females are shaped like an oyster shell and are brown. If you turn one over, you may see several eggs underneath. Males are smaller, narrower and white with ridges down the center of their backs. When they are in abundance, the lower side of a leaf may appear a whitish color.

Rake and remove dead and blighted plants to improve air circulation. Apply Horticultural Oil before new growth starts in the spring. Since oil applications do not have a long residual, the oil treatment should be followed by some contact insecticide treatment such as Malathion, Sevin or Talstar.

When applying contact insecticides, make sure that the scale eggs have hatched and the young crawlers are out. For better control, treat the plants when the second instar crawlers settle down.



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

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

products

TECH CENTER

Cutting sod

The 512 sod cutter, Turfco says, saves a lot of work because it is built for maneuverability, engineered to keep machine weight down and structurally designed to cut through the toughest soil conditions. A hand grip clutch control, which stops the sod cutter when the operator releases it, and operating instructions on the handlebar make it operator friendly. An optional feature is a blade for cutting tree rings. A 12-in. angled blade cuts to a 3-in. depth at the outer edge and up to zero at the inner edge.

For more information contact Turfco at 800/679-8201 or www.turfco.com / circle no. 250

Controlled-release fertilizers

Lesco's new line of controlled-release fertilizers known as Novex maximize the nitrogen best suited to growing quality turfgrass and minimize the nitrogen that is of little value. Advanced technology gives the fertilizers the ability to decrease the inefficient quick-release unreacted urea and the slow-release hot water insoluble nitrogen, while increasing the highly efficient controlled-release midrange nitrogen segments. The fertilizers are formulated as a totally homogeneous, uncoated product and the particles are so small and dense they resist pickup by mowers.

For more information contact Lesco at 440/333-9250 / circle no. 251

Fix anything

Irrigation contractors, listen up. Christy's has come up with FastFix®, an all-purpose epoxy repair putty. FastFix molds like clay and hardens like steel and can bond to damp, wet and slow-leaking surfaces. It can be formed, drilled,



sanded, tapped, sawed or painted and can fill holes, patch cracks, bond surfaces and repair leaks. FastFix is available in 4 oz., 7-in. sticks, packed in reusable tubes.

For more information contact T. Christy Enterprises at 800/258-4583 / circle no. 252

Compact excavator

JCB has a new 1.5-ton mini-excavator that features a variable width undercarriage and works hydraulically from the cab. The undercarriage can be retracted to 3 ft. 2 in. for confined areas or expanded to 4 ft. 5 in. for stability. It can also straddle a trench if the need arises. A two-speed tracking feature allows for a low speed of 1.3 mph and high speed of 2.2 mph.

For more information contact JCB at 888/742-5522 or www.jcbna.com / circle no. 253

Seeder for small jobs

The T60 HydroSeeder is perfect for landscape contractors requiring a fast and economical machine for seeding smaller jobs, says Finn Corp. Designed for use by a single operator, the machine has a 500-gal. capacity and covers up to 7,200 sq. ft. per load with seed, fertilizer

and mulch in a one-step process. Controls are located in two places for operator convenience, and the low profile design allows easy loading and stability during operation and transport.



For more information contact Finn Corp. at 800/543-7166 or www.finncorp.com / circle no. 254

Productive stump cutter

Chip containment, improved suspension and a 4-cyl. diesel engine are just some of the features of Vermeer's mid-size 50-hp SC502A stump cutter designed to deliver maximum horsepower to the cutter wheel for optimum productivity with a gear drive system. But what makes it special, Vermeer says, is the AutoSweep system, which maintains rated engine speed to cut 19-in. deep and 67-in. wide.

For more information contact Vermeer at 888/VERMEER or www.vermeer.com / circle no. 255

Get an edge

For The Edge says it has come up with a trencher that can trench for sprinkler systems, drain tile, low voltage electrical lines and landscape walls. A new floating cutting head cuts up and over large underground obstructions. Cut a clean trench up to 25 ft. per minute, and watch the Trench 'N edge clean up after itself by blowing materials directly onto tarps. A single front pivot wheel offers a turning radius as tight as 18 in. With an optional adapter, the trencher can make multiple passes as wide as the user requires.

For more information contact For The Edge at

Bug off

Tec Laboratories introduces the Bug Button, an all-natural insect repelling disc that you pin on your clothing to ward off mosquitoes, bees, flies, gnats, yellow jackets and other insects. The Bug Button doesn't contain DEET; rather, it is infused with a combination of lemongrass, geranium and citronella oil. It lasts up to 55 hours and is sold in a 60-count box.

For more information contact Tec Labs at 800/482-4464 x325 / circle no. 256



continued on page 74



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Circle No. 129 on Reader Inquiry Card

products

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800/483-3437 or www.trenchedge.com / circle no. 257

Chipper with more pull

Bandit Industries' 280XP hydraulic feed, disc-style chipper is now equipped with a new hydraulic feed system that provides 60% more hydraulic pulling power. Also, the bottom and top feed wheels both have new knife style



teeth that better grip material being fed into the chipper.

For more information contact Bandit at 800/952-0178 / circle no. 258

Scat, deer!

Deer-Off deer repellent, which features a dual deterrent system formula that leaves both an odor and a taste that animals find offensive, is now available in ready-to-use spray bottles. Made from natural, biodegradable food products, the repellent contains no harmful chemicals and is safe for people, animals and the environment.

For more information contact Deer-Off at 800/333-7633 / circle no. 259

Chop those bales

The new Goossen NA 8000 18 hp bale chopper can mulch two bales of straw per minute

while covering 1,000 sq. ft. per bale. An adjustable grate allows operators to control the length of cut and the rate at which the bale is consumed. Options include electric start Honda engine with recoil backup, detachable gas tank, 30' x 6" flex hose for discharge and 180° directional spout for discharge.

For more information contact Goossen at 800/228-6542 or www.goossen.com / circle no. 260

Big features for big loaders

Gehl's new Advantage mini-loaders come in compact packages but have big loader features. As narrow as 33 1/2 in., they're perfect for light construction, landscaping or lawn and turf maintenance. Featuring full-time 4-wheel drive, both the skid-steer and articulated-steering units are available with 20-hp diesel engines. Flat-faced dripless auxiliary hydraulic couplers and a

continued on page 77

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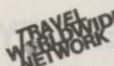
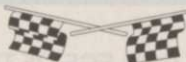
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November 5, 2000

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PARAGON

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PARAGON is a new release that has just now been entered into the new 1999 National Perennial Ryegrass Trial. Pre-N.T.E.P. testing at various Universities across the U.S. has already shown PARAGON to be a contender for the title of one of the best new varieties to come along in years!

PARAGON has one of the darkest -- green leaf colors of any Perennial Ryegrass available in the market today. In the University of Florida's 1998-99 Overseeding trials, they found "Overseeded grasses on the putting green that had the darkest green foliage, which averaged 8.5, included Brightstar II and PARAGON." Pretty impressive when you consider the scale only goes to 9!

PARAGON is also setting new standards for fine leaf texture and disease resistance. This new variety will produce a very dense turf that can be mowed as short as .19" for putting greens or at 1/2 inch in Fairways. Its high level of beneficial endophytes adds resistance to many turf pests.

Be sure and specify this new PARAGON of turfgrass performance for all your Perennial Ryegrass needs.

TURF COLOR

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	Fairway
	Color	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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OVERSEED TURFGRASS TRIALS -
1997 - 1998 SEASON - Palm Desert, CA.

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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products

continued from page 74

quick-attach system make attachment changes quick and easy. Attachments include buckets, pallet forks, earth augers, trenchers, hydraulic hammers and mower decks.

For more information contact Gehl at 414/334-9461 or www.gehl.com / circle no. 261

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Delavan Spray Technologies' roller pumps are designed for the flexibility needs of horticultural spraying and pest control. Pump flow range is 6.5 to 46 gpm; maximum pressure rating is 300 psi. Pumps may be used with gas or electric motors or 1 3/4-in. or 1 3/8-in. PTO drives. Also offered is a 12 VDC four-roller pump/motor package that delivers 6.8 gpm at 40 psi.

For more information contact Delavan at 800/621-9357 / circle no. 262

Compact dozers

Two new models of compact dozers from Komatsu, the D21A-7 and D21P-7, feature operating weights from 8,710 lbs. to 9,220 lbs., making them the easiest dozers to transport to a job site. Additional features include hydroshift



transmission with single lever steering, 40-hp engines, Pressure Proportional Control (PPC) joystick and 6-way power-angle tilt blade also with a PPC joystick. The hydroshift transmission with planetary gears is hydraulically controlled and force lubricated. The 6-way PAT blade

movement is controlled by a single PPC joystick. Pushing a button on the hydraulic control lever switches tilt to angle control.

For more information contact Komatsu at 847/837-2447 or www.komatsuutility.com / circle no. 263

No washing away here

Rohm and Haas Co. has a new formulation of Fore fungicide called Fore Rainshield which drastically improves Fore's ability to resist wash-off due to heavy rains or irrigation. Rohm and Haas says it is much easier to mix than other Mancozeb formulations, suspends more readily in the spray tank and leaves a lot less residue inside the spray tank. It is available in two forms: as an 80% wettable powder or in 1.5-lb. water soluble pouches.

For more information call 215/504-9215 or www.rohmmaas.com / circle no. 264

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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
- Other Contractors/Service Companies (please specify) _____

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- 09 290 Sports Complexes
- 10 295 Parks
- 11 300 Right-of-Way Maintenance for Highways, Railroads or Utilities
- 12 305 Schools, Colleges, Universities
- 13 310 Industrial or Office Parks/Plants
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- 17 330 Cemeteries/Memorial Gardens
- 18 335 Hospitals/Health Care Institutions
- 19 340 Military Installations or Prisons
- 20 345 Airports
- 21 350 Multiple Government/Municipal Facilities
- Other Groundscare (please specify) _____

SUPPLIERS AND CONSULTANTS

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

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

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

3. SERVICES PERFORMED (fill in ALL that apply)

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

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

- 75 Yes 76 No

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

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

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

- 5a. If so, how often do you use it?**
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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
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- 49 J Turf Weed Control
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- 61 7 Fungicides
- 62 8 Herbicides
- 63 9 Insecticides
- 64 10 Line Trimmers
- 65 11 Mowers
- 66 12 Snow Removal Equipment
- 67 13 Sprayers
- 68 14 Spreaders
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- 72 18 Trucks
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105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
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111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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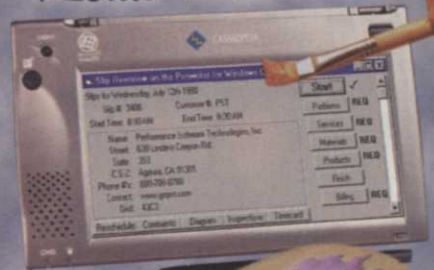


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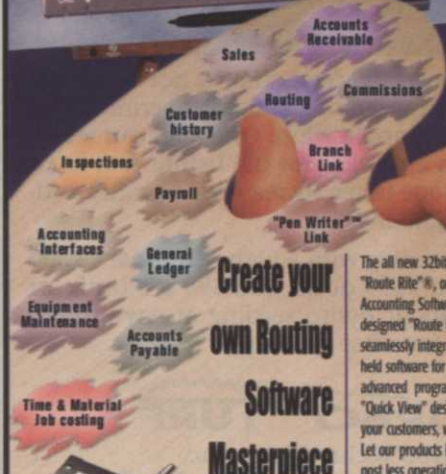
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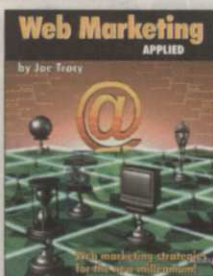
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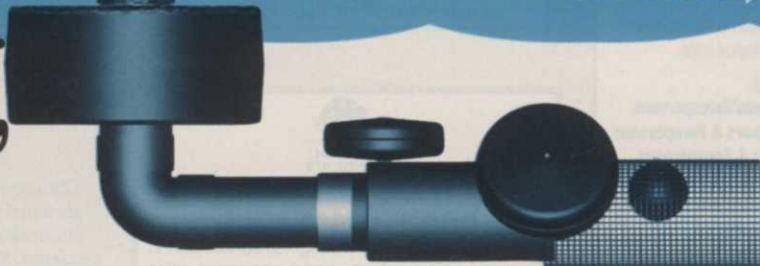
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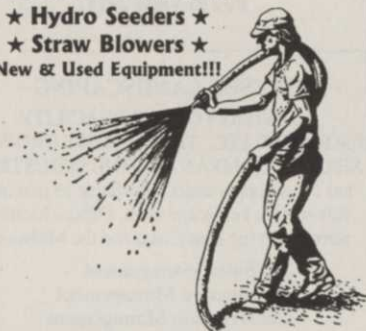


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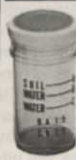


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THIS AND THAT

Ga-ga for Gogel

PGA Tour professional golfers hang around trees all day, right (well, at least the wild ones)? So wouldn't it make sense for a tree company to sponsor an up-and-coming tour pro? That's why the Davey Tree Company decided to sponsor PGA Tour rookie Matt Gogel. Part of the deal is that Gogel will wear the Davey Tree name, logo and Web site on his headwear and bag. Davey Tree is pretty pleased with Gogel's performance this year which, by



mid-April, amounted to two top ten finishes, including a tie for second at the AT&T National Pro-Am at Pebble Beach. Watching their man on national television, Davey Tree can't deny that increasing its presence in the golf course market was ever so much fun.

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- ▶ Fertigation update
- ▶ **Landscape construction/ installation guide**
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Celebrity landscaper

As a CLP and president of Raimondi Horticultural Group, Chris Raimondi is used to watching things grow, mostly plants. But on March 28, he saw his celebrity status grow like Jack's beanstalk after rubbing elbows with Martha Stewart on her nationally syndicated T.V. show, Martha Stewart Living. Raimondi, who teaches plant courses at the New York Botanical Garden and serves as a co-chair of the Plants for Clean Air Council, was sought after by the show's producers to talk about the history, use, care and popularity of four well-known species of ficus. Highlights from Raimondi's "15 minutes of fame" can be seen on Stewart's Web site, www.marthastewart.com, or Raimondi's site, www.raimondihg.com. There's no word yet as to whether Raimondi and his ficus will make the big screen.



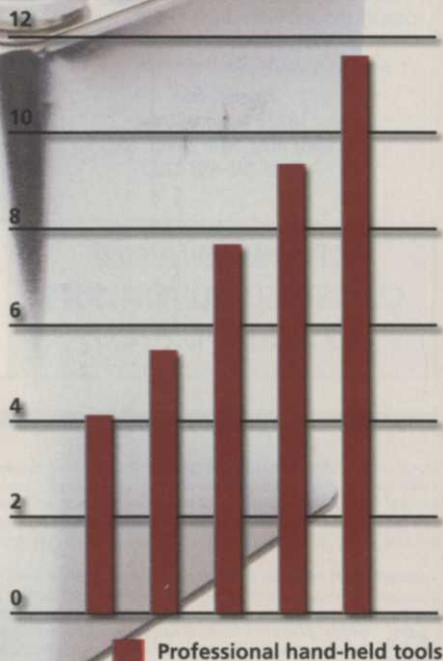
A VERY GOOD YEAR

1999 was a good year for the handheld power equipment industry. The Portable Power Equipment Manufacturers Association (PPEMA) reported that industry shipments increased for all categories of handheld gasoline-powered equipment:

- ▶ 10% for chainsaws to 2.34 million units.
- ▶ 9% for trimmers and brushcutters to 4.37 million units.
- ▶ 2% for handheld blowers to 1.65 million units.
- ▶ 15% for backpack blowers to 290,230 units.
- ▶ 19% for cutoff saws to 122,230 units.
- ▶ 8% for hedge trimmers to 319,080 units.
- ▶ 15% for edgers to 66,630 units.

The PPEMA (www.ppema.org) forecasts slower growth, with the exception of handheld blowers, for 2000.

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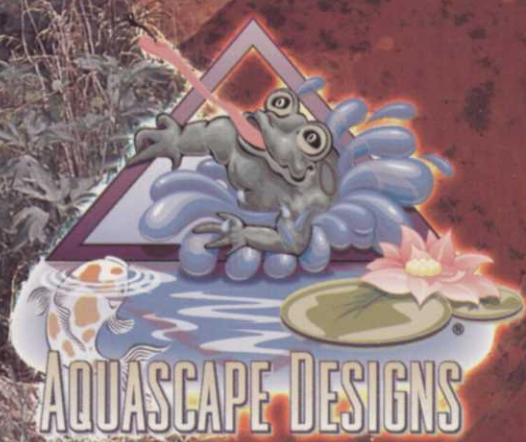


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