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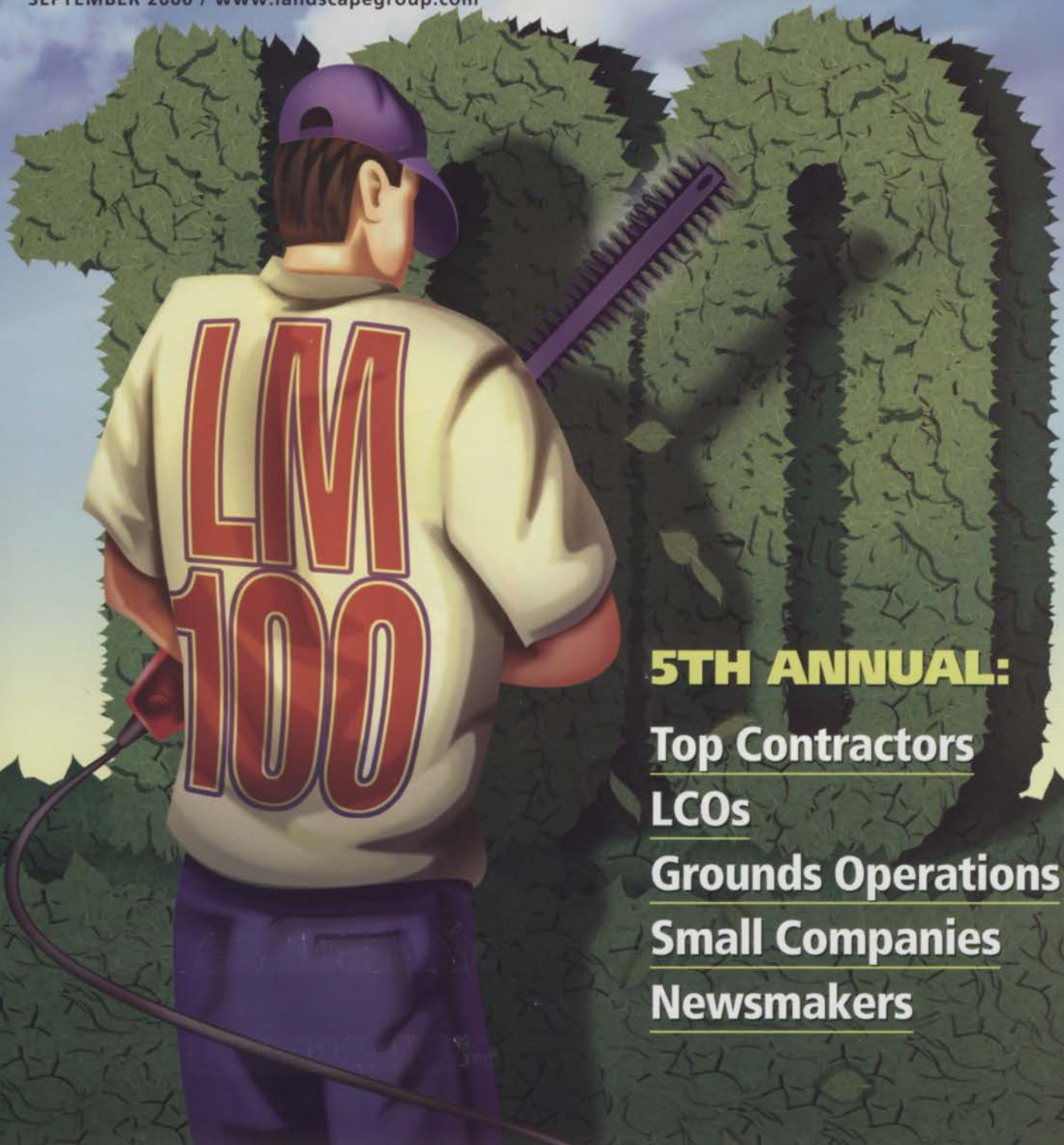
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Landscape MANAGEMENT

SEPTEMBER 2000 / #9 / VOLUME 39

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BY SUE GIBSON / EXECUTIVE EDITOR

How to get rewards and respect

Despite the many glowing opportunities on this industry's horizon, it has a long way to go before each of you get the rewards and respect you deserve. With few exceptions, you should be able to charge more for your services, and your profession should be better appreciated for the value, beauty and improvements that you make to your clients' properties.

But it ain't necessarily so. Most of you charge what the market will bear and, in many cases, the market says your service is a commodity. Many of you low-ball because you need the business, yet even then, you're not making a good profit. Your business may be growing, but you're probably working too hard for it. And you're stuck until you become profitable – you can't buy top-quality equipment, pay enough to get (and keep) good people or make your life easier.

Those of you who charge mid-range prices usually get some profits, and your clients understand that you bring some value. While the true nature of your expertise might be a little fuzzy to them, your clients do understand that you bring value, and they'll support the higher levels of service, quality or experience you bring.

However, you might not be charging as high an hourly rate as a plumber and you probably don't get respect for your line of work like a landscape architect, accountant or even a carpenter. If you're savvy, you can reinvest in your organization, but keeping good employees long-term or reaching that level of "greatness" that you desire continues to be a dream.

Finally, a few of you charge premium prices – because your clients recognize a truly unique and worthwhile service. You generate profits to reinvest, hire the best people and are able to expand your businesses.

But the sad truth is that only 5% or less of you get to this level in our industry. Few clients or institutions truly understand the skills, knowledge, experience or attention involved that make it a real profession.

Speaking with one strong voice

This is a tough problem, and one not solved easily. This industry won't change public opinion overnight. You won't help your clients, suppliers, potential employees, regulators, investors or researchers understand this industry's value without several things happening:

- ▶ This industry must speak with one strong voice.
- ▶ The public must understand the meaning and value of professional landscape work.
- ▶ Suppliers must comprehend this industry's diversity, expertise and challenges.
- ▶ Potential employees must realize this work is a profession with rewards and opportunities.
- ▶ Regulators must respect this industry's breadth, education and priorities.
- ▶ Investors must be convinced of this industry's tremendous potential for growth.
- ▶ Researchers must focus on landscape's challenges.

How do we get there?

Next month, I'll share some specifics. In the meantime, please share your ideas and opinions with me so we can bring more value to professional landscaping.

Contact Sue at 440/891-2728
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26-27 Trees, People and the Law National Conference / Nebraska City, NE; Sponsored by the National Arbor Day Foundation; 402/474-5655

OCTOBER

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

4 Washington Landscape Trade Show and Field Day / Puyallup, WA; 800/833-2186

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

18-19 Western Nursery and Garden Expo / Las Vegas, NV; 800/748-6214

20-22 New Jersey Shade Tree Federation's Annual Meeting and Expo / Cherry Hill, NJ; 732/246-3210

23-27 Hawaii MIDPAC Horticultural Conference and Trade Show Expo / Hilo, HI; Sponsored by the Hawaii Export Nursery Association; 808/969-2088

26 Southeast Texas Grounds Maintenance Conference / Conroe, TX; 936/539-7822

28-30 American Society of Landscape Architects Annual Meeting and Expo / St. Louis, MO; 202/898-2444

NOVEMBER

1-3 Eastern Regional Nurserymen's Association Expo 2000 / Atlantic City, NJ; 800/376-2463

4-7 Green Industry Expo and Conference / Indianapolis, IN; Sponsored by PLCAA, PGMS, ALCA; 800/458-3466

9-11 Tree Care Industry Expo / Charlotte, NC; Sponsored by the National Arborist Association; 800/733-2622

12-14 20th International Irrigation Show / Phoenix, AZ; Sponsored by the Irrigation Association; 703/573-3551

14-16 Virginia Turf and Landscape Conference and Trade Show / Virginia Beach, VA; 540/231-9738

14-16 New York State Turfgrass Association Conference and Show / Syracuse, NY; 518/783-1229

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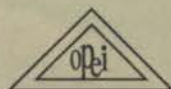
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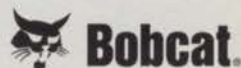
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It seems like everywhere you go these days there's another dotcom player in the lawn and garden industry popping up promising greener pastures.

With all due respect, we were in the green industry when the world wide web was still a seedling.

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Hey Joe, say it ain't so!

Whatever you think of the guy, Joe Lieberman is going to be around a while, and it doesn't look like he's going to change his mind when it comes to the chemical application industry.

U.S. Senator Lieberman (D-CT) is either going to be the next vice president of this country or he's going to remain the senator from Connecticut where, I've been informed, he's a shoo-in for another term if he and Al Gore fail to beat the Republicans in the presidential election. I don't know which to hope for because he hasn't been a friend to the lawn/landscape application industry.

When Gore announced Lieberman as his running mate, the press positively cooed. Both the print media and the network talking heads competed to paint the selection in glowing terms. Judged within the context of politics, it was clever. Even so, leave me out of this mini-lovefest.

Call me cynical but my experience tells me that a politician's number one priority is to get elected. Then, once in office, it becomes staying in office or advancing to a higher office. Lieberman is a politician and a pretty darn good one. He's been at it long enough, starting in 1970 as a state senator in Connecticut.

A look to the past

As a U.S. senator, the former Connecticut attorney general kept busy with environmental and consumer protection issues, some of which brought him national attention, some of which didn't. That's because some of the issues he promoted were laudable — like when he spoke out against filthy and violent song lyrics in some of our popular music. But some were off base.

Some of us remember back to the early 1990s when

Sen. Lieberman, during his first term on Capitol Hill, worked like the dickens to stymie the chemical lawn application industry. Among those who remember it best is a group of about 15 or 20 lawn care operators who boarded a bus on a dark cold Connecticut morning for a long bus ride to Washington, D.C.

Two days later, they met with the senator to discuss the legislation. The applicators regarded the proposal (an amendment to a 1986 "right-to-know" act) as unneeded and potentially devastating to their livelihoods. They strongly objected to provisions requiring advanced written prenotifications to anyone even remotely located in the vicinity of a turf application.

"He was cordial," recalled Paul McDonough of that February 1992 meeting. "He (Lieberman) said that he would look into our concerns. That's the last I heard of it."

McDonough lived in Connecticut then and helped organize the bus trip. He now lives in Ohio and works for LESCO.

Richard Tice, another of the bus riders, remains active in Connecticut's Green Industry and involved in its politics as director of the Environmental Industries Council. Tice says he has no reason to believe Lieberman has softened his stand on specialty chemicals.

The senator from Connecticut, it seems, is not likely to take pesticides off of his agenda whether he becomes vice president or remains a senator.

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



U.S. Sen. Joseph I. Lieberman

The senator from Connecticut, it seems, is not likely to take pesticides off his agenda whether he becomes vice president or remains a senator.



Sandy had enough information to see if the financial risk was worth it. He was managing his business, not letting his business manage him.



How to plan for success

Editor's note: Last month, we saw the mistakes John made when he started his own landscape business. In contrast, we see that his former boss Sandy spent time pre-planning his organization's growth. Here's how he managed it.

Sandy's successful system

Like John, Sandy once worked for another landscape firm, but he knew he had to educate himself.

First, he hired a Green Industry consultant to help him develop a business plan forecasting sales volume for the year, which was broken down so he knew how much work had to be done each month.

He then developed a structure for the office that included what information would be tracked, and how it would be tracked. As the company grew, he knew

Sandy's Cash-Flow Plan

Typical high-season estimated sales volume is \$45,000. (Total year gross income \$350,000.)

Business established with 60% maintenance contracts and 40% landscape/irrigation installation.

This month's contracts would provide \$27,000.

Extras on maintenance contracts such as planting annuals and upgrades would provide \$6,750.

New landscape and irrigation work would provide \$11,250 of income.

when to add staff and what their job descriptions would be. The flow of a job lead was developed.

Yearly budgets that defined how much start-up money was needed allowed Sandy to control his company's growth. His estimating system priced projects to recover all direct and indirect costs, plus make a profit.

Then Sandy created a company manual, which eliminated many employee problems. Then he developed education, benefit and incentive programs.

Next, he developed a maintenance program to handle basic repairs and servicing until the company could hire a full-time mechanic. The recovery of all equipment costs was part of his estimating system.

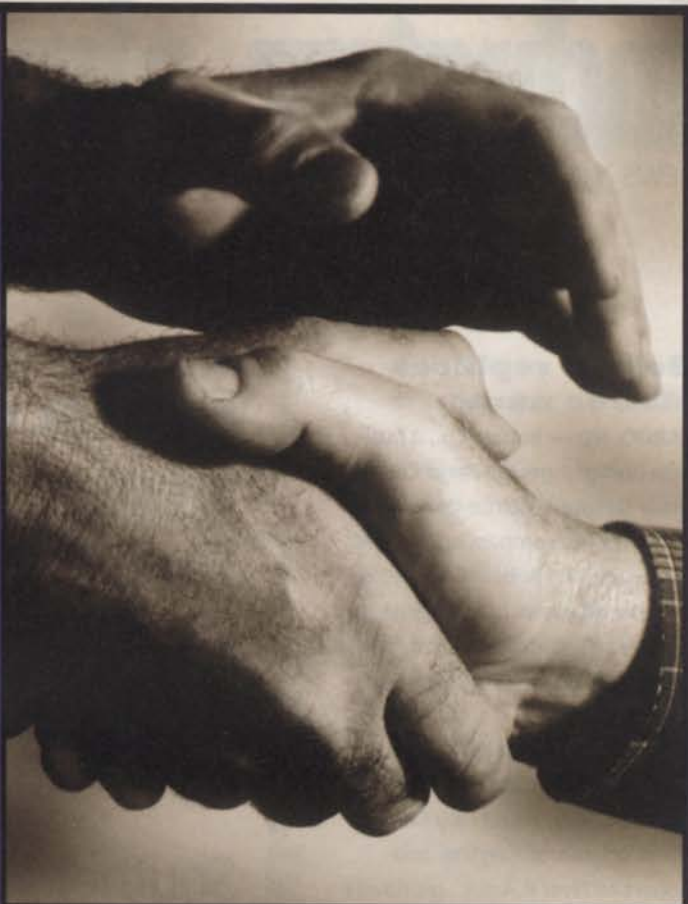
Sandy had enough information to see if the financial risk was worth it. He was managing his business, not letting his business manage him.

Typical Job Flow Plan

- ▶ Part-time receptionist or voice mail gets client call.
- ▶ Receptionist notes the service required and enters it onto a client information form.
- ▶ Sandy returns the call and makes an appointment to meet the client during his "sales" time.
- ▶ He meets client and gathers information, prepares a quote on-site if it is a simple project and schedules an appointment to review the quote with the client.
- ▶ Client signs a contract or proposal. One copy goes to the office for accounting and another to the field.
- ▶ Upon completion and inspection of the work, a job completion form is filled out by production team and turned in for billing.

Jerry Gaeta is a partner with The Good Earth Inc., Mt Pleasant, SC, and a green industry consultant. He can be reached at 843/884-6114.

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Cad, McNeel form partnership

SEATTLE, WA — Cad Easy Corp., the producers of EasySite, and Robert McNeel & Assoc., producers of Facade, have formed a product partnership for the latest release of each company's products.

The companies will integrate 3D site modeling and architectural model faces, textures, and rendering features to create lifelike, photo-realistic renderings in AutoCAD. The combined products will then be co-marketed as EasySite/AccuRender, EasySite/Facade and Easy Site/AccuRender/Facade.

SOLO appoints Tait Distributors

NEWPORT NEWS, VA — SOLO Inc. appointed Tait Distributors Ltd. as a distributor for the Solor line of outdoor power equipment with dealer sales responsibilities in western Canada, including western Ontario and the provinces of Alberta, British Columbia, Manitoba and Saskatchewan.

CLIPPINGS

TruGreen announces changes to perk LandCare's performance

MEMPHIS, TN — In an effort to make its TruGreen-LandCare landscape operations more efficient and increase its internal growth rate, management at TruGreen headquarters here is implementing changes in corporate and regional responsibility.

The changes are meant to more closely align the two halves of the company's

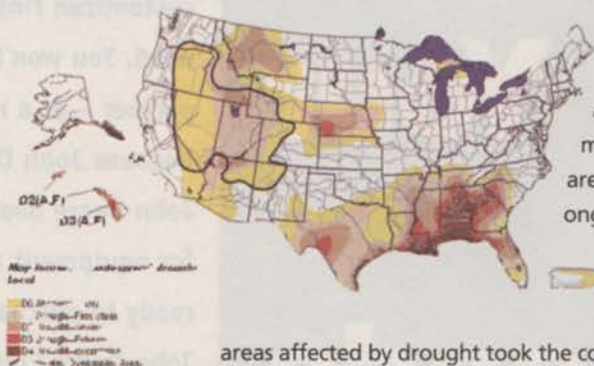
Green Industry businesses, reported Paul Anderegg, vice president of sales and marketing. One of the goals is to provide its landscape operations with some of the same operating efficiencies as its huge lawn care network, he told *Landscape Management* magazine.

The process is already underway in the *continued on page 20*

Southeast hoping for fall moisture

ELECTRA, TX — This summer's drought got so bad in this town of 3,000 about 140 miles northwest of Dallas that Electra city officials suggested that residents use their toilets five times before flushing. They also threatened fines of \$500 for anyone watering their lawn, reported CNN.

In nearby Wichita Falls, city council enacted emergency legislation severely restricting water use, including limiting outside irrigation for homeowners and businesses and banning it altogether on golf course tees and fairways.



This spring and summer, drought settled on the Southeast — from Texas across to and including much of Florida. For many areas, the drought has been ongoing for two and, in some locations, three years.

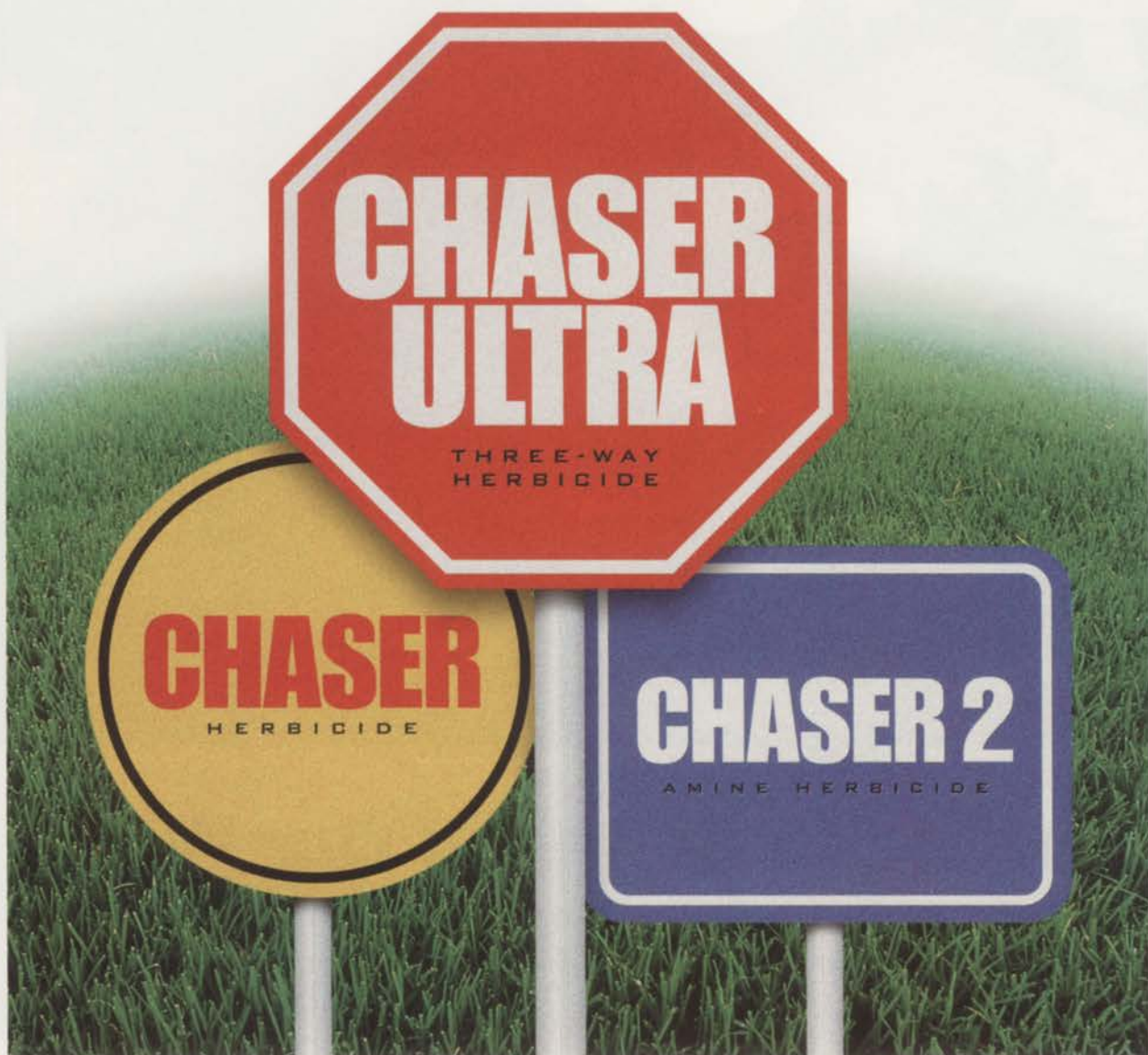
Most lawn care/landscape professionals in areas affected by drought took the conditions in stride.

"I guess a lot of them are used to droughts by now," commented Thomas Delaney, executive director of PLCAA. "If they've been in business for a while, they've seen a couple." Through August, the Atlanta area was still 11 in. below its normal precipitation rate with communities south of the city suffering even more, said Delaney.

As the end of summer approached, there were indications that the region could expect more moisture.

"It was the worst drought I've seen," said James Bartley, Southern Lawns, Inc., Montgomery, AL, "but the last three days it's been raining and it dumped a lot of water here. Maybe we'll start getting the Gulf moisture like we're supposed to."

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Seed companies divide ABT remains

The dust is clearing following the collapse of AgriBioTech (ABT) and the subsequent sale of its turfgrass seed and specialty division assets to Kenneth R. Budd and J.R. Simplot.

Budd is again running Lofts Seeds out of Winston-Salem, NC. The Budd Group, run by Kenneth Budd's uncle, Richard Budd, bought Lofts Seed, Inc., in June 1996. Lofts Seed was then merged with AgriBioTech in January 1998, and Richard and Kenneth became officers in ABT. Kenneth Budd was named president chief operating officer of ABT in June 1999.

In August, Lofts struck an



Barenbrug USA's Marc Cool, left, and Roeland Kapsenberg, right, with Phil Ward, director of the Oregon Dept. of Agriculture.

agreement with Barenbrug USA, Tangent, OR, authorizing that company to handle all phases of Lofts grass seed pro-

duction, packaging and shipping on the West Coast.

"This provides stability to the growers on the West Coast who were extremely nervous about ABT's bankruptcy and for two years didn't know who would buy their seed and take deliv-

ery," Barenbrug USA's Marc Cool told LM.

It also provides stability for

users of Lofts seeds on the East Coast. "Lofts is now able to focus on serving and supplying seed to users in the East," he added.

Meanwhile, J. R. Simplot, Post Falls, ID, reported that the part of ABT that it acquired includes the production and marketing rights for a number of turfgrass seed varieties, various international production contracts and several distribution locations.

The seed varieties include: L-93 creeping bentgrass, Southshore creeping bentgrass, Jamestown II chewings fescue and Jaguar 3 turf-type tall fescue. They have also acquired the rights to Signature bentgrass blend and Pinto wildflowers mixture.

Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

THE TURFGRASS MANAGEMENT INFORMATION DIRECTORY... is now available for sale. The directory, in its third edition and edited by Dr. Keith Karnok, University of Georgia, contains almost 8,000 entries. Cost is \$19.95, and discounts are available when ordering more than five copies. For more information call Ann Arbor Press at 800-487-2323.

COOL SEASON TURF DISEASES AND THEIR MANAGEMENT CD... Dr. Henry T. "Hank" Wilkinson knows a nasty turfgrass fungus when he sees one, so who better to offer this CD? With assistance from Dr. M.C. Shurtleff, also of the University of

Illinois at Urbana-Champaign, Wilkinson describes the fungi that drive cool-season turfgrass managers crazy, how to tell one from another and how to control them. Wilkinson has held the position of turfgrass pathologist at Illinois since the inception of the position there in 1982. Call 217/333-7738; fax 217/244-3219; <http://www.turf.uiuc.edu/iaturf.htm>.

HEAVY EQUIPMENT OPERATORS... may be easier to find after the new Tractor Loader Backhoe (TLB) instruction manual is distributed. The manual, available through Vista Training, Inc., is designed to teach

new operators, refresh experienced operators and help all operators safely perform routine and unusual jobs. Hundreds of pictures and diagrams along with plain-talk instruction will the inexperienced become proficient operators of the TLB, the most popular type of construction equipment in use. The manual costs \$38 and can be ordered by calling Vista at 800/942-2886.

DRIP IRRIGATION MADE EASY... by Drip Rite Irrigation Products' Drip Irrigation Products Catalog and Design Manual. To obtain the catalog log on to Drip Rite's Web site at www.dripirr.com.

industry almanac

continued from page 16

Florida, Los Angeles, Dallas and Atlanta markets where the commercial sales staffs of lawn care and landscape have been joined into single selling units in each region.

"It may take us a while to complete the process in the rest of the country, but we felt we needed to bring the two companies together," Anderegg explains. "It was what we always wanted to do but we decided to begin the process now because we felt there was a lot of overlap going on, particularly in sales which was causing some confusion in the marketplace. Our goal is to share resources whenever it makes good business sense."

"We don't see any changes occurring at the branch level," Anderegg added.

TruGreen-ChemLawn became a force in the landscape maintenance industry early in 1998 when it initiated a new landscape management division with the acquisition of four independent landscape companies with combined revenues of about \$40 million. At the same time, a new Houston-based corporation known as LandCare USA, Inc., announced that it had merged seven privately held landscape companies into a single national company.

TruGreen and LandCare competed to make acquisitions until TruGreen announced in November 1998 that it had acquired LandCare and would merge it with its landscape division in 1999. In July 1999, the merged companies became known as TruGreen LandCare with Dave

Slott, president and chief operating officer of TruGreen and Anderegg as president/chief operating officer of TruGreen LandCare.

Since that announcement, TruGreen LandCare has labored to consolidate its landscape operations — consisting of over 80 formerly independent companies.

As part of the recent changes at TruGreen headquarters, it was announced that Don Karnes will return to a more active management position in TruGreen and head up the integration of the two businesses. Also, all field operations in both lawn care and landscape will not report to Dave Slott and all sales and marketing will be directed by Paul Anderegg.

— Ron Hall

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Direct 0900 - LM

People & companies

The Arizona Nursery Association

hired Lynda Tatum as its new communication and education coordinator.



Arbor Care, a tree care service of landscape maintenance company Environmental Care, promoted James G. Walsh to East Coast Chief Technology Officer.



Swingle Tree Co., Denver, CO, promoted John Gibson and Jeff Oxley to the positions of Directors of Operations.

Van Waters & Rogers

named Bill Barrs district manager for the Florida District of the company's Professional Products & Services business unit.



Solo Inc. named North Coast Distributing Inc. as a distributor for its Solor line of outdoor power equipment. North Coast will be responsible for dealer sales in Kentucky and Ohio.

The American Society of Landscape Architects

awarded its highest honor of Fellow to Chris Dimond, vice president and national director of urban design and planning for HNTB Corporation.

FertiGator formed an alliance with

Down To Earth Distribution. The company now offers Down To Earth's natural, organically-based fertilizers to users of the FertiGator™, a system that provides lawns with continuous fertilization through existing or newly installed in-ground sprinkler systems.

Riverdale Chemical Co. named

Lendel Schutzman regional sales manager, Mark Phipps northeast regional

sales manager, Jeff Ziehmer western regional sales manager and David Champion sales representative.

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LawnSite.com
LawnSite.com bills itself as "the place for lawn and landscape professionals." It features 10 different forums on topics such as commercial lawn care, residential lawn care, snow plowing, landscaping, pesticide application, Grass Masters, and Chevy, Dodge, Ford and GMC trucks. One stressed lawn care professional posted this comment in the com-

mercial lawn care forum: "I just went and bid a job that pays well, but have never mowed anything so steep, 40-degree angles. I plan to use a walk-behind 52. It's around two acres. Could use some advice on this job."

The site also features a place to buy and trade used power equipment. Users post a classified ad, and those interested can click on the item and respond.

Forum	Posts	Threads	Last Post	Replies
Commercial Lawn Care Forum This forum is a place to discuss the commercial aspect of the business. Please keep discussions related to commercial lawn care.	34003	2742	08-24-2000 05:29 PM by Kraberm	874
A place to buy and trade used power equipment Please use this forum to post ads for used power equipment. This forum is for the end user and NOT intended for commercial use or unlicensed advertising. LawnSite.com is only a venue for the sale. We have NO control over the actual transaction.	188	138	08-23-2000 11:56 PM by WALCER.MOW	874
Commercial Pesticide Application Forum This forum is for discussions about the pesticide applications side of the business. Please keep discussions related to this.	380	34	08-24-2000 01:08 PM by Kent Lawes	874
Grass Masters Forum Welcome to Grass Masters Message Forum. www.lawnsite.com/usa is your information center for the lawn care industry.	100	21	08-18-2000 11:50 PM by GrassMaster	874
Landscaping This is a Landscaping Forum	1389	205	08-24-2000 02:34 PM by gals	874

The site boasts over 400,000 hits per month, and, while not as fancy as some other sites, it manages to work well because it's simple and easy to fol-

low. All of the forums and other areas of interest appear in a list as soon as you log on, and you get what you see.

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Circle 117



Doug Masters, national account manager for The Andersons, assists Jim Campanella of Lawn Dawg by pouring lime into his spreader.

Landscape pros spruce up Arlington

WASHINGTON, D.C. — Nearly 80 landscape professionals braved rain July 24 and spread 40,000 lbs. of lime on the grounds of Arlington National Cemetery and Congressional Cemetery as part of the Professional Lawn Care Association of America's (PLCAA) fourth annual "Renewal & Remembrance" project.

"This year we got most of the lime spread. We got lots of work done despite the weather, and some of these guys are executives who aren't exactly applicators," said PLCAA president Jerry Grossi, Arborlawn, Lansing, MI.

"We were also able to work on Old Congressional Cemetery for the first

time, and I think the people at both Arlington and Congressional were appreciative of getting a service they don't normally get."

The day began with a ceremony featuring remarks from Grossi, cemetery project coordinator Phil Fogarty, Mentor, OH, and the presence of the Joint Color Guard.

Co-sponsors of the event included FMC, Novartis, American Cyanamid, Bayer Corporation, Dow AgroSciences and Aventis. Contributors included Lesco, Inc., The Andersons, and IMERYS.

— Jason Stahl

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Circle 116

LM100

Landscaping pros spruce up Arlington

WASHINGTON D.C. - Family-owned and operated, the landscaping firm of Jim and Linda Smith has been in business for over 30 years. The company has a reputation for quality work and customer service. The Smiths have a long history of providing professional landscaping services to the Washington D.C. area. Their expertise includes lawn care, tree care, and hardscape installation. The company has a strong commitment to environmental stewardship and sustainable practices. The Smiths are proud to be a part of the landscaping industry and to provide the highest quality services to their clients.

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Big 25 Landscape Contractors

Consolidation continues, and the big guys have gotten even bigger. Some names are familiar, others are new, but all have significant presences in the Green Industry.

TruGreen LandCare Memphis, TN

After absorbing Houston-based rival LandCare in March 1999, TruGreen is apparently slowing down to consolidate its many separate acquisitions into a single national company. "We're still doing some acquisitions, but we're being very selective," reports Paul Anderegg, vice president of sales and marketing. In only its third season, the subsidiary of ServiceMaster is expecting revenues of about \$715 million this season, a 30% jump over what it reported in 1999. The more than 60 companies that TG-LC has put under its umbrella are divided into four geographic operational divisions overseeing 14 regions.

Environmental Industries Inc. Calabasas, CA

Once again, Environmental Industries has grown much of its business internally, reporting revenues for 1999 in the range of \$450 million.



In addition to building growth internally and making some key acquisitions (most notably in the Washington DC area) for fiscal 2000, EII continues to develop business in all areas of its focus: landscape design/build; maintenance; golf course construction and maintenance; nursery; specialty plants and accessories; and "themed" development, reaching \$451 million. President Burt Sperber expects revenues to top \$500 million in fiscal 2001.

The Davey Tree Expert Co. Kent, OH

A growing commercial grounds maintenance division, residential and commercial lawn care, specialty vegetation management programs and a long tradition of tree care and installation propelled The Davey Tree Expert Company to gross revenues of \$308 million in 1999. The company looks for a 10% growth rate in its services, which total about 70% residential and 30% commercial. R. Douglas Cowan, CEO, and Karl Wamke, president, expect the company's 6,000 employees will generate upwards of \$315 million for the year 2000.

The Brickman Group Langhorne, PA

Acquisitions and internal growth continued to drive The Brickman Group's revenues higher in 1999, reaching \$180 million (topping projections

by \$5 million), reported Scott Brickman, president. The recent addition of two San Diego-area companies should push 2000 revenues into the \$230 million range, he noted. The West Coast move also is significant for Brickman, which traditionally has had a heavy East Coast influence.

RBI Companies Littleton, CO

This western landscape player grew business again in 1999, reaching revenues over \$68 million and



projecting a further increase to top \$78 million for 2000 revenues. In addition, RBI's strategic merger with American Civil Constructors earlier this year brings total revenues near \$109 million later this year. Jody Randall, vice president of internal operations, notes, "This merger means opportunity and stability for the employees and companies that are part of the team." Watch for RBI to further expand into Western markets and continue to sell its landscape, golf, sports field and road construction services.

Gothic Landscape Valencia, CA

This mainly commercial landscape construction and maintenance firm continues to see good growth from its hot markets – southern California, Las Vegas and Arizona. For 1999, Michael Georgio, president, and Jon Georgio, vice president, reported revenues of \$52 million, topping their earlier projections due to an estimated 25% rate of growth. The brothers see upwards of \$60 million in revenues for 2000 for this 16-year-old business employing about 800 people.

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OneSource Landscape & Golf Services

Tampa, FL

Ron Schmoyer, president, projected \$45 million in 1999 revenues for this southeast landscape giant, but the firm topped that by \$10 million. This healthy bump in revenues comes from landscape design/build and maintenance, as well as golf course maintenance and related services. Watch for further growth for 2000, which may reach \$65 million, Schmoyer predicted. Acquisitions and forays into new service niches such as aquatic and resort maintenance may propel this company ahead by several millions more very soon.



Grounds Control

San Antonio, TX

Grounds Control, the landscape division of Sanitators, Inc., pulled in a cool \$35 million in 1999, mainly due to acquisition. But president Al Honigblum is also aiming for an ambitious 10% annual internal growth rate. "We're cultural buyers — we buy companies with similar cultures," Honigblum says. "We're interested in top quality leaders in high-end markets. We're also looking for the entrepreneur to stay on to continue to service clients like before." Sanitators' goal is for the landscape division, which currently has 650 employees and offers everything from landscape construction to irrigation, to eventually bring in \$90 million to \$120 million.



The Bruce Company of Wisconsin Inc.

Middleton, WI

Since starting in 1952, The Bruce Co. has grown into a \$31 million full-service operation. Services offered include design/build, landscape management, irrigation, golf course construction and maintenance. Commercial/residential client mix is 65% to 35%. The company also has a retail garden center and nursery. Jeff Joutras, sales manager for the landscape management division, says the company aims for steady growth, and it looks like it will achieve that in 2000 with projected revenues of \$33 million. "What makes us unique is the depth of resources we offer, and that we're vertically integrated," Joutras said. "We can take a project from start to finish, then maintain it. We also have a strong team of landscape professionals who like our company and have made careers here."

Oak Leaf Landscape

Anaheim, CA

Even as big as Oak Leaf is (\$31 million in 1999), president Dennis Buccola says it could grow as fast as it wanted. In 2000, revenues are expected to be anywhere from \$36 to \$40 million. "The quality of employees is the hard part," Buccola says. "They're our strongest asset." Right now, there are around 550 employees to perform the company's commercial nursery, maintenance, landscape, irrigation and general contracting services. "We're a niche company — we look for repetitive business," Buccola says. "We do as much of each customer's business as possible."

American Landscape Co.

Canoga Park, CA

Commercial landscape construction, golf course construction, maintenance and a wholesale nursery gave American Landscape a surprisingly good year in 1999, boosting revenues by nearly \$6 million to reach the \$30 million mark, says Mickey Strauss, president. Public works projects, parks and housing development brought much of the business recently, he notes. While most of the landscape work is centered in southern California, golf projects can take this firm farther afield — this year to Salt Lake City. Strauss says his 550-employee firm positions itself to be flexible and adapt to economic changes. Look for further 2000 growth, possibly reaching \$33 million.

Duke-Weeks Landscape Services

Atlanta, GA

This landscape giant was started in the late 1960s as an in-house service for A.R. Weeks & Associates development and didn't even take outside customers for 20 years. According to Mark Flowers, senior vice president, Duke-Weeks Land-



scape's combined revenues for commercial landscape services totalled about \$27.5 million in 1999. The firm handles commercial installation and construction, irrigation, design, maintenance and color. Flowers expects further growth in 2000 due to a "refocus" on its services in 11 markets throughout the South and the Midwest. Look for more movement into dynamic markets showing strong growth and plenty of commercial development.

The Groundskeeper

Tucson, AZ

With \$25 million in revenues in 1999, an expected growth of 10 to 15% in 2000, seven branch offices and over 600 employees, The Groundskeeper is a major player in its region. According to Kent Miller, vice president, the company has achieved its growth in the face



of political and regulatory issues present in its three-state area: gas blower and mower regulations in Arizona; water issues in California; the INS; and pesticide regulations. It has also managed its sizeable work force well, emphasizing core practices such as weed-eating, fertilizing and mowing.

Lipinski Landscape and Irrigation, Inc.

Mt. Laurel, NJ

Robert Lipinski, who carved a niche for his company by incorporating swimming pools into landscapes, led the company to \$22.5 million in revenues in 1999 and expects to see that total increase to \$25 million in 2000. Ever since starting the company in 1976, Lipinski has seen an average annual growth of 10%. The company has the same number of commercial and residential clients, all of whom are located in South and Central New Jersey. About 450 employees enable the company to provide a variety of services, including landscape, irrigation, maintenance, pools and snow removal.

Vila & Son Landscaping

Miami, FL

This family-owned landscape powerhouse has offices in Miami, Orlando and West Palm Beach, FL, and employs upwards of 300 people. The specialty of the house is landscape installation for commercial properties, government and parks projects and large condominium developments. This organization also owns a nursery and container tree farm providing woody ornamentals to the trade. Vila's managers were rocked in 1999 by a 50% increase in revenues, totalling \$21 million, reports Ricardo Leal, vice president. With the backlogs at the Miami headquarters and plans to grow the business in the new West Palm Beach branch, the 2000 revenue figures may reach upwards of \$24 million. Plans for 2001 include investment in company and equipment, plus emphasis on growing more business in these lucrative markets.

Chapel Valley Landscape Co.

Woodbine, MD

Watching a 10% revenue projection blossom into a 25% reality, J. Landon Reeve, president of Chapel Valley Landscape, reported a 1999 jump to \$20 million. This landscape design/build, maintenance and irrigation leader in the hot Washington-Baltimore market saw growth in all

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areas of services. Business in both commercial and residential sectors is equally brisk, he reports, mostly driven by the area's extensive development and healthy economy. Reeve thinks that 2000 will be a "catch-up" year when managers organize to manage this speedy growth.

Scott Byron & Company, Inc. Lake Bluff, IL

High-end residential design/build clients of Scott Byron & Company "understand the value of landscaping and are willing to spend money for the service," says owner Scott Byron. Serving what Byron calls the "unique and great market" of the north side of Chicago and areas of Indiana, Michigan and Wisconsin, this company took in \$20 million in 1999. It was established in 1983 and now employs about 320 people. He sees plenty of untapped opportunity in this market, with much room to expand, despite the competition. Byron projects



\$23 million in revenues for 2000.

Landscape Concepts Grayslake, IL

Since Mike Kerton and Peter DeVore took the reins in 1985, Landscape Concepts has grown into a major landscape construction and maintenance firm serving Chicago's northern market. Last year, revenues grew more than 30% to reach \$20 million for 1999. The team expects another year of 30+% growth, with possibly \$27 or \$28 million in 2000 revenues. Rather than "killing themselves" to manage this growth, Kerton says their 2001 focus will be to concentrate on bringing all systems into line for the design/build, maintenance, tree care, irrigation, aquatic management and other programs they offer.

Teufel Industries Portland, OR

Started as a nursery in 1890, Teufel Industries has grown into a full-blown landscaping business — commercial landscape construction, maintenance and high-end residential work. Revenues in 1999 were \$19 million and are expected to jump to \$21 million in 2000. Rick Christenson, landscape division manager, said it's easy why his company stands out from the rest. "Reputation," he said. "For quality and value, we are the most outstanding company in the Pacific Northwest." Not to mention the largest independently owned landscape company in the Northwest. And in these times of lean nursery supplies, Teufel,



Cagwin & Dorward Novato, CA

Like many of its counterparts, Cagwin & Dorward enjoyed a year of growth in 1999, driven by a strong customer retention rate and acquiring word-of-mouth business. According to Wayne Richards, COO and an owner, revenues for 1999 totaled about \$18.153 million, with projections for \$20 million in 2000. He expects Northern California's strong commercial business to continue to push demand for maintenance, as well as landscape construction services. "We had downsized that division in the mid-1990s," he explained, "but now expect to get 20% to 25% growth in that business in 2001." C&D also plans to expand arbor care services.

Mariani Landscape Lake Bluff, IL

Started in the late 1950s, you might call Mariani Landscape an "oldie but a goodie." Revenues in 1999 were \$17 million, and are expected to reach \$20 million in 2000. For a company that prides itself on service, that kind of growth can be scary. "We don't want to get too large, too quick," says Paul Mondì. "We want controlled growth." Right now, the company's high-end residential clients are used to getting their calls returned promptly and having individual quirky requests fulfilled. "We do a lot of little things," Mondì says.



Mariani offers design/build and maintenance services, and also has a specialty garden division to care for high-end perennial and annual gardens.

AAA Landscaping Tucson, AZ

The economy is strong, prospects for landscape work are bright and the climate is ideal. What's wrong with this picture? According to Richard Underwood, vice president of AAA Landscaping, it's initiatives on the ballot to limit growth and the usual limitations brought by labor. These factors haven't stopped AAA from achieving \$16

million in revenues in 1999 and expecting \$17 million for 2000. The firm's split of maintenance and installation services (50/50), work in Tucson and Phoenix markets (50/50) and wholesale plant nursery of native and adaptive plants seems to be a recipe for success.

Nanak's Landscaping Longwood, FL

Although they started 28 years ago with one truck and a mower, the owners of Nanak's Landscaping now depend on more than 325 employees to get the job done, says Sam Puran Khalsa, president. This 100% maintenance firm with branches in Tampa and Jacksonville does a small amount of installation for established customers it values. With 1999 revenues of \$15 million, Khalsa predicts figures of \$18.7 million in 2000. This 25% gain is right in line with performance of the last four years. "We've been growing at a 25% to 30% dip," he notes. Managing this growth is a challenge for Nanak's managers, who maintain a strong focus on employee retention and development. "We try to make an environment where really good people can succeed and have the opportunity to do things their way," he adds.

Lied's Sussex, WI

Unlike many of its large counterparts, Lied's relies heavily on residential customers (70%) vs. commercial operations (30%) to achieve \$14.9 million in 1999 revenues. This long-established firm continues to drive its design/build business (55%) but also sees ample growth on the maintenance side (30%), says Robb Lied, president. At peak season, Lied's employs about 300 people to handle robust demand for residential renovation, commercial work and new landscape construction projects. Lied predicts modest growth for 2000 — probably reaching the area of \$15.5 million.

Tropics North Princeton, FL

This 27-year-old company focuses on the south Florida market and offers installation (60%) and maintenance (40%) services to an almost exclusively commercial clientele. Led by Greg Proch, CEO, Tropics North has a significant presence in Dade, Broward and Monroe counties, up to the Palm Beach area. This presence and a very fruitful market may account for Tropics North's \$14 million in 1999 revenues, as well as the increase to \$15 million expected for 2000. Proch says his maintenance services are driving growth, with a 35% increase. Look for revenues near \$16 million in 2001, he predicts.

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LM100

Big 25 Lawn Care Contractors

Some will be more affected by the loss of Dursban than others, but these firms know that the loss of more pesticides looms on the horizon. Still, growth was good this year thanks to the continuing need for their services.

TruGreen-ChemLawn Memphis, TN

This past year TruGreen-ChemLawn acquired Midwest-based Leisure Lawn, ETM in Raleigh, NC, and Professional Turf, Boston, and expects revenues of \$870 million from its lawn services operations, up about 7 percent percent from last year's \$810 million. The national lawn care leader remains on the prowl for more independent operations to add to its service network.

Lawn Doctor Holmdel, NJ

This franchise company, the nation's number two lawn care company, continues to grow. It num-



bered 388 locations in 40 states this season. "We've got the same problem as everybody else, labor," says Frith. "We could have done more work but we didn't have enough people to do. We left money on the table." Even so, Lawn Doctor should exceed \$61 million in

sales this season, up from about \$56 million in 1999, says Frith.

The Weed Man Mississauga, Ontario

The Weed Man made a big move into the United States market in 2000, granting seven "submaster" franchises and expecting to add eight more by year's end. Each of these individuals are working on granting and training several franchise operations within their respective locations. The company's goal is to add 20 to 25 new franchise locations a year for the next several years. The Weed Man, a leader in the Canadian lawn care market for the past 30 years, expects sales in the \$55-\$60 million range this season.

FirstService Corp. Toronto, Canada

Several lawn care companies operate under the FirstService Corp. umbrella, including ChemLawn

Canada which also does business as Sears Lawn Care. Sales for this operation grew about 8% this season to about \$32 million, says William "Bill" Black, CEO and president. ChemLawn Canada offers a range of lawn and landscape services in the provinces of Ontario, Quebec and Alberta. About 80% of the company's revenues are derived from its residential accounts, he adds. First-Service subsidiary The Franchise Company also owns a controlling interest in Nutri-Lawn, the lawn care franchise operation with about 50 locations across Canada and at least two in the United States.

Scotts Lawn Service Marysville, OH

Reaching \$21.5 million in revenues in only its third year, this business, headquartered in central Ohio, continues on the fast track. Scotts Lawn Service expects to expand from 12 to 17 corporate locations early in 2001. It also plans to add to the 21 franchise locations. "We are in the acquisition business but it has to be a fit that makes sense and with a company that has a good reputation," says Bill Hoopes, director of development and training. While Scotts Lawn Service is primarily a midwest service provider, look for new stores as far away as northern Virginia.

NaturaLawn of America Frederick, MD

More than a decade ago this company began selling franchises based on the concept of using natural organics and biologicals to beautify lawns, and the strategy has proven to be a solid one. Randy Loeb, vice president, estimates that the company's 50 locations in 23 states will combine for sales exceeding \$20 million in 2000. Look for further expansion of NaturaLawn of America into key markets in the South, Midwest and West.

Spring-Green Corp. Plainfield, IL

With 2000 revenues approaching \$20 million, Spring-Green remains one of the top lawn care franchise operations in the United States. The company, with 65 franchise holders doing business in just over 100 locations, is strongest in the Midwest but has operations in the East, from New Jersey to the Carolinas and several operations in the Pacific Northwest too.

Centex Home Team Lawn Care Dallas, TX

At last count Home Team, a division of the \$5 billion Centex Corp., numbered eight locations. It has a growing presence in Texas, Georgia and Florida and expects to generate \$12.5 million in sales this year. The company made news this summer when it purchased King Green, Inc., Charlie Green's Atlanta operation. President Dave Armitage forecasts \$75 million in annual sales.

Erlich Green Team Reading, Pa

Founded by Julius C. Ehrlich in Reading, PA, in 1928, this company is best known for its professional pest control services. Now operated by the great grandsons of the founder, 6 of the company's 43 local offices now also offer Erlich Green Team lawn and tree services. Although the Ehrlich name is well known in seven Mid-Atlantic states, its Green Team operations are primarily in Pennsylvania. The Green Team anticipates sales of \$10.3 million for the 2000 season, up from \$9.8 million in 1999, says company spokesman John Gibbons.

Middleton Pest Control, Inc. Orlando, FL

The image of a smiling green frog atop a lily pad is familiar to people in central Florida who immediately associate it with Middleton Pest Control,



Inc., one of the biggest pest control/lawn care operations in the Southeast. This company was founded in 1952 and manager Joe Welch says its mission is always to deliver the highest quality service possible. Middleton should generate about \$9.5 million in lawn

care revenue this year, an increase of about 20% over 1999, says Welch.

Massey's Green Up Lawn Maitland, FL

This well-established pest control leader, based in central Florida, also delivers a high-end total care



program to its lawn customers. The most common turf program involves six service calls per year, including an annual aeration. Thirteen of the company's 36 service centers deliver lawn fertilization and pest control. The company expects revenues from this division of the

company to be about \$8.5 million this year.



continued on page 32

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Green Drop Lawns

Calgary, Alberta, Canada

This Rocky Mountain-based operation numbers locations throughout Canada's Prairie Provinces and, this past year, opened its first U.S. operation in Chicago. Owner John Robinson says his company's numbers are private, but acknowledges that it's been growing 10% to 15% annually. It is one of the largest non-franchise application companies in North America.

The Lawn Co. Inc. **South Dennis, MA**

"We're meeting our expectations this year and, generally, our expectations are a little bit high," reported Ed McGuire, owner of this business, based in Cape Cod, MA. McGuire credits a strong spring selling season. "We had one of our better springs for new sales," said McGuire. "It still doesn't compare to the 1980s but it was good. The Lawn Co. expects revenues of about \$7 million this season. The company is outgrowing its quarters and is planning on a new building for 2001.

Prograss, Inc. **Wilsonville, OR**

This progressive Green Industry operation is reporting 10% growth this season and should reach \$11 million in sales. Focusing mostly on the residential market, 22-year-old Prograss provides a full range of turf, landscape and tree care services. Its 150 employees service customers in and around Portland and Eugene, OR, and also in Seattle and Concord, CA.

Senske Lawn and Tree Care, **Kennewick, WA**

In eastern Washington and parts of Idaho and western Montana, this company is a top Green Industry service provider. Its divisions — lawn care,



weed control, trees, pest control, grounds maintenance — should generate about \$10 million in total sales, says president Chris Senske. The company, which employs about 200, grew 9% this season, he said.

Swingle Tree & Landscape Care **Denver, CO**



Although the season was exceptionally dry in the Denver market, the demand for professional lawn and tree services continued to climb, and this quality company — for the second time in recent years — had to turn down work in June. "We just didn't have enough employees," says president

Tom Tolkacz, "and we won't take on work unless we can provide quality service." Swingle should top \$9 million in sales this season with about \$2 million coming from traditional lawn care services. About 85% of the company's revenues come from residential services.

Agro Lawn Systems Inc. **Vienna, VA**

Keeping up the growth in northern Virginia has been a tall order for service companies, and this 26-year-old lawn care company is no exception. President Tom Speirs says his company should record sales of about \$2.9 million. "With all the rain we've had, almost everybody's lawn looks good, those that have been cared for and those that haven't, so we're not expecting a strong fall selling season," says Speirs. Even so, new construction in his marketplace is putting a charge into his company's landscape division.

Masters Green Inc. **Sterling Heights, MI**

This company's two locations serving the Detroit area will produce about \$3.1 million in lawn care sales this season. "We have to continue to grow to stay profitable," says President Paul Wagner. A cool, wet summer through August kept the lawns in southeastern Michigan green and lush, and Wagner was looking for a strong fall selling season. "The better our lawns look, the better are company looks," he said.

Lawn Medic, Inc. **Bergen, NY**

This company, founded in 1969, is smaller than it once was but it's still a healthy and respected organization with between 25-30 company and licensed franchised operations in six states, most in the Northeast but some in the Midwest. President Don Burton says the company's financial information is private, but Lawn Medic sales exceed \$2 million system wide.

Lawn Master Inc. **Pensacola, FL**

This quality lawn care operation has been taking care of Pensacola's predominantly centipedegrass and St. Augustine lawns for 20 years now. President Joe Williams reports the area suffered a horrendous drought through most of the season and was still about 20 in. short of the rain it usually receives for the year. Even so, Williams expects an 8% to 10% growth in revenues from 1999's 2.4 million.

Southern Lawns, Inc. **Montgomery, AL**

In spite of a drought that lasted well into summer, Southern Lawns, Inc., with locations in Montgomery, AL, and Columbus, GA, will generate \$1.5 to \$2 million in sales, predicts James Bartley, general manager. Bartley has been running this quality company since its founding 23 years ago. It specializes in keeping this city's hybrid bermudagrass lawns green and healthy.

All America Turf Beauty Inc. **Van Meter, IA**

With sales of just over \$2 million in 2000, All America Turf Beauty remains one of the top independent lawn care providers in the Midwest. President Daryl Johnson says one of his company's goals has been to grow the application business by 10% annually and this year it will meet that goal even though other areas of the company, like Christmas Décor, are growing faster.

Fairway Green Inc. **Belle Mead, NJ**

This family owned and operated company founded by Robert Windish in 1987 will generate sales of \$2.2 million this season, he says. Fairway Green markets "environmentally conscious" lawn care. "We treat each lawn on an individual basis. There are situations where you can treat on as-needed basis, and some that you can't," says Windish from his central New Jersey location.

One Step Tree & Lawncare **North Chili, NY**

The regulatory climate remains unsettled for lawn care operators in the State of New York, but customers of this 25-year-old operation insist upon lawn service. Last season, they boosted One Step sales to \$2.1 million, and owner/operator Bob Ottley says he's budgeting a 10% increase in revenues for this season for his 22-person operation.

Heritage Lawns **Plainfield, CT**

President James Leszuk says he not actively seeking to expand, but he won't turn down opportunities to grow his business in different markets if they present themselves. Headquartered near Hartford, Leszuk oversees operations near Springfield, MA, and is expanding another location in the Boston area. With sales of \$1.5 million this season, Leszuk, who sees irrigation as a bigger part of his services, is looking at double-digit growth next season.



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LM100

20 Leading Grounds Organizations

Talk about clean cuts and top-notch scenery. These grounds, whether they be located in parks, office or residential complexes, or schools, inspire awe from those in and out of the Green Industry.



Peterson Air Force Base Colorado Springs, CO

More than 28 miles of edging along 117 acres of irrigated bluegrass is accomplished by Blane Pshigoda and his crews on behalf of this Embassy Lawn/Davey Commercial joint project. Spit and polish procedures apply throughout the 1,327-acre space program base, which must be policed daily. No weed over 2 inches in height or width is allowed, and rock beds coexist with trees, turf and ornamentals.

City of Mission Viejo Mission Viejo, CA

John Hall and his SpectrumCare colleagues tend medians totaling 43 miles with 55 acres of display planter beds decorating this master planned community, which includes 27 acres of turf to be mowed weekly. Traffic is a major concern, and the workers value their bright vests and the many cones poised for protection. Scheduling is tight and the city's expectations are high regarding the lush landscapes.



Rock Creek Ranch Greenwood Village, CO

CoCal Landscape's Gilberto Funes deals daily with multiple mowing heights as his crew tackles 144 acres of irrigated turf and 163 acres of as-

sorted native grasses and plants. The 1,200 homes here are complimented by numerous sophisticated landscape elements, including 20 aerated ponds, a gray water irrigation system, a wastewater treatment plant, wetland areas, parks, ballfields, sculptures, jogging trails and playgrounds.

Lincoln Elementary School Olympia, WA

Tom Kuehn successfully implemented an exceptionally high-profile "No Pesticide Zone" schoolyard here, and the widely publicized program has made the grade largely because Kuehn took an active role meeting with zero-pesticide advocates and cheerfully addressing their concerns. An existing strong integrated pest management (IPM) program was already in place throughout the district's 19 schools, and Kuehn was careful to explain that the resulting landscape would have a more rustic look sans pesticides.

Blue Hills Country Club Linwood, KS

Horticulturist Monica D. Higgins and her assistant are responsible for all the landscaped areas here, including the area surrounding the clubhouse, tennis court and swimming pool, plus some two acres of turf and landscape areas composed of trees, shrubs and flowers divided into more than 40 separate bed areas, and more than four acres of wildlife areas.

Xavier University Cincinnati, OH

Founded in 1831, a campus highlight is Horticulturist Walter Bonnell's reconstructed Academic



Mall. It's a place where all folks can enjoy serenity amid seating for 500, ornamental beds and sodded areas atop plastic turf-lock that allows access for emergency vehicles and other equipment. With irrigation throughout "during the hottest days of summer the mall is as green as it is in springtime," Bonnell says.

Multnomah Bible College Portland, OR

Grounds Supervisor Alfred McInturf hears plenty of humorous green references to his last name as



he, Ron Casey and student staffers tend to a campus that includes two dormitories, 35 houses and 52 apartment units. The perennial plant mix is ever-expanding, and mature evergreens are complimented by younger ornamental trees.

Sylvan Abbey Memorial Park Clearwater, FL

Among his other tasks, Grounds Manager Dusty Hallman is overseeing the pruning of each of the 1,100 southern live oaks growing amid 40,000 graves on 95 acres. Horticultural challenges abound over the digging that's necessary for burials; but the pruning program lets the sun shine in to cover formerly bare ground with lush St. Augustine turf.

College of the Holy Cross Worcester, MA

This 175-acre campus rests on five large terraces graced with 10,000 annuals on the northern slope of Mt. St. James. The 15 crew members under Grounds Superintendent James Long wear football spikes while mowing the 300,000 square feet of banks. Long's been here for 42 years—it's the only job he's ever had; other workers have longevity rates of 20 to 45 years.



continued on page 38

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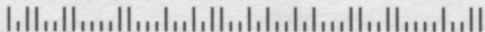
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Texas A&M University College Station, TX



A 2,000-acre campus that includes the showplace President George Herbert Walker Bush Library (with red, white and blue flowers) is a large undertaking for the 145 workers under Tom Dew, landscape supervisor. Some 500 30-gallon trash

containers are emptied each day on a site with 10,000 trees, 40,000 irrigation heads and 190 controllers.

White Cliffs Community Association Plymouth, MA

Severe weather conditions and salt spray from the roiling Atlantic below challenge David Foster as he cares for six homeowner associations on 35 acres. "A consistent quality product" is what he grows to show the upscale residents that "they're getting a big bang for their buck." Many people here take an active interest in the landscaping, and Foster says communication skills are particularly important.



Anne Arundel County Annapolis, MD

Founded in 1649, the county contains 116 separate landscapes under the care of Michael Burton, such as 11 miles (309 acres) of showplace median strips spread over 419 square miles. Some 70 acres of turf and 32 acres of display beds are among the municipal building sites and welcome-sign areas maintained to perfection by a crew of five full-time staffers.



Pinehurst Resort and Country Club Pinehurst, NC

Being in the transition zone requires special attention to the turf from 28-year-old Dustin Blackwell, who must remain significantly site-specific when selecting seed for the 1,000-acre complex,



which is world-famous for its golf and other recreational activities. For Grounds Superintendent Blackwell, this means scheduling conflicts that must be resolved, plus each year he mounts an aggressive fungicide program.

Brandon Oaks Roanoke, VA

At age 29, Dwayne D'Ardenne gets a lot of compliments—plus much advice on landscape management—from the 300 elderly residents of this 21-acre upscale retirement community.



"They've taken care of their own yards for a long time," D'Ardenne explains as he notes that "the main thing is to treat them with respect and listen to what they have to say." Slopes throughout the property create horti-

cultural challenges as he pursues a landscape of "comfortable elegance."

Abbott Laboratories North Chicago, IL

When "Abbott on the Lake" was built in the 1920s, very little attention was paid to the landscaping as the structures were sited tightly together—thus Jim Richardson takes special pride in dressing up the limited space with creative plantings of trees, annuals and perennials surrounded by manicured turf. Snow removal is a top priority as the plant operates 24 hours a day.

Leisure World of Maryland Silver Spring, MD

As the East Coast's first planned retirement community ever built in the 1960s, there are now 22 separate board-governed entities among the 800 acres under Brickman's Brad Johns. Responsibility is all inclusive, ranging from total turf management, four yearly flower rotations, shrub and tree care and 24-hour snow removal on more than 55 miles of streets and lots. An integrated pest management (IPM) program is among the innovations being applied.

American University Washington, DC

Summer heat and humidity take a toll on Mark Feist's crew members as they battle fungi and other turf diseases. This year they are implementing a centrally controlled irrigation system that monitors evaporation rates to apply pinpoint watering accuracy. A weather station on the campus aids in the turf care, which includes special areas for Frisbee, volleyball and other activities.

Dwight-Englewood School Englewood, NJ

With an annual budget of \$160,000, the precision landscaping found at this 109-year-old private K-12 school "proves that more can be done with less," according to Grounds Manager George Van Haasteren. The campus, which serves 1,200 students, consists of more than 30 acres of athletic fields, gardens, lawn areas, tennis courts, playgrounds, parking lots, walkways and steps.

Westmoor Farm Nantucket, MA

Candace Clough and Julie Spigelmyre have created a showplace setting among 18 houses and five barns (plus a greenhouse) at this 64-acre private estate, which includes a regulation-size baseball diamond, an 18,000 square-foot ornamental vegetable garden, a miniature apple orchard and an acre of man-made ponds and water features. Clough is particularly proud of the "color bomb" container gardens.



The Williamson Free School of Mechanical Trades Media, PA

Donald Jackson, director/instructor of horticulture in the landscaping and turf management program, is a teacher who thrives on getting down and dirty with his students. He stresses not only the glories of proper and creative horticulture—such as preparing a paper on landscaping with yellow flowers—but also his budding superintendents are taught people management skills to succeed in today's job market.

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20 Great Smaller Companies

Good things do come in small packages. Most of these guys gross less than \$5 million, but all are bulldogs when it comes to quality and service.

Summer Rain Margate, FL

Over 12 years, Rick Wilson has built Summer Rain, a chemical/fertilizer application and aquatic weed control company, into a force to be reckoned with in the Deep South. After earning \$1.8 million in 1999, he expects that figure to jump to \$2.1 million in 2000. About 90% of Summer Rain's accounts are commercial, but the company recently opened a residential unit to solicit business from high-end properties larger than 3/4 acres. The company services accounts from 1/4 acre to 575 acres (the city of Westin, FL). With 23 employees and two branches, one in Margate, FL, and another in West Palm Beach, Wilson is counting on averaging 10% growth a year. "Capital infusion is the biggest problem for small businesses," Wilson says. "Growing a \$200,000 business 10% means gaining \$20,000, but that same 10% for a \$1 million business is \$100,000. The bigger you are, the harder it is to grow."

E.F. Pouly Co. Orville, OH

"I think we're more old-fashioned than other companies," says Gene Pouly, president of E.F. Pouly Co. "We have a lot of customers who still want to make a business deal on a handshake.



We don't have a problem with that, and we don't ask for 20% down before starting a job." Pouly's old-fashioned ways must work, as he has seen his under-\$1 million company average 8 to 10% growth per year. A full-service landscape management company,

Pouly offers plant health care, design/build, landscape maintenance, arbor care and chemical application services to a mostly residential clientele (80%). "I wouldn't mind if we had 5% more residential accounts and 5% less commercial," Pouly says. He prefers to stay away from competitive bidding situations, admitting that his niche leans more toward high-end maintenance.

Allentuck Landscaping Inc. Gaithersburg, MD

Since founding Allentuck Landscaping Inc. in 1986, Bruce Allentuck managed to ride the wave of development in the Washington, D.C. area to



the tune of \$1.3 million in 1999. Expected revenues for 2000 are \$1.7 million. With a 65% commercial account base, Allentuck has the luxury of taking on residential accounts on his own terms. "We offer the complete maintenance and design/build package," he says. "It's either all or nothing with us." Despite having a sizeable workforce behind him with between 42 to 45 employees, Allentuck feels he is barely scratching the surface of his market. But he won't grow faster than his core values will allow — they're on the wall of his office for everyone to see. "We aim to treat all people we come in contact with fairly and have a 'can do' attitude," Allentuck says. "We also want to solve all problems and issues quickly."

Kotalic Landscaping Huntington, WV

George and Debbie Kotalic founded their landscape design company 30 years ago, and are rather proud that they are still small. "We love our size," George Kotalic says. "We're not trying to be any larger — we don't want to be large. We're selective about our clients. We have less quantity, but more quality." Even with that attitude, the company expects to increase revenues 15% over 1999's total of \$325,000. "We haven't increased our number of employees (4-7)," says Debbie Kotalic, who draws all of the master plans by hand because her clients prefer it that way. "We've simply purchased some high tech pieces of equipment that have allowed us to do more." Even though the company is doing more work, its waiting list is still growing. "It'll be next year before we get to some of them," Debbie says. "We charge the most, but we do the best work."



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Landscape Projects Bethesda, MD

How does a guy with a computer science degree end up running a landscape business? We don't know, but with \$1.5 million in revenue last year, he's not looking back. After starting the business in 1986, Michael Abert bought his partner out in 1994 and guided the company to over one million in sales and 27 employees. Serving mostly high-end residential accounts in a booming market, Abert can afford to be choosy about his clients. "We don't negotiate," he says of his prices. "We

get complaints, but we say, 'That's life in the big city.' There almost isn't any competition because you make an offer to someone and that may be the only offer they get." Even if the market does turn sour, Abert still feels safe with his client base. "We work with the more established money; they're never going to cut their own grass."

The DiSanto Companies, Inc. Cleveland, OH

By concentrating on customer service and adding a design/build department, The DiSanto Companies, Inc. expects its earnings to jump to \$2.5 million in 2000 from \$2 million in 1999. With 32 employees and 41 years of experience, the company has built its reputation on a number of things. "We pay attention to details, and look at landscapes from the owner's perspective," says Tim Korte, vice president of operations. "We look for customers who are looking at their landscapes as long-term investments." Speaking



of long-term, the average employee at DiSanto has 8 to 9 years of service. "We try to vary their jobs and make them feel a part of the company," Korte says. A 75%-25% commercial/residential service mix is the result of a highly competitive residential market. "We find that homeowners look more at costs," Korte says. "If that's all they're looking at, then we can't compete."

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Natural Landscape Design and Maintenance, Inc. Keego Harbor, MI

Dan Weiss has probably one of the only triple majors in the industry — English literature, horticulture and anthropology. Not to mention he's currently working on his Ph.D. in English lit. He's also owner of a 10-year-old landscape company that expects its profits to increase 12.5% to \$900,000 in 2000. He's gone out of his way to create a Web site with a vocabulary list of landscape terms to help clients communicate their ideas better. With a 75%/25% residential/commercial client mix, this comes in handy. "Residential consumers are looking for somebody who can interpret what they want," Weiss says. He also travels the globe to pick up new landscape design ideas and use them in his own work at home.

Hendrikus Schraven Landscape Construction and Design Issaquah, WA

Hendrikus Schraven, whose company grossed \$1.5 million in 1999 and expects a modest increase in 2000, does literally everything himself except for "high voltage electrical stuff" — carpentry, masonry, irrigation, lighting, softscapes, hardscapes, etc. He and his 20 employees espouse the organic way of fertilizing and revitaliz-

continued on page 42

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

Herbicide	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
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BARRICADE ^a	H	M	M	M	MH	M	H	H
DIMENSION ^b	H	M	H	M	H	M	M	M
TEAM ^c	H	M	M	M	M	M	NR	NR
RONSTAR ^d	M	H	NR	M	M	NR	NR	NR
SURFLAN ^e	H	H	H	M	MH	M	H	H
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BASF

continued from page 40



ing soil, and use a "microbrewed tea" to nourish plants and control foliar diseases. "I can create life in soil within minutes instead of using chemical fertilizers that actually kill microbes," Schraven says. He's been described as everything from a counter-culture

hippie to an environmental extremist's marketing ploy, but his awards speak for themselves.

Embassy Lawn and Landscaping Kansas City, MO

Dan Nelson, manager of Embassy Lawn & Landscaping's Landscape Division, puts it simply when asked what makes his company unique. "We're a diversified company that's able to handle many problems," he says. With a Government Contracting Division that manages, for instance, Peterson Air Force Base, a company has to be good at dealing with complexities. Under the leadership of president Joe Smith, who let Nelson, with 30 years experience, start the Landscape Division from scratch four years ago, it has seen revenues grow from \$3.5 million in 1999 to an expected \$5 million in 2000.

Dan's Landscaping and Lawn Care Terrytown, LA

"I would rather grow less and net more," says Dan Standley, whose company, founded in 1981, grossed \$840,000 in 1999 and expects to hit



\$900,000 this year. His specialty, which is servicing and renovating large accounts, is reflected in a 97%/3% commercial/residential client mix. But that doesn't mean his company lacks a personal touch. "If we mess up, we fix it better than anybody," Standley

says. This extends to his employees, who, for good work, are offered "bonus bucks" good for dinners for two, car washes and oil changes.

Yard Smart, Inc. Olmsted Falls, OH

Bob Smart's goal is to one day hit the \$2-\$3 million mark, but he's not rushing anything. He's happy with the 10%-15% yearly growth his company has averaged since its start in 1986, and this year will pull in \$1.3 million thanks to a booming residential market. For now, he's enjoying the loyalty his 30 or so employees have shown over the years as the result of the company's unique attitude. "It's open book, open door here," Smart says. "Everyone knows what I

make, and how much it costs to do business. Plus, there's a team environment, and everyone's really comfortable." Smart considers maintenance his company's specialty, but design and installation are services it offers as well.

Oakview Landscape, Inc. Clarence, NY

With 12 employees and anticipated revenues of \$350,000 in 2000, Oakview Landscape is considered small. But owner Ken Ward, who started the business in 1983, likes it that way. "We were actually bigger, but we went backwards and are now making more money," Ward says. "We do first-class work at the right price. Sometimes we knock our prices up to carry demand." The firm does mostly high-end residential work, but has recently taken on maintaining and designing parks for assisted living facilities. "I think in five to seven years when the next generation takes over, we'll be more open to a lot of growth," Ward predicts.

Arborlawn, Inc. Lansing, MI

After finishing with revenues just under \$1 million in 1999, Arborlawn is on pace to break the million mark in 2000. Maybe it's because of a strong Christmas light business, but president Jerry Grossi says there are other reasons, too. "I think we give a high level of service," he says. "We're more local and down home. We tailor our programs to customers." Almost 14 years after the company's start, Grossi is comfortable with its growth rate. "Explosive growth can sometimes hurt, but so can not growing."

GroGreen Plano, TX

This five-year-old application company founded and owned by Gary LaScalea keeps racking up consistent growth in the metropolitan Dallas marketplace. GroGreen added exterior pest control services to his lawn care routes about a year ago and it's helped boost 2000 sales to about \$1.8. "We don't lose customers and we don't lose employees," says LaScalea. "We have very little turnover. I hate turnover. We build our business on the referrals of our customers."

Kinsella Landscape, Inc. Blue Island, IL

Kinsella Landscape, Inc., founded by George Kinsella, has grown from \$190,000.00 in 1994 to a projected \$2.6 million this season. That's impressive, like its 93% customer retention rate.



Attention to detail is the company's strategic objective whether it's providing high-end maintenance or design/installation. The company employed 54 this season, including 10 full-time.

Barringer & Barringer, Inc. Charlotte, NC

Since starting in 1985, Barringer & Barringer has steadily grown into a \$1.6 million. It's no surprise that the company is on top of its game financially given that co-partners John Barringer and W. James Ormond come from banking backgrounds. "We look at things from a financial perspective," Barringer says. "We emphasize communication with clients and doing things correctly."

Groundmasters, Inc. Cincinnati, OH

With \$7.3 million in revenues in 1999 and an expected \$8.1 million in 2000, Groundmasters, Inc. covers a lot of territory — and does it well. Now a branch operation, with four locations spread through Dayton, Cincinnati and Kentucky, service is as strong as ever. "That's where we dominate," says president Mike Rorie. "We have better people and a better structure to resource our people to service our clients. Clients like dealing with the same people, and I think we do a good job of that." With 75 year-round employees, the firm offers all services to commercial clients.

Lambert Landscaping Co. Dallas, TX

Jess Wetzel says that Lambert Landscaping Co. belongs to a dying breed of landscape firms. "There's just not a lot of high-end residential contractors left," he says. One of the reasons Lambert has been around since 1919, he says, is its "extraordinary people." Doing design/build and maintenance services with some tree maintenance, the company grossed between \$5 million and \$10 million in 1999. Wetzel said he isn't so much concerned with growth in revenue as growth in other areas: "Better projects and greater efficiency."

Tovar's Landscape Contractors, Inc. Elgin, IL

Constant improvement is what Jeff Tovar seeks for his company, started in 1990. With \$2.8 million in sales in 1999 and an expected \$3.4 million in 2000, the company is reaching its goal of 20% yearly growth without a problem. But Tovar not just concerned with the bottom line. "We're on a mission to constantly improve ourselves," he says. "We do this through college courses, association seminars, national certifications and networking." Around 2% of gross sales goes toward employee education. With 20 year-round employees, Tovar offers several services.

Apple Tree Nursery Central New Hampshire

With a retail garden center and design/installation, maintenance and snow removal services, Apple Tree Nursery took in \$1.1 million in 1999 and is on track to grow 20% in 2000. It's a family-run operation — Jay Rotonelli runs the landscape side, and brother David and father Joe run the garden center. They started the company in 1990 and are big believers in employee training.



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10 Noteworthy Newsmakers

Flash! These guys made a splash on the news scene. Consolidation, Web development, leadership changes, and pesticide regulation all got attention.

Greentrac.com running strong

Early this year, Greentrac.com splashed onto the e-commerce scene, calling itself a one-source demand-and-supply Web site for the Green Industry. By the end of June, Greentrac's gross transaction volume grew to \$12 million, with over 1,000 registered members. Rhonda Knipp, vice president of sales, explains:



"We have a nice mix of buyers — golf courses, nurseries — and the vendors complement the buyers nicely. We would love to see actual revenue ramping up more quickly — we have people who are still experimenting and are hesitant to pull the trigger. They need a lot of hand holding."

Turfco Direct gaining popularity

It has been almost a full year since Turfco Mfg. started a direct purchase program to fight the loss of dealers and get products out to end users more rapidly, and sales manager Bob Brophy says things are going better than expected. While he won't discuss sales figures, he did say that the company is approaching a record year.

One of the primary benefits of the new system, Brophy said, is quicker information flow. "There's no two-step filtration of information from factory to customer any more."

Response time to customers for new, whole goods has decreased as well. "We've trimmed 1 1/2 to 2 weeks down to 3 days," Brophy said.

The Anderson's Ohio deal changes distribution landscape

Acquisitions and new strategies are the name of the game. That's why The Andersons' purchase of The Scotts Company's U.S. Professional Turf Business makes so much sense for the Maumee, Ohio, firm. Both Ohio-based companies have compatible product lines and markets, as well as complementary offerings. According to Rick Anderson, president of the Processing Group, the purchase gives The Andersons



new heft as one of the big turf industry distributors, adding to the company's ability to research, develop and market landscape products on a wider geographical basis. The Andersons' executives see this as a perfect opportunity to enhance their already strong, traditional presence on the landscape side.

New PGMS exec steps up to bat

Members of the Professional Grounds Management Society already are noticing changes in the organization just a few months after new Executive Director Tom Shaner took charge. Expect more to come. Shaner is a Certified Association Executive and president of a 25-year-old association management company in Baltimore. Expect Shaner to start nudging the group into new directions, such as positioning PGMS as an authority in grounds management practices and standardizing many practices and policies. "I like what I see about the industry but I'm just learning," he says.

Centex forges into green markets

Under the stewardship of Dave Armitage, a former regional general manager with TruGreen-LandCare, Centex Home Team Lawn Care, a division of the \$5-billion Centex Corp., is fast becoming a major player in lawn, tree and shrub care. Revenues are expected to hit \$12 million in 2000, with a strategy focused on aggressive acquisitions and growth developed by telemarketing and outside sales.



"We don't have a limit on acquisitions," Armitage said. "We're interested in quality

companies with quality employees and good managers." He adds Centex Lawn Care's five-year goal is to reach \$75 million in revenues. "There's a point at which acquiring doesn't make sense if you're just acquiring for the sake of acquiring."



Weed Man's bandwagon keeps rolling

The 1999 United States lawn care market looked ripe to the executives of Weed Man, Canada's largest lawn care franchise company. Their priorities, says Roger Mongeon, president of the U.S.

subsidiary Turf Holdings Inc., was to get key players on board and establish a foothold in the U.S. market. From there, Weed Man could grow new franchises. But the U.S. lawn care market responded with much more enthusiasm than expected. Several well known LCOs are now area franchisors and are busy building interest within their territories. Watch for more rapid growth to come.

Kenneth Budd runs Lofts Seed again

Kenneth Budd is directing the fortunes of Lofts Seed again. In July, he purchased those assets from Nevada-based AgriBioTech which filed for bankruptcy last February and was sold in parts in July. He had been named president in June 1999, at the time of the bankruptcy. He became involved with the seed business in 1984 when he was hired by his uncle, Richard Budd, owner of Budd Services, to run Budd Seed Co. In June 1996, the Budds bought Lofts Seed and its headquarters were transferred from Somerset, NJ, to Winston-Salem, NC.

Karnes returns to spark TruGreen-LandCare

Donald K. Karnes has come a long way since his days in west Michigan with TruGreen. For years TruGreen, founded in Michigan, was like a dog snapping for market share at the heels of industry-leading ChemLawn. After TruGreen was acquired by ServiceMaster, things changed. TruGreen acquired the much larger ChemLawn in the early 1990s. Karnes, who had moved up the ranks, spearheaded that successful integration and was at the helm as TGCL became SM's most profitable operation. He was rewarded with promotion to Group President ServiceMaster Consumer and Commercial Services Co. Recently, Karnes returned to the front lines to energize the TruGreen-LandCare landscape operations.

Harley takes OPEI helm

Landscape industry equipment suppliers who belong to the Outdoor Power Equipment Institute may have wondered how they would replace the likes of Dennis Dix, long-time OPEI president and CEO. But the selection of Bill Harley to the post signals the start of a new and exciting era for the organization. Harley's experience with contracting and equipment-heavy industries, his political savvy and his quick mastery of Green Industry particulars seem to be just what this quickly consolidating industry needs.

Dursban ban point man

Anyone who knows how the U.S. EPA regulates Green Industry pesticides should know the key role that Allen James plays. As executive director of RISE (Responsible Industry for a Sound Environment), James brings a skilled lobbyist's sense of realism to the table. As a very visible participant in this year's Dursban review process, James spoke out often and eloquently (and in vain) for the use of "sound science" in the Agency's evaluations. "Regulatory decisions based on sound scientific principles and data will provide the best protection for human health and the environment," he maintains.



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Lights! Camera! Training!

Believe it — role playing makes training sessions fun and memorable, and you don't have to be good at acting

BY PHIL FOGARTY

“**Q**uiet on the set, please!” The curtain goes up, the audience waits in anticipation and your next training session begins. Do you think you don't have the time or expertise needed? It's easier than you think. Try using a few well planned role playing scenarios.

Don't be afraid — it's fun

Don't think role playing has any validity?

While the mention of role playing might frighten some people, remember that we live many of these roles daily in our own lives. We have all been the customer, the service rep, the employee and the manager at one time or another. And who hasn't secretly wanted to play the roll of trouble-maker or complaining client?

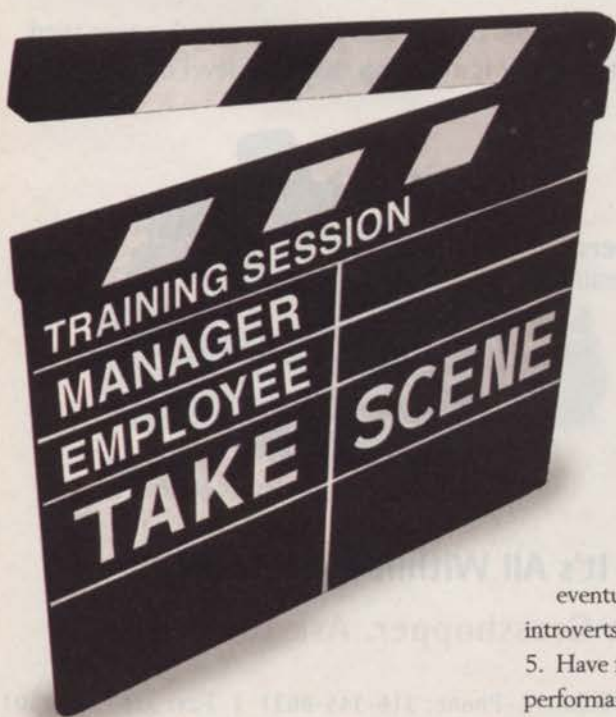
With very little preparation, role playing will build confidence and create stronger skills for the whole team. Here are a few easy guidelines to follow:

1. Have all “parts” written out ahead of time so the scene is clearly understood.
2. Give a few minutes of prep time and a little coaching. Leave plenty of room for personality and creativity.
3. Give the audience instructions on their “role.” Getting and giving constructive feedback makes for great team building.
4. Make sure everyone eventually gets a chance. Even introverts have a little actor in them.
5. Have fun and applaud every performance enthusiastically.

Roles your employees can play

- ▶ **Receptionist & customer.** A customer calls to complain about weeds and wants to know how she could have this problem after all the years of your service. Explain why the problem developed as well as how and when you will take care of it.
- ▶ **Customer & manager.** You've had Gangrene Lawn care for 10 years and know you're paying more than your neighbors for lawn care. You feel it has the best reputation but from the looks of it, your lawn has more dandelions than last year and more than your neighbors' lawns. You're mad and feel Gangrene may be slipping.
- ▶ **Technician & neighbor.** While visiting a new customer's property on a routine inspection, a neighbor charges out of her house on a property full of weeds. She is upset and accuses you of polluting her “nontoxic” organic environment.
- ▶ **Assistant manager & customer.** A second-year customer has received an unsolicited quote from a competing company. The quote is for half of what you charge. She calls to say she is going to leave you if you can't justify why you are more expensive.

—The author leads the Skills Development Series training system, sponsored by American Cyanamid and Landscape Management. Role playing techniques will be covered Nov. 7 at the GIE Show by Jim Paluch. For more information on SDS training or the seminar, call JP Horizons at 440/254-8211 or email: pfogarty@stratos.net.





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Property at a glance

- Location:** Pinehurst, Pinehurst, NC
Staff: Pinehurst Grounds Maintenance Department
Category: Hotel, motel or resort
Total budget: \$600,000
Year site built: 1895
Acres of turf: 35
Acres of woody ornamentals: 2
Acres of display beds: 4
Total paved area: 10
Total man-hours/week: 900

Maintenance challenges

- ▶ Turf varieties (cool and warm season)
- ▶ Filigree garden
- ▶ Greenhouse production and annual color

Project checklist

(Completed in last two years):

- ▶ 1999 U.S. Open Championship
- ▶ Added 1.5 miles of brick and sand paths
- ▶ Renovated parking lot, resort club

On the job

- ▶ 15 full-time staff, 5 seasonal employees, 4 licensed pesticide applicators

Pinehurst

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

Pinehurst is perhaps best known for the quality of its world-renowned golf courses but its resort grounds aren't too shabby either. Ever since Warren Manning planted more than 220,000 tree seedlings, shrubs and flowers along winding roads and paths over 100 years ago as part of founder James Walker Tufts' original design, the grounds have been a sight to behold.

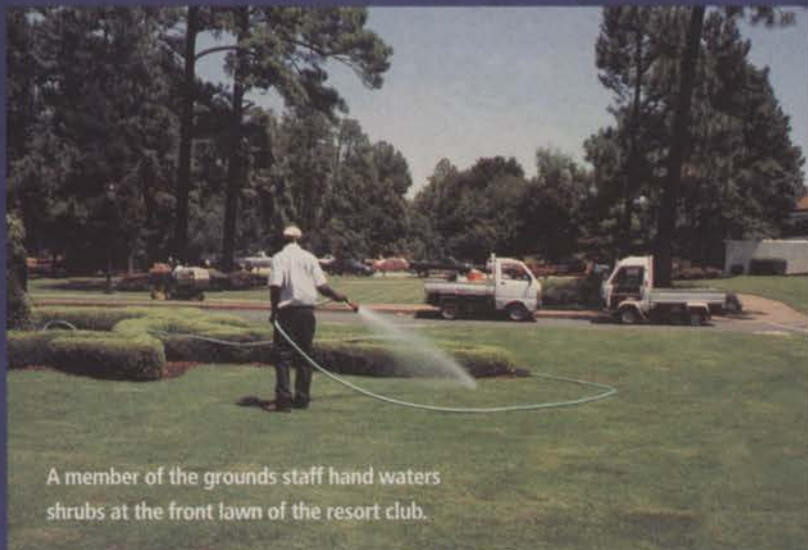
In the last 12 years, new owner Club-Corp. Resorts has put great emphasis on landscape and facility renovations. With long, hot summers; cold winters; a course, sandy soil type which promotes high fluctuations in soil temperatures; and conditions ranging from full sun to full shade, maintenance is far from easy.

Clean edging around mulched beds and walks is required. One of the trademark landscape features at Pinehurst, the filigree, or shrub, garden requires artistic manicuring at least eight times per year to keep its topiary looking sharp. A three-color rotation of 120,000 annuals, 80,000 pansies and thousands of bulbs is used to keep the floral display fresh and alive. To meet such a high demand for annuals, all are grown in greenhouses on site.

Event management alone could keep the grounds maintenance crew busy. Ranging from small outdoor social events to big events like the 1999 U.S. Open Golf Championship, the crew has to deal with heavy traffic and the setup of tables, chairs, tents and container gardens.



Striped mowing patterns, annual floral plantings and sculpted shrubs add to the beauty of the West lawn.



A member of the grounds staff hand waters shrubs at the front lawn of the resort club.

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding

Landscape MANAGEMENT

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 Valley, MD; 410/584-9754. Web-site: www.pgms.org

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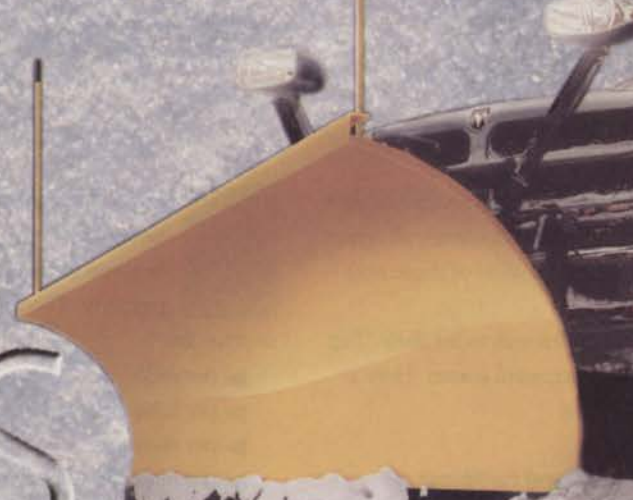
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10 Steps

TO A BETTER

Snow Business

Ready for a profitable season? These tips will make your operations run more smoothly in any weather

BY VICKY POULSEN

The leaves haven't even begun to fall but already contractors are gearing up for winter. They're making plans, signing contracts, checking inventories and reviewing their operations. No stone is left unturned for those serious about being a player in today's snow and ice removal market.

Too early to plan?

"Procrastination is a killer for those who wait too long before making plans for their snow and ice removal services," says John Allin, president of Allin Companies in Erie, PA, and president of the Snow & Ice Management Association (SIMA).

"For those with the right mindset about snow, it has become the highest profit margin portion of their business — even in

areas where there is little snowfall," adds Allin, who begins his pre-season planning in the spring.

Dino Tudisca, owner of All Things Ice & Snow, which is part of Exterior Solutions Limited Liability Corp. in Bozrah, CT, gets little snow in his area but runs a highly lucrative snow and ice removal business.

"A lot of people do snow removal to keep their lawn care business, but we do the opposite," says Tudisca, whose customer base is largely health care facilities. "When we look at the amount of time vs. the amount of revenue it brings, it's the most profitable area of our company."

"Successful plowing contractors indicate gross profit margins for snow removal in excess of 60% are normal, and gross profit margins for ice control services in excess of 70% are achievable," Allin adds. "Contractors who project five snow events per sea-

son in a great winter, to those that project 35 snow events in a mild winter, all report gross profits at or in excess of those numbers."

We asked contractors to list their "Top 10" steps for a successful season. Here's what they told us:

1 Get good customer contracts

A well-written customer agreement is a good safety net if anything goes wrong (and something always goes wrong). It should clearly spell out the levels of services you provide as well as your prices. Financial and/or payment terms also must be included to avoid any misunderstandings. Get renewals signed months in advance in order to determine your cash flow needs and the amount of new business you're going to need.

"Most renewals should contain a price increase of some sort," advises Allin. "Most good customers expect price increases, and by discussing and negotiating your increase now, you will avoid that 'let's go out to bid' mindset that will become an issue in fall."

Allin says multi-year contracts are the best way to go because they allow customers to "lock-in" pricing for an extended period of time. "It also keeps potential competitors from getting a foot in the door with a good customer of yours."

A "hold harmless" clause will protect you from liability for any slips, falls or motor vehicle accidents arising from naturally occurring situations.

Non-refundable retainers are also a good idea in areas where snowfall is minimal, providing you with cash in the event of a winter with little snow.

Some contractors have even written restrictions in their contracts to protect them from dangerously cold temperatures.

2 Price for profits
Snowplowing is a profitable business if priced and managed properly. The four basic ways to price are:

- ▶ per push
- ▶ per hour per truck
- ▶ per season or
- ▶ per inch of accumulation.

"Price your services in a manner that is consistent with your profit goals and the needs of your customers," says Allin.

Bob Wilton, president of Clintar Groundskeeping Services in Toronto, Ontario, says he concentrates his efforts on securing year-round and fixed-rate contracts.

"We don't work by the push/plow or by the hour. We need to guarantee our people an income for the winter, and in order to do that, we need customers who will guarantee us money."

Allin also advises that if you're charging "per push" or "per truck," having customers in the immediate vicinity will cut down on travel time between jobs. "It just makes good sense to cluster your accounts strategically."

3 Check your equipment early

The best time to evaluate your equipment needs is in early spring when everything from the previous season is still fresh in your mind. This is your best chance of remembering what needs to be replaced, repaired or just painted. Early planning also helps guarantee delivery before equipment stocks are gone.



In snow removal, matching the right equipment with the job is critical.



Bob Wilton

Last winter, Wilton's operation used 236 pieces of equipment plus 100 brokered pieces. "We think of ourselves the same way as a fire department. Everything has to be in a state of readiness because you don't know when the fire bell will sound," he says. "We have a system of stocking parts that you can't find at 4 a.m."

Tudisca makes sure large equipment is put on site early in the season so it's there in case of a winter emergency. "It's crucial in our area, where it can be 60 degrees one day and snow the next," he says.

Matching the right equipment with the job is critical. Small equipment such as snow blowers, skid-steers, small loaders and ATVs with plows can increase the service level with less labor. Fortunately, there is an abundance of subcontractors with heavy equipment who will lease to snow removal contractors.

Make sure to stockpile salt, calcium chloride, fuel and extra equipment at storage areas near your clients. Review your past logs for reordering.

continued on page 54

MAKES SHORT WORK OF LONG WALKS.

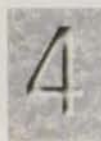


The Toro CCR® 3650 GTS® Snowthrower. The perfect machine to clear off sidewalks quickly and easily. With a 6.5 hp engine, the most powerful in its class, it moves 1800 lbs. of snow per minute. Yet it's as maneuverable on and off the truck as it is on the sidewalk. And because it's a Toro, you know you can count on it for power, durability and peace of mind. No one moves more snow than Toro.

TORO

**IT'S ABOUT
PRODUCTIVITY.**

continued from page 52



Plan future scenarios

Successful snow and ice operations don't just happen. There is a ton of planning that's involved so everyone stays on track.

"One of the first things we do at the end of winter is a wrap-up meeting to review last winter," says Chris James, president of Chris James Landscaping and Snow & Ice Solutions, Inc. in Midland Park, NJ. "In September or October, we'll review these key points again."



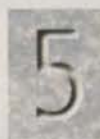
Chris James

He takes his employees on a walk-through of all of his customers' facilities to familiarize them with all the differences of each site. "On these tours, we carry a written game plan for each facility to pinpoint areas of concern," explains James. "We even have an employee handbook filled with contacts, phone numbers and possible scenarios to help them in case of a snow emergency."

Successful snow and ice operations don't just happen. There is lots of planning needed to make things work.

For his site planning, Wilton uses a software program that gives his staff a detailed map of where they are to plow and place the snow. They also prepare their customers' properties in the event of a storm.

"It's imperative that danger points be marked with steel stakes; snow fences are erected to eliminate drifting; and salt and sand boxes are nearby so customers have quick access to these products," he says. "We spend a good amount of money preparing the site, but it makes it easier for us."



Market like mad

James believes that a picture is worth 1,000 words. His aerial photograph of the Calvin Klein cosmetics facility his company services is his pride and joy.

"People are visual — they want to see more than they want to read," says James. "I can lay that photo in front of facility managers, and they're going to see the scope and size of my capabilities in snow and ice removal as well as landscaping. I portray my business as a total service provider and push a full menu of services."

"We focus on teaching customers the importance of a quality winter maintenance program," says James. "We also let them know regularly if we've added new equipment, so they'll know that we're reinvesting their money for their benefit."

Direct mail, personal notes to clients, Yellow Pages ads and newspaper advertising are just some of the marketing tools James uses. However, he says marketing is not just placing an advertisement; it's having a plan, commitment and budget.

"It's also knowing your products or services and identifying who buys them," he adds. "I don't think we (as an industry) state clearly enough that a quality winter program will ensure that the economy moves forward," says James. "What we provide is safety and productivity. That's peace of mind, especially when you have a client who's hauling in excess of \$1 million of product in their trailer. I can guarantee

that their trailers will leave on time and, all of a sudden, I become very cost-effective."



Manage your subcontractors

"One of the benefits of having subcontractors is that it reduces your out-of-pocket capital expenditures for equipment that would only be used during a limited time during the season," says Mike Sullivan, snow service manager for Lipinski Snow Services Inc. in Mt. Laurel, NJ. "Also, they allow you to grow your business larger than you can do in-house."

Sullivan says subcontractors also play a major role in alleviating the stress of sidewalk clearing. "Subcontractors have all the small equipment necessary to increase the production level of the sidewalk snow removal operations."

He recommends you have some common knowledge of the prospective subcontractor and be on guard for any red flags that may crop up during your first contact.

"When you are face-to-face, give your expectations and look for his reaction and how receptive he is," says Sullivan. "Is he listening or totally ignoring you? First impressions count, so don't be shy about asking too many questions up front."

Seek out a subcontractor's former customers to get a better understanding of the quality of his work and his reliability. Ask about his driving record, as well.

"I've met good subcontractors through word-of-mouth," says James. "Good networking is also the key to finding good subcontractors."

Insurance is also necessary to protect the property owner, the contractor and the subcontractor from a catastrophic loss. "Subcontractors should at least carry automobile insurance to cover any property damage caused by their vehicles during op-

erations," Sullivan recommends. "If a subcontractor supplies the labor, require the subcontractor to carry worker's compensation as well."

7

Build strong practices

Even a light snowfall can test an entire operation. To make sure that your crew is up to the task, Allin offers the following tips:

- ▶ Plowers should have some form of communications with them.
- ▶ Carry spare parts that might break.
- ▶ Carry a snatch strap or tow chain to pull out other plowers who get stuck, plus jumper cables and a bag of salt in the bed.
- ▶ Don't let the gas tank get too low.

Condensation in the tank can cause fuel line freeze-up. Use dry gas when temperature fluctuations are great during any given 24-hour period.

8

Keep good records

Protect your business from payment disputes or liability issues through accurate record keeping — log everything that is done

for a customer, whether it's per occurrence or application. Have all crew members keep a log book with them at all times.

"Often, after several visits, the plower has trouble remembering all he did. By writing it down, he can accurately invoice customers," says Allin.

Excellent record keeping also helps when planning your equipment and supply needs for the next season.

9

Talk to each other

One of the greatest frustrations in snow removal is the inability to communicate with your staff, including your subcontractors. Small problems can turn into

major disasters. Demand that everyone be able to communicate with your dispatcher.

If bad weather is imminent, everyone should know his or her role in the communication process, which might mean extra surveillance in areas where more problems are predicted.

Communication may be in the form of pagers, 800-numbers, cell phones, low-band radios, trucked radio systems or CB radios.

10

Remember the risk

Timing plays a huge role in determining risk. The work may be done in treacherous conditions, much of it at

night. Allen offers the following tips to safeguard employees during plowing:

- ▶ Encourage employees to take a nap or go to bed early.
- ▶ Advise them to take snacks, food and pop/soda in the truck.
- ▶ Keep warm clothing on hand in case they get stuck and have to dig themselves out of a snow bank.
- ▶ Allow them to view the properties they will service before the season begins. Finding curbs and manhole covers during a snowstorm can be dangerous!
- ▶ Require that they wear their seatbelts.

The author is a free-lance contributor based in Canal Fulton, OH.



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Circle No. 129 on Reader Inquiry Card

John Deere's 2000/2001 walk-behind snow blowers come in four new dual-stage models including the 924DE, 1128DE, 1128DDE and the 1332DDE. They include a Tecumseh OHV



John Deere walk-behind snow blowers come in four new models.

engine said to improve fuel economy by 30%, plus standard electric start, primer-assist carburetor and a premium ignition that gives a hotter spark at low rpm. Each model has a muffler guard and reversible skid shoes for longer life. Standard high-profile auger housing is made of serrated steel. For more information, call 800/537-8233 or visit www.deere.com

Circle #280

The Toro Snow Commander mid-sized walk-behind snow blower features the new Power Propel system, which allows the operator to throw



snow at his own pace.

Toro Snow Commander

This machine combines a more powerful engine and clearing width similar to that of a two-stage machine with a self-propelled single-stage design. It also eliminates the need to lift the handle to get the rotors to scrape the ground and pull the machine forward while providing maneuverability. The snow blower also has a 7-hp engine and 24-in. clearing width. Toro guarantees its GTS R-Tek 2-cycle engine will start on the first or second pull for 5 years, or will fix it for free. For more information call 612/861-5230.

Circle #281

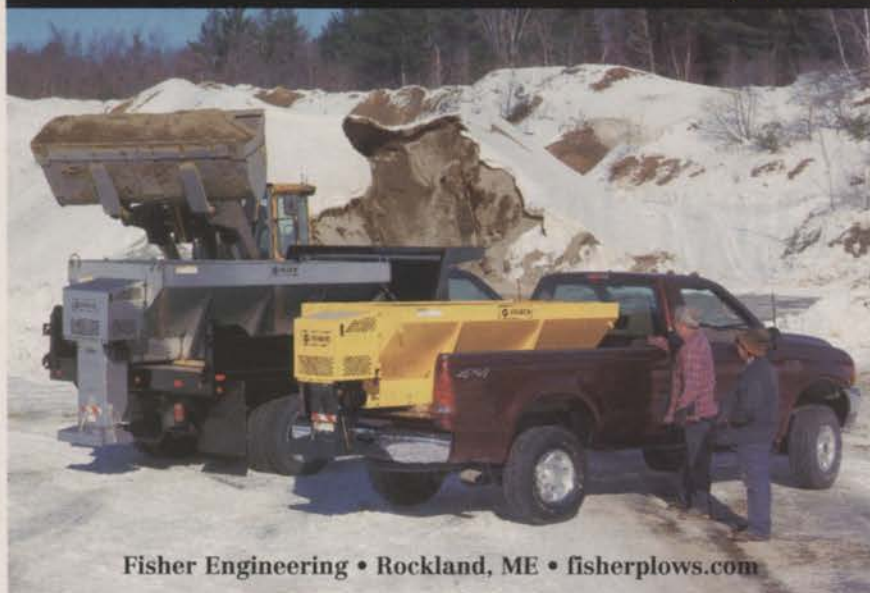
Rugged HD series plows from Fisher Engineering are the choice of the plowing professional. These 8-, 8 1/2- and 9-ft. plows are designed for 3/4 and 1-ton four-wheel drive trucks, as well as 15,000 GWW "Super Duty" vehicles. Plow blades are 29-in. high and built with heavy 11-gauge steel. Only the edge of the



Fisher blades built with heavy 11-gauge steel

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blade trips back when an obstacle is encountered. Because the blade itself remains upright, plowed snow in front of the blade stays put. For more information, write Fisher at 50 Gordon Dr., Rockland, ME 04841 or visit

www.fisherplows.com

Circle #282

Western's 8 1/2- and 9 1/2-ft. MVPR snowplows offer plowing efficiency, allowing you to do more jobs in less time. The multi-position V-plow breaks through drifts and snowbanks to



Western's V-plow breaks through drifts.

get big jobs started quickly. In the scoop position, large amounts of snow can be carried and stacked without spillage. For more information, write Western Products, 7777 N. 73rd St., Milwaukee, WI 53223 or visit www.westernplows.com

Circle #283

The Ariens Professional series of snow throwers are designed for commercial use. The 1336 Professional model has a new 14-in., three-blade impeller and a serrated auger that clears paths up to 3 feet wide. It has a 13-hp engine and 36-in. clearing width. Other features include a remote chute deflector (to help blow snow up to 50 ft. away), handwarmers and electric chute rotation, allowing the operator to rotate the chute 220 degrees with the flick of a switch. For more information call 920/756-2141 or log on to www.ariens.com.

Circle #284



Snowman plows fit 1/2 to 1-ton 4WD trucks.

Snowman Snowplow's 70+SC and 80+SC models (7- and 8-ft. single cylinder) plows are designed for use with 1/2 to 1-ton four-wheel drive trucks. Add extension wings to the 70+SC to increase blade width to 8 1/2-in. for high-volume jobs. All models have a baked-on powder coat finish or a hard slick finish. Moldboard height is 23 in. for larger capacity. No welding or special mounting equipment is required. For more information, contact Snowman at 888/766-6267 or visit www.snowmansnowplow.com

Circle #285

Cub Cadet's 1345 SWE two-stage snow thrower has an exclusive four-wheel drive powered by a 13 HP OHV engine and a large 45-in. clearing width. Features include 22-in. snow



Cub Cadet

intake height, a 16-in. serrated auger, fingertip controlled power steering, single-hand operations, freeze-proof polymer chute, self-propelled forward/reverse transmission and electric start. For more information, contact Cub Cadet at 330/225-2600 or visit www.cubcadet.com

Circle #286

The BOSS Snowplow offers a 9-ft. 2-in. poly Power-V plow in addition to the original 8-ft. 2-in. poly Power-V model introduced last year. Multi-position plow fits 3/4 to 1-ton trucks. Larger plow suits 1-ton trucks. The extra-wide



blade of the new Power-V means it can handle more snow and clear large areas faster. It includes a self-lubricated, 3/8-in. UHMW polyethylene moldboard with ultra low friction coefficient that allows snow to slide off. The plow comes with Smart-Hitch automatic removable mount. For more information, call 800/286-4155 or visit www.bosspow.com

Circle #287

Woods Equipment Company's SS52, SS60 and SS74 SnowShooter model snowblowers have dramatically improved the throwing and flow capacity of the previous SB models. Three-bladed fan paddle design is unique, with a 23-in. diameter and 1/4-in.-thick blades. All three models have a working height of 30 in. New to the models is a bolt-on, high-grade steel cutting edge. For more information, contact Woods at 815/381-6028.

Circle #288

Walker Manufacturing Company's 47-in. rotary broom implement is an available attachment for the Walker mower tractor. The five-position angle head sweeps debris (and light snow) from hard surfaces and also works well for detatching and raking. The broom is quickly



Walker Manufacturing's broom attachment in action

mounted on the tractor by replacing the mower deck with a quick-change hitch assembly. The hitch includes a footrest and power lift to raise and lower the broom. For more information, contact Walker at 970/221-5614.

Circle #289

Garon De-Icer pellets are noncorrosive, tiny, white crystalline pellets said to create a powerful, radiant heat unleashed spontaneously upon contact with ice and snow. Garon says these pellets are 24 times more effective than rock salt and are effective down to -60° F, an extreme temperature where even rock salt is ineffective. These OSHA-compliant pellets can be applied shortly after snowfall to prevent

heavy accumulation. For more information, contact Garon at 800/631-5380.

Circle #290

Bobcat's new BobcatR Model 25 dumping hopper attachment is a 37.4-in. deep bin ideal for loading or moving material, including snow. The attachment is designed for Bobcat's skid-steer loaders and mounts easily to the loader's front. It can be driven wherever material needs to be collected or

dumped — making material removal faster and easier. Once it's in position, it can be detached from the skid-steer loader, filled with material and later reattached to the loader to be driven to a remote dumpsite. For more information, visit www.bobcat.com

Circle #291

Kubota's T-Series lawn tractors incorporate many outstanding features for use with snow handling equipment. Three models,

including the T1460, T1560 and T1760, are powered by Kubota's K Series OHV gasoline engines, said to deliver 30% more output while using 25% less fuel than a comparable side-valve engine. The engine design also delivers low noise and vibration. For more information, contact Kubota at 888/4KUBOTA or visit www.kubota.com

Circle #292

The Shindaiwa PowerBroom is a gasoline-powered sweeper attached to an aluminum shaft, like those on a hand-held grass trimmer, edger or brushcutter. Rotating sweeper drum has 12 rubber-like fins that sweep snow off walkways and other surfaces with ease. No need for



Bobcat dumping hopper

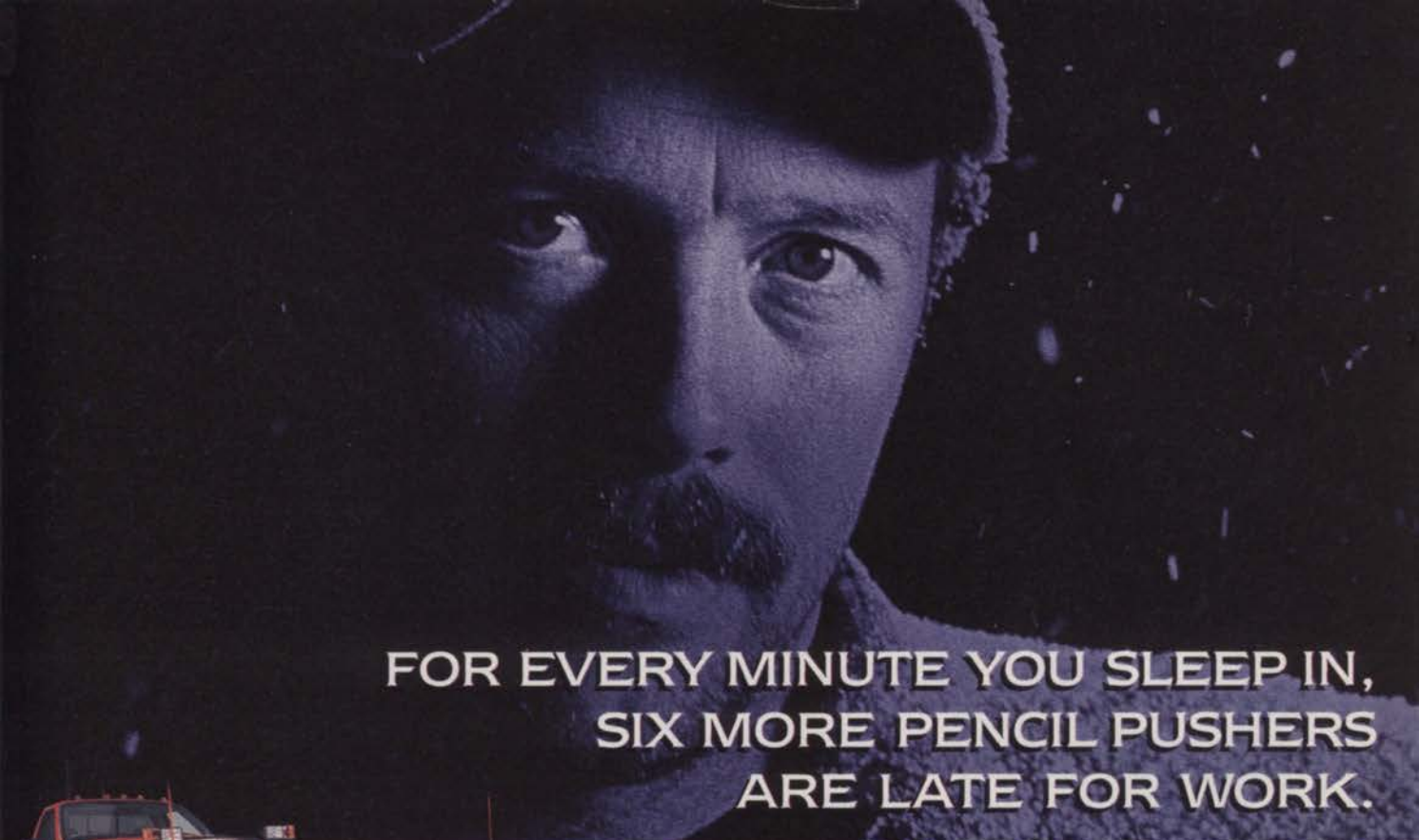


Shindaiwa PowerBroom is handy for sidewalks.

shovels or large snow removal equipment. The design of the gear case, combined with the broom engine's all-position carburetor, allows the unit to be used upside down. It's lightweight, balanced and powerful. For more information, contact Shindaiwa at 503/692-4606.

Circle #293

The MD II from Meyer Products is a snow plow mounting system that is both a one-piece and a two-piece unit. It features dual independent



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The BOSS Poly Power-V

The city's frozen under a mountain of snow. And no one's going anywhere until you get down to work. Driveways... parking lots... they've all gotta be cleared before most nine-to-fivers can even start their day. Which is why you're out here at 3:00 every morning. And why you should count on The BOSS to help you get the job done right. We offer a full line of snow-removal equipment – plows, spreaders and more – that's so tough, so reliable, so advanced, it can actually make you better at what you do. But then, that's what being The BOSS is all about.

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Boss Snowplow products are designed and manufactured in an ISO-9001 registered facility.



New Meyer MDII system makes plow mounting a cinch.

lift chains for safety. Adjustable light brackets allow the Nite Saber snow plow lights to be raised or lowered on the lift frame. The MD II also comes with a lift cover to protect your hydraulic unit from the weather. The MD II is common to both Meyer and Diamond snow plows. Key features include loaded stainless steel attaching pins with comfortable rubber-coated full-size handles to make attaching and detaching the MD II a snap. For more information, contact Meyer at 216/486-1313 or visit www.meyerproducts.com
Circle #294

Snow Wolf's skid-steer snow plow attachment comes in seven sizes ranging from 6 to 9-ft. wide. Blade is angled to scoop, rather than push snow and features a dual pivot, A-frame construction that allows it to oscillate and fol-



Snow Wolf skid-steer snow plow attachments come in seven sizes from 6 ft. to 9 ft.

low the ground's contours. Soft edge can be used for sensitive areas. For more information, contact Snow Wolf at 800/905-2265.
Circle #295

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www.meyerproducts.com
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Landscape MANAGEMENT

CORPORATE
capabilities

Bobcat Company

Product Focus:

Bobcat Co. is a world leader in the design, manufacturing and distribution of compact equipment, attachments and related services — increasing job-site productivity worldwide. Products include Bobcat® skid-steer loaders, compact excavators, compact track loaders and attachments. Bobcat leads the industry in the designing, manufacturing and servicing of versatile, job-matched compact equipment attachments. In 1995, Bobcat Co. became a business unit of Ingersoll-Rand Co. of Woodcliff Lake, N.J.

Manufacturing Facilities:

Combining advanced industrial automation with more than 40 years of compact equipment manufacturing experience, Bobcat Co. manufactures skid-steer loaders and compact track loaders in Gwinner, N.D.; compact excavators and attachments in Bismarck, N.D.; attachments in Grove City and Erskine, Minn.; and telescopic material handlers (for the European market) in Pontchâteau, France. All North Dakota operations are ISO 9001 registered.



mation, including locations of your nearest Bobcat dealership and compact equipment services, can be found at www.bobcat.com.

Major Product Lines:

Bobcat compact equipment helps users capitalize on their compact equipment investments in a range of markets, including landscaping, grounds maintenance, construction, industry, agriculture, government and rental. Recognized globally for its versatility, agility and reliability, eight Bobcat skid-steer loader models are available with rated operating capacities ranging from 700 pounds in the Bobcat 453 to 3,000 pounds in the Bobcat 963. Bobcat loaders come in a range of wheelbase and lift-path configurations so users can match the best machine to their application.

Bobcat Co. is the only compact excavator manufacturer in North America. The Bobcat excavator line includes eight models, ranging from the Bobcat 322 with a maximum digging depth of 7 feet, 2 inches, to the Bobcat 341 with a maximum digging depth of 13 feet, 4 inches.

Dozens of job-matched Bobcat attachments — designed, built and backed by Bobcat — give users in hundreds of applications a vast range of choices. As quick as a snap, Bobcat operators can replace a bucket with pallet forks, a landscape rake, a rotary cutter, a stump grinder, an auger, a sod layer, a tiller and more.

For more information on Bobcat equipment for the landscape industry, visit <http://www.bobcat.com/markets/landscape.html>.

Bobcat Co., a business unit of Ingersoll-Rand

250 East Beaton Drive
P.O. Box 6000
West Fargo, ND
58078-6000
Phone: (701) 241-8700
Fax: (701) 241-8704

International locations

- Brussels, Belgium
- Miami
- Singapore
- Yokohama, Japan
- Pontchâteau, France

Web site / E-mail address:

www.bobcat.com
infocenter@bobcat.com

Date founded: 1947

CEO: **Chuck Hoge**



Technical Training / Support:

Bobcat compact equipment is sold in 75 countries through some 900 full-service Bobcat dealerships — ensuring timely, global support. Users have come to rely on the Bobcat brand's rugged reliability, ease of operation, safety, comfort, dealer support, parts availability, service backup, attachment choices and high resale value. Bobcat is committed to the safety, productivity and comfort of its customers; and the company leads the industry in compact equipment training and technical support. More infor-

BOSS Snowplow



Product Focus:

A division of Systems Control, The BOSS Snowplow entered the snowplow market more than 15 years ago and quickly became an industry leader and innovator. Using new technology and state-of-the-art engineering, the company has pioneered a number of revolutionary features and equipment additions for snowplows, setting new standards within the industry.

Manufacturing Facilities:

All BOSS products are designed, built and performance-tested at Systems Control's modern, ISO 9001-registered manufacturing facility in Iron Mountain, in Michigan's Upper Peninsula, where winter – and deep snow – are a way of life.

Major Product Lines:

The company's product line consists of five main categories including:

- Multiposition plows for light- and medium-duty trucks
- Straight-Blade plows for light- and medium-duty trucks
- Multiposition plows for skid steers
- Multiposition plows for motor graders and front-end loaders
- Salt and sand spreaders for light- and medium-duty trucks

Boss Products

P.O. Box 788
Iron Mountain, MI 49801
Phone: 800-286-4155
Fax: (906) 779-4218

Web site / E-mail address:

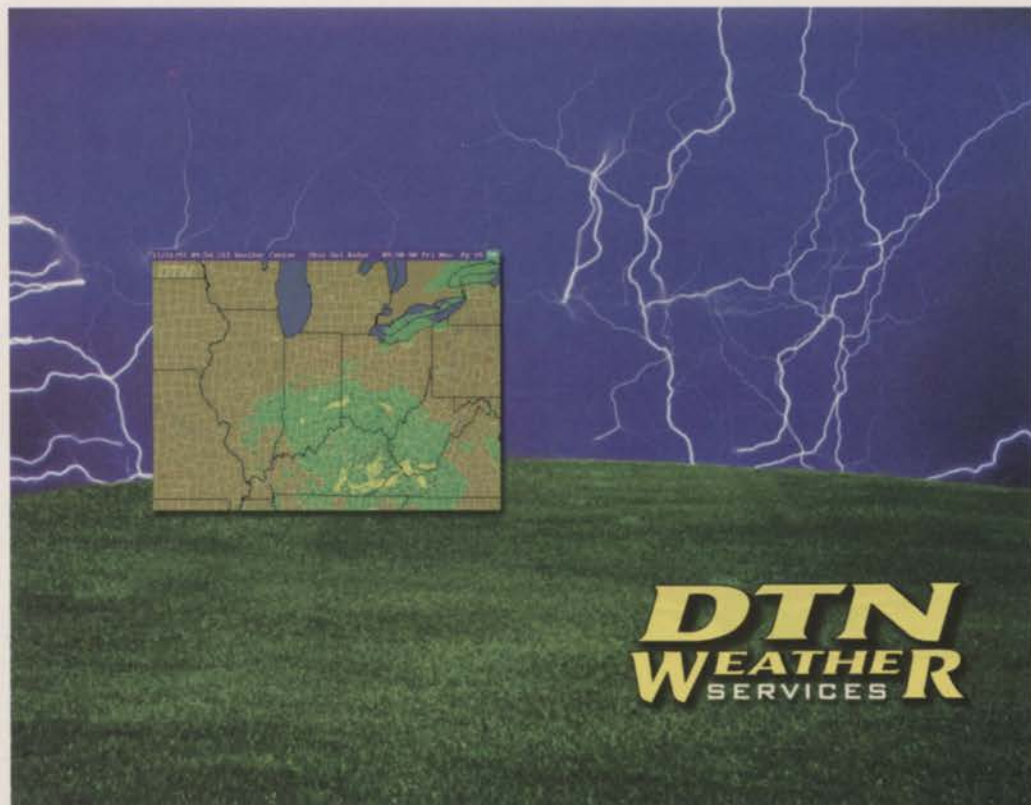
www.bossplow.com
sales@bossplow.com

Staff:

David Brule, President/CEO
Stephen Pontbriand,
Senior Vice President
Rick Robitaille, Marketing
Manager
Jim Kanter, Sales Manager
Charlie Huggett, Product
Manager

Date founded: 1985

DTN Weather Services



DTN Weather Services

11400 Rupp Drive
Burnsville, MN 55337
Phone: 800-328-2278
Fax: (952) 882-4500

Web site:

www.dtnweather.com

Staff:

Reed Moormeier, President
Steve Goertz, Vice President of
Sales & Marketing
Ken Michaud,
Vice President of
Operations & Field Service
Jim Weber, Director of
Marketing
Don Wilmes,
Industry Manager,
Golf, Turf & Recreation

Product Focus:

DTN Weather Services, the world's leading supplier of weather solutions, provides GIS-ready data, forecast services and weather display systems to more than 20,000 businesses. Accurate, real-time weather is used in many industries, such as aviation, agriculture, transportation, public safety, utilities, golf, turf, construction, broadcast and more.

Facilities:

DTN Weather Services brings together three companies, DTN's weather division, Kavouras (a leader in broadcast meteorology) and Weather Services Corp. (a leader in custom forecast meteorology). DTN Weather Services is a division of Data Transmission Network, a portfolio company of VS&A Communications Partners III, LP, the private equity affiliate of Veronis Suhler.

Technical Support / Training:

DTN Weather Services has meteorologists and technical support available on a 24/7 basis. DTN Weather Services has the ability to constantly monitor the weather and provide quick response. DTN has both in-house and field-service personnel to assist with training and resolution of issues.

Major Product Lines:

Available in a stand-alone unit or the services can be networked. Custom forecasts; radar – local, national and regional; storm arrival time, type and severity, watches and warnings; lightning; tropical storm analysis; accumulated rainfall; forecast and current conditions; Alert Manager; StormCall; Auto Plot; and Auto Archive.

Daniels Wing Plow



Product Focus:

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

Manufacturing Facilities:

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

Technical Support / Training:

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

Major Product Line:

Daniels Pull Plow—72 inch, 80 inch, 90 inch and 96 inch
Daniels Wing Plows—6 sizes, from 12 feet to 24 feet

Daniels Wing Plow

15N365 Old Sutton Road
East Dundee, IL 60018
Phone: (847) 426-1150
Fax : (847) 426-1171

Web site / E-Mail address:

www.danielsenterprises.com
sales@danielsenterprise.com

Date Founded: 1985

Dixie Chopper



Product Focus:

We strive to offer lawn maintenance operators a commercial-quality, zero-turning radius mower that they can depend on for their daily task of running their business. We offer the simple guarantee of being the leader in "Price, Performance, and Reliability," as well as a "money back" guarantee.

Manufacturing Facilities:

Located in west-central Indiana, 100 employees, state-of-the-art robotic welders and computer-controlled machines produce Dixie Chopper mowers in more than 100,000 square feet of manufacturing facilities. Each machine is assembled by hand, inspected, dyno-tested and shipped ready to mow.

Training and Customer Service:

Dixie Chopper offers its dealers continuous service training at its Dixie Chopper Business Resource Center by providing seminars for sales and service. This training includes in-depth, hands-on training and troubleshooting of components from product vendors as well as proper machine set-up and adjustment.

Major Product Line:

Dixie Chopper manufactures more than 25 commercial, zero-turning radius mowers from 42-inch to 72-inch cut, with 17 to 50 horsepower in air-cooled and liquid-cooled, gas and diesel engines from Kohler, Kawasaki, Honda and Yanmar.

Magic Circle Corp.

6302 E. County Road
100 North
Coatesville, IN 46121
Phone: 800-233-7596

Web site / E-mail address:

www.dixiechopper.com
info@dixiechopper.com

Staff:

Arthur Evans,
President

Jean Evans,
Secretary/Treasurer

Warren Evans,
Sales Manager

Date Founded: 1980

Dow AgroSciences

Focus:

Dow AgroSciences has a full product portfolio offering branded insecticides, herbicides and fungicides that improve the quality and quantity of the earth's food supply and contribute to the safety, health and quality of life of the world's growing population.

Facilities:

Headquartered in Indianapolis, Dow AgroSciences is a global company that delivers innovative technology that provides pest management, agricultural and biotechnology products. The company employs more than 3,500 people in more than 50 countries and has worldwide sales of more than \$2 billion. Dow AgroSciences is a wholly owned subsidiary of The Dow Chemical Co.

Technical Support:

Fifteen sales representatives, three sales managers and two field development biologists provide stewardship, training and answers to formulators, distributors, university researchers and end-users nationwide. Specimen labels and material safety data sheets are available from the Customer Information Center or on-line. Publications include product fact sheets and Panorama, an eight-page newsletter for professional turf and landscape managers. The "Set Your Course" incentive program is in place for distributor sales representatives.

Major Product Lines:

Professional turf, ornamental and technical products for golf courses, lawn care and landscape contracting. Products include:

Confront* post-emergence herbicide — dandelion, clover and other hard-to-control broadleaf weeds.

Conserve* SC insect control — recent winner of the Presidential Green Chemistry Challenge



Award; highly effective worm and lepidoptera product that is safe to beneficials and ornamentals.

Dursban* insecticide — controls 280 insect pests.

Gallery* pre-emergence herbicide — prevents growth of 95 species of broadleaf weeds for up to eight months.

Lontrel* Turf and Ornamental post-emergence herbicide — turf-safe broadleaf weed control.

Snapshot* pre-emergence herbicide — controls 111 grassy and broadleaf weeds.

Surflan* pre-emergence herbicide — safe on more than 400 ornamentals and provides season-long control of crabgrass, chickweed and more than 50 other weeds found in warm-season turf.

Team* Pro pre-emergence herbicide — crabgrass, goosegrass, spurge and oxalis control.

Rubigan* specialty fungicide — controls dollar spot along with *Poa annua* in overseeded warm-season turf.

*— Trademarks of Dow AgroSciences, LLC.

Dow AgroSciences LLC

9330 Zionsville Road
Indianapolis, IN
46268-1054
Phone: 800-263-1196
Fax: 800-905-7326

Web site / E-mail address:

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info@dowagro.com

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Keith Roach,
Communications Manager

Susanne Wasson,
District Sales Manager

Mike Lind,
District Sales Manager

Phil Ranck,
District Sales Manager

Dr. Jamie Breuninger, Technical
Development Manager

Mike Melichar,
Customer Agronomist

Lee Conway,
Market Research Manager

Date founded: 1989

Echo Incorporated

Echo Inc., a subsidiary of Kioritz Corp. of Japan, was established in the United States in 1971. In 1986, the company moved from Northbrook, Ill., to Lake Zurich, Ill., to accommodate expanding manufacturing needs. In the past decade, the company has expanded its marketing, manufacturing and distribution capabilities dramatically.

More than 160,000 square feet of office and distribution space is expected to be completed in September 2000. This will bring the total combined space in the Lake Zurich facility to more than 400,000 square feet. The company attributes its growth as a company, the continued expansion of its product lines and worldwide acceptance by the commercial landscaping market as the primary reasons for the substantial expansion.

The company employs more than 575 people, and in 1999 surpassed the 1 million-unit mark for production units manufactured and/or assembled at the Lake Zurich facility.

Annually, the company brings its distributor service personnel to the Lake Zurich facility for a week-long seminar covering education and training on product lines as well as service troubleshooting and techniques. The distributors then go into the field and train their dealer personnel. These "service schools" provide dealers and eventually customers with the most up-to-date service technology available for Echo products.

Innovation has also been a critical component in helping the company become the dominant player in the hand-held lawn and garden equipment industry worldwide. Since



Echo Incorporated, Lake Zurich, Ill., facility.

the introduction of hand-held power equipment in 1969, Echo has earned a reputation as one of the leading manufacturers of gasoline-powered blowers, string trimmers, hedge clippers, chain saws, edgers, sprayers, pumps and Power Pruners™. Some of Echo's industry-leading innovations include introducing the first dedicated backpack power blower, the first hand-held power blower and the first hand-held dedicated commercial curved shaft power edger.

Echo's new "quiet blowers" reduce noise to a minimum, but not at the expense of performance. They have won acclaim among commercial users and municipalities alike for their environmental soundness. Its innovative, shaft-type hedge clippers have provided operators with greater reach and superior balance. Echo's top-handle chain saws have won international recognition as being the industry's best tree chainsaw.

Recently, Echo's engineers had to rise to the challenge to meet new stringent EPA and California Air Resources Board emissions standards. The company will manufacture three chain saws specifically for the California market to meet CARB standards. The entire product line will be enhanced for the 2002 season to meet or exceed EPA requirements.

Echo's ability to provide state-of-the-art, environmentally friendly equipment with reduced emissions and sound levels combined with the company's steady expansion position Echo as an industry leader that responds to the needs of its customers.



Echo Inc.

400 Oakwood Road
Lake Zurich, IL 60047
Phone: (847) 540-8400
800-432-ECHO (3246)
Fax: (847) 540-8413

Web site:

www.echo-usa.com

Date founded: 1971

FMC Corporation

Business Focus:

FMC's Specialty Products Business, headquartered in Philadelphia, Pa., is a leading manufacturer of high-performance insecticides, termiticides, termite baits, miticides and ant-control products for use by the golf course, lawn care and structural pest control markets. FMC's Specialty Products Business also provides Talstar® insecticides to fertilizer manufacturers for use in the lawn and golf markets. Specialty Products is an integrated solutions provider, offering SMARTRAK™ business-management software.

Manufacturing Facilities:

FMC Corporation is one of the world's leading producers of chemicals and machinery for industry and agriculture. FMC employs approximately 16,000 people at more than 100 manufacturing facilities and mines in 25 countries. FMC is committed to providing solutions that change people's lives around the world.

Technical Support / Training / Customer Service:

The FMC Specialty Products Business is staffed with dedicated professionals in research and development, technical service, field sales, customer service and marketing. To reach a customer service or technical support representative, please contact the Customer Resource Center at 800-321-1FMC.

Major Product Lines:

FMC has a leading global position in pyrethroid chemistry. The Talstar® family of insecticides offers long residual control with a variety of high-performance products labeled for treatment of a broad spectrum of pests. Products for the turf and ornamental industry include Talstar® Lawn & Tree Flowable Insecticide/Miticide, Talstar® PL Granular Insecticide and Astro® Insecticide. Products for the golf care industry include Talstar® GC Flowable Insecticide/Miticide and Talstar® GC Granular Insecticide.

FMC



FMC Corporation

Specialty Products Business
1735 Market St.
Philadelphia, PA 19103
Phone: 800-321-1FMC
Fax: (215) 299-6100

Web site:

www.fmc-appspec.com



Ferris Industries

The Commercial Mower Specialist

Experience:

- Manufacturer of heavy-duty equipment since 1909.
- Focused exclusively on commercial mowers.

Reliability:

- Extra-tough deck construction (lap-welded corners, double top deck, double reinforced side skirts).
- Simpler design for easier serviceability.
- The most comprehensive warranties in the industry:
 - Two years, front-to-rear on parts and labor, excluding only blades, belts and tires.
 - Three years on walk-behind hydro transmissions.
- 24-hour parts turnaround.

Innovation:

- Inventor of IS® independent suspension (the only suspension system available for the riding mower) – dramatically improves operator comfort, mowing speeds and mower life.

Ferris Industries

5375 N. Main St.
Munnsville, NY 13409
Phone: 800-933-6175
Fax: (315) 495-0109

Web site / E-mail address:

www.ferrisindustries.com
marketing@ferrisindustries.com

Staff:

Jim Wier, President, CEO
Bill Shea, Vice President, Sales
Hal White, Vice President, Marketing
Rod Roberts, Product Service Manager

Date Founded: 1909



ProCut Z with IS®



ProCut 30



ProCut 20



HydroWalk DD



HydroWalk SD

FMI

Product Focus:

FMI was founded in 1887 by a committee of the Society of American Florists. It is the only insurance company solely dedicated to landscape contractors, interior landscapers, growers, nurseries, garden centers and florists — the entire horticultural industry.

Facilities:

FMI is a national company with its corporate office in the St. Louis metropolitan area in downtown Edwardsville, Ill. The company has branch offices in Massachusetts, Pennsylvania and California. FMI has approximately 44 account representatives throughout the country.

Training / Customer Service:

At the forefront of its field, FMI provides information to the horticultural industry in a variety of ways. FMI experts write articles for trade publications. FMI subsidiaries offer to FMI clients risk-management services that are designed to eliminate or control the multitude of potentially ruinous losses.

Major Product Lines:

Insurance products and services provided by FMI and/or its subsidiaries may include business property/liability; workers' compensation; automobile; nursery crop; flood; employment practices liability; director's and officer's liability; individual and group health; and personal lines. Products may not be available in all states.



FMI

500 St. Louis St.
Edwardsville, IL 62025
Phone: 800-851-7740
Fax: 800-233-3642

Web site / E-mail address:

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sales@fmi-insurance.com

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Don Gray,
Southwest Regional
Sales Vice President

Kenneth A. Smucker,
East Regional
Sales Vice President

Kenneth Von Forell,
West Regional
Sales Vice President

James B. Vosters Jr.,
Southeast Regional
Sales Vice President

Fred H. Warrick,
Midwest Regional
Sales Vice President

Date founded: June 1, 1887

Green2go.com, Inc.

Product Focus:

Green2go is the only end-to-end, Internet-based wholesale resource working with both suppliers and customers in the ornamental horticulture ("green") industry. Our focus is to deliver high-quality products, information and business-management solutions to growers and landscapers, as well as other green industry professionals. Our goal is to enable users to run their businesses more efficiently, productively and profitably than ever before.

Manufacturing Facility:

Headquartered in Fort Lauderdale, Fla., Green2go offers only high-quality green and hard-line products. Initially available in the southeastern United States, Green2go will roll out the availability of its on-line services on a region-by-region basis, culminating in full penetration of the U.S. supplier base by the end of this year. Green2go enables landscapers and other green industry professionals to manage the challenges they face – from sourcing shrubs and managing job quotes, to tracking expenses, securing timely delivery and shipping of products, and organizing billing – in one place, on-line and at competitive, fully delivered prices.

Technical Support:

Our fully integrated Web site — www.Green2go.com — allows users to tie together their buying, selling, scheduling, billing, job costing and logistics into a streamlined system. The clean, simple and user-friendly site is accessible 24/7 and is supported by a team of customer representatives with significant horticultural experience in the field nationally.

Through an industry-exclusive partnership with CTI Logistx, Green2go has solved one of the biggest problems associated with buying and selling in our industry — order consolidation, pick-up and delivery. Green2go's end-to-end support systems ensure customers get what they want, where they want it, when they need it delivered — in guaranteed good condition.



We deliver growth.



Our Green2go staff is a dedicated team of seasoned, industry professionals — including growers, nursery managers, commercial landscapers, lawn-and-garden center operators and hard-line suppliers. A staff entomologist evaluates the quality of our suppliers' green products and provides advice on pest problems.

Major Product Lines:

We offer an unprecedented selection of ornamental horticulture and related products — virtually any green product and targeted offerings of hard-line products relevant to our industry. Our shelves are fully stocked by region, with the breadth and depth of product selection, sizes and quantities needed by professionals in the landscaping business. In addition to bringing together these external resources, Green2go's integrated Web-based solution allows supplying and buying customers to:

- Source, price and procure green and hard-line products
- Instantly generate "Custom Quote" job estimates on your own letterhead
- Track shipping and delivery logistics
- Generate invoices, sales reports, job costing, even classified ads for excess inventory
- Keep up with industry news and events
- Track local weather
- Make their business a more productive and efficient operation so they can grow.



Green2go.com, Inc.

4410 N. State Road 7
Bldg. J, Suite 303
Lauderdale Lakes, FL
33319
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Fax: (954) 730-8183

Web site / E-mail address:

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info@Green2go.com

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Michael R. Apfel,
(co-founder), COO
Blaine A. Robinson, CFO
Bryce Quick, Business
Development Manager
Kurt Zimmermann,
Merchandise Manager

Date Founded:
December 1999



Market Focus:

Greentrac.com is the preeminent green industry business-to-business Net Market, offering a full complement of e-commerce tools. We focus on connecting qualified buyers with vendors to purchase equipment, supplies and services in a more efficient, cost-effective manner by way of our easy-to-use Web site.

Product Focus:

Three simple components comprise our Web site. The electronic Request for Proposal allows buyers to complete a simple form that automatically is transmitted to multiple vendors who could supply that product or service. Vendors can then submit their bid electronically back to the buyer. The eAuction feature is a trading post to buy or sell overstocked items or used equipment. Our newest feature, the eCatalog, showcases the ability to research and purchase products from specific suppliers.

Benefits:

Buyers and vendors experience ease of use, efficiency, convenience, global reach and cost savings. Buyers can easily gauge the market value of products requested via the bids they receive. Greentrac.com also makes available reports detailing purchasing trends, cost trends and historical purchasing data. Greentrac.com provides Internet commerce capabilities to buyers and suppliers at no up-front cost.

Customer Service:

We offer toll-free telephone support from 5:00 a.m. to 6:00 p.m. (Pacific time) Monday through Friday. After registration and approval, customers are provided with a telephone training session, which provides step-by-step instructions on how to navigate and use the system. A user manual also is provided.



Greentrac.com

2121 East Coast Highway,
Suite 200
Corona del Mar, CA 92625
Phone: (949) 759-0151
Customer service (toll-free):
877-774-8722
Fax: (949) 759-8131

Web site / E-mail address:

www.Greentrac.com
Customerservice@
Greentrac.com

Date Founded:
November 1999

the

GRASSHOPPER®

company

First to Finish...Built to Last

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

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

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

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



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



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

GRASSHOPPER
YOUR NEXT MOWER

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

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

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

time line

GRASSHOPPER
Our 31st Year Of Production!

1969

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

1984

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

Grasshopper becomes the only front-mount mower to offer **easy cutting height control from the operator's seat**.

1992

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

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



60" AERA-vator™

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

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

1973

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



Quik-D-Tatch Vac Collection System

1994

Ultimate operator station standard equipment includes an iso-mounted, coil-spring suspension seat, a centralized control panel and extended footrest.

1996

1999

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



SL96 FlipUp™ Deck

1983

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

1986

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

1990

New, lower profile deck designs are introduced by Grasshopper.



Grasshopper Model 928D

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

1998

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

Selected models feature **G² Drive**, Grasshopper Model 618 hydrostatic drive system for faster movement between jobs and increased productivity, with ground speeds up to 10 mph.



Model 321D M¹ Mid-mount

1988

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

1991

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

1995

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

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



Grasshopper Model 618

2000

M¹ Series Mid-Mount Mowers are engineered for the same serviceability, comfort and durability of Grasshopper's popular outfront mowers.

growzone™



growzone™

58 Inverness Drive East
Englewood, CO 80112
Phone: (303) 858-8797
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Fax: (303) 858-8507

Web site / E-mail address:

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sales@growzone.com

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& Operations

Mark Nicastro,
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Product Management

Joel Richards,
Chief Architect

Alan Buckingham,
Customer Care Director

Rhett Wright,
Technical Sales Manager

Bosh Bruening,
National Sales Director

Miki Tolle,
Marketing Director

Gus Zader,
Web Development

Mike Kelley, MIS Director

Date Founded: 1995

Product Focus:

Growzone provides the lawn and garden industry with easy, reliable and efficient ways to do business via Web-based technology solutions. Delivering a powerful combination of e-commerce capabilities, exceptional functionality and proven reliability, growzone's greenbuyer™ and yournursery™ applications provide the tools for your business to succeed.

Manufacturing Facility:

Amid some of the world's most spectacular scenery, with the snow-capped Rocky Mountains to the west and the fertile, rich great plains to the east, growzone lies cradled in the heart of an emerging technology mecca, the Denver, Colo., metropolitan area. It seems only fitting that growzone, as the technology leader within the green industry, chose the magnificent natural beauty of Colorado to call "home".

Technical Support / Customer Service:

Our growing staff of close to 50 brings together the perfect combination of expertise

and knowledge in both the lawn and garden and technology industries. Growzone's technical team is second to none, and our sales force is superior. The customer care groups provide exceptional relationship management and product and technical support. Each human resource at growzone, with their individual skills and talents, plays an integral role in providing the tools to help you and the industry grow.

Major Product Lines:

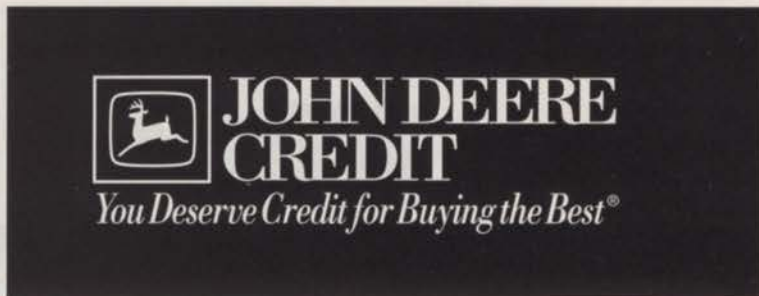
On-line solutions include:

- greenbuyer – Growers and allied suppliers list and sell their products and services online to garden centers and landscape professionals. Qualified buyers, such as garden centers and landscapers, can view, compare and purchase with greenbuyer's on-line catalog.
- yournursery – Garden centers and landscapers alike take charge of their own online success by creating electronic storefronts to sell products and services and expand business.

John Deere Credit

Product Focus:

- Installment, revolving and leasing options for professional landscape service providers.
- Customized financial solutions geared toward the individual needs of the customer.
- Financing in support of the full-line of commercial mowing and landscape equipment (compact and utility tractors, commercial front mowers, z-trak mowers, commercial walk-behind mowers, gator utility vehicles, skid steer loaders and a range of attachments and handheld portable products such as string trimmers, blowers, chain saws and generators to support virtually any landscaping need) manufactured by John Deere.
- Financing product support for parts and service.
- Continue to evaluate expanded product offerings based on customer feedback.



Operational Facilities:

- North American operations serving landscape professionals in Madison, WI; Burlington, Ontario, Canada; and our new worldwide headquarters in Johnston, Iowa.
- Recent expansion into overseas locations in support of Deere equipment sales (United Kingdom, Australia, Brazil, Argentina, Mexico, France and Germany).

Technical Support / Sales / Customer Service:

- Focus on an easy, customer-friendly credit process that does not detract from the purchase of the equipment. One-stop shopping with a fast and efficient credit approval process.
- Creation of new contract prep software package that enables dealers to match repayment terms to customer's cash flows.
- Ninety-four percent of commercial customers using JDC were satisfied or very satisfied with their most recent experience.
- Focus on providing friendly, courteous and appreciative customer service.

Major Product Lines:

- Standard language regarding other John Deere Credit product offerings (ag equipment financing, operating loans, Farm Plan, construction equipment (dealer and direct sales), etc).

John Deere

Moline, IL

PBI/Gordon Corporation



weedalert.comSM

The Turf Professional's On-line
Source for Weed Control Options.

PBI/Gordon Corp.

1217 W. 12th St.
Kansas City, MO 64101
Phone: (816) 421-4070
Fax: (816) 474-0462

Web sites / E-mail address:

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Sales, Professional Products

Mark Miller, Professional
Products National Manager

Gary Custis,
Technical Services

Steve Carrell,
Central Regional Manager

Tom DeBold,
Midwest Regional Manager

Tony Kimball,
Southern Regional Manager

Date Founded: 1947

Product Focus:

PBI/Gordon Corp., best known for Trimec® Brand Broadleaf Herbicides, is a formulator and marketer of premium quality products and services for the professional landscape, industrial and institutional grounds maintenance, lawn care and golf course industries.

Manufacturing Facilities:

PBI/Gordon Corp. operates two manufacturing facilities, one in Kansas City, Kan., and one in Crestline, Kan. The Kansas City facility produces most of the company's liquid herbicide products, while the Crestline facility produces other specialty turf and ornamental products as well as many of the company's consumer lawn and garden products.

Technical Support / Customer Service:

Consistently receiving top ratings for customer service and support, PBI/Gordon Corp. is committed to providing technical support for Gordon's products. To facilitate this objective, the company introduced a new Web site last February, www.weedalert.com. The Internet site includes descriptions and cultural control recommendations for more than 50 weeds that are a problem for turf managers. Germination times and periods of active growth are provided according to USDA hardiness zones. An on-line technical adviser also is available. The company's corporate Web site also provides users the opportunity to e-mail the technical adviser.

Major product Lines:

Other product lines produced by PBI/Gordon include the Gordon's Lawn & Garden, Gordon's Farm, Gordon's Industrial Vegetation Management and Gordon's Agricultural product lines.

Redexim Charterhouse, Inc.

Product Focus:

Redexim Charterhouse, Inc. is known internationally for its development of innovative turf-management products for the sports field, landscape, turf and golf markets. Redexim Charterhouse b.v. is headquartered in Holland, maintains an administrative office in Pittston Township, Pa., and has a worldwide network of distributors in virtually every country that has a golf course. All products are available in North America through a network of 47 distributors.

Manufacturing:

Principal manufacturing facilities are located in Italy and in the United Kingdom. The company has a parts supply warehouse in Pittston Township, Pa.

Technical Support / Customer Service:

Comprehensive customer service and support is available through the company's toll-free sales and marketing office in North America at 800-597-5664.

Major Product Lines:

Among the many products marketed by the company internationally are: Verti-Drain and Rapidcore aerators; Verti-Seed and Sportsfield overseeders; Turf Tidy, a 3-in-1 unit for dethatching, sweeping and flail mowing; and Easy Spread spreaders. The company also markets the Turf series of tractors from Antonio Carraro S.P.A.



Redexim Charterhouse, Inc.

950 Sathers Drive
Pittston Township, PA
18640
Phone: 800-597-5664

Web site / E-mail address:

www.redexim.com
redexim@aol.com

Staff:

Cornelius de Bree, President,
Redexim b.v.

Philip Threadgold,
Executive Vice President,
Redexim Charterhouse, Inc.

Date Founded: 1980

Riverdale Chemical Co.

Riverdale



Product Focus:

Riverdale is focused on providing the best post-emergent broadleaf herbicides to professional turf managers. Millennium Ultra, Cool Power and Horsepower utilize clopyralid or triclopyr with other proven phenoxy compounds, providing superior control. Manor and Corsair are new sulfonyl ureas now available for turf.

Manufacturing Facilities:

Riverdale esterifies and aminates its formulation in Chicago Heights, Ill. Recent expansions and updates have provided increased capacity.

Technical Support / Customer Service: Riverdale has 10 sales representatives assisting distribution and end users. These representatives also are used for training and technical support.

Major Product Lines:

Riverdale's product line consists of Millennium Ultra, Cool Power, Horsepower, Manor, Corsair, Triplet SF and Triamine, among others, for professional turf managers. Riverdale also supplies products to formulators for use on fertilizer.

Riverdale Chemical Co.

425 W. 194th St.
Glenwood, IL 60425
Phone: 800-345-3330
Fax: (708) 754-0314

Web site:

www.riverdalecc.com

Staff:

Ted Baker, President
Marvin Moore, Vice President
Curtis Clark,
Business Development &
Marketing Manager
Sean Casey, Sales Manager

Date founded: Riverdale
joined the Nufarm group of
companies in 1999.

Textron Golf & Turf



Bunton Gear Drive

Product focus:

Textron Golf & Turf manufactures a full range of vehicles and turf maintenance equipment for professional lawn care, golf, turf, sports field and industrial applications. The company offers multiple brands—specifically Bob-Cat® and Bunton® mowers and Ryan® lawn renovation equipment to meet the diverse needs of landscape contractors and lawn care professionals.



Ryan Lawnaire IV



Bob-Cat ZT 100 Series

Manufacturing:

Textron manufactures Bob-Cat and Bunton brand mowers at its 198,000-square-foot manufacturing plant in Johnson Creek, Wis. Ryan® aerators and renovation equipment are built in Lincoln, Neb., at a 691,000-square-foot manufacturing facility. Other Textron brands—Brouwer®, Cushman®, E-Z-GO®, Jacobsen®, Ransomes® and Steiner™—are manufactured in Racine, Wis.; Charlotte, N.C.; Dalton, Ohio; Ipswich, England; and Augusta, Ga.

Technical support, sales, training and customer service:

Textron Golf & Turf markets its Bob-Cat, Bunton and Ryan brands through an extensive distribution network. The company provides total sales and service support to distributors, dealers and customers throughout North America.

Major product lines:

Bob-Cat and Bunton offer lawn care professionals a wide choice of midsize walk-behind and zero-turn, ride-on mowers—including new fuel-injected and diesel models. Bob-Cat ... tough, affordable. Bunton ... it's a pride thing. Ryan, at the core of healthy turf, features walk-behind, tow-behind and tractor-mounted Lawnaire® aerators and other leading lawn renovation equipment.

TEXTRON
GOLF & TURF

Textron Golf & Turf

1721 Packard Ave.
Racine, WI 53403
Phone: (262) 637-6711
Fax: (262) 637-4465

Web site:

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Staff:

L.T. Walden, Jr., Chairman & CEO
David Rivers, Executive Vice President Multi-Brand Development & Customer Service for North America
Peter Whurr, Vice President Product Management for Turf and Professional Lawn Care
Paul Pesci, Vice President Sales for Turf and Professional Lawn Care
Karla Cuculi, Marketing Manager for Turf and Professional Lawn Care
John Chiera, Sales Director Professional Lawn Care

Date Founded: 1832

Turf Merchants Inc.



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

Technical Support / Training:

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

Major Product Lines:

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

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

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue. Creeping bentgrasses are Backspin and Trueline.

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

Product Focus:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture. These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses and Kentucky bluegrasses. TMI also offers domestically-produced, warm-season grasses such as bermudagrass and zoysiagrass. From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically-advanced varieties available anywhere.

Manufacturing Facilities:

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

Natural rainfall and expertise in produc-

Turf Merchants Inc.

33390 Tangent Loop
Tangent, OR 97389
Phone: (541) 926-8649
Fax: (541) 926-4435

Web site:

www.turfmerchants.com

Staff:

Steven P. Tubbs, President
Nancy Aerni, Vice President
Frank Gill, Vice President

John Cochran,
Vice President

Robin Mankle,
Secretary/Treasurer

Date founded: 1983

The Toro Company



The Toro Company was launched 86 years ago to respond to a customer need. Over the years, the company has built its reputation on superior customer relationships and innovation, and today is a leader in every market it serves. Superior customer care and constant innovation remain the primary goals of the company today.

Toro's professional customers count on Toro each day for superior products, proven service and strong innovation to grow and maintain their landscapes and fields. Golf course superintendents, grounds managers, contractors and growers look to Toro as the best single source for turf management, turf irrigation and agricultural micro-irrigation products and services. Our deep understanding of customer needs matched with the expertise of our customers enhances the beauty and environmental health of community parks, agricultural fields, athletic facilities, commercial and residential landscapes, and golf courses. We also have expanded into equipment for industrial and construction markets with the Industrial Workman® and the versatile Toro Dingo®.

Homeowners around the world turn to Toro products to maintain and enhance their home landscapes. Toro's home-care products include gas, electric and battery-powered walk power mowers; riding mowers; lawn and garden tractors; gas and electric snowthrowers; do-it-yourself residential irrigation systems; and electric home solutions such as trimmers, blower vacuums and hedge trimmers. The company's products are available through an extensive network of dealers and through a broad array of home centers, hardware outlets and large retailers.



The Toro Company

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Randy B. James, Vice President and Controller

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J. Lawrence McIntyre, Vice President, Secretary and General Counsel

Karen M. Meyer, Vice President, Administration

N. Jeanne Ryan, Assistant Secretary

Stephen P. Wolfe, Vice President Finance, Treasurer and Chief Financial Officer

Date Founded: 1914

United Horticultural Supply

Business Focus:

United Horticultural Supply is specifically designed to serve the professional turf and ornamental industries by providing the finest products and technical expertise available.

Since our inception, we have committed ourselves to three principles:

- To provide the highest quality products available
- To provide qualified technical personnel dedicated strictly to the horticulture industry
- To implement and promote environmental stewardship

UHS's national strength provides customers a wider selection of products and is the reason we are leaders in bringing innovative and cutting-edge technologies to the market.

Five regional divisions, each operating as a local business with its own sales, management and marketing staffs, enable us to concentrate on the unique needs of the diverse parts of the country as well.

This blend of national scope and local focus is what makes United Horticultural Supply unrivaled in the industry.

Facilities:

Each regional United Horticultural Supply division is linked to a series of strategically located warehouses, which ensures prompt delivery and availability of product.

Technical Support / Training:

Complementing our extensive line is a staff of dedicated professionals that is knowledgeable about the items it sells as well as its intended markets. The salespeople have working experience within the industry they serve, enabling them to provide solid advice and accurate answers to your questions.

Regional research and field trials enhance our position in responding to local needs and our ability to bring effective and innovative products to market.



Major Product Lines:

United Horticultural Supply is uniquely positioned with all major manufacturers of chemicals, fertilizers and related products, carrying only the finest items to satisfy the needs of today's working professional.

In addition, we have developed our own exclusive line of premium products. Marketed under our own label, these products are recognized as top performers in the business. Several of these products were first introduced by UHS and have quickly become industry standards.

Examples include Signature Brand Fertilizers and Seed, Dursban TNP insecticide, Chaser Ultra herbicide, Banol C fungicide, Respond wetting agent plus several surfactants and spray additives. We also carry:

Fertilizers – Blends formulated to perform best in the various micro-climates and management programs found throughout the United States. Our premium Signature Brand line meets the highest standards for turf quality, longevity and product consistency.

Turf Seed – perennial ryegrass, bluegrass, fine and turf-type fescues, bentgrass plus custom blends and mixtures. The Signature Brand Seed line contains premium, pure seed without unwanted weeds and grasses.

Safety & Professional Products – a comprehensive line of safety products to meet worker protection standards.

United Horticultural Supply

9335 Elm Court
Denver, CO 80221
Phone: 800-847-6417
Fax: (303) 487-9010

Web site:

www.uhsonline.com

Atlantic Division

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(302) 266-7580

Great Lakes Division

Russ Mitchell,

Division Manager
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Midwest Division

Bob Flynn,

Division Manager
(402) 330-1910

Southern Division

Steve Jackson,

Division Manager
(813) 628-0496

Western Division

Mike Thurlow,

Division Manager
(559) 437-5360

Signature Control Systems Inc.

Product Focus:

Signature Control Systems Inc. was founded by Brian J. Smith after acquiring UnionTools Irrigation Inc., formerly known as Thompson Manufacturing. Signature Control Systems Inc. is a leader in the design and manufacturing of intelligent irrigation controllers and site-management software that provides users such as landscape managers, golf course superintendents and property managers direct control of irrigation, fertigation applications, vehicle tracking, asset and inventory management and other market-oriented products. The Aurora and Constellation range of irrigation controllers and software are fast becoming industry recognized and accepted products.



Manufacturing Facilities:

Signature Control Systems Inc., a manufacturer of electronic control equipment, management software and irrigation equipment is headquartered in Irvine, Calif. The SCS complex houses its Customer Support, Manufacturing Facility, Sales and Marketing Divisions and R&D departments. SCS manufactures products for both local and international markets and is committed to timely providing comprehensive, market-oriented and user-friendly products at affordable prices.

Technical Support, Sales, Training and Customer Support:

SCS has more than 30 distributors across the United States with factory-trained sales and technical personnel. Together with our Customer Support staff, SCS has various regional offices across the United States resourced with experts committed to supporting the user or distributor with the simplest questions to the most complex radio communication applications or the application of advanced lightning protection, for which SCS is famous.

Major Product Lines:

SCS provides Aurora and Constellation central satellite systems in hardwire radio and telephone configurations, weather station equipment, brass valves as well as a comprehensive range of golf and large turf sprinklers. All SCS products are compatible for both local and international markets.

Signature Control Systems Inc.

4-B Mason
Irvine, CA 92618
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Fax: 949-580-3655

Web site / E-mail address:

www.signaturecontrolsystems.com
www.scsmail.com

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Jeff Tipton
(Manufacturing/Technical Service), Director of Operations

Ed Cesena (Customer Support/Order Entry), Customer Service Manager

Carmen McCoy (Distributor Support/Regional Sales), Sales & Marketing Support

Valent U.S.A. Corporation



Product Focus:

Valent Professional Products is focused on professional turf, tree and plant industries. Valent develops and markets professional products for needs in areas such as golf-course maintenance; turf grass; landscape and lawn care; greenhouse and nursery operations; and public health and structural pest control.

Manufacturing Facilities:

Valent serves North America as the product development and marketing branch for Sumitomo Chemical Co., Ltd. The Takarazuka Research Center in Japan is Sumitomo's main facility for biology related activities. The Environmental Health Science Laboratory in Osaka, Japan, conducts safety studies. Field research centers are in Greenville, Miss., and Champaign, Ill. Valent operates its own research laboratory and library in Dublin, Calif.

Technical support / sales:

Valent's sales force is a group of highly skilled technical sales representatives with university training in various agricultural, turf and other professional disciplines. The sales representatives are located strategically throughout the country. Valent products are sold through distributors and dealers to greenhouse/nursery operators, golf course superintendents and other end-users.

Specialists deployed in professional market areas, Valent's Field Market Development group concentrates on label expansions, tank mix combinations, use rates, application methods and product defense.

Major Product Lines:

Insecticides:

- **DISTANCE®** Insect Growth Regulator breaks the life cycle of major nursery and greenhouse pests such as whiteflies, fungus gnats and scales.
- **DISTANCE®** Fire Ant Bait is an effective non-restricted use pesticide that results in the death of the entire fire ant colony. The active ingredient in DISTANCE FAB results in the queen's inability to reproduce.
- **ORTHENE®** Turf, Tree & Ornamental Insecticides eliminate 45 types of insects on more than 100 varieties of plants.
- **TAME®** 2.4 EC Spray Insecticide is a broad-spectrum insecticide-miticide used for quick knockdown of insects and mites.
- **PINPOINT®** Insecticide is a granular ORTHENE insecticide that gives long-lasting systemic control with little surface residue.

Herbicides:

- **ENVOY®** Herbicide delivers complete and consistent post-emergent grass control with no injury to valuable ornamental plants.

Plant-growth regulators:

- **SUMAGIC®** Plant Growth Regulator offers a broad label for use on greenhouse plants from bedding plants to woody ornamentals to poinsettias. SUMAGIC provides denser, more compact growth, darker foliage, increased plant shelf life and no phytotoxicity when used according to label directions.

Pest-control regulators:

- **ORTHENE®** PCO Pellets is a structural insecticide that effectively controls indoor insects, including resistant cockroaches, ants, crickets, firebrats, earwigs and pillbugs in a 97 percent pellet formulation.

Valent U.S.A. Corp.

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Staff:

Mike Borel, President & COO
Donnie Taylor, Director of Sales & Supply Chain
Anita Dale, Director of Marketing
Wayne Winner, Professional Products National Business Manager

Date founded: April 12, 1988

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Walker Manufacturing Company



Product Focus:

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

Manufacturing Facilities:

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

Technical Support / Training:

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

Major Product Lines:

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

Walker Manufacturing Company

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Dean Walker, VP
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Max Walker, VP (Chairman)
Bob Tomasek, Customer
Service/Warranty

Date Founded: 1957

The 'Perfect' Installation



Does the 'perfect' woody ornamental installation exist? Obstacles in overall design, plant selection and site selection can be overcome

BY JOHN C. FECH

You're to meet your clients about this year's tree and shrub plantings and you know there are a few problems to discuss, which often happens. What to do with the landscape's limitations? As with most conflicts, it's best to be open and honest.

One plan, two opinions

The first conflict might occur with the interpretation of the landscape architect/designer's plan. In some cases, significant changes in the landscape have occurred between the time of the drawing and the installation date. Surrounding trees could have been pruned or removed; construction activities may have compacted, added to or removed the soil; or the adjacent property may have new plant materials.

If no serious changes have occurred, focus on inspecting the site.

Just as several meteorologists may issue different weather forecasts based on the same weather data, designers and landscapers may interpret the landforms in a different way. For example, the designer may feel that a pagoda dogwood would thrive and provide screening in a certain portion of the landscape, while the landscaper imagines coniferous species such as hemlock, arborvitae or vanderwolf pine.

If this occurs, the best way to resolve the situation is to contact the designer to get his or her thoughts on the merits of the pagoda dogwood in meeting the program's wish list

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Avoid these mistakes!

TOP: This tree didn't have a chance because the hole that was dug for it was too small.

MIDDLE: This tree was planted with too much mulch surrounding it.

BOTTOM: This tree was planted too deep. If roots don't grow horizontally, you'll be asked to come diagnose a diseased or dead tree.

Millennium is the culmination of over 30 years of fescue breeding... the 4th generation of Turf Type Tall Fescue cultivars. Take a look at the Tall Fescue NTEP Trial data.

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Qualifies for
the "Higher
Ground"
Performance
tag!

MEAN TURFGRASS QUALITY

RATINGS OF TALL FESCUE CULTIVARS IN

DENSE SHADE

AT MISSISSIPPI STATE, MS - 1998 DATA
TURFGRASS QUALITY RATINGS 1 - 9; 9=IDEAL

NAME	MEAN
MILLENNIUM	5.2
SHENANDOAH II	5.0
PLANTATION	4.9
REMBRANDT	4.7
AZTEC II	3.7
LSD VALUE	1.3

MEAN TURFGRASS QUALITY

RATINGS OF TALL FESCUE CULTIVARS AT DIFFERENT

MOWING HEIGHTS

1999 DATA / RATINGS 1-9; 9=IDEAL TURF

MOWING HEIGHT (INCHES)

NAME	1.6-2.0
MILLENNIUM	6.6
PLANTATION	6.5
REMBRANDT	6.5
SHENANDOAH II	6.4
KENTUCKY - 31 W/ENDO.	3.4
LSD VALUE	0.2

MEAN TURFGRASS QUALITY

RATINGS OF TALL FESCUE CULTIVARS

NOT IRRIGATED

OR ONLY DURING SEVERE STRESS / 1999 DATA / 9= IDEAL

NAME	MEAN
GENESIS	6.3
MILLENNIUM	6.3
REMBRANDT	6.2
PLANTATION	6.2
KENTUCKY -31 W/ENDO.	4.5
LSD VALUE	0.5

For complete trial data go to www.ntep.org

T.M.i.
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of goals and objectives devised with the client. Often either the designer or you may have overlooked some factor in the decision.

If you and the designer don't agree on the plant material choices, the best approach is to consider a third party for an unbiased opinion. Other landscapers, independent horticultural consultants and university extension horticulturists can usually offer a reasonable set of choices, especially when no conflict of interest is at stake.

Installation obstacles

Once the plant material has been chosen, expect to encounter unforeseen problems. Larry Spangler, landscape foreman in Lincoln, NE, reports that this is always the most frustrating part of the installation process.

"I remember one job where we moved three scotch pines three



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Plant options: pros and cons

There are several choices when installing woody plant material: bare root, ball and burlap (B&B) and container grown. Each has advantages and disadvantages:

- ▶ Bare root material is inexpensive, but can only be planted in spring and can dry out during shipping.
- ▶ B & B material costs more and is a bit tender during shipping, but can be planted from April to November in most areas.
- ▶ Container grown plants are also more expensive and can develop circling roots, but offer ease of movement and can be planted most anytime the ground is not frozen.

times. Every time we dug a hole, we hit a sprinkler line!" he said. "Finally, we called out the sprinkler installer and worked it out with him."

Other unforeseen problems include discovering hardpan or gummy soils, unmarked utility lines and buried concrete. In these situations, keep in mind the lateral expansion of the new plant's root system. If the soil won't allow horizontal growth, the tree will die in a few years and you'll be called out to diagnose a sick tree or remove the dead one.

Consider each site individually; each one has its own set of desirable attributes and limitations. In the hurry to get the plant in the ground, utilities are often overlooked, so ask the utility company to mark underground lines and look overhead to make sure that the tree will not grow into overhead lines. An underground sprinkler design map also helps prevent damaged lines.

Size does matter

If a client is trying to reduce the cost of installation, be conscious of the room allotted per plant when using small plants. "Little" plants look lost and naked in the landscape for the first two years, leaving a large volume of void space in the planting beds. In this situation, the tendency is to scoot the plants a bit closer together than is recommended in order to prevent this open appearance.

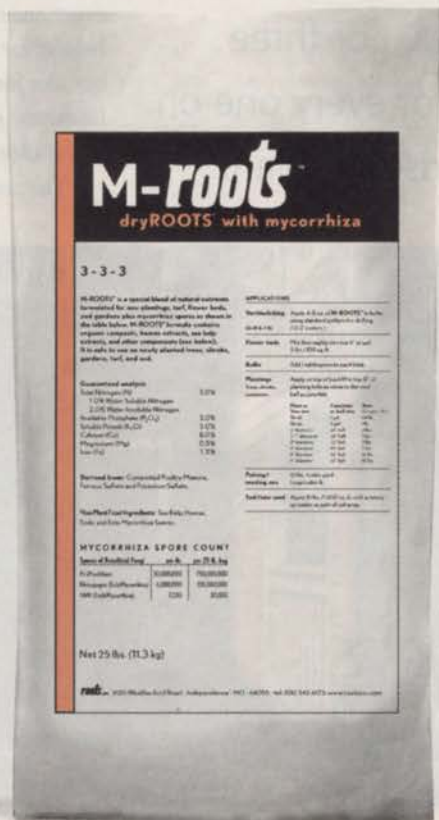
But placing plant materials too close together has three results: 1. Eventually it creates an overcrowded planting bed, forcing a need to relocate or remove 3- to 4-year old plants. 2. It may or may not save money for the client. If the plants are located at the minimum spacing or even less than the minimum, more plants will be required to fill the space. 3. Shrubs and trees that are too close will require frequent pruning.

How big should the material be? Your client may be screaming for BIG, BIG, BIG, because those large trees or shrubs have immediate impact. However, the larger the plant, the smaller percentage of roots are brought with it from the

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nursery to the landscape. A 1-in. tree will generally retain about 20% to 25% of its original roots during planting, while a 4-in. tree might retain only 5% to 10%. Generally, the smaller plants have a higher establishment rate.

Another concern in striving for the "perfect installation" is the availability of plant material. Large plant material and trendy popular species have been especially hard to obtain in recent years. Dave Lanoha, owner of a large midwestern nursery, complains, "It's really hard to get certain plants these days. And if you can get

You may want to start listing two or three plants for every one on the landscape plan.

them, you can't get as many as you need or the quality of the stock is unacceptable. I guess it's supply and demand."

The unavailability of large plant materials presents a real dilemma and two basic solutions:

1. You can plant smaller stock and coax your customer to be patient. It may be possible to offer some type of incentive program to encourage patience. There are some customers who you can't afford to lose, so offering some free annuals or a complimentary landscape design may be worth the effort or investment.

2. Consider alternative plant materials that will serve the same purpose. You may want to start listing two or three plants for every one on the landscape plan. This is helpful for the problem of unavailability, but also for convincing clients to buy the landscape project even if they object to the first choice of the landscape designer.

The scale of the project may also influ-



This is a bad location because of the hot, dry, rock mulch. Plus, the tree was planted too close to the sidewalk and the building.

Look for ideal planting sites

What makes an ideal site? Look for: well-drained, moderately fertile soil at least 3 feet deep, wide enough to contain the eventual lateral expansion of the root system, the number of hours of sun received on the site would be the exact amount that the tree or shrub requires, necessary room for the projected height and width of the plant slope of the land to meet the moisture needs or tolerances of the plant.

ence the choice of whether to install small stock or to select alternatives. A newly constructed building, office complex or shopping mall will look quite stark if small stock is installed, while an older residential planting with established surrounding plants might allow for small plants.

Right plant, right place

The most important factor in siting plant materials is to remember the catch phrase of the '90s: "Right plant, right place." Weather, sun and shade, drainage, soil moisture, soil nutrients, soil pH, winds, existing plant materials and the function of the site are crucial to the success of the planting and must be considered. For example, lilacs may survive in moderate shade, but will not produce many blooms. River birch and pin oaks may survive several years in high pH soils, but will eventually develop chlorosis.

Here are some rules of thumb to follow:

Dig a wide hole to facilitate the rapid lateral expansion of the root system. This

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is accomplished by loosening the soil on each side of the root ball. Try to dig the hole two to three times as wide as the root mass, but don't let that tree or shrub sink after planting. Set the root mass on a firm foundation — one that has not been disturbed by digging.

Remove wire and burlap (or at least some of it). Burlap that extends above the planting hole can act like a wick, drawing water away from the root system. Just snip it off and discard it after the plant is in the ground.

Likewise, the wire basket can also be a bit of a problem, possibly inhibiting lateral root growth. Snip off most of the basket after planting and discard it.

Plant above grade in heavy soils, at

To stake or not to stake? If the site analysis indicates that this is a windy site, then it helps to stake it.

grade in well drained soils. Clay soils hold water tightly, creating poor drainage. You can alleviate this by placing the tree several inches above grade in the planting hole, allowing some of the rain or applied water to be shed from the root mass.

This is not an issue in well drained soils. In either case, make sure all of the roots are covered with soil.

Spread the roots out laterally, especially with container or bare root stock. The goal is to mimic nature and encourage the roots to spread laterally. If roots have started circling in the container, carefully spread



Turf and trees should be separated. Mulch will prevent weed growth, keep roots cool and hold soil moisture.

them out straight in the hole. Do not cut them off to fit the size of the hole. If they don't fit, dig a wider hole.

Consider soil type and amend accordingly. You might think that adding compost or leaf mold into the planting hole would be beneficial, but it isn't for large woody plants.

While this facilitates the establishment of annuals and perennials, woody plants have large, wide root systems. It is impractical to properly amend the entire root system. It's more reasonable to grow vegetables and flowers in amended soils, due to their smaller root systems.

To stake or not to stake? Are stakes really necessary? If the site analysis indicates that this is a windy site, then it helps to stake it. Tie the tree loosely to a support, and use wide strapping or inner tubes to attach the tree to the stake. Old sweat socks or pantyhose will work just fine. If the site isn't windy or likely to be vandalized, don't bother. It isn't worth the extra work.

Think you're done? Think again.

Good follow-up care such as fertilizing, watering and adding mulch is essential.

Woody plants don't benefit much from fertilizer until a year or so after planting. In fact, some research indicates that later root growth is actually inhibited by fertilizer addition. So wait before adding nutrients.

Water is crucial, however. Small trees (1-in. trunk diameter) should have about a gallon per week, medium-sized trees (2-in.) should have 2 to 3 gallons per week in the absence of natural rainfall. After a year, taper it off gradually.

Mulch is important as well. Cover the soil with a 2-in. layer of wood chips to prevent weed growth, keep the roots cool and hold in soil moisture. Start about 3 to 6 inches away from the trunk and extend it outward as far into the turf as the customer will stand. Three to four feet on each side of the tree is a good target.

— John Fech is with the University of Nebraska in Lincoln.

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Circle No. 137 on Reader Inquiry Card

Cleanup made easy

BY CURT HARLER /
CONTRIBUTING EDITOR

There are four key numbers to check when buying a blower. The first is the weight of the unit. There's no reason to make a worker's life miserable by making him haul an overweight blower around.

The second figure to check is the volume of air which a unit moves. A good design will give one model an advantage over another rated at similar horsepower.

Third, look at the airflow speed at which the unit operates. For commercial jobs, something over 175 mph is adequate.

Finally, check the unit's noise rating for the sake of your workers' hearing as well as to comply with local noise ordinances.

AA-TACH EQUIPMENT

888/922-8224

www.aataach.com

The PV-II Sweeping System from AA-Tach, Scottsdale, AZ, is a pickup-mounted sweeper that fits most domestic and foreign trucks. Hopper is made of impact and abrasion-resistant polyethylene. Rear unloader holds 2 cu. yds. Gasoline engine is a Wisconsin Robin EY21 with 14-hp at 3600 rpm. Unit holds 25 gal. of water for dust control.

Circle #256

AGRI-FAB

217/728-8388

www.agri-fab.com

The Agri-Fab Vac shreds and cleans up debris. Powered by an 8-hp Tecumseh engine, the Sullivan, IL, firm's unit has a 6-in. diameter spiroflex hose. Unit weighs about 275 lbs. Optional remote hose kit extends the vacuum unit's reach.

Circle #257

AGRIMETAL

819/398-6883

Choose from three 3-point hitch models for tractors with 15+ hp or front-mounted blowers that fit popular commercial front-mount mowers. Blowers from AgriMetal, Wickham, Quebec, are distributed by SouthAg and fit the Deere F and 1145 series, Kubota 200 and F-60 series and Ransomes mowers. The 24x7-in. impellers are two-sided to maximize airflow. All units are belt-driven. Units move 5,115 cfm.

Circle #258

CARSWELL DISTRIBUTING

800/929-1948

www.carswelldist.com

The Robin FL500 Pro power blower from Carswell, Winston-Salem, NC, weighs 19 lbs. and provides a maximum air volume of 240 cfm. The 48.6 cc engine has solid state ignition and generates 75 dBA at 6,300 rpm. Also available is the FL251, powered by a 24.5 cc engine with air volume of 107 cfm. It weighs 8.4 lbs. with pipe.

Circle #259

The Hurricane Plus Series blowers from Minuteman Parker create up to 2,200 cfm air.



What to look for

- ▶ **Weight of the blower**
- ▶ **Volume of air a blower moves**
- ▶ **Airflow speed for blower operation**
- ▶ **Noise rating**

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Termites, cockroaches, rodents, even poison ivy and other nasty weeds. They're all pests, which means they can cause real problems that pose health and safety risks to children and adults. The good news is now you've got the Pest Facts Information Center at www.pestfacts.org. It's a handy resource discussing the problems caused by pests, as well as the safe and responsible use of urban pesticides and related issues. So don't just sit there...log on.

lm reports

JOHN DEERE

800/537-8233

www.deere.com

The BP-50 backpack blower from John Deere, Research Triangle Park, NC, develops 185 mph air velocity and 470 cfm air volume.



John Deere unit is just 19.4 lbs.

Soft tone muffler system lowers sound level to 69.5 dBA at 50 ft. while operating at 7,000 rpm. Unit weighs 19.4 lbs. and features a 54-oz. fuel tank.

Circle #260

ECHO, INC.

800/432-ECHO

The PB-260L from Echo, Lake Zurich, IL, delivers the power of a backpack blower at just 65 dBA sound level. Two-stroke engine features Echo's Pro-Fire electronic ignition. Purge pump diaphragm carburetors force fuel directly into the carb body, a quick start. Unit

includes one-year professional warranty.

Circle #261

EXPRESS BLOWER

800/285-7227

www.expressblower.com

The truck-mounted TM-20 from Express Blower, Eugene, OR, fits any truck with 20-ft. minimum mounting capacity. Unit's Perkins 1006-60T 6-cyl. turbo diesel develops 150 hp at 2,500 rpm. Blower system can blow material over 300 ft. away. Its 280 ft. of on-board hose length offers access to any site. Unit blows between 20 to 60 cu. yds. per hour and is capable of dust suppression with remote water source.

Circle #262

GOOSEN INDUSTRIES

800/228-6542

The Goosen self-propelled BL3000 debris blower's 27-in. blower fan delivers a powerful thrust to tackle tough cleanups. Features sturdy



Goosen BL300 for tough jobs

trailer for transport and can be towed by any truckster, tractor or utility vehicle. Powered by a 22-hp Robin engine, it has bi-directional discharge.

Circle #263

HUSQVARNA

800/GET-SAWS

www.husqvarna.com

With air velocity of 183 mph and air volume of 600 cfm at only 70 dBA, the 155BT blower makes short work of debris. Made by Husqvarna, Charlotte, NC, it features a tube-mounted throttle and 44 cc motor. Ignition is covered by lifetime warranty. Unit weighs 19.4 lbs.

Circle #264

LESCO, INC.

800/321-5325

Lesco's (Rocky River, OH)

walk-behind wheel

blower units

range from

the LWB-4000

powered by a

16-hp B&S Van-

guard engine

with hydraulic

wheel drive, electric start and air vol-

ume of 3,700 cfm; to the WB-2525,

with 8-hp Kohler or the LWB-2575

with 8-hp Honda engine. Both offer

2500 cfm airflow.

Circle #265



Lesco blowers



Little Wonder high-output unit

LITTLE WONDER

877/596-6337

www.littlewonder.com

The 8-hp Little Wonder high output blower can move a 52-lb. cart to the top of a 12-ft. ramp, the Southampton, PA company says.

Curved, aerodynamic inlet draws air in smoothly. Unit is made of 12-gauge steel housing with arc-welded seams for strength, 10-in. diameter steel-hubbed wheels and an optional 10-in. diameter intake hose and either discharge hose or bag to convert the unit to a vacuum.

Circle #266

MACKISSIC

800/348-1117

The 10-hp, electric start blower from MacKissic, Parker Ford, PA, blows 2,000 cfm at 200 mph.

Powered by a B&S Intek engine, it offers a standard

swiveling pneumatic front wheel. All models in

the 6 to 10-hp line are

equipped with ergonomic

handles. High-

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vides high output with less noise and vibration.

Circle #267



MacKissic units with pneumatic front wheels

continued on page 102

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- Benjamin Franklin

lm reports

continued from page 100

MARUYAMA USA 425/885-0811

The BL5400 from Maruyama, Redmond, WA, uses the Kawasaki 48.6-cc commercial engine and its housing and fan design to produce 520 cfm air volume at 180 mph. It weighs 18.9 lbs. and, at just 69 dBA, is quiet.

Circle #268

MTD PRO 330/225-2600

www.mtdpro.com

The HB26 portable blower from MTD Pro, Cleveland, OH, features a



26-cc 2-cycle engine with dual piston rings. Unit weighs 8.8 lbs. Vacuum conversion kit offers added cleanup. Also available is the BB 45 backpack model with padded backrest. Unit has a 45-cc 2-cycle engine and 2-part air filter.

Circle #269

PARKER 630/627-6900

www.parkersweeper.com

The Hurricane Plus Series blowers from Minuteman Parker, Addison, IL, are available with 5, 8 or 11-hp B&S or Honda engines. These blowers create up to 2,200 cfm air. Units are made of 12-gauge steel. Hurricane Plus model has hand-controlled deflector to adjust airflow.

Circle #270

PECO 800/438-5823

www.pecovacs.com

The model 6000/7000 Windrow Blower from PeCo, Arden, NC, has a 90° sweep-action nozzle for directional blowing. Engines are available in 5-hp, 6.5-hp or 8-hp sizes. Weight ranges from 95 lbs. to 108 lbs. Cast aluminum blower on steel frame is built to last.

Circle #271

REDMAX 800/291-8251

www.redmax.com

The EB-7000 backpack blower from RedMax-Komatsu Zenoah, Norcross, GA, is 21.1 lbs. and produces 204 mph air output or 730 cfm. It is rated at 4 hp at 7,500



EB-7000 from RedMax

rpm, and produces just 73 dBA noise. Dual-filter system and non-clog air intake boosts intake surface 10 times. Fuel tank holds 70.1 oz.

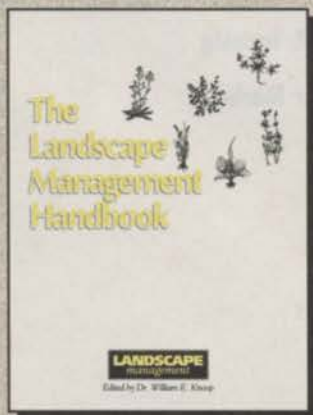
Circle #272

SAXON TURF EQUIPMENT 724/339-7790

The Saxon Blower-Vac's design allows one operator to do two functions: With the chute open, you can blow around trees and windrow. Then, with a lever pull, you can vacuum up the material.

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Unit, made by Wolfe Metal Fab, Lower Burrell, PA, requires a 28-hp, 540-rpm PTO. Impeller enclosure has 5-ft. diameter, and underside of the enclosure has 34-in. opening to allow material to flow out chute or into 4.4 cu. yd., 18-gauge hopper.

Circle #273

SELBRO, INC. **800/9-SEL-BRO**

www.selbro.com

Selbro, Inc., Bellevue, OH, makes high velocity/high output blowers for the Scag S series and Toro Proline series mowers. These blower attachments are designed especially for out-front rotary mowers. New for 2000 is the ProBlow Max line of high output walk behind debris blowers available in several engine styles.

Circle #274

SCHWARZE INDUSTRIES **800/879-7933**

www.schwarze.com

The S348-LE from Schwarze, Huntsville, AL, is a powerful, easy-to-operate sweeper that comes with a 5-year factory warranty. Standard equipment includes a 52-hp diesel auxiliary engine, 30-in. diameter WhisperWheel blower, cab-operated tilt gutter broom, heavy duty 116-gal. plastic water tank, easy access screen wash-down and large capacity toolboxes.

Circle #275

SOLO, INC. **757/245-0800**

www.solousa.com

A pair of SilentBlower units from Solo, Newport News, VA, both offer padded back support, adjustable and padded carrying straps and quick release buckles. Both German-made units feature a 52.6 cm, 2-cycle engine.

The newer

470-02 has 1,100 cubic

Solo unveils two new SilentBlowers.

meter per hour air volume; the 470-01 is rated at 900 cubic meters. Both units weigh about 20 lbs. and come with a 2-year unlimited warranty.

Circle #276

STEINER TURF EQUIPMENT **330/828-0200**

www.steinerturf.com

The PB-200 turbine power blower from Steiner, Dalton, OH, develops 8,000 cfm airflow and windspeed of 114 mph. Features 360° continuous nozzle rotation by a hydraulic motor and axial flow turbine design. Airflow can be directed to either side or the front of the machine from the operator seat. Sound level is 91 dBA.

Circle #277

TANAKA **253/333-1200**

www.tanakapowerequipment.com

Both the TBL-4600 and TBL-505 backpack blowers from Tanaka, Kent, WA, feature 2.5-hp engines with hard chrome plated cylinders and Walbro carburetion.

The 4600 pushes air at 200 mph at



Tanaka TBL-4600

a volume of 500 cfm. It weighs just under 21 lbs. The 505 has air velocity of 218 mph at 540 cfm. It weighs 22 lbs.

Circle #278

TRAC VAC **800/872-2822**

www.trac-vac.com

A full line of vacuums, from the 5-hp, 8-cu. ft. trailing 385; to the 11-hp, 50-cu. ft. 1080 is available from Trac Vac, Thorntown, IN. Three mounted versions are PTO powered. Units come with hose diameters ranging from 6 to 8 in. Typical of the line is the 880 with its 50-bushel capacity all-steel container. An 8-hp turbine mounts on cart drawbar and is fed from the mower deck by an 8-in. intake hose.

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Circle 150



Driving Daytona

An effective turf care program and quality equipment keep the Daytona grounds crew ahead of the pack

BY JENNIFER RICHTER

Dick Hahne, vice president of operations for Daytona International Speedway (DIS), Daytona Beach, FL, has always been a fan of racing. But it's not the motorsports that spark his interest; it's the setting for those events. He's responsible for maintaining the complex known as the "World Center of Racing."

Maintaining the Daytona speedway grounds requires the same drive shown by its racing competitors. "One might consider us the Augusta National of racing," says Hahne. "We set the tone for other tracks in terms of aesthetics, fan amenities and competitor approval."

This year, the 18-member grounds crew planted approximately 100 palm and oak trees along Daytona's Superstretch. The crew keeps the tri-oval and grass around the aprons smooth and level (without any holes), which helps reduce the number of dangerous accidents, particularly during vehicle spinouts.

A race of a different sort

With a total of 750 acres of turf to manage, maintaining DIS is a race in itself. "Every day is intense," Hahne says, referring to Daytona's 320 days of activities planned for 2000, including races like the Pepsi 400, tire testing, commercials and more.

The infield alone spans 180

acres, including Lake Lloyd. "Our goal is to mow every section of grass at least once a week," notes Hahne. High-visibility areas are mowed often.

DIS recently entered a three-year agreement with Textron Golf & Turf, Racine, WI, naming Textron as the speedway's official grounds care equipment supplier.

DIS uses a 36-in. Bunton walk-behind mower; Bob-Cat 21-in. push mower and 36-in. mid-size mower; a Cushman Spray-Tek dedicated sprayer; 12 Cushman Hawk utility vehicles; a Jacobsen LF-3800 fairway mower; a Jacobsen Turfcut out-front rotary mower; a Jacobsen HR-5111 hydraulic wide-area rotary; and a Ryan Jr. sod cutter.

Jacobsen reel mowers manicure the tri-oval, while wide-area rotaries trim the turf around the aprons. Utility vehicles transport equipment and collect garbage before and after events.

Turf damage

Vehicle spinouts pose the greatest challenge for Hahne and his crew. Replacing damaged turf isn't always feasible with Daytona's busy schedule. "Sometimes we have to be creative," says Hahne. "If we can't resod, we paint the turf or use green sand."

High-visibility areas have St. Augustinegrass; the infield, 419 Bermuda; and the turf around the aprons, Bahia. All high-visibility areas are overseeded annually with ryegrass to maintain their green hue in winter.

— Jennifer Richter is a Milwaukee-based writer.

Landscape MANAGEMENT

September 2000

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- 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
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- 05 290 Sports Complexes
- 06 295 Parks
- 07 305 Schools, Colleges & Universities
- Other Grounds Care Facilities (specify) _____

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- 08 355 Extension Agents/Consultants for Horticulture
- 09 360 Sod Growers, Turf Seed Growers & Nurseries
- 10 365 Dealers, Distributors, Formulators & Brokers
- 11 370 Manufacturers
- Other (please specify) _____

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

- 12 10 **Executive/Administrator** - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 13 20 **Manager/Superintendent** - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 14 30 **Government Official** - Government Commissioner, Agent, Other Government Official
- 15 40 **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

3. SERVICES PERFORMED (fill in ALL that apply)

- 17 A Mowing
- 18 B Turf Insect Control
- 19 C Tree Care
- 20 D Turf Aeration
- 21 E Irrigation Services
- 22 F Turf Fertilization
- 23 G Turf Disease Control
- 24 H Ornamental Care
- 25 I Landscape Design
- 26 J Turf Weed Control
- 27 K Paving, Deck & Patio Installation
- 28 L Pond/Lake Care
- 29 M Landscape Installation
- 30 N Snow Removal
- 31 O Other (please specify) _____

4a. Do you specify, purchase or influence the selection of landscape products?
 58 Yes 59 No

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

- 32 1 Aerators
- 33 2 Blowers
- 34 3 Chain Saws
- 35 4 Chipper-Shredders
- 36 5 De-icers
- 37 6 Fertilizers
- 38 7 Fungicides
- 39 8 Herbicides
- 40 9 Insecticides
- 41 10 Line Trimmers
- 42 11 Mowers
- 43 12 Snow Removal Equipment
- 44 13 Sprayers
- 45 14 Spreaders
- 46 15 Sweepers
- 47 16 Tractors
- 48 17 Truck Trailers/Attachments
- 49 18 Trucks
- 50 19 Turfseed
- 51 20 Utility Vehicles

5. Do you have Internet access? 52 A Yes 53 B No

5A. If so, how often do you use it?

- 54 A Daily
- 55 B Weekly
- 56 C Monthly
- 57 D Occasionally

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
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103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
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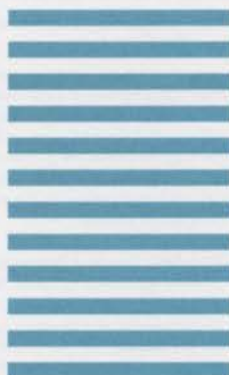


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- 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

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- 46 15 Sweepers
- 47 16 Tractors
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- 51 20 Utility Vehicles

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Save TIME and fax it:
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ask the expert

BY BALAKRISHNA RAO, PH.D.

Newly seeded lawns

In early spring, we seed lawns, then have the problem of using pre-emergent herbicides to manage annual grassy weeds. What are our choices? Can we use Drive herbicide on these newly seeded lawns?

— OHIO

Depending upon the situation, you may be able to use some herbicides such as Tupersan or Drive.

Siduron (Tupersan) can be used on newly seeded turfgrass any time without a problem.

Quinclorac (Drive) can be used when the newly seeded turfgrass has germinated and been mowed about three times. Reports indicate that Drive can be safely applied on perennial rye or tall fescue lawns any time. On Kentucky bluegrass, the treatment should be delayed for about 28 to 30 days after the seeds germinate. Avoid treating fine fescue lawns with Drive herbicide.

Reports indicate that Drive herbicide will perform well when the crabgrass is at the two- to three-leaf stage. Once the crabgrass begins to tiller, the efficacy of Drive will be reduced. Therefore, use Drive before tillering.

Sod webworms

We have found different kinds of sod webworms in lawns. Are there many kinds? If so, what are they and how are they managed?

— VIRGINIA

In reviewing some literature on sod web-

worms, I found that there are at least 14 species associated with turfgrass in Virginia. This includes *Pediasia trisecta*, *Parapediasia teterrella*, *Parapediasia decorella*, *Crambus laqueatellus*, *Crambus leachellus*, *Agriphila ruricolella*, *Microcrambus elegans*, *Urola nivalis*, *Crambus praefectellus*, *Pediasia luteolella*, *Pediasia caliginosella*, *Agriphila vulgigavella*, *Crambus agitatellus* and *Crambus perlellus*. Only a few of these, such as *P. teterrella*, *N. elegans* and *P. trisecta*, are found mostly during spring and summer.

P. teterrella has two generations per year. Adults are seen during the second week of June and the first week of August. Larvae are found during the middle of July and early September.

M. elegans has two generations per year. Adults are seen during the third week of June and the end of August. Larvae are seen during July and October.

Trisecta has two to three generations. Adult moths are found during the second week of June and the end of July. The larvae are found during the second week of July and the end of August.

Sod webworm activity periods vary in different parts of Virginia. Consider monitoring them using black light traps to determine their activity periods in a specific area. Even though their activity period is slightly different, their life cycle is similar. For example, *P. teterrella* adults begin to appear around the first week of May. They are active during dusk, flying a short distance and folding their wings when at rest. They mate two to three days after emerging, and eggs are laid in about two weeks.

Generally, the ideal time to apply treatments would be when you see adults flying

over lawns in a zig-zag pattern at dusk time. At this time, the females, who can produce 200 eggs in a lifetime, drop eggs on lawns. After about six days, eggs hatch into tiny caterpillars.

During the day, the caterpillars hide in silken cocoons in thatch. At night, they come out and feed at the base of tillers. These chewing insects leave their excrement and small patches of dead grass that appear to be scalped. The latter may resemble green pellets, which later turn brown as they age. These, along with silken cocoons and scalping-type feeding, are helpful in diagnosing sod webworm problems.

The larval stages may last for 50 days. They overwinter as fully grown caterpillars, then become pupae in the thatch. Pupae become adults in about seven days during spring and summer.

Sod webworm caterpillars chew at the base of tillers and generally don't kill the turf. Therefore, if the infestation is light with the onset of cool and moist weather, turf should recover as long as the crown is not dead for some other reason. If the problem is severe, applications of insecticides such as Dursban, Diazinon, Sevin, Talstar, Scimitar, DeltaGard, Conserve, M-Pede or Tempo should help manage the problem.

Read and follow label specifications for best results.



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

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The cargo box has a 1,000-lb. capacity for a total payload of 1,400 lbs. The Gator can tow an additional 1,400 lbs.

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stated columnar fixture well-suited for use in private parks, commercial building grounds and hotels. The heads rotate 360° so light can be aimed straight up at trees, building facades or monuments. The ballards feature durable, corrosion-resistant cast aluminum construction with stainless steel hardware. The vertical lens is prismatic acrylic; the fixture head features clear tempered glass.

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turing a line by curling the boom too tightly. For more information call 877/908-8300 / circle no. 253

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HOMESTEAD LANDSCAPING, LTD., one of Southern Vermont's premier landscape companies, established in 1976, is currently seeking a Landscape Maintenance Manager. Qualified candidates must be highly motivated with strong organizational skills, exceptional management and people skills and have extensive knowledge in all aspects of landscape maintenance. Currently the maintenance division at Homestead represents \$1 to \$1.5 million in annual sales. We currently have an outstanding management team in place and a strong work force. In addition to living in beautiful Southern Vermont, we offer a competitive salary, year-round employment, 100% paid Health & Dental benefits, paid vacation, sick/ personal days, 401K, Profit sharing, anniversary vacation program, company vehicle. Our backyard consists of one of Vermont's premier ski areas, Stratton Mountain Resort. Our community offers a wide variety of outdoor recreation in addition to the wonderful four seasons that Mother Nature provides us. At Homestead we believe in building honest, mutually beneficial relationships encouraging growth and opportunity for our customers, employees and community. A full job description is available upon request. **Please mail, Fax or Email a letter of interest, salary requirements and resume to: Tamatha B. Blanchard, Homestead Landscaping, Ltd., PO Box 450, Bondville, VT 05340-0450, 802-297-1107, Fax 802-297-2740, homestd@vermontel.net 9/00**

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Want to move up? We are hiring for two estimator positions in our Irwindale, California office. The successful candidate must have at least 3 years experience bidding landscape installation work and possess a valid California driver's license with a clean record. Some prior computer experience is also necessary. Additional beneficial qualifications include: Microsoft Word and Excel knowledge, possess a CLT certification, maintenance estimating, large commercial and public works estimating. The position is demanding and requires a self-motivated person who knows how to manage their time. Combined with the competitive base salary, benefits include (with restrictions) Health plan, 401k, company car and a very generous sales bonus plan. Interested applicants contact Larry Rudd at Mariposa Horticultural Enterprises, Inc. at 626-960-0196 or sales@mariposahorticultural.com 10/00

DIRECTOR OF OPERATIONS- Tovar's Landscape Contractors, Inc. is seeking a self motivated director of operations. Candidate must have strong management skills. Responsible for complete operations including supervision of field personnel. Salary based on experience. Please forward resume to: 31W377 W. Spaulding Road, Elgin, IL 60120 or Fax: 847-695-0417. 9/00

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Men in blue honor men in green

Men in blue honored men in green recently when the Laurel Hill Police Department and the Fraternal Order of Police presented an Award of Appreciation to Bozzuto Landscaping Company for its work on the Laurel Police Memorial at Ivy Hill Cemetery in Laurel, MD. Bozzuto not only provided the landscape plan and design for the memorial but also donated the materials and labor. The idea for the memorial came from Office Rick McGill.

"We were very honored that Rick came to us for assistance with the memorial, and were more than happy to participate in this worthwhile project," said Tom Davis, president of Bozzuto. "A number of our clients are in this area, and we have always felt that it is important to give back to the communities where we work."



Scholarship winner



Anyeley Dzegede, a June 2000 graduate of the Massachusetts Institute of Technology (MIT) with a master's degree in city planning, became the latest winner of the 2000 Landscape Architecture Foundation (LAF)/Rain Bird scholarship. As a result, Dzegede will receive \$1,000 to help her pursue a master's degree in landscape architecture. This fall, she will attend Harvard University Graduate School of Design, specializing in urban landscape design.

"Anyeley's educational and professional goals are a perfect fit for this scholarship," says Art Ludwick, senior vice president of Rain Bird Corporate Services. "She has a true passion for landscape architecture and will be an asset to the profession."

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