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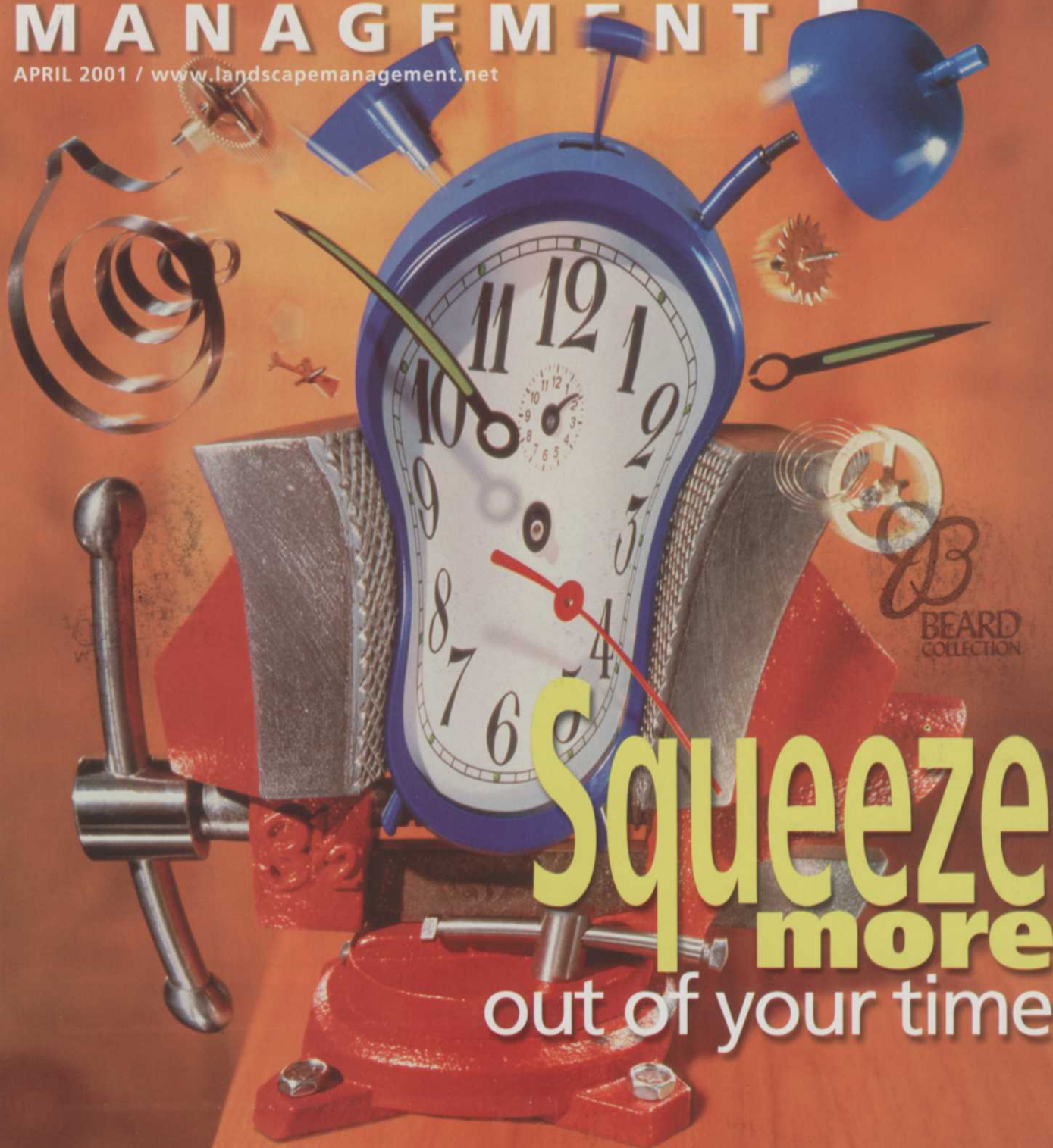
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Landscape MANAGEMENT

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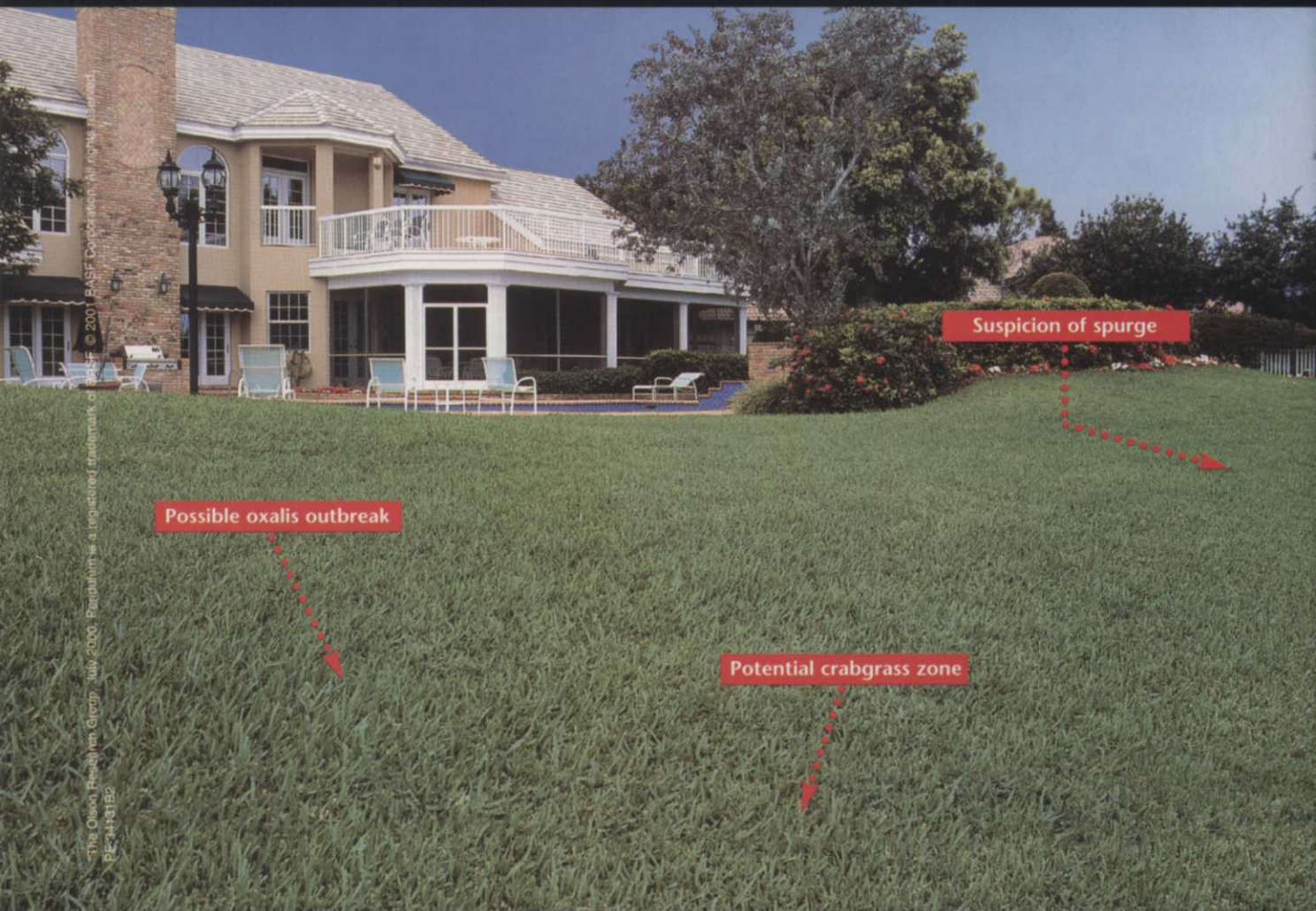
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events

WHAT, WHEN & WHERE

May 2001

**4-7 Western Chapter-
International Society of
Arboriculture Annual
Conference** / Modesto, CA;
530/892-1118

**5-7 TOCA 12th Annual
Meeting** / Phoenix, AZ; 952/758-
6340

**7-8 55th Annual
Southeastern Turfgrass
Conference** / Tifton, GA;
229/386-3416

**7-18 Basic Tree Climbing
School/Course** / Middletown,
NJ; Sponsored by the Committee
for Advancement of Arboriculture;
732/431-7903

**19-23 ASIC National
Conference** / Savannah, GA;
816/472-6100

June

7-9 Snow & Ice Symposium
Denver, CO; Sponsored by the
Snow & Ice Management
Association; 814/835-3577

**15 Turf-Seed/Pure Seed
Testing Field Day** / Rolesville,
NC; 919/556-0146

21-23 OPEI Annual Meeting
Ponte Vedra, FL; 512/442-1788

July

**12-15 ANLA Convention &
Executive Learning Retreat** /
Cleveland, OH; 202/789-5980, ext.
3010

**16-17 PLCAA's Legislative
Day on the Hill & Arlington
Renewal Project** / Washington,
D.C.; 800/458-3466

**19-21 Turfgrass Producers
International Summer
Convention and Field Day** /
Toronto, Canada; 800/405-8873

20-22 EXPO 2001 / Louisville,
KY; 800/558-8767

**31 Midwest Regional Turf
Field Day** / West Lafayette, IN;
765/494-8039

August

**4-8 Soil and Water
Conservation Society
Annual Meeting** / Myrtle
Beach, SC; 515/289-2331

**17-19 ALCA Design/Build
Workshop** / Atlanta, GA;
800/395-2522

**19-25 International Garden
Centre Tour** / New York /
Baltimore; 202/789-5980, ext.
3010

**21 Cornell University Field
Day** / Ithaca, NY; 800/873-8873

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opei.mow.org



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Circle No. 106 on Reader Inquiry Card

BY SUE GIBSON / EXECUTIVE EDITOR

Institutional blindness

Running "lean and mean" has a different meaning for each of you, but the one thing you have in common is a unique way of operating. In fact, some of your systems might even qualify as "crazy" to outsiders, but they work for you, right? Or do they? Maybe it's time to look at your system from the outside.

That's what Toyota does. *The Wall Street Journal* recently profiled a Toyota efficiency expert who makes sure American parts manufacturers' systems can produce parts meeting Toyota's high quality standards. Inevitably, this expert solves quality problems by correcting inefficient, costly production systems. Sometimes, his solutions are remarkably simple.

One firm he visited claimed to have a "state-of-the-art" process. The managers and workers in this company probably congratulated themselves many times over on their high-tech equipment and streamlined methods.

But what the expert saw was a system functioning well midweek and faltering on Monday and Friday. It encouraged waste and allowed costly inventory to clog the plant. Managers thought their system worked because they met their weekly numbers, but Toyota's expert wanted consistent, daily high levels of quality.

A real eye-opener

His simple suggestions opened the Americans' eyes and they were able to see that their "streamlined" system was actually uneven, wasteful and costly.

In another example, the expert showed managers of a highly mechanized painting line that a simple consumer hairdryer dried paint more quickly than their million-dollar robotic masterpiece. The company eventually dumbed down the system, scrapping robots for hand-

held sprayers, while saving money and increasing quality.

Would a fresh look at your operating systems help you improve your bottom line? How would your system look to an outsider — too complicated, too labor intensive, too inefficient?

Are you seeing any danger signs that your systems are failing, such as:

- ▶ a rise in customer complaints,
- ▶ an increase in employee resignations,
- ▶ too much new business and customer contact backlog,
- ▶ unfinished or substandard work done on site, or
- ▶ confusion finding any documents or people.

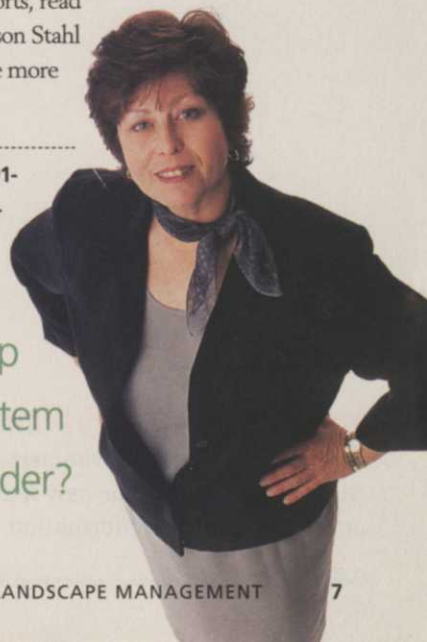
These are the obvious indicators. An eventual drop in long-time customers or employees, lower margins or profits or a rash of mistakes, breakdowns or man-made calamities are long-term indicators of trouble.

Even though you're well into the busiest time of the year, take time to look at your systems with an unbiased attitude. It will be hard to get honest answers from employees, so look for a qualified outsider who is knowledgeable about systems in general, service businesses or landscape operations. Encourage them to challenge your reasons for doing things and don't be defensive. There's probably gold in those questions because you'll uncover organizational weaknesses sooner, rather than later.

For more ideas on how to add a little productivity or efficiency to your efforts, read our cover story by Jason Stahl on page 26, "Squeeze more out of your time."

Contact Sue at 440/891-2729 or e-mail at sgibson@advanstar.com

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Circle No. 107 on Reader Inquiry Card

Telemarketing: It's alive!

Want to know how to make a quick \$500? Squeal on a telemarketer, that's how. Entice a phone solicitor to call you and, in the process, break one of the many anti-telemarketing laws that are popping up, and — WHAM!!! — hit 'em with a lawsuit and collect your blood money.

A company in Utah will tell you how to do it. It will provide you with step-by-step instructions — just send a check or money order for \$14.95.

There are snares aplenty for today's telemarketers, including the increasing number of state laws restricting phone sales. Those state laws, combined with a federal law requiring companies to maintain a list of "no-call" consumers, might make you wonder if telemarketing is dying. Is it yesterday's way to make a sale? Tired? On its way out?

It really works

Telephone solicitation — as much as some of us don't like it — is thriving and remains a vital tool for the Green Industry, especially for professional lawn care companies. In fact, I'd bet that the telephone has been responsible for more lawn care sales than all other sales tools combined. And it's still being used effectively.

For example, Joe Campanella and his partner, Tom Kelly, have had great success with telemarketing in building up Lawn Dawg, their four-year-old lawn care company based in Nashua, NH. They saw telemarketing as an excellent way to build their customer base, and they were right. They now have operations in Albany, NY, Woburn, MA, and Portland, ME.

For telemarketing to succeed, says Campanella, you need to plan and organize a campaign way ahead of time. He starts putting together Lawn Dawg's marketing plan months before the winter selling season begins.

As Joe sees it (and not everyone's going to agree), it's not the phone calls that give telemarketing a bad

rap, it's telemarketers. Most are too aggressive, and when they try to sell on the first call, the person on the other end of the phone starts looking for a way out.

"The soft sell approach works best," says Campanella. "You have to make that first contact quick and friendly. The person is not expecting your call and it may be an inconvenience. The homeowner is generally relieved if you get to the point right away."

Not for everyone

Is that to say that telemarketing is for everybody who wants to grow their business in a big hurry? No way.

"Telemarketing is not fun," admits Campanella.

And there are other valid reasons that phone solicitation may not be for you, the most obvious being that many of you get all the business you want without telemarketing. That's great. You've developed systems to keep a large percentage of your customers, and you can attract enough new customers to continue growing without telephone canvassing.

But have you considered calling a customer and offering an add-on service like a grub treatment or a renovation? You may call it "upselling," but it is telemarketing.

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



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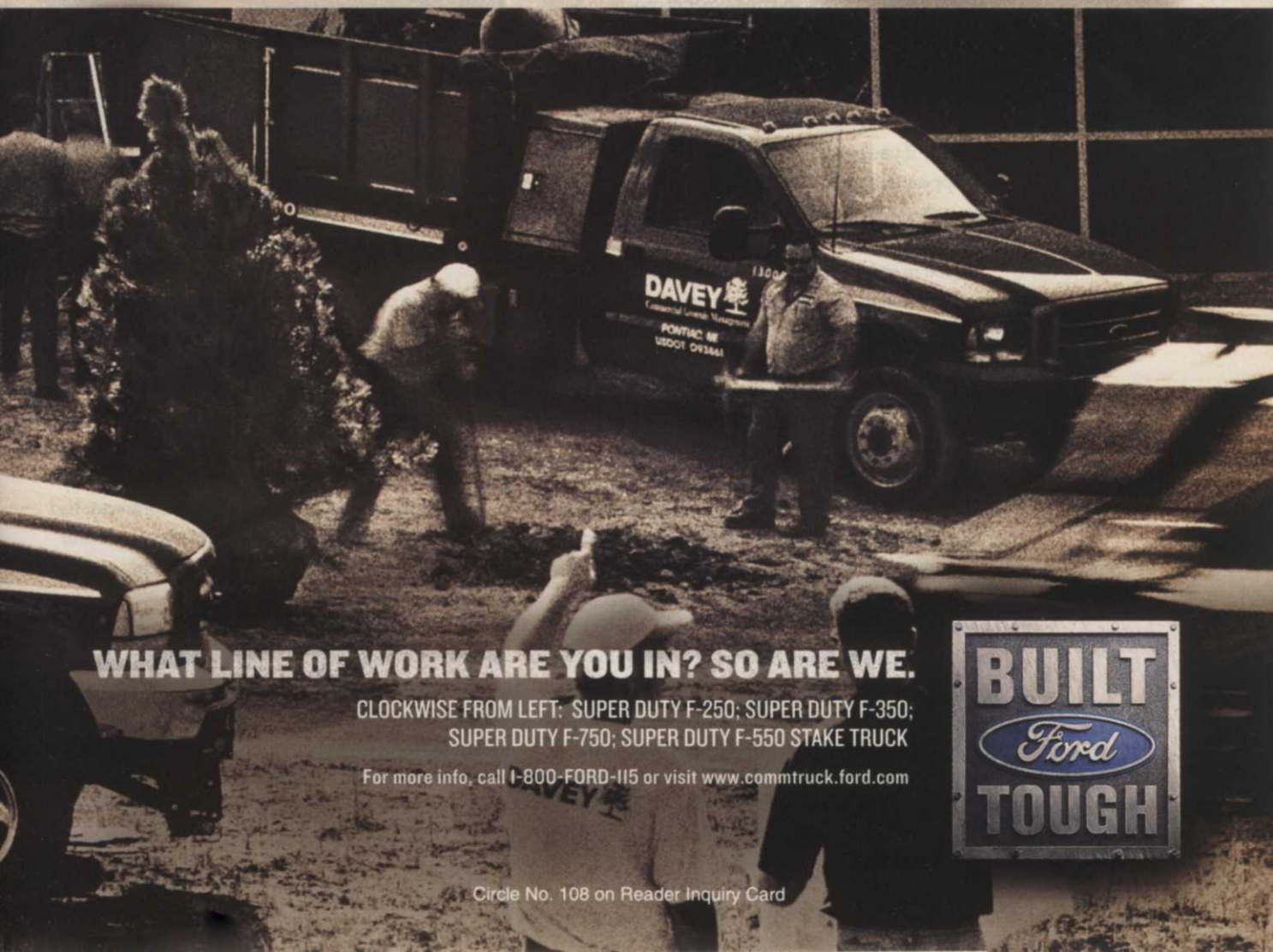


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If you're spending too much on small things like gloves, issue your employees an equipment allowance and let them be responsible for their own gloves.



Do it faster and cheaper

Do you have ideas about how to do your job better? Are you short on money and long projects that need doing? Here are some helpful ideas that worked well when I served as a park and tree superintendent in Massachusetts.

It's the little things that count

Look at the budget and your expense ledger carefully, especially if you're a big operation. Notice the little items that appear frequently. For example, how often do you buy work gloves? Is it a reasonable figure or are the gloves disappearing too fast?

If you're spending too much on small things like gloves, issue your employees an equipment allowance and let them be responsible for their own gloves. They'll make them last longer if they have to pay for new ones. You can also stipulate that if they show up for work without the gloves, they go home for the day. The same idea works whether the item is gloves or work boots, uniforms or pruning shears.

How do you keep padlocks from disappearing from trucks, sheds or gates? We purchased our locks with long shanks, then attached the shanks to an 18-in.-long cable with a malleable clamp. The other end of the cable was attached to the truck, shed or gates. This way, the locks could never disappear without willful intent. It may only save you \$25 a year, but it adds up.

Have you tried spraying herbicides in your shrub beds when the weeds are small, then repeating this process once every couple of weeks? Have you asked customers if they would mind having their lawn sprayed with growth retardant to reduce the mowing bill? If you have design



The top of a schoolbus salvaged from a junkyard became a portable roof for Phillips' dump body.

skills, ask the customer to pay for a remodeling of his or her landscape to eliminate hard-to-maintain plant material or mowing obstacles.

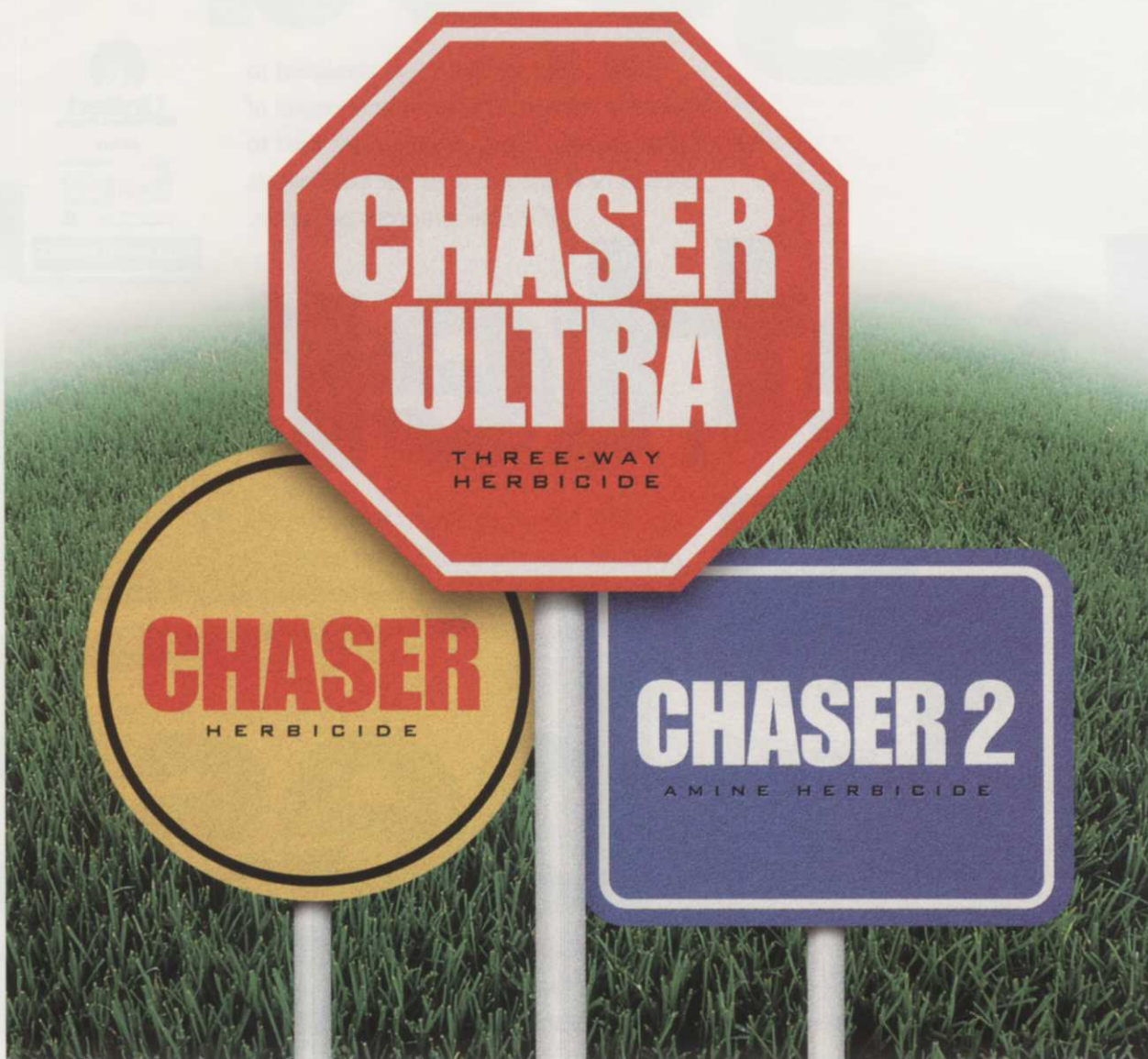
Junk or treasure?

Is there a recycling facility nearby where you can see what others are throwing away that you can use? For example, we discovered one autumn that a contractor had thrown away a leaf machine with a blown engine. Our shop added a few new parts to it, and suddenly we had a machine that lasted a few more years.

Black nursery pots are a valuable recycling item. If you can't use them yourself, see if the nursery wants them back. Garden hobbyists often look for these pots. For example, hosta collectors often grow their plants in these pots because they want to grow them in the shade of a large tree but don't want the tree's and hostas' roots competing. Other growers like to keep their plants semi-

continued on page 15

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Check with your local UHS representative for more details on our complete line of outstanding fertilizer products

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continued from page 12

portable by growing them in pots in the ground.

Did you know that a school bus and dump truck are exactly the same width? We found a school bus at a junkyard and, for \$100, had the entire roof cut off. Then, our welding shop turned the bus top into a portable roof for our dump body. The truck can now be a chip truck towing a brush chipper or a leaf truck towing a leaf machine. When the top is removed, it can haul snow in winter or soil in summer.

Much about mulch

Is it better to mulch a garden bed before or after planting? If you do the planting first, you can cover the plant with the pot it came in, spread the mulch to the correct depth, then remove the pot. It keeps the mulch out of the plant's leaves and reduces time on the site. The mulch is also far enough from the trunk of the plant to prevent crown roots from becoming a problem.

Consider getting a mulch blowing machine or contractor to do your annual mulching. For one of our jobs, the sprayed mulch took only two hours to apply. That's a lot more economical and efficient than tying up a three-person crew for two days. The savings will easily pay for the cost of the sub-contractor.

Check out new equipment

Check out all the latest equipment, not just new mowers. Several years ago, we discovered a riding mower that could cut grass while moving at 7 mph. Furthermore, it could hop over curbs and drive down sidewalks from place to place without having to be hauled by trailer to every stop.

Other equipment has helped when we complete a paving project. We often have to raise the soil at the edge of the new pavement. A new device converts a winter

sander truck, which is never used in summer, into a loaming machine. The loam is conveyed to the device (a hydraulic truck conveyor), which takes the place of the sander spinner, and the loam is conveyed to the side of the truck. This allows the truck driver to drop the loam right on the pavement's edge. Now, we can get 1/2 mile a day of completed loaming done, which is twice as fast as using a conventional dump truck and loader.

Another fairly new piece of equipment comes from the body-swap group of manufacturers. These manufacturers have developed a series of landscape bodies that can be interchanged on the same truck frame. We can use one of several conventional dump bodies, some flat beds, an enclosed body for hauling plants from the nursery, a sander for winter use and several custom bodies that hold a large tool box and wheel barrel rack next to the dumping platform, all on the same truck. It takes the truck operator only about ten minutes to drop one body and pick up another.

One of the best pieces of equipment that has come out in a long time is the rotary tiller manufactured by Blec. In a single pass, the Blecavator pushes rocks, sticks, weeds and sod to about six inches below the ground surface and leaves the land

smooth and ready for reseeded or sodding. Even if you do a second pass, you still save an incredible amount of time. We purchased our machine for \$15,000, which was taken from an \$85,000 ball field renovation project (the estimated cost for a conventional turf renovation project.) The cost savings with this machine covered its purchase price in this one project alone.

Hopefully, these ideas will make your job go faster, more efficiently and improve the morale of your workers.

— Leonard Phillips is a landscape architect who lives and works in Peabody, MA. He can be reached at lenphillips@yahoo.com.

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Circle 109

industry almanac

NEWS YOU CAN USE

Dow buys Rohm & Haas' ag chem biz

INDIANAPOLIS, IN — The Dow Chemical Co. and Rohm and Haas Co. have agreed for Dow Agro-Sciences LLC to buy Rohm and Haas' Agricultural Chemicals business for \$1 billion.

"The decision to sell our Agricultural Chemicals business was a difficult one...," said Raj Gupta, Rohm and Haas' CEO. "...However, as we continue to reshape our portfolio for the future, it has become increasingly evident that the Agricultural Chemicals business will flourish more as a part of a global firm with a stronger presence serving the agricultural markets."

Diablo, Cohen form Celtis Group

SACRAMENTO, CA — Diablo Landscape Management, Inc. and Cohen Landscape Services, Inc. have formed a new holding company called The Celtis Group which now has \$16 million in sales and over 220 employees with locations in Sacramento, Vallejo, Dublin and San Jose.

Simplot acquires Turf Solutions

SAN DIEGO, CA — Simplot Partners acquired Oxnard, CA-based Turf Solutions. Simplot now can take advantage of the Oxnard distribution center, with custom seed blending capabilities of over 50,000 lbs. of production per day and a separate blender for specialty grasses.

continued on page 18

CLIPPINGS

OSHA's ergonomics standard defeated

BY JASON STAHL

Much to the Green Industry's relief, the U.S. House of Representatives passed Senate Joint Resolution 6 on March 7 disapproving the Occupational Safety and Health Administration's (OSHA) proposed ergonomics standard.

The resolution will now be sent to the White House, where it's expected that President Bush will sign it into law.

If the resolution hadn't been passed, the American Nursery and Landscape Association (ANLA) argued, the ergonomics standard, aimed at reducing musculoskeletal disorders (MSDs) developed by workers whose jobs involve repetitive motions, force, awkward postures, contact stress and vibration, would have unfairly forced Green Industry business owners into implementing hundreds of thousands of dollars of workstation improvements.

"The ergonomics standard was overly broad for the Green Industry," says Geoff Galster, ANLA's Director of Regulatory Affairs, "primarily because we're a seasonal business and we have no fixed workstations. Plus, some activities related to agriculture would have been exempt, while others like

landscape installation, maintenance and retail sales would not have been."

According to Galster, OSHA can issue another ergonomic standard provided it is substantially different than the last one and addresses specific needs and issues.

ANLA was one of several industries lobbying for passage of this resolution, but it targeted certain House districts that had intensive agricultural interests or districts where ANLA helped elect the House member.

Surfin' Turf

LawnCareSuccess.com

Green Industry consultant Sean Adams of Pittsburgh, PA, created LawnCareSuccess.com as a result of his past experience as a business owner. "I owned my own business for seven years, and there was never one place I could find all the information I needed."

Adams believes he's finally created that place with his new Web site which, says its banner, "helps lawn care, landscaping and tree expert companies profit and prosper." Although it isn't the most graphically pleasing site, it does offer a wealth of free advice on marketing, management, employees, customers and start-up businesses. The key word there is "free", so go to town.

Another cool feature is its discussion forum, where business owners can talk about the headaches they share or trade a few laughs about stories in the field.

If all that isn't enough, there's also a free newsletter to sign up for, a listing of industry seminars and events, a manufacturer information page and an option to sign up for one-on-one consulting from Adams. All in one place, and that's the point.

— Jason Stahl



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continued from page 16

Royster-Clark acquires ProSource One

MEMPHIS, TN — Royster-Clark Group, a supplier of fertilizers, seeds and crop protection products to the eastern U.S., acquired ProSource One and its parent company, Agro Distribution South.

Greenzebras joins Green2go

FT. LAUDERDALE, FL — Greenzebras and Green2go internet companies announced plans to merge into one Green Industry Web site offering live and hard goods with national shipping services. Ted Gramer, former president of Greenzebras, is now CEO of Green2go.

BASF, Scotts ink marketing deal

RESEARCH TRIANGLE PARK, NC — BASF Corp. and The Scotts Company signed an agreement for Scotts to begin marketing Cygnus (kresoxim-methyl) and Sanmite (pyridaben) in the U.S.

"This agreement provides BASF continuity in the distribution and marketing of our horticultural products and greater market penetration by joining forces with the Scotts Plant Protection Group," said Bill Baxter, business manager, BASF Turf and Ornamental Products.

OTF celebrates 40th anniversary

COLUMBUS, OH — April 24, 2001 marks the Ohio Turfgrass Federation's 40th anniversary. George Hammond was OTF's first president. At the OTF's first meeting, Ken Bader was elected to start a turf program at The Ohio State University. Since then, the OTF has contributed more than \$4 million in research grants and more than \$300,000 in scholarships. Today, OTF membership exceeds 1,100 members.

Christmas light franchises for only \$1,000

SAN ANTONIO, TX — Check out Outdoor Decor's latest deal — Christmas light franchises for \$1,000. Actual cost is \$6,000, since \$5,000 is needed for additional products. Original cost was \$10,000.

[CLIPPINGS]

People & companies



Cebeco International Seeds appointed **Brad Dozler** president.

disville, PA, with its 2000 Distributor of the Year award.

Pennington Seed named **Scott Rushe, Michael Turner** and **Jeffrey Everhart** territory managers for the Professional Turfgrass Group.

Ariens Company appointed **Rick Von Schwarz** director of sales for the Mid-Atlantic/Ohio Valley region. Kevin Wiseman was promoted to manager of OPE Sales.

California Turf Products has combined with West Star Distributing to create a new statewide turf specialist company, Turf Star. The new company will operate statewide from its five existing service locations (Hayward, Rancho Cordova, Brea, Vista and Bermuda Dunes.)

Briggs & Stratton presented a check in the amount of \$12,500 to the Equipment & Engine Training Council (EETC). Formed in 1996, the EETC works to address the critical shortage of qualified service technicians in the outdoor power equipment industry.

U.S. Lawns added its 78th franchise, U.S. Lawns of Bridgewater, NJ, on Jan. 22, 2001.



Waterlines, Inc., a manufacturers' representative agency for pool, irrigation, outdoor lighting and water-gardening lines, hired **Hiedy Hansel** to cover the Maryland, Delaware, West Virginia and Virginia markets.

Century Rain Aid named **Jim Ross** vice president of marketing.

Attachment Technologies, Inc. (ATI) signed an agreement with Digga, New South Wales, Australia, to manufacture and distribute its products in North America.

Exmark Mfg. honored **Jim Ross** vice president of marketing.

Century Rain Aid named **Jim Ross** vice president of marketing.

Seed Research of Oregon hired **Matt Webb** as marketing/communications specialist.

Contech Construction Products named **Scott Hensley, Brian Flint, Wayne Peterson** and **Hugh Mickel** business development managers.

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More workers available from immigration

WASHINGTON D.C. — On March 2, President Bush agreed to allow as many as 150,000 Salvadorans to remain in the United States up to 18 months. He said he took the measure to help El Salvador recover from the devastation of two recent earthquakes.

Washington DC and surrounding mid-Atlantic communities have a significant

population of Salvadorans, many of whom work in the landscape industry. Temporary protected status would shield them from being detained or deported for the next 18 months. It also would allow them to work legally.

In a related matter, Angelo Miño, who consults with U.S. landscape companies regarding immigration matters, reports that

employers have until April 30 to sponsor their foreign-born workers under the Legal Immigration and Family Equity Act (LIFE) that former president Bill Clinton signed in his final days in office. Miño, of Summit, Lenexa, KS, says that some landscapers have been taking advantage of LIFE to temporarily adjust the status of their workers to legal.

Even so, there has been a lot of confusion with the LIFE Act, and several landscapers contacted by LM, said they will not attempt to take advantage of the program. They said they do not want to identify their workers to the the U.S. Immigration and Naturalization Service (INS), even if it does mean a temporary legal classification for them.

Beware of "experts"

Miño also reports that recently there has been a surge of unscrupulous "immigration experts" who are cheating employers (and their non-documented workers) by claiming that they can complete the necessary documentation to legalize foreign workers, often as much as \$5,000 to \$5,000 per employee.

Most of the same information, and the proper forms, are available from the U.S. Immigration & Naturalization Service for free, or for a small cost, says Miño. See the Web site: <http://www.ins.usdoj.gov/graphics/index.htm>

CORRECTION

In the December Green Book issue of *Landscape Management*, the directory listed Groundtek Mfg.'s ads as being on pages 141 and 143. In actuality, the ads appeared on pages 143 and 145. We regret the error.

Info Center

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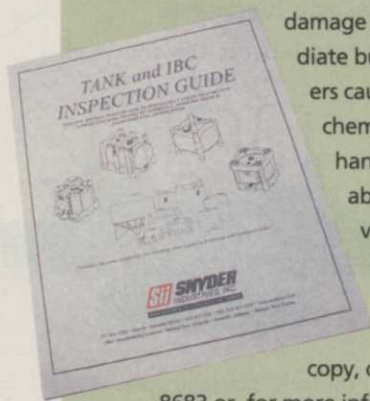
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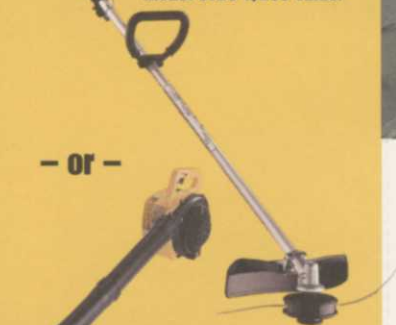
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in the 2001-2002 edition of the Umass Extension Management Guide for Woody Ornamentals. The guide includes "The Professional Management Guide for Insects, Diseases, and Weeds of Trees and Shrubs in New England" (Part I only - \$20, unbound, 3-hole punched) and "Strategies for Plant Health Management of Woody Ornamentals" (Part II only - \$12, bound, 3-hole punched). Cost is \$38 for Parts I & II in an inscribed 3-ring binder. Send orders to Umass Extension Bookstore, Draper Hall, 40 Campus Center Way, Amherst, MA 01003-9244. Make checks payable to Umass. Credit card orders may be placed by calling 413/545-2717.

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Squeeze more out of your time

Learn how top landscape professionals organize their lawn maintenance crews into masters of efficiency and profit

BY JASON STAHL / MANAGING EDITOR

The Green Industry could easily offer the most solid proof that time is money. Competition is so heavy that some jobs, like mowing, must be done as efficiently as possible to make a profit.

Lawn maintenance needs to be systemized in order to ensure efficiency. There are some components of a system that many landscape companies use; other more unique components are only suitable for a few companies. One thing's for sure, though: you can't be successful if you don't have a system. These landscape professionals have been successful for many years and, not surprisingly, developed their own systems from which you can learn.

Company name: Wheat's Landscaping
Owners: Warren and Darin Wheat
Location: Tucson, AZ
2000 gross revenues: \$2 million
Employees: 50
Business mix: 100% commercial
No employee wants to be called into Warren Wheat's office for consistently exceeding the number of hours allowed to complete lawn maintenance on a property, but it's not just because he's a former NFL offensive tackle. It's because, as Wheat puts it, "no one wants to be in the hot seat." And junior supervisors know they will be in that "hot seat" if they don't finish jobs on time because Wheat has established a set of hours for each of his 78 properties. Each month,



Warren Wheat

ILLUSTRATION: © GRAHAM FRENCH / MASTERFILE

Crews can save time by knowing exactly what needs to be done at a property before arriving there.

(PHOTO COURTESY
WHEAT'S LANDSCAPING



he gets a report on how each crew is performing relative to those hours.

"We send out a memo to junior supervisors that tells them these jobs aren't where they need to be and they have 'x' amount of time to improve," Wheat says. "If nothing changes, we meet."

Wheat's average crew of four people maintain the same properties over and over so they can develop a routine and consistently reduce the amount of time it takes to complete the job. Part of that is becoming familiar with the property so the crew knows what they're going to do and how they're going to do it before arrival. A supervisor at each property helps figure out ways to de-

crease time and improve quality.

Each crew performs all tasks related to maintenance, but it wasn't always that way. "At one time, we had a mowing crew," Wheat says, "but it didn't save us any time at all. In fact, it created more man-hours because, for each job, we'd send trimmers in, then mowers. Why make two trips? The only thing you're saving on is equipment."

Wheat is aware of how much time is wasted traveling back to the shop for a forgotten piece of equipment, so he came up with the idea of assigning equipment to each crew and storing it in a chain-link cage. Each day, the crews know to load everything in the cage onto the trailer — if the cage isn't empty when they pull away, they know

they don't have everything.

Also, each of Wheat's trailers is custom made. There's a specific place for all pieces of equipment, with riding mowers in the back since mowing is the last thing done on each property.

Wheat cautions not to assume that starting work on properties farthest from the shop, then working your way back is the most economical route. "Sometimes when heavy traffic makes for slow going, we'll start at the closest properties," Wheat said. Throw in customers' requests to have the service done at a certain time of day and you end up with a genuine puzzle that each landscape manager has to best figure out how to handle

for his or her own company.

Company name: Blanchard Landscape

Owners: Fred Redmann, Jim Blanchard

Location: Holland, OH

2000 gross revenues: Over \$3 million

Employees: 60-70

Business mix: 50% commercial, 50% residential

"The only way you can make money mowing is to have a tight route with no downtime," says Fred Redmann. And while he may be stating the obvious, it's worth hearing again if it reminds us to establish an efficient system.

One thing Redmann's crews do to reduce downtime is carry a

LM'S BENCHMARKS: STANDARDS FOR THE LANDSCAPE AND LAWN CARE INDUSTRY

One-day response calms customer complaints

One indicator that your maintenance system needs an overhaul is a sudden increase in customer complaints. New complaints mean your service system is breaking down.

So how do you balance your need for speed, efficiency and profits with your customers' seemingly endless need for personal attention, time on site and those little "extras?" Our Best Practices Panel had several ideas for serving the customer while staying with a system that works. While their ideas varied, they all recommended quick and careful response to customer complaints — meaning response within one day.

This doesn't mean that all problems can be fixed in one day, but our experts strongly recommended contacting the customer within 24 hours, with the goal to resolve most problems as quickly as possible. How quick is that? Some contractors recommend within 48 hours, 72 hours, seven days or, in certain cases,

scheduled as necessary. The one thing they agreed on was that 24 hours is the maximum time to call customers back and hear their complaints, no exceptions! You may be tired after a long day but this is more important. Here are their other suggestions:

- Make sure every employee who deals directly with customers is empowered (and trained) to listen to the complaint and take steps to address it. The attitude that "it's not my problem" should not exist in your organization.
- The best way to handle complaints is on the telephone or face-to-face. Hopefully, revisits and reworks can be done within a week.
- Handle all refunds within the existing fiscal year, if possible.
- Don't refund on seeding jobs. Rather, redo if necessary. Some experts say not to refund unless a job is done incorrectly.
- Set a meeting date on-site to review any rework extras or installations to guarantee 100% satisfaction.
- Schedule a follow-up call to gauge customers' satisfaction.

In the zone (maintenance, that is)

Zone maintenance works. If all your maintenance areas are grouped together into zones, you can assign the same workers to do similar tasks throughout the zone. For example, you may have customers who are in your spraying program, and one employee who does all the spraying. You may have mowing customers in your town and three neighboring towns. Assign one crew to each town or area so they don't have to spend a lot of time driving. When a crew leader is responsible for the same customer throughout the entire season, that person develops pride in the crew's performance. Also, the crew will become more efficient as the crew leader learns what has to be done and what can be skipped from one week to the next.

— Leonard Phillips,
landscape architect, Peabody, MA

backup for each piece of equipment on the trailer. "That way, if something breaks down, they can at least complete the job," he says. Crews try to take at least three mowers to each property, such as two large walk-behinds and a push mower for residential accounts. With an eye toward efficiency, however, Redmann has turned to mowers with velkies because many of the residential properties he cares for are large.

He knows that employees with more energy are more productive.

Like many other professionals, Redmann prefers that his employees stick to the same route week after week to familiarize themselves with their properties. But sometimes that strategy just doesn't work.

"Sometimes our schedules don't allow that, or sometimes someone doesn't show up, so

we try to give people exposure to different jobs," Redmann says.

While Redmann would like his crews to leave their equipment in the trailers so they won't have to haul anything out in the morning, the risk of theft is too great. As an alternative, he's considering purchasing all-cover trailers that he can lock.

Company name: Landmark Landscapes

Owners: Mark, Neil and John Thelen

Location: Norcross, GA

2000 gross revenues: \$3 million

Employees: 65-70

Business mix: 100% commercial

Even with a solid lawn maintenance system, inefficiency can still plague a crew if it doesn't have the right equipment. In Mark Thelen's case, he left belt-driven mowers behind in favor of hydrostatic walk-behinds and riders. "We did it to increase speed and production," The-

continued on page 30

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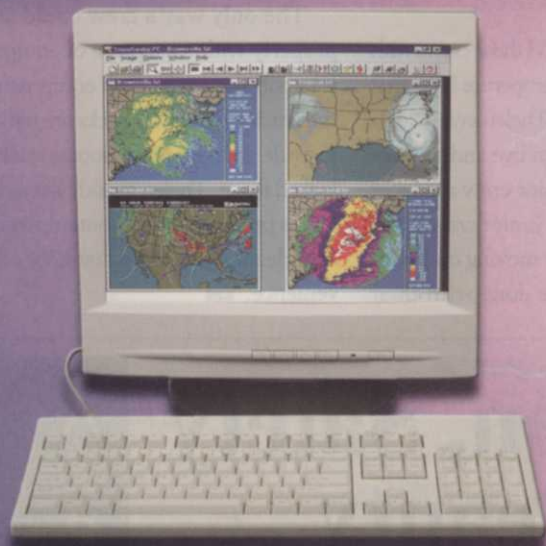
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- Authorize a job time for each property
- Send same crews back to same properties
- Create a system that ensures all necessary equipment is brought to property
- Always bring a back-up for each piece of equipment
- Study traffic patterns before establishing a set route
- Train employees to do a variety of tasks
- Establish ideal crew size and stick to it
- Purposefully arrange equipment in trailer
- Perform maintenance tasks in most efficient order
- Set incentives for crews to reach job times
- Set up a "job board" so crews know job details beforehand

continued from page 28

len says. "We were really pushing the belt-driven mowers beyond what they could do on hills and in long, wet grass."

Thelen goes one step further than just using the right equipment, though — he adjusts his crews' maintenance schedules to maximize equipment. "The two crews with the 60-in. rid-

ers go to larger properties, and those crews with 44- and 48-in. riders go to properties I feel that equipment is more suited," Thelen says.

Crews number between five and six people, one of whom is a senior crew manager and another of whom is a junior crew manager. Instead of everybody moving on to different tasks when they're done with their

initial task, Thelen has organized the crews so that one person is responsible for mowing and edging, while someone else does detail work — pruning, spraying, weeding, etc.

He once experimented with mowing crews. Although he hasn't given up on the idea yet, he has put his own twist on it — combining them with regular crews on one truck to cut down on excessive travel.

Thelen believes the best protection against equipment breakdowns is putting new equipment in his workers' hands. To do that, he tracks when equipment was bought.

The only way a crew could arrive at a property without a piece of equipment is if it fell off the truck — all equipment stays in the truck overnight. Trucks are parked in 30-ft. wide covered hoop houses enclosed by a locked fence. Thelen already has a diesel tank on his property, but is contemplating adding an unleaded and mixed tank for added convenience. **LJM**



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Marketing 101

Use "new" marketing to drive your business

BY MARC BOWERS

Marketing used to be a partnership between a business and its customers or potential customers that was relationship and sales driven. Today, with marketing more competitive than ever, each relationship needs to translate into better profitability. Here are suggestions about how to more effectively market your organization.

First, identify your sources of profitability. Make determining where tomorrow's dollars will come from your number one objective.

Second, do the following things to make more money:

- ▶ Cultivate an image
- ▶ "Own" a specialty
- ▶ Always ask for the order
- ▶ Set clear expectations

Cultivate an image

What image do you want to cultivate? You can start with the image you and your employees give on the job, and that often starts with professional looking clothes. How much do collared golf shirts cost relative to t-shirts? Require your employees to conform to a professional dress code.

Own a specialty

You need to be known for a specialty that sets you above your peers. Start by collecting reference letters from your highest profile and happiest customers. Show them not just to new clients but also to your peers. If you have differentiated your services enough for a particular area, even peer referrals and collaborative projects are a possibility.

Ask for the order

Your best source of new business is from client referrals. Many landscape managers fail to realize the cardinal rule of marketing: You won't get the job until you ask the customer for the order.

Another key idea in the "ask for the order" department is that it's more profitable to sell incremental products and services to existing customers than spend time and money to solicit new customers. Have you recently considered up-selling your existing clients? A flyer listing your services or current projects can generate new business from existing clients.

If you aren't comfortable with asking for referrals, let your customers know you're available to a select group of their friends.

Set clear expectations

Clear expectations have two benefits. By making sure customer expectations are well-articulated and agreed upon by you and the client, and that they're finalized in person and in writing, you take control of a customer relationship early and can under-promise if necessary. Then, you're set up to over-deliver.

The other benefit of setting expectations is to help you manage unforeseen developments. When a project hits a hurdle that threatens your ability to deliver on time, the hardest thing to do is to tell the customer.

Some of the most positive customer feedback comes from jobs that went awry but were dealt with swiftly and professionally. "Awry" doesn't mean you'll reap rewards should you



Collared shirts as part of a mandatory dress code can help you cultivate a professional image.

run a backhoe into a septic system. It does mean people will often forgive those who accept responsibility when something goes wrong.

The most effective way to deal with a problem is by "problem/solution" presenting. Nobody wants to hear what you did wrong — they just want to hear how you will make it better.

Professionalism is key

Every landscape operation projects an image through which it's identified. If you're a landscape contractor, lawn care operator or in-house grounds manager, you are the business to the public. Projecting an image is a never-ending responsibility. Take it seriously and be consistent in your actions.

— Marc Bowers is a marketing manager with 10 years experience in consumer marketing. He earned an MBA from Columbia University in New York City.

PHOTO COURTESY: VISCOM

***How do you get
more power to
the root of your
weed problem?***

 **Roundup**
PRO
Herbicide



The proof is in the leaf.¹

Monsanto scientists used scanning-electron microscopy to photograph the effects of weeds sprayed with Roundup Pro and an imitator. Taken just one hour after application, these images clearly show more formulation in the leaf sprayed with Roundup Pro.

Get Roundup Pro[®] herbicide with patented PROformance[™] technology.

In the first two hours, it delivers three times more power to the roots than Glypro Plus[™] herbicide.

The proof is in the roots.²

Scientists also used autoradiography to photograph and measure the amount of herbicide in the roots two hours after application. Time after time, at least three times more herbicide showed up in the weeds sprayed with Roundup Pro. With the imitator, barely any herbicide has moved to the roots.





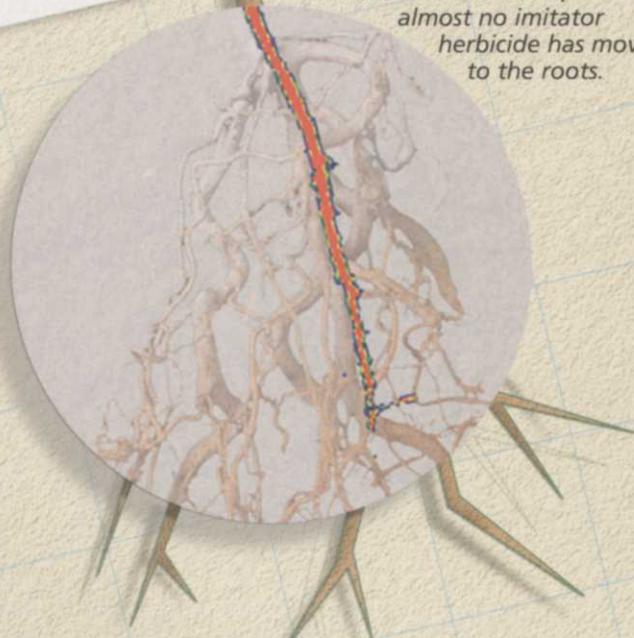
This is a cross-section of a weed leaf magnified 1000x. The yellow droplets mean Roundup Pro is already at work inside.



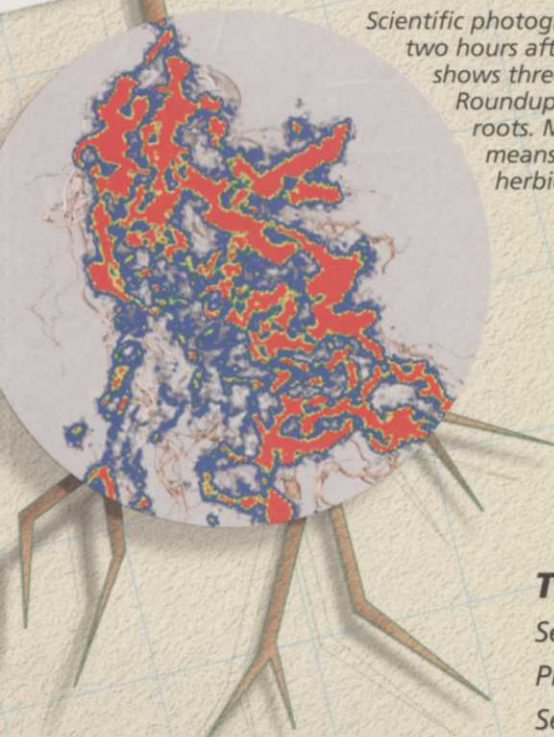
This weed, sprayed with the imitator, has almost no droplets in the leaf.

Glypro Plus

In the first two hours, almost no imitator herbicide has moved to the roots.



Scientific photography taken two hours after application shows three times more Roundup Pro in the roots. More color means more herbicide.



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See for yourself the difference Roundup Pro with patented PROformance technology can make in your weed management. See your dealer or call 1-800-ROUNDUP for more information.

Free video shows science in action.

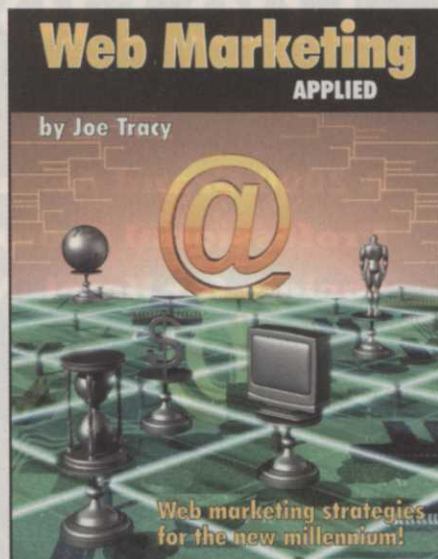
See PROformance technology at work in a free, five-minute video. Scientists Dr. Tracey Reynolds, Ph.D., and Dr. Jimmy Liu, Ph.D. demonstrate the autoradiography and cryo-SEM techniques used to compare Roundup Pro with Glypro Plus on two identical weeds.

Call 1-800-ROUNDUP and ask for your free Roundup Pro video today!



Always read and follow label directions. Test conducted with MON 77360, EPA Reg #524-475 with comparison to Dow product carrying EPA Reg. # 62719-322. 1. Test methodology: In scanning-electron microscopy Monsanto scientists identified penetrated formulations of both Roundup Pro and Glypro Plus in the mesophyll cell layer. These micrographs support the evidence that formulations containing Monsanto's patented PROformance technology rapidly penetrate the leaf surface. 2. Test methodology: Radiolabeled formulations were applied at equal acid-equivalent rates. Radioactivity was visualized by autoradiography following a simulated rain event two hours after application. Monsanto laboratory tests, 2000. Glypro Plus is a trademark of Dow AgroSciences LLC. Roundup[®], Roundup Pro[®] and PROformance[™] are trademarks of Monsanto Company. [10613 jct. 1/01]
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Property at a glance

Location: The Homestead, Hot Springs, VA

Staff: Homestead Grounds and Landscaping

Category: Hotel, Motel or Resort

Year site built: 1766

Acres of turf: 85

Acres of woody ornamentals: 15

Acres of display beds: 15,000 sq. ft.

Total paved area: 30 acres

Total man-hours/week: 900 in-season, 600 off-season

Maintenance challenges

- ▶ Steep slopes
- ▶ Climate/seasonal considerations
- ▶ Intensity of maintained landscape

Project checklist

- ▶ Spa Gardens
- ▶ Cottage Row and children's playground
- ▶ West Wing

On the job

12 full-time staff, 10 seasonal employees, 3 licensed pesticide applicators

The Homestead

A 2000 Grand Award Winner of the Professional Grounds Management Society for Hotel, Motel or Resort

Who would have thought that, in 1766, a hot spring-fed pool resort for 15 guests started on a 300-acre land grant in the Virginia mountains would grow to a 3,300-acre, top-notch American resort spa? Well, time will do wonders, and no doubt the Homestead Grounds and Landscaping staff wishes they had more time for their numerous jobs.

A few of those jobs include maintaining 100 miles of trails that wind through resort property, pulling up all annuals by hand before the first hard frost in this Zone 5 mountain setting and stringing up 75,000 outdoor lights for a Christmas display. Since guests come here to relax, mowing starts after 9 a.m., and the crew may be asked to work around an afternoon nap or social function.

Because The Homestead is a mountain resort, crew members have to contend with steep slopes when caring for the gardens. All mulch is hand-carried, and weeding requires sure footing and

care to avoid damaging plants. The shallow, rocky soil must be amended to bring out superior results.



PGMS
Landscape
MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2001 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:

720 Light St. • Baltimore, MD 21230 • Phone: 410/223-2861. Web-site: www.pgms.org



The classic architecture of the Grand Tower of the Homestead Hotel inspired the landscape for the hotel campus.



A staircase connects the hotel first floor lobby to the Casino level. Barrier-free walks traverse either side of the staircase, and a pergola and putting green sit at the bottom.



Well-proportioned plant beds with a variety of colors, sizes and textures sculpt the hillside on the walk from the Casino building to the hotel.

HOW TO BE A WINNER

Follow in American and Richmond Universities' footsteps and you might win a Green Star Professional Grounds Management award, too

You want to enter the Green Star Professional Grounds Management Awards this year, and more than that, you want to win. What can you do? Forget enlisting the help of magic lawn fairies to turn all your turf emerald green and make all your annuals and perennials stand at attention — they don't exist. It's best to heed the advice of two reigning Grand award winners, Mark Feist of American University and Stephen Glass of the University of Richmond.

A picture's worth...

Feist, assistant director of grounds and vehicle maintenance at American University, says it seems all he and his crew members ever do is pick up those annoying nightclub flyers out of the school's 60,000 sq. ft. of seasonal flower beds and 400,000 sq. ft. of planting beds. You can bet none of those flyers made it into the photos he took of the campus for last year's PGMS contest. He took the photos himself because he had a good eye for good landscape shots. Whether you take the photos yourself, he recommends you think before you shoot.

"Make sure the photos accurately reflect the aesthetics

Contest winning tips

- Provide quality photographs
- Summarize your job responsibilities well
- Follow application directions closely

of what you're trying to do," Feist says. "If the quality of the landscape isn't there to begin with, however, you're in trouble."

Details like how his crew mulches 50% of the planting beds twice a year or how they've had to work around an on-going irrigation installation would've been lost had Feist not remembered to mention them as part of his list of special maintenance challenges.

"Do a good job of telling a story and summarizing what it is you do on the job," Feist says.

Start early

Stephen Glass knows a thing or two about winning awards. As assistant director of University Facilities, Landscape Services for the University of Richmond, he's seen the campus take an Honor award in '94, a Grand award for its sta-

dium in '97 and another Grand in 2000. Part of his success, he says, is participation.

"I attend the PGMS conference, watch the awards ceremony closely and network with other professionals," Glass says.

He also starts preparing for the contest about a year ahead of time. To get the right photos, he says, start thinking about what you want ahead of time.

"You have to start at least a year early to capture all four seasons," he says. "I carried a camera with me all the time and was mindful of the contest's photo categories."

It also pays to make the written part clear and concise. "I get anyone willing to proof-read the script to do so," Glass adds.



Green Star Professional Grounds Management Awards 2001

**We're searching for the country's
best-maintained landscapes —
29th Annual Green Star Professional
Grounds Management Awards**

You are invited to enter the Green Star Professional Grounds Management Awards, co-sponsored by *Landscape Management* magazine and the Professional Grounds Management Society.

This annual program recognizes excellence in landscape management and complements other national programs for landscape design and construction. Grand and Honor Awards are offered in 13 categories of private, public, commercial and industrial landscapes. To qualify, a landscape must be at least four years old and under continuous maintenance for at least two years. See page 38 for details.

The awards will be presented during the Professional Grounds Management Society Annual Meeting, Nov. 10-14 in Tampa, FL. Several winners will be featured in *Landscape Management* and PGMS Forum.

Entry Categories

1. Small site (budget under \$80,000)
2. Residential landscape
3. Public works sites (includes

- parkways & inter-sections)
4. Shopping area
5. Hospital or institution
6. Government building or complex
7. Cemetery or memorial park
8. Industrial or office park
9. Park, recreation area or athletic field OR — multiple sites under same management
10. School or university grounds OR urban universities
11. Condominium, apartment complex or planned community
12. Hotel, motel or resort
13. Amusement/theme park.

Judging

A distinguished panel of judges selected by PGMS and *Landscape Management* determines the winners.

This program aims to:

- Bring national recognition to grounds care.
- Recognize individual efforts leading to high landscape maintenance standards.
- Challenge landscapers to achieve a level of excellence.

Eligibility

An entrant must be professionally engaged in, and responsible for, the maintenance of grounds described in ENTRY CATEGORIES. Projects for which an entry was submitted in a design or construction award competi-

tion are eligible in the Green Star program, even if the project won an award, because maintenance is the criterion upon which an entry is judged.

Grand Award winning projects cannot re-enter this program for two years (2000 Grand Award winning projects are ineligible until 2002).

Any landscape for which the entrant has the main responsibility for maintenance and beautification may be entered. The size of the landscape operating budget is not a criterion for judging. Rather, the judges will consider the quality, challenge and performance in maintenance of the grounds for a period of at least two years.

How to Enter

All entries must include:

1. Fifteen (15) color 35mm slides — ten (10) showing the beauty of the total landscape project and five (5) showing the crew at work. **DO NOT USE 'POSED' SHOTS.** Put a descriptive caption on each slide.
2. Ten (10) 5- by 7-in. color prints — five (5) showing the beauty of the landscape and five (5) showing crew members working in areas that are difficult to maintain. **DO NOT USE 'POSED' SHOTS.** Label each with a descriptive caption.

Note: Put your best scenes on the slides, which are critical

to judging and awards display.

3. One recent photograph of yourself, as the person in charge, working in the landscape.

4. **INDIVIDUALLY LABEL** all slides and photographs with the name of the entrant and the site. **DO NOT USE TAPE** to mount — put in plastic or metal mounts.

5. Include a brief description of the site.

6. All entries must contain a **COVER LETTER** releasing the material for publication at the discretion of *Landscape Management* magazine. All entries become the property of the sponsors and may be published in *Landscape Management* magazine or used for other purposes the magazine deems appropriate. **NO MATERIALS WILL BE RETURNED.**

7. Enclose a check for the **ENTRY FEE:** \$125 for members of PGMS or \$180 for nonmembers. To qualify, all elements of the entry must be **COMPLETE** in one mailing envelope, including entry fee.

Deadline

The deadline for entries is Aug. 4, 2001. All entries must be submitted to the Green Star Professional Grounds Management Awards, c/o Professional Grounds Management Society, 720 Light St., Baltimore, MD 21230.

Green Star Professional Grounds Management Awards 2001 Official Entry Form and Fact Sheet



Please **PRINT CLEARLY** or type the information requested below. Check for accuracy. This information will be used for publicity purposes and awards.

Each entry must include this completed form and entry fee:

- * PGMS members — \$125
- * Combination PGMS membership and entry fee — \$250
- * Non-members — \$180

Make checks payable to the Professional Grounds Management Society.

SEND COMPLETE ENTRY AND FEE TO:

Professional Grounds Management Awards
c/o Professional Grounds Management Society
720 Light St.
Baltimore, MD 21230
Call 410/752-3318 with any questions.

NAME OF SITE: _____

State: _____ Entry Category #: _____

Name of company or agency owning this landscape: _____

Address: _____

City: _____ State: _____ Zip: _____

**SIGNATURE OF THE COMPANY OR AGENCY OFFICIAL
CONSENTING TO THIS ENTRY AND A RELEASE FOR PUBLICITY:**

Signature: _____

Title: _____

WHO IS RESPONSIBLE FOR MAINTAINING THIS LANDSCAPE?

In-house staff Outside contractor

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (____) _____

(IMPORTANT) Year site was built: _____

Years I have maintained this site: _____

Total acres maintained: _____

Acres of turf: _____

Acres of woody ornamentals: _____

Acres (or sq. ft.) of display beds: _____

Total paved area: _____

NUMBER OF EMPLOYEES: _____

Full time (year round): _____ Seasonal: _____

Other (please specify): _____

Licensed pesticide applicators: _____

Total man-hours per week: _____

ANNUAL EXPENDITURES:

Total budget for this site: (Including salaries) _____ \$

Equipment: _____ \$

Chemicals and fertilizers: _____ \$

Seed and plant material: _____ \$

SPECIAL MAINTENANCE CHALLENGES:

1. _____
2. _____
3. _____

SPECIAL PROJECTS COMPLETED IN THE LAST 2 YEARS:

1. _____
2. _____
3. _____

If selected a winner, I request the name on the award to be
(check one or both):

Name of entrant (name which will appear on plaque):
(please print) _____

Name of organization or agency:
(please print) _____

IMPORTANT: Please provide the name of the person who will accept the award at the banquet:

(please print) _____

I certify that all information provided on this form and in the accompanying entry is accurate to the best of my knowledge. I understand that no materials will be returned and that all material may be used for publication in *Landscape Management* magazine or for other purposes deemed appropriate.

Signature of entrant _____

Date _____

ENTRIES MUST BE RECEIVED BY AUGUST 4, 2001



This is one tough little princess.

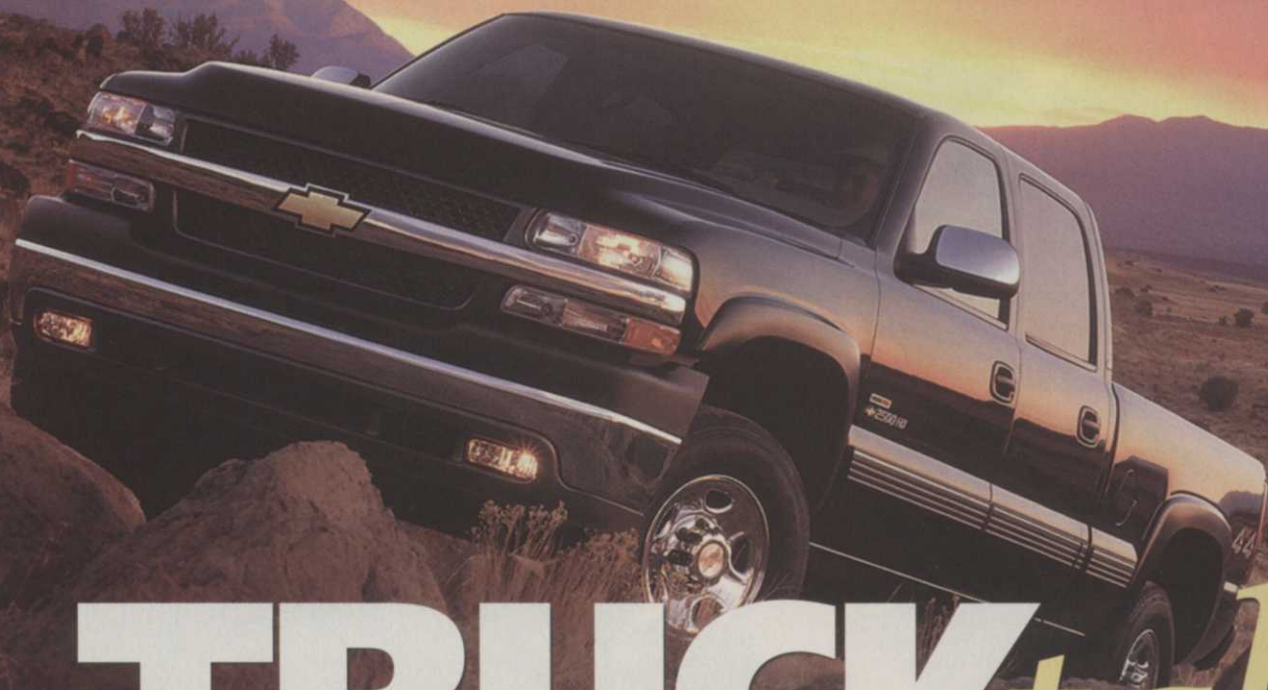


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TRUCK *talk*

BY VICKY POULSEN

Three landscape company managers talk about what they expect from a good truck

Landscape professionals want tough, dependable and low maintenance trucks. And they're doing everything they can to get a good return on their investment by staying with proven brands, sticking to a stringent preventive maintenance plan and using quality mechanics.

Landscape pros also want trucks that get the job done in the shortest amount of time while adjusting to the handling styles of many operators.

Depending on its reliability, a truck can be a landscape pro's best friend or worst enemy. But once you've owned a great truck, it's hard to forget it. We asked three landscape managers to talk trucks with us, and here's what they had to say:

▲ PHOTO COURTESY CHEVROLET

LARGE CONTRACTOR

Name: Preston Leyshon

Title: Equipment Manager

Company: Chapel Valley Landscape Co.

Location: Headquartered in Woodbine, MD, with a branch office in Dulles, VA, and satellite offices in Bethesda, MD and Crystal City, VA. Target markets include Baltimore, Washington, DC metropolitan areas and northern Virginia.

2000 revenues: \$21 million

Business mix: Mostly commercial

Employees: 300-plus total employees/130 year-round

Company profile: Founded in 1968 by J. Landon Reeve, IV, the company provides commercial and residential landscape services, including consultation, design/build, installation,

continued on page 42



For as little as \$10 a day you can ride a winner.

Wouldn't it be great to be able to deep-tine anytime you want? State-of-the-art turf practice calls for tining throughout the year, not just spring and fall. Now that's a winning idea. By using the Redexim Charterhouse Finance Program*, you'll have several options for leasing or purchasing turf equipment that may surprise you. Rates are competitive and the programs are flexible to fit your needs.

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landscape maintenance and irrigation and water management. Specialties include tree preservation, Colorsclaping™, landscape lighting and hardscape construction.

Trucks: Fleet arsenal includes 24 cars, 98 trucks (S-10s to Tandem), 32 tractors (Kubota, John Deere, Ford, New Holland), 35 equipment trailers (four enclosed) and 503 small engine units. "We have a truck that's 25 years old and has over 250,000 miles on it, and another truck with over 300,000 miles. A good preventive maintenance program with regular oil changes and wheel alignments to prevent premature tire wear is key to their longevity. Also, our trucks are like rolling billboards, so we always make sure they're kept clean and shiny."

Favorite features: Automatic transmission, tool boxes and sideboards are must-have features.

Finance method: Vehicles are purchased and then leased back to the company.

Dream truck: Four-door, heavy-duty, low-profile truck with lots of crew space.

MEDIUM CONTRACTOR

Name: Rich Rivera
Title: Grounds Superintendent
Company: Joliet Jr. College
Location: Joliet, IL

2000 revenues: n/a
Business mix: Through a work order system, the Grounds Department provides many services from mowing and trimming to snow and ice removal to blacktopping and striping.

Employees: Five full-time, five-part time and nine student assistant groundskeepers.



Company profile: America's oldest public community college established in 1901, Joliet's main campus is nestled on a 400-acre scenic tract of land which embraces two 80-acre farm fields, a lake, an 11-acre arboretum, three miles of nature trails, rows of 200-year-old oak trees, a natural prairie area, seven acres of athletic fields and 10 tennis courts. Of those 400 acres, about 108 is devoted to turf, plant beds and landscape maintenance areas. His crew also maintains two other Joliet Jr. College branches in Romeoville and downtown Joliet.

Trucks: "We use a 1989 3/4-ton Chevy pickup with 1,000-lb. liftgate/towing package and snow removal and four-wheel drive capabilities; two 1993 one-ton Ford F350 pickups, one of which is equipped with liftgate/towing package and the other with a V-box spreader for the winter; 1996 one-ton Chevy pickup and 1999 GMC 3500 Series, both outfitted with liftgate/tow packages and snow plow. My oldest truck is a 1984 2-1/2-ton GMC series 5000 dump truck. We also run

continued on page 44

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continued from page 42

two Cushman's. All my pickup trucks are diesels and my dump truck is gasoline-fueled."

Favorite features: "My liftgates are real back-savers. The dump bed on our new Cushman saves us time on the job. Automatic transmission is a must."

Finance method: Purchased based on budgetary constraints and a bid system.

Dream truck: "If cost was not an object, I'd love to have pickups with dump beds and a dump truck with automatic transmission and split rear axle with a nursery style bed."

SMALL CONTRACTOR

Name: Ryan Hughes

Title: President

Company: Hughes Nursery, Inc.

Location: Odessa, FL

Business mix: Mostly commercial

Employees: 35

Company profile: Hughes Nursery, Inc. was established in 1972 as a family-owned landscape company. It was primarily involved in landscape, irrigation and sod installation, and now has expanded into other facets of the industry with divisions in lawn maintenance, grading and excavating, hardscaping, exterior lighting and waterscaping.

Trucks: Two Mack mini-wheelers, four Ford F-450's, one F-650, two F-250's, one F-350, four F-150's and two Ford Explorers.

Favorite features: "The most valuable truck we use today is the Ford F-650. It was custom built to accommodate our needs for large landscaping contracts. It also can carry a load that would normally require two trucks, and has a crew cab with seating capacity for seven, perfect for one crew. It's capable of hauling two pallets of mulch, 300 to 400 one-gallon plants, 8- to 10-ft. trees or palms and still has power to pull a 820 TCM loader. It gives us the ability to increase our bottom line because we can trans-

port more product, haul our equipment and transport our entire crew."

Finance method: "We always buy new vehicles. Cost considerations are based upon the task the truck will perform and the amount of anticipated use."

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Isuzu's 2002 NQR

Top TRUCKS

BY VICKY POULSEN

Who's got the best truck? We'll let you be the judge. As truck manufacturers continue to clamor to get their latest and greatest models to market, we invite you, our readers, to enter their inner sanctum by taking a peak at the hottest trends in the truck market today. Welcome to their world!

Chevrolet-GMC

Product: W4500 and W5500 medium-duty crew cabs and WT5500 single-axle extended cab

Best features:

- ▶ Duramax 7800 6-cyl. diesel engine with 200 hp at 2400 rpm and 441 lbs. per ft. of torque at 1500 rpm
- ▶ Vacuum/hydraulic with 4-channel ABS
- ▶ Greater maneuverability

Product: C-Series medium duty trucks — Classes 5-8

Best features:

- ▶ New 2000/2400 Allison automatic transmissions
- ▶ Vortec 8100 MD V-8 gas engine (Cat 3126E diesel, 190 to 300 hp listed as an option)
- ▶ Four-wheel anti-lock hydraulic brakes

Check out the hottest features on the hottest new trucks

- ▶ Front three-passenger bench with head restraints
- ▶ Government Vehicle Weight Ratings (GVWR) range from 18,000 to 61,000 lbs.
- Product:** T-Series, tilt-cab medium duty trucks/Class 5 through lower end of Class 8
- Best features:**
 - ▶ Available in single axle, tandem axles and LoPro models
 - ▶ Accommodates bodies up to 28 ft. and payloads up to 40,000 lbs.
 - ▶ Shorter lengths and tighter turn radius especially popular in congested areas

Product: GMC's Sierra 1500 HD (available in either 2WD or 4WD crew cab short box models)

Best features:

- ▶ Vortec 6000 SFI V-8 engine
- ▶ Sunshade extender
- ▶ OnStar available on SLE
- ▶ 7-way to 4-way trailer adapter included with Z82 training package
- ▶ Fog lamps now included with SLT

Product: Chevrolet's Silverado 1500

Best features:

- ▶ Powered by Vortec 4300 SFI for a V-6 engine or a Vortec 4800 or 5300 SFI for V-8 engines
- ▶ Available in either automatic or manual transmission
- ▶ Air conditioning is standard on all trim levels
- ▶ Remote keyless entry available on base models

Dodge

Product: 2001 Dodge Ram (available in both two-wheel drive and four-wheel drive in regular cab, club cab and quad cab and various box sizes and payload capacities.)

Best features:

- ▶ The Ram quad cab features two rear-hinged doors in the back of the cab that serve as convenient access for people or a large storage area for gear
- ▶ Available in a wide range of Magnum V-6, V-8 and V-10 gasoline engines, along with the Cummins turbo diesel engine
- ▶ Four-speed automatic or five-speed manual transmission is available
- ▶ Dodge Magnum gas engines feature sequential multi-port fuel injection (SMPI) for immediate throttle response and a flat torque range that delivers load carrying power
- ▶ High-flow exhaust manifolds combine with tuned port and combustion chamber configurations for maximum horsepower

Product: 2001 Dodge Dakota quad cab

Best features:

- ▶ Four full-size doors with six-passenger seating and great towing and hauling capability
- ▶ Offers a range of engines with four Magnum engine choices. Two optional Magnum V-8s — the only two in the compact pickup segment — include the 230-hp 4.7-liter engine and the 250-hp 5.9-liter V-8. Can be coupled to a fully automatic, electronically controlled automatic transmission with a dual ratio second gear
- ▶ A 6700-lb. maximum towing capacity and 2,100-lb. maximum payload

Product: 2001 Dakota R/T compact pickup

Best features:

- ▶ Equipped with a 5.9-liter Magnum V-8 engine and a large-bore, free-flow exhaust that delivers increased engine performance
- ▶ The 250-hp engine is mated to a four-speed transmission and supported by

255/55x17-in. tires. The Dakota R/T is lowered one inch and features suspension tuning and front and rear stabilizer bars

Ford

Product: 2001 F-150 Supercrew

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Best features:

- ▶ SUV-sized cabin with four full size doors for up to six adults, with the added versatility of a pickup box
- ▶ An under-8,500-lb. (3,856 kg) gross vehicle weight (GVW) pickup truck with four full size doors and full rear passenger compartment
- ▶ Its foundation is the chassis of the 139-in. wheelbase SuperCab
- ▶ The pickup box measures 1.7 metres (5.5 ft.) long and is the same width at the wheel-houses as the rest of the F-150 lineup
- ▶ Offers a choice of two Triton V-8 engines, both of which meet federal Low Emission Vehicle (LEV) standards, combined with a proven F-Series 4-speed automatic transmission
- ▶ The 4.6-litre SOHC Triton V-8 delivers 220 hp at 4,500 rpm and 290 lb. ft. of torque at 3,250 rpm. The 5.4-litre SOHC Triton V-8 churns out 260 hp at 4,500 rpm with torque of 350 lb. ft. at 2,500 rpm
- ▶ Standard four-wheel anti-lock braking system (ABS)

Product: 2001 F-Series Super Duty trucks (250/350/450/550)

Best features:

- ▶ Super Duty F-350 DRW equipped with the 7.3L Power Stroke turbo diesel engine with 11,500 GVWR. The 7.3L Power Stroke turbo diesel engine has even more horsepower and torque this year
- ▶ All Super Duty F-Series pickups will be trailer-ready with a standard trailer towing package, and a 4-wheel Antilock Braking System (ABS) is standard on all trim levels
- ▶ Three different engines are available — the standard 5.4L SOHC Triton V-8 is rated at 260 hp and 350 lb.-ft. of torque; the 7.3L Power Stroke turbo diesel V-8 produces 250 hp (15 more than last year) and 505 lb.-ft. of torque with the automatic transmission,

and 275 hp and 520 lb.-ft. of torque when joined to a manual transmission; the 6.8L SOHC Triton V-10 puts out 310 hp and 425 lb.-ft. of torque

- ▶ A 5-speed manual overdrive transmission is standard with the gasoline-powered Super Duty F-Series and features wide ratio gearing to quickly reach maximum torque. A 6-speed manual overdrive transmission is standard on Super Duty F-Series trucks equipped with Ford's Power Stroke turbo diesel engine
- ▶ The optional 4-speed automatic transmission has an automatic tow-haul feature that adjusts shift patterns for hilly terrain, heavy tow loads and high altitude driving
- ▶ All Super Duty F-Series pickups are trailer-ready with the trailer tow package as standard equipment
- ▶ Super Duty F-350, F-450 and F-550 chassis cabs have the power trains to suit the diverse needs of commercial and governmental fleets

Hino

Product: FB medium-duty Class 5 truck

Best features:

- ▶ An 11,000-lb. body and payload capacity
- ▶ It can be specked as a flatbed, with stake beds or with a small dump body
- ▶ Powered by a turbo intercooled, four-valve overhead cam engine and driven through a five-speed direct drive transmission, or optional four-speed automatic
- ▶ Its cab-over design makes driving in tight residential areas easy
- ▶ Cab features an enlarged interior with room for three people
- ▶ A six-way adjustable air-ride driver's seat with improved support on a chassis that is supported by long, taper-leaf springs



FB medium-duty Class 5 truck

Product: Utility Service Van (USV)

Best features:

- ▶ Designed for the business that needs a stand-up work area and maximum storage space for tools and equipment
- ▶ Spacious interior and exterior compartments supply abundant storage for equipment and supplies and are quickly accessible with the walk-through cab design
- ▶ A large, open cargo space provides extra hauling room and doubles as a covered work center.
- ▶ Up to 65% more storage space than a conventional van and up to two tons of payload capacity.

Product: Grand Challenger

Best features:

- ▶ Body is constructed with galvanized steel and designed to match the style of your truck cab
- ▶ Contoured sides, concealed hinges, a flush tailgate, and fuel fill doors
- ▶ Keyed alike locks, double panel steel doors, and weather-tight seals
- ▶ Adjustable shelves and material trays

Mitsubishi Fuso

Product: 2002 FE-SP with crew cab

Best features:

- ▶ Hauls seven people to a job site with its new 175-hp engine
- ▶ Can handle any application with 14,500-lbs. GVWR

continued on page 53



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In 1999, the companies that formed Syngenta invested \$760 million in research and development and collaborated with more than 400 universities, research institutions and private companies worldwide. Our 5,000-person R&D team, the industry's largest, uses everything from genomics to testing techniques that shorten product development times in an effort to continually raise the bar on pest control chemistry.



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Heritage[®]
FUNGICIDE

Primo[®]
MAXX[®]

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TOUCHDOWN[®]
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INSECTICIDE

Demon[®] EC
INSECTICIDE

Demon[®] TC
INSECTICIDE

Talon[®]-G
RODENTICIDE

WeatherBlok[®] XT
RODENTICIDE

Vegetation Management

FUSILADE[®] II
Herbicide

REWARD[®]
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Isuzu's 2002 low cab forward Crew Cab (NPR-HD and NQR)

continued from page 48

- ▶ Accommodates landscaping dump bodies in the 13- to 14-ft. range and lawn service bodies up to 16- to 17-ft.

Toyota

Product: 2001 Tundra full-size pickup truck

Best features:

- ▶ I-Force V-8 engine is the only double overhead cam (DOHC), 32-valve V8 ever offered in a full-size pickup
- ▶ Electronic Throttle Control System with intelligence (ETCS-i)
- ▶ Toyota Direct Ignition system (TDI)
- ▶ Standard V-6 engine with four-speed automatic or five-speed manual transmission
- ▶ Optional V-8 engine with four-speed automatic transmission

Product: 2001 Tacoma Stepside

Best features:

- ▶ Part of a value package that includes several upgrades
- ▶ Available on regular and Xtracab 4x2 Tacoma models, powered by either four-cylinder or V-6 engines

- ▶ Cargo box is a solid steel unit

Isuzu

Product: 2002 NQR

Best features:

- ▶ A gross vehicle rating of 17,950 lbs. and a body/payload range from 11,733 to 11,965 lbs.
- ▶ Body lengths range from 12 to 20 ft. with a choice of four different wheelbase lengths
- ▶ A straight channel ladder-type frame with a section modulus of 7.20 cu. in. and a Resistance Bending Moment (RBM) of 316,800 lbs.
- ▶ Equipped with front and rear semi-elliptical, multi-leaf springs and shock absorbers
- ▶ A front stabilizer bar contributes to greater handling and steering capabilities
- ▶ Equipped with ABS
- ▶ 4.75-liter, 4HE1-TC, four-cylinder diesel engine
- ▶ It incorporates an overhead cam engine design and direct fuel injection. This 4HE1-TC is rated at 175 gross hp @ 2,700 rpm and 347 ft.-lbs. gross torque @ 2,000 rpm
- ▶ NQR offers a choice of transmissions

Product: 2002 Low Cab Forward Crew Cab (NPR-HD and NQR)

Best features:

- ▶ Seats a crew of seven people comfortably

- three across in front and four abreast in back
- ▶ Available in two wheelbase configurations — a 150-in. wheelbase accommodates 12-ft. bodies and a 176-in. wheelbase handles 16-ft. bodies
- ▶ The Crew Cab's diesel engine, coupled with a four-speed overdrive automatic transmission, delivers 175 hp at 2700 rpm
- ▶ Visibility is enhanced with an oversized panoramic view front windshield
- ▶ The NPR-HD Crew Cab is rated at 14,500 lbs. GVWR. The NQR is rated at 17,950 lbs.
- ▶ NPR-HD Crew Cab features 4,500 lb. GVWR; 150-in. wheel base and 176-in. wheel bases; accommodates 12-ft. bodies
- ▶ NQR Crew Cab features 17,950 lb. GVWR; 150-in. wheel base and 176-in. wheel base; accommodates 16-ft. bodies.

Product: 2002 Class 6-7 F-Series commercial trucks

Best features:

- ▶ Class 6 FSR, Class 6 to 7 FTR and Class 7 FVR are powered by an Isuzu 6HK1-TC diesel engine in two horsepower configurations
- ▶ The 7.8-liter overhead cam engine is turbocharged, intercooled and equipped with electronic fuel injection
- ▶ Installed in the FSR and FTR, the six-cylinder diesel develops 200 hp at 2400 rpm and 441 ft.-lbs. gross torque at 1500 rpm. The version used in the higher payload FVR diesel engine develops 230 hp at 2400 rpm and 506 ft.-lbs. gross torque at 1500
- ▶ All F-Series models include as standard an Isuzu MLD6Q six-speed manual overdrive transmission, synchronized in gears two through six. The transmission has a standard power take off (PTO) opening. Optionally available in the FSR and FTR is an Allison

continued on page 54

"The most valuable truck we use...was custom built to accommodate our needs for large landscaping contracts."
 — Ryan Hughes, Hughes Nursery

continued from page 53

AT545 four-speed automatic transmission

Textron Golf, Turf & Specialty Products

Product: Cushman Turf-Truckster work vehicles

- ▶ Added power, bigger payloads and durable, unibody construction
- ▶ Easily withstand the rigors of daily use without neglecting operator comfort
- ▶ Carrying capacity is 2,500 lbs. for the three-wheel version and 2,850 lbs. for the four-wheel version
- ▶ Improvements include 30% more cargo capacity, an independent-axle front end for a smoother ride and tighter turning radius, and stiffer molded plastic unibody construction
- ▶ The floorboard, hood, front end and instrument panel resist damage from rust and impact
- ▶ Powered by a choice of 18- to 34-hp gas or 22.3-hp diesel engines
- ▶ Operator amenities include car-style foot pedals, a console shifter, increased legroom, a 12-volt power plug outlet and a dashboard storage tray

John Deere

Product: E-Gator utility vehicle

Best features:

- ▶ Powered by a quiet electric motor
- ▶ Designed for customers concerned with operational sound levels and exhaust emissions, the electric utility vehicle is a clean, quiet and efficient option for a variety of landscape applications
- ▶ The electric utility vehicle provides the same advantages of the gas and diesel models — low ground pressure to help prevent ground compaction, smooth operation that's easy to learn, safety protections, durability for long life and easy access to service points

for convenient maintenance

▶ Designed for quick acceleration and steady performance between chargings, the electric utility vehicle offers numerous features, including overspeed and roll-away control

▶ A speed control feature governs the vehicle at a top speed of 15.5 mph and helps maintain a constant speed when traveling up or down inclines. Top reverse speed is 8 to 10 mph. The vehicle retains full torque even when on an incline

▶ Equipped with a directional change control

that's designed to slow the vehicle to a stop when changing direction from forward to reverse

Product: 6x4 Gator

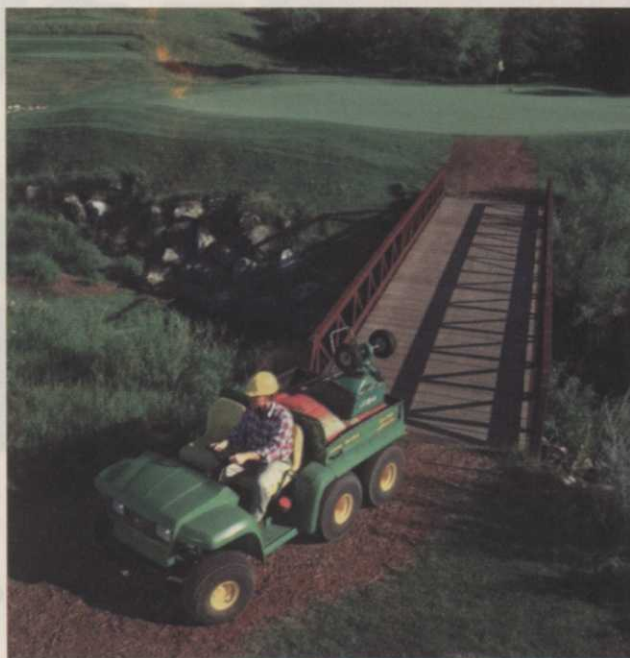
Best features:

- ▶ An 18-hp, liquid-cooled engine
- ▶ For extra traction, the 6x4 provides full-time four wheel drive and differential lock
- ▶ Arc-welded unibody design and front suspension
- ▶ 1,200-lb. towing capacity
- ▶ Low ground pressure and a low center of gravity

Product: 6x4 diesel Gator

Best features:

- ▶ Three-cylinder, 18-hp liquid-cooled Yanmar diesel engine
- ▶ Towing capacity of 1,400 lbs.
- ▶ Low ground pressure and a low center of gravity allow these heavy-duty haulers to



6x4 Gator

work on turf without leaving ruts or marks

Sterling (a subsidiary of Freightliner LLC)

Product: Acterra

Best features:

- ▶ Available in four different models, covering each of the weight classes from Class 5 to mid-range class
- ▶ Can be customized to fit customers' needs. Models are: the 5500, with a GVWR of 19,500 lbs.; the 6500 at 26,000 lbs.; the 7,500 at 33,000 lbs.; and the 8500 at 64,000 lbs.
- ▶ Chassis lowering tires and wheels
- ▶ Horizontal, vertical or transverse exhaust
- ▶ Radiator mounted grille
- ▶ Quick access hood openings
- ▶ Tow hooks—front, rear or both
- ▶ Back-of-cab access package for tractors
- ▶ Two-person passenger seat with tool box



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The HitchHand provides short bed truck and SUV owners with a safe, low cost alternative for transporting lengthy, off-balanced cargo loads. The HitchHand measures 59 1/2 in. long, 27 to 49 in. in adjustable width; fits any standard t2-in. box receiver hitch; extends a truck bed an extra 38 in. (from edge of the downed tailgate); supports more than 750 lbs. in cargo load; weighs 46 lbs.; and fits behind the seat of a truck when not in use. It can convert any truck into a hauler of ATVs, motorcycles, canoes, kayaks, surfboards and sailboats. For more information, visit their web site at www.hitchhand.com/ / Circle no. 277

Well-received

Draw-Tite's Titan receivers are designed for full size long wheel base trucks, vans and utility vehicles with full frames and heavy duty suspensions. It has a 12,000-lb. Gross Trailer Weight (GTW) capacity and a 14,000-lb. GTW weight distributing capacity. The sturdy receivers are constructed with a secure heavy duty side bracket design, a 2 1/2-in. square receiver tube opening and an all frame attachment. The receiver unit has a pin, clip, receiver tube cover and welded electrical bracket. For more information contact Draw-Tite at 800/521-0510 or visit their web site at www.draw-tite.com/ / Circle no. 278

Lots o' trailin'

Bri-Mar Manufacturing's DT 612-

12 LPHD carries and dumps 4.6 cu. yds. of material. It features D-ring tie downs to secure equipment like skid loaders, small backhoes and other large payloads. With a 12,000-lb. GVWR, it also features a 6-ft. x 12-ft. bed size and twin telescopic cylinders. For more information, contact Bri-Mar Manufacturing at 800/732-5845 / Circle no. 279

Spray trucks

Westheffer Company, Inc. offers a wide range of spray trucks, from enclosed truck bodies to stainless steel truck beds, all sizes and configurations of tanks,

gas engines or PTO-powered pumps. For more information, contact Westheffer Company, Inc. at 785-843-1633 or visit www.westheffer.com/ / Circle no. 280

Equip yourself

The 2001 Adrian Steel pickup truck equipment catalog features all kinds of pickup toolboxes, each with a three-year/36,000-mile product warranty. The toolboxes are constructed of diamond tread aluminum with low profile domed lids and push-button locks. Low profile side mount boxes, single lid saddle boxes and double lid crossover boxes are available to fit both full-size and compact trucks. For more information contact Adrian Steel Company at 800/677-2726 or visit www.adriansteel.com/ / Circle no. 281

Tool and fuel

Northern Tool & Equipment Company's combo tool box and built-in auxiliary fuel tank is available in four styles in bright diamond tread plate aluminum. Tanks have a withdraw tube, return and drain fitting and a blank plate to mount a fuel pump or gauge sending unit. For more information contact Northern Tool & Equipment Co. at 612-894-9510 / Circle no. 282



Sturdy steel

Reading's Redi-Dek is a sturdy steel platform offering the ability to use 2x4 stake posts or pull a gooseneck trailer. All body parts are electrically welded into one integral unit. The Redi-Dek receives Reading's Lectro-Life immersion priming to protect against rust. In the Lectro-Life® process, the platforms are submerged in a vat of electrically-charged primer adhering the paint to the steel. The Redi-Dek (including understructure) is finished with a black top coat. For more information contact Reading Body Works, Inc. at 610/775-3301 or visit www.readingbody.com / Circle no. 283



8300/8800



- Our Model 8300 and 8800 (not shown) utilize a high torque fully reversible Eaton hydraulic motor.
- The Model 8300 attaches to the bottom or side of your front-end loader.
- The Model 8800 attaches to a Category I 3-point hitch.

8900



- The Model 8900 utilizes a high torque fully reversible Eaton hydraulic motor with a planetary gear driven system.
- The 8900 attaches to a Category I or II 3-point hitch, skid-steer or on the side of your front-end loader.

G20/40 (Not Shown)

- Designed for Category I 3-point hitch 20 to 40 HP tractors.
- The G20/40 gearbox contains a forged ring gear and pinion equipped with Timken bearings.

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F8



- Our F series has been digging holes since 1943. The F8 is ideal for farm or commercial work.
- Designed for Category I or II 3-point hitch 40 HP and above.
- The F8 gearbox contains a spiral ring gear and pinion equipped with Timken bearings.

POST DRIVERS



- Our drivers have been in the field since the 1950's.
- You maintain control of the driving head with the control handle.
- PTO or hydraulic models with hydraulic motors operating from 4 to 8 GPM at 1500 to 2500 PSI.
- Model BMDH easily leveled from boom support.

Models MDH1 and MD6 level with tractor 3-point hitch.

FOR ALL 3 MODELS

- Free falling 235 lbs. weight.
- Can drive 8' or 10' (depending upon model) length, up to 6" diameter wood or steel T-Posts.
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- Category I or II 3-point hitch.

- MD6** - PTO driven
- MDH1** - Hydraulic driven
- BMDH** - Boom mounted, hydraulic driven

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Why insecticides fail

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Knowing the real reasons for failure might reduce callbacks

BY JOHN C. FECH and FREDERICK P. BAXENDALE

You walk on a lawn you sprayed a week ago for sod webworms and it looks horrible. In fact, the homeowner is loading up a howitzer in the driveway, and you're not sure if he's aiming at the bugs or you. If this scenario is something you can relate to; if getting maximum effectiveness out of insecticide applications is of interest to you; if saving money on pesticide purchases is important; and if pleasing your customers is a goal for your company, read on.

Measuring success

There are four ways to measure success after applying insecticides:

1. Start counting insects, looking for ones that are still alive. Compare the ratio of live insects to dead ones. Also, inspect the turf in several areas. Begin by looking at the dead and dying parts of the lawn, then move out to the edges of the damaged areas. Inspect the "good-looking" parts of the turf as well.
2. Look for the absence of live insects. This method is especially useful when counting surface feeding insects such as aphids or chinch bugs. If the insecticide application was successful, these insects will be dead and shriveled up.
3. Notice the life stage of the insect. Some insecticides are considered insect growth regulators (IGRs). These products may not kill the pest outright, but instead may interfere with the insect's normal developmental process, such as changing from one life cycle stage to another. In some cases, insects in the earliest life stages are only a small worry in terms of the potential amount of turf that can be consumed, while ones in the later life stages are much more damaging. If the IGR prevents the insects from developing into



You can't solve a turf problem until you identify it. With insect pests that means getting down on your knees and identifying and counting them.

these larger, more damaging stages, the product has been successful.

4. Once the number of living and damaging insects has been determined, sketch a "quick and dirty" map of the affected and unaffected parts of the lawn. Draw circles or ovals in heavily affected areas and write in the average number of insects found per unit area (sq. ft., sq. yd., etc). Make similar notations for other lawn areas.

All of these ways to measure success must be put in the context of damage or treatment thresholds. These thresholds are flexible guidelines that are usually defined in terms of insect abundance or

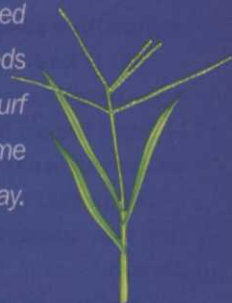
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Why insecticides and miticides fail

BY BAL RAO, PH.D.

Several factors may be responsible for poor insect and mite control on ornamental trees and shrubs in the landscape. Some of the following factors may be involved in a specific pest control failure situation. By following label specifications and by process of elimination one should be able to narrow down or identify the cause(s) of failure. Generally, it is not the insecticides or miticides which fail; instead it is the conditions to which these pesticides are exposed and people expecting the unreasonable:

A. Failures related to label: not reading and/or following label specifications

B. Failures related to identification: not knowing the pest or plants well

- Improper plant, insect and /or mite identification
- Pest is difficult to manage due to its morphology and/ or high reproductive potential
- Insect and/or mite resistance from repeated use of a specific pesticide-resistant biotypes
- Sensitive plants
- Pest is known to be very difficult to manage - people may not be aware of this
- Pests blown or moved from near by untreated areas after treatment
- The pest is managed but the damage remains- concern for failure from uninformed person
- Life cycle of insects and number of generation

— Rao is with The Davey Tree Expert Company. See his column, "Ask the Expert," in next month's issue of this magazine for more details on ornamental insecticides.

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damage that can be tolerated before taking action. They're based on many variables including pest species, abundance and life stage; species and cultivar, vigor and value of the plant or turfgrass; relative effectiveness and cost of control measures; and time of year. The site's location and function will also impact the damage threshold. Low maintenance sites such as cemeteries, school grounds and parks can usually tolerate much higher levels of insect infestation than turf areas associated with banks, insurance buildings and theme parks. Threshold guidelines for specific insects on a variety of landscape plants and turfgrasses are available from many sources, including your local cooperative extension office.

Perception vs. reality

You may have heard the phrase, "For the uninformed, perception is reality." It means that if you don't know the significance of what you're looking at, you may jump to false or irrelevant conclusions.

The first aspect of this phenomenon to consider is misdiagnosis. Did the insecticide application actually fail, or did other factors injure the turf? For example, many stressors such as drought stress, summer patch disease and soil compaction can adversely impact the health and appearance of a turf stand. In many cases, these factors are more responsible for turf damage than the number of insects present.

Dealing with multiple stressors is difficult, and what makes things more difficult is that most clients tend to be one dimensional in their understanding of turf problems. To them, their crummy lawn just has to be the fault of an insecticide failure and/or their lawn care company. They don't consider the traffic stress on their lawn, or that they're trying to grow Kentucky bluegrass on a hot, dry, sloped, wind exposed site.

Another component of misdiagnosis is misdiagnosis. An example of misdiagnosis is when the lawn care technician or grounds manager identifies a problem as grub damage when it's really billbug damage. For more information on this subject, read "Controlling Turfgrass Pests (2nd Ed.)" by T.W. Fermanian, M.C. Shurtleff, R. Randell, H.T. Wilkinson and P.L. Nixon, and "Integrated Turfgrass Management for the Northern Great Plains" edited by F.P. Baxendale and R.E. Gaussoin.

Other reasons why insecticides fail

Assuming the insect has been properly identified, that there are many of them feeding on the turf and that no other site-related or customer-related factors (dumping ice cream freezer salt on the lawn, etc.) seem to be causing the turf to decline, consider the following factors that can affect insecticide performance:

► **Photodegradation** — This occurs when the insecticide formulation is exposed to light. Photodegradation occurs primarily when surface feeding insects (aphids, sod webworms) are the targets. The botanical insecticides, older pyrethroids, *Bacillus thuringiensis* and entomopathogenic (beneficial) nematodes are particularly susceptible.

► **Microbial degradation** — This occurs when tiny soil-inhabiting organ-

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isms called microbes feed on the insecticide, reducing the amount of active ingredient available to kill the target pest. A classic example of this is when Oftanol failures in the 1980s were linked to accelerated microbial degradation.

► **Volatilization** — This involves the loss of insecticide from the grass or soil surface through evaporation. This could reduce application effectiveness, as well as increase the potential of human exposure. High air temperatures and windy conditions increase insecticides' volatility, so make sure to apply on cool, cloudy and calm days.

► **Insect resistance** — Much is said about resistance, but, in actuality, there have been few documented cases in turf and landscape settings. Resistance is the greatest concern in situations where applications of the same insecticide are repeated over an extended time period. For example, two-spotted spider mites can have many generations each year in a typical landscape. If several generations are sprayed with the same miticide, the possibility of resistance can increase. Certain chlorinated hydrocarbons, carbamates, organophosphates and synthetic pyrethroids seem especially vulnerable to insect resistance.

Several practices can reduce the likelihood of developing insecticide resistance. These include:

1. *Spot treating rather than using total cover sprays of the entire lawn or landscape*

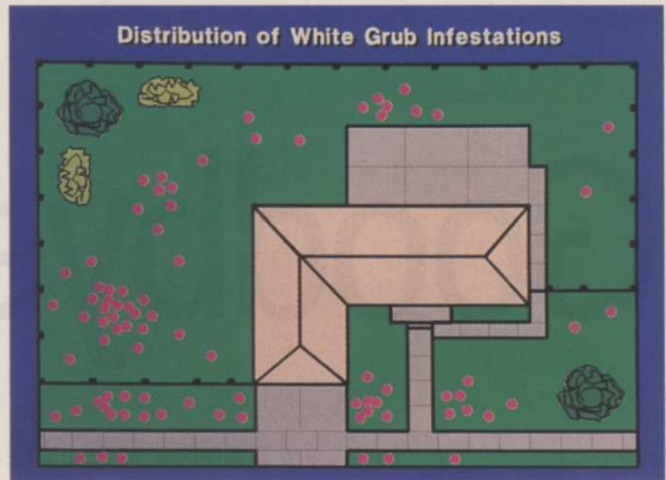
2. *Using shorter residual insecticides*
3. *Alternating between classes of insecticides*
4. *Planting turfgrasses and landscape plants with genetic resistance to insect pests*
5. *Selecting non-chemical methods of insect control*

► **Application errors** —

The most common errors involve equipment misuse. Clogged nozzles, gaps in coverage and so on are likely to be the culprit. Make sure to calibrate your sprayers and spreaders before each application. It's amazing how often nozzles don't deliver the proper amount of formulated material. Remember to use spray marker indicators to reduce coverage errors.

► **Selecting the wrong insecticide** — Many insecticides work better for certain insects and not at all on others. Check with your local cooperative extension office for the latest control recommendations for specific turf and landscape pests in your state. Resist selecting a certain pesticide that your supplier offers at a reduced price. It may work well for insect A, but not for insect B.

► **Improper timing** — Each pest has a "stage of vulnerability" when it's most susceptible to an insecticide application. Once certain insects grow out of that vulnerable stage, they can be impossible to control. For example, if a contact insecticide is applied to the egg or early larval stages of the bluegrass billbug, satisfactory control is unlikely. However, if the



Turf managers often map properties to better predict where insect problems are most likely to occur and areas that should be watched.

same insecticide is properly applied at the adult stage, is much more likely to produce acceptable results.

► **Inadequate irrigation (related to a "failure to penetrate the thatch" factor)** — This problem is most serious in the case of insecticides applied for control of soil dwelling insects such as white grubs. Liquid formulations can dry on leaf blades, and the active ingredient in both liquid and granular formulations tends to be tied up by thatch before it can move down into the insect's feeding zone. Reduce this factor by selecting granular formulations for soil insects, informing the customer about the importance of adequate pre- and post-treatment irrigation, and consider core aeration to assist with the chemical's downward movement.

► **Using the wrong rate or formulation** — Thoroughly read and follow label directions. Be sure to use the correct rate for the target pest. Use liquid formulations for blade and leaf feeding insects where a surface residual is necessary for ef-

fective control.

► **High water pH** — This is perhaps the most overlooked reason for insecticide failures. The pesticide label shows the desired pH range of the water in the spray tank. In many parts of the country, the water pH is highly alkaline, sometimes in the range of 9 to 10. An insecticide that performs well at a pH of 5.5 can have its residual activity reduced from several days to several hours in alkaline water. Test your water if you suspect this is a problem.

Regardless of the insecticide used or the pest controlled, a successful application is directly related to accurately identifying the target pest, understanding the insect's life cycle and habits, determining the best time to apply the insecticide, using the appropriate formulation at the correct rate and ensuring the insecticide reaches the target pest's feeding zone. An accomplished turf manager will strive to do this with every application.

John Fech and Fred Baxendale are with the University of Nebraska.

Goodbye, grubs

Use the new generation of reduced-risk insecticides properly and you'll get excellent control of turf-damaging grubs

BY DANIEL A. POTTER

Root-feeding white grubs can cause headaches for lawn care managers. A decade ago, your only practical line of defense was a short residual organophosphate or carbamate insecticide for curative control.

But with the advent of longer lived, reduced-risk insecticides such as imidacloprid (Bayer's Merit) and halofenozide (RohMid's Mach 2), you now have preventive control options as well. To understand the best way to use these insecticides, you need to review white grub biology.

Grubs made easy

White grubs are the immature, or larval, stage of a group of stout-bodied beetles. Most of the important species, including Japanese beetles, masked chafers, European chafers, green June beetles, Oriental beetles and Asiatic garden beetles have one-year life cycles. Adult beetles are active from June to August, mating and laying eggs 1- to 2-in. deep in moist soil of turf or pastures. Eggs hatch in two weeks, and the young grubs, each the size of a bluegrass seed, feed on roots and organic matter.

The grubs grow quickly, shed their skin twice and are nearly full size by autumn. At first frost, they hibernate, returning to the root zone to resume feeding in early spring. When nearly mature (typically in May or early June, depending on species and geographic location), the grubs form an earthen cell and transform into pupae, the transitional stage between larva and adult. The beetles emerge a few weeks later.

Grub damage is most severe in late summer when the larvae are vigorously feeding and the turf is otherwise stressed. With severe infestations, there may be 50 or more grubs per sq. ft., and they may completely



In late summer, grubs can completely consume roots. Grass dies, and sod easily lifts from the soil.

consume the roots. Without roots to extract water and anchor the turf, the grass dies and the sod lifts from the soil. Skunks, raccoons, blackbirds, moles and other varmints may dig in the turf to feast on the grubs. Grub damage is less noticeable during spring.

Looking for a cure

Organophosphate (OP) insecticides such as trichlorfon (Bayer=Dylox) or diazinon (Novartis=Diazinon), or carbamates such as carbaryl (Chipco=Sevin), have traditionally been used for curative control of grubs. These insecticides have fairly short residual toxicity (usually two weeks or less), so there's a relatively narrow treatment window. If you apply them too early, the residues may degrade before the eggs hatch. Conversely, if you make late applications or "rescue" treatments, grubs will be large and harder to control, and severe turf damage may already have occurred.

The list of OPs and carbamates for curative grub control has been reduced in the past five years due to the EPA's cancellation of their registrations, but there are still some choices left. Although more often applied preventively, Mach 2 can also be used for early curative control (one to three weeks after egg hatch) as

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long as the target grubs are still less than half their full size.

Perform curative treatments right after eggs hatch. The window is late July to mid-August in the transition zone, or one to three weeks later in the northern Great Plains, Great Lakes region and Northeast. Optimum



The larger grubs get, the harder it is to control them.

timing can vary by several weeks, however, depending on grub species and soil temperatures in a given year. Beginning in late July, sample soil with a spade or golf cup-cutter when eggs have hatched to help you judge whether treatment is needed. Concentrate on probable hot spots such as sites that were irrigated

during beetle flights and areas with a history of grub problems. Healthy turf will often tolerate at least six to eight grubs per sq. ft. before it shows any visible damage.

Granular and sprayable formulations provide comparable control if you irrigate right after application to leach residues into the root zone. However, granules are more forgiving if you delay post-treatment irrigation. Without any irrigation or rain, you won't get grub control. Control thatch, too, since too much stops infiltration of soil insecticides.

Grub infestations sometimes go undetected until brown patches appear in September or the skunks and raccoons start to dig. By then, the grubs are full-sized, weighing 40 to 60 times as much as newly-hatched grubs, and harder to control. Mow the turf and collect clippings to increase infiltration of the insecticide. Also, irrigate beforehand to bring the grubs close to the surface. Dylox is the fastest-acting product for rescue situations. Be sure to water it into the soil. Fall treatments will be ineffective once grubs have begun to dig down.

The green June beetle (GJB) is a problem on sports fields in the transition zone and southern United States. GJB grubs feed on decomposing organic matter rather than on living roots, and they dislodge the grass by tunneling and pushing up mounds of soil. Curative treatments applied after the mounding appears may result in many GJB grubs dying on the turf surface. You are

likely to find thousands of rotting grubs littering the turf on the morning after application. If GJB grubs are a concern, it's better to target them preventively with imidacloprid during the beetles' flight period, or to use an early curative treatment when larvae are small.

Curative treatments are sometimes applied in spring after overwintered grubs have returned to the root zone. There are several reasons why spring is generally not the best time for curative control:

- ▶ Post-overwintering grubs are large and hard to kill.
- ▶ Weather conditions are moderate, turf is vigorous and the grass usually outgrows whatever damage the grubs may do before pupating.
- ▶ Use of a short-residual insecticide in the spring affords no protection against reinfestation by egg-laying beetles flying in mid-summer.

An ounce of prevention

With the preventive approach to grub control, you apply the insecticide before a grub problem develops. Preventive control doesn't require sampling to pinpoint proper timing. In addition, you avoid potential damage. The downside is that you must decide to treat before you know the extent of the infestation. Because grubs tend to be localized and sporadic, you may be unnecessarily treating areas that would not otherwise have damaging infestations.

Recent registration of imidacloprid (Merit) and halofenozide (Mach 2) opened a new era of preventive grub control. Both of these insecticides are more persistent in thatch and soil than others. You can apply them weeks or even as much as two to three months before grubs hatch. Both products have low label rates, exhibit low toxicity to humans and other non-insect organisms and pose little hazard to the environment.

Imidacloprid belongs to a new class of synthetic insecticides called chloronicotinyls which have selective activity on insects' nervous systems. It's effective against young grubs, but is much more active against large grubs. Thus, you must apply it before you see symptoms of grub damage. Also, it translocates within plants, so it also controls stem-tunneling larvae of billbugs and annual bluegrass weevils. It is not, however, effective against caterpillars such as sod webworms, cutworms and armyworms.

continued on page 68

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Halofenozide belongs to another new class of synthetic insecticides called molt accelerating compounds (the trade name, Mach 2, is an acronym for Molt Accelerating Compound - Halofenozide). It works by mimicking the action of ecdysone, a hormone that regulates insect molting. Ingestion of even a tiny amount of halofenozide forces susceptible insects to initiate a premature and ultimately lethal molt.

Like imidacloprid, halofenozide is most active against newly hatched grubs. It also works against turf-infesting caterpillars. Halofenozide will control mid-sized and large grubs, but not as quickly as organophosphates such as Dylox.

Although large grubs stop feeding soon after ingesting halofenozide, they may not die for several weeks. You may find that when you cura-



Damage like this comes from green june beetles that push up mounds of soil by tunneling.

tively apply halofenozide after damage appears, it may not control large grubs quickly enough to discourage skunks and raccoons from digging.

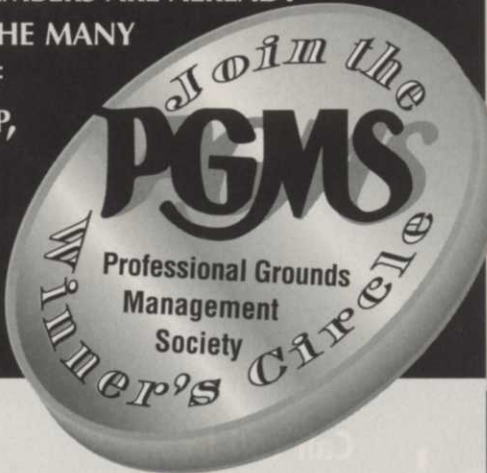
Both imidacloprid and halofenozide will provide residual control of white grubs in turf for two to three months, which provides you

with more flexibility in timing applications.

However, if your main target is the major annual grub species such as Japanese beetles or masked chafers, it makes no biological sense to apply preventive insecticides in April or May (several months before egg hatch.) You may experience poor control if you apply too early because the residues "run out of gas" before the young grubs appear in late July or early August. The optimum window for preventive control of annual grubs is from about four to six weeks before egg hatch until the first newly hatched grubs are present. This interval extends from early June to mid-July in the cool-season and transition zones.

Regardless of whether you use a curative or *continued on page 70*

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preventive approach, the current pesticide climate demands that you make every effort to reduce unnecessary insecticide use. This means using selective treatments rather than routine, fence-to-fence applications. Good recordkeeping is a must.

Keep a close watch on areas that had grub problems in the past since those sites are likely to be reinfested. Learn to recognize adults of the main grub species in your area. Sites with abundant beetles are more likely to have a grub problem in late summer.

Preventive treatments can be selective if they're targeted at high-risk sites or where perennial infestations have occurred. **LM**

— Daniel A. Potter is Professor of Entomology at the University of Kentucky, where he has taught and conducted research on turf-grass insects for 22 years. His practical book, "Destructive Turf-grass Insects: Biology, Diagnosis, and Control," is available from GCSAA or PLCAA bookstores, or from Ann Arbor Press (800/858-5299).



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Comparing how two preventive insecticides work

When applied before egg hatch, both halofenozide and imidacloprid provide excellent control of newly hatched grubs. Both products require water to move into the root zone, but provide more leeway than traditional insecticides in this regard. They are effective even if you delay irrigation for up to a week. Neither product is effective for curative control of large grubs. Once the damage appears, you'll get better results with a fast-acting, short-residual insecticide.

Halofenozide is more active against sod webworms, cutworms and armyworms than imidacloprid, which is not labeled for these pests. Imidacloprid, on the other hand, seems to be effective against a wider range of grub species. When you apply them before egg hatch, both products provide excellent control of masked chafers and Japanese beetle grubs. Halofenozide, however, seems to be less effective against European chafers and Asiatic garden beetles, two non-native species that occur mainly in the northeastern states, and GJB grubs.

Imidacloprid and halofenozide are already paving the way for other insecticides that pose minimal hazard to humans or the environment. For example, thiamethoxam (Novartis=Meridian), a new thianicotinyl insecticide that provides excellent preventive grub control, is expected to be registered in 2001. Although we'll probably see even greater federal restrictions on OPs and carbamates, new, reduced-risk chemistry will likely fill the void. Even with preventive products, fast-acting, curative insecticides will always have a role in spot treatments and the elimination of skunks and other predators' food supply.

— Daniel A. Potter

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Spray technician Rob Connor (inset) knew the wall (above) presented a safety problem.

Rob Connor, spray technician with Moon Landscaping, Yardley, PA, knew the wall at Horscham Point shopping center in Montgomery County, PA, presented a safety problem as soon as he saw it. About 25-ft.-high with ornamental beds on multiple tiers, it stretched nearly 300 ft. in one direction and more than 100 ft. in another.

"The shopping center had just opened. Our nurseries had supplied many of the ornamental shrubs and trees at the site," Connor explains. "Our Moon Site Division, which specializes in maintaining landscapes around business and industrial campuses, had the maintenance contract. This meant I had to climb that wall next to a main intersection several times to be sure the beds were weed-free."

Connor didn't look forward to the task, for he had to spray with a backpack above busy streets. He wanted to control weeds with one pass, but in late April, some crabgrass had already begun to emerge.

As a customer of Lesco in Warminster, PA, Connor explained his dilemma to Brian Glassey, sales manager. "He told me about the wall," says Glassey. "It was obvious he wasn't anxious to go up on it more than he absolutely had to."

"When he mentioned that some crabgrass had already begun to appear, I knew

traditional crabgrass herbicides would not work," Glassey continues. "Instead, I recommended he try Dimension (dithiopyr) by Rohm and Haas, which has both pre- and post-emergent activity against crabgrass."

Using a backpack sprayer, Connor applied the material in late April. He followed the labeled application rate and needed less than the 2.5-gal. container he got from Glassey. "This was less than half the amount of other products I used for similar-sized beds in the past," Connor says. "Even though I used less herbicide and we had crabgrass emerging in some places prior to using it, the results surpassed my expectations."

Connor only had to treat one escape three weeks later. As a result, he was able to minimize the number of times he went up the wall during the full season. "Three times — that's it," he says. "I went up to spray Dimension in April, then up again about a month later to get one escape. I also climbed the wall again in July to make sure the beds were clean. They were."

"The wall was clean, too," he adds. "Because the herbicide is clear, it did not stain the sandstone-colored stone facing of the wall, either."

— For more information, contact Rohm and Haas at 800/987-0467.

Seeders and spreaders 101

BY CURT HARLER / CONTRIBUTING EDITOR

A tight budget kept Jim Cornelius, Supervisor of Maintenance and Grounds at Pennsylvania's West Chester School District, from acquiring labor-saving grounds care equipment. The lack of equipment kept his labor costs high for grounds maintenance jobs such as top-dressing athletic fields.

"There are lots of choices when it comes to specialized equipment," Cornelius says, "but by the time you add up the costs of all the ones you need, you're way beyond what you can afford."

Cornelius needed many answers in one package. "We needed something we could afford, first of all," he says. "Then we looked for something that was the right size and versatile enough for us to use it a lot."

The answer for him was the Millcreek topdresser/spreader (see pg. 76). The 1.5-cu.-yd. ma-

chine has the Power Brush, a 22-in. diameter poly brush which, along with a directional fin mechanism, propels material from the rear of the machine. Operators can adjust the spreading pattern from 3 to 12 ft. wide, depending on the material.

"I don't think we have another piece of equipment that gets used for as many different jobs," Cornelius says. He top-dresses sand and peat mixtures on sports fields, applies infield mix to baseball fields and spreads cinders on the track.

"For general grounds maintenance, we use it to dispose of grass clippings, leaves and pine needles. Instead of making large piles, we disperse them in fringe areas so they'll decompose faster. We've even used it to spread de-icing materials in the winter," he says.



◀ Spyker's Golf Staff Pro-88

Buying tips

- ▶ Make sure spreader is durable
- ▶ Can it be easily calibrated?
- ▶ Can it spread a variety of materials?
- ▶ Check out spread width

ATI CORPORATION 717/354-8721

The 80-in. wide Model 805 Preseeder tiller from ATI Corporation, New Holland, PA, tills, levels and rakes in one operation. Rotor teeth are mounted in helical pattern. Designed for tractors with 25 to 40 hp PTO.

Circle no. 259



Im reports

CUTLER-MALONE INDUSTRIES 954/741-5888

CMI, Sunrise, FL, expanded its Broadcaster line of granular spreaders to include four new models: 200, 300, 400 and 500. An air-powered delivery system distributes granular fertilizers, insecticides and herbicides in areas that used to require hand delivery. The 300 fits most utility vehicles and has a 125-lb. hopper. The 200 and 500 models hold 600 lbs. **Circle no. 260**

EARTH & TURF 888/693-2638

www.earthandturf.com

The MultiSpread 300 is a hydraulically driven topdresser from Earth



& Turf, New Holland, PA. Capacity is 22 cu. ft. Choose brush or beater spreading system for patterns from 26 to 72 in. **Circle no. 261**

FINN CORPORATION 800/543-7166

www.finncorp.com

Handle mid-range hydroseeding with the Finn T170 HydroSeeder. It has a 1,500-gal. capacity. Slurry is mixed thoroughly because of tank profile, larger agitator and variable speed reversible hydraulic agitator drive. **Circle no. 262**



GANDY COMPANY 800/443-2476

www.gandy.net

Owatonna, MN-based Gandy Company offers precision lawn spreaders with snap-on/snap-off stainless steel bottom and sides in 24-, 36- and 42-in. sizes. Rate adjustment to apply seed, fertilizers or chemicals is by a cam gauge mounted on the side. All models are available in tractor hitch models with pneumatic or semi-pneumatic tires. **Circle no. 263**

GROUNDTEK 407/877-7473

groundtek@aol.com

The EBS 100/200 spreader line from Groundtek, Ocoee, FL, mounts on the front or back of commercial mowers, utility vehicles or trailers. The 200 features 200-lb. fertilizer capacity. Both units are fully adjustable to control spread pattern width. **Circle no. 264**

HERD SEEDER 219/753-6311

www.herdseeder.com

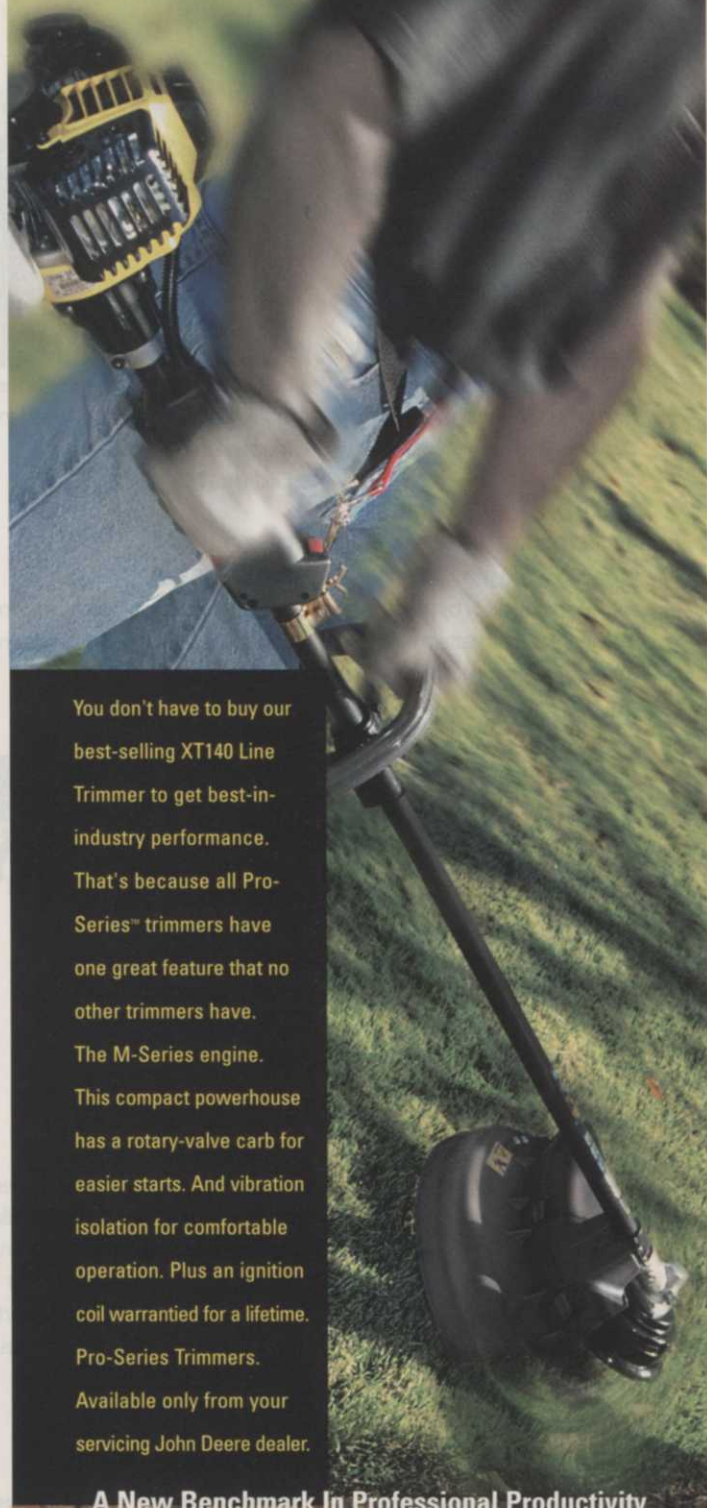
The Model 750 seeder/spreader from Herd, Logansport, IN has a 750-lb. capacity hopper for fertilizer or 10 bushels for seed. Built to



mount onto tractors with a Category I 3-pt. hitch, it's powered by the tractor PTO. It spreads fertilizer up to 36 ft. wide. **Circle no. 265**

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Circle 137

JOHN DEERE
919/850-0123

www.deere.com

Tow-behind unit from John Deere Commercial, Research Triangle Park, NC, is a combination aerator and spreader. Spreader has a capacity of 100 lbs., letting you do two jobs at once: perforate soil with the aerator and drop seed, lime or fertilizer in a 40-in. swath. **Circle no. 266**

JRCO, INC.
800/966-8442

www.jrcoinc.com

Improve productivity by maintaining a constant spread pattern at increased ground speed with the Elec-



tric Broadcaster from JRCO, Minneapolis, MN. Polyethylene hopper has 2.2 cu. ft. (130-lb.) capacity. Mounts quickly with four devis pins. Variable speed drive controls width of spread from 5 to 24 ft. **Circle no. 267**

LAND PRIDE
785/820-8692

www.landpride.com

The Land Pride 48-in. and 72-in. Solid Stand overseeders offer precise placement and seed-to-soil contact. Made in Salina, KS, their straight or curved knives slice into the ground, creating slits to receive the seed. Fluted seed cups meter the desired amount of seed in a broadcast pattern. The solid



cast iron packer wheels finish the job by pressing and firmly packing the seed into the soil. **Circle no. 268**

LESCO
800/321-5325

The 80-lb. capacity spreader from Lesco, Cleveland, OH, has a stainless steel frame and hardware.

Hopper is injection molded polyethylene. Gear set gives superior application performance. On/off helps prevent spills, while rear shelf on hopper helps prevent debris from passing through screen. **Circle no. 269**

MILL CREEK
800/311-1323

The Millcreek topdresser/spreader, made in New Holland, PA, handles compost, not to mention lime and salt. The stiff bristles of its Power Brush break lumps into small particles during the spreading process. Adjust the thickness of the layer spread from 1/4 in. to 2 in. **Circle no. 270**

PROFESSIONAL TREE & TURF
800/237-7785

ptte@worldnet.att.com

Check the list from Dakota Industries' Professional Tree & Turf



Equipment catalog for the latest in spreader technology. The Arvada, CO firm handles both Lesco and Earthway spreaders. Earthway units range in size from the hand-held 3100 to the 100-lb. C2400SS with stainless frame and the C2400P with painted frame.

Circle no. 271

REDEXIM CHARTERHOUSE
570/602-3058

www.redexim.com

The Verti-Seed's unique action provides direct seed contact with the soil which ensures good germination rates, even at speeds up to 6 mph. Redexim Charterhouse, Inc., Pittston

Twp., PA, offers two models — the 804 with a hopper capacity of 3.35 cu. ft. and a working width of 46 in., and the 1204 with a capacity of 5.1 cu. ft. and a seeding width of 62 in. The larger of the two models can seed 12,000 sq. yd/hr.

Circle no. 272

SCOTTS
800/543-0006

www.scottscopany.com

The new and improved SS-2 stainless steel drop spreader by Scotts, Marysville, OH, has a stainless frame, hopper and fastener. Larger, 13-in. TurfSaver-2 pneumatic wheels give an easier push, and the extended ergonomic handle is more durable than past models. Lift handles in the front and back make for easier loading and unloading on the job. Unit drops a 36-in. swath.

Circle no. 273

SPYKER
888/8SPYKER

www.spyker.com

The new Golf Staff Pro-88 spreader from Spyker, Urbana, IN, comes with a stainless steel frame, solid stainless axle and metal gears. Its optional calibration tray allows for the calibration of seed, fertilizer and chemicals in minutes. **Circle no. 274**

THOMPSON SEEDER
219/753-6366

www.thompsonseeder.com

The Model M3B400R spreader from Thompson Seeder Co., Logansport, IN, can be mounted to tractors, pickup trucks, turf trucks or the Thompson 12-300 flotation trailer. Spread width can be varied from 10 to 30 ft. with the optional rheostat to control the 12-volt DC motor that turns the spinner fan. **Circle no. 275**

TORO
800/476-9673

www.toro.com

The 205 seeder from Toro, Bloomington, MN, is a key part of the Toro Turf Cultivation Equipment line. It seeds 18-in. widths, dropping seed at 2-in. intervals. Delta Reed blades open soil slit. Flap on back of machine covers seed with thin layer of soil, providing better germination. Unit has a 5-hp Briggs & Stratton engine and handle-mounted auto safety clutch control. Toro's Topdresser 2500 is a self-contained, all-wheel drive unit towed by a Toro Workman. With a 25-cu. ft. hopper capacity, it features oscillating axles and all wheel drive.

Circle no. 276

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MAG01

ask the expert

BY BALAKRISHNA RAO

Chestnut borer

Some of the oaks on our clients' properties have two-lined chestnut borer problems. How well will Merit insecticide manage the problem? Will Astro do a good job?

— IL

The two-lined chestnut borer is a flat-headed borer similar to bronze birch borer. In theory, Merit should help manage the problem if it's used according to label guidelines. Reports indicate that Merit provided variable results when used for bronze birch borer management.

Your other choice is to use insecticides such as Dursban or Astro. As you may know, Dursban will be discontinued for industry use in the near future. Therefore, become familiar with alternative products for dealing with these destructive pests.

Borers establish on stressed and weakened plants. Stress may be caused by defoliating insects and/or early foliage diseases like anthracnose. Improve plant health through proper watering, mulching and fertilization. Read and follow label specifications for best results.

Barking up the wrong tree?

I have two large post oak trees that stand side by side and are losing bark from the base of the trunk upward, and outer branches as well. Also, they have a dark brown powder on the trunks. What can I do to stop this?

—TX

The dark brown powder you have described is most likely related to borer insect activity. Re-examine the bark and trunks for the presence of borer insect larvae and/or larval feeding galleries. In general, borers establish on weakened trees. Study the plant on-site to determine why the tree is declining.

The primary problem could be related to abiotic stress such as drought or biotic problems like wilt or canker disease. The bark loosening or peeling all over the plant indicates that the tree is dead or dying. Consider the possibility of oak wilt and/or shoestring root rot caused by *Armillaria* sp.

If there are any other valuable trees in the area, examine them for possible borer, insect, canker, wilt or root rot problems. Tap the bark on the trunks to determine if it's loose. If so, bark trace and remove. If there is evidence of borer activity, treat with insecticides such as Dursban or Astro.

If there is evidence of oak wilt or other canker diseases, provide proper treatment. In general, there is no fungicide treatment for cankers. For treatment of oak wilt disease, Alamo fungicide trunk injection treatments work well.

Read and follow label specifications for best results.



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

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

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For more information

contact Echo at 800/673-1558 or www.echo-usa.com / circle no. 250

How stimulating

Bio-Plex technical concentrate and plant enhancer is a biostimulant liquid complex of seaweed extract, humic acid extract, enzymes and a non-ionic wetting agent. When applied to turf and ornamental plants, the company says, it reduces transplant stress, increases fibrous root mass and photosynthetic capacity and antioxidants, and speeds up plant establishment.

For more information contact Bio-Plex at 800/441-3573 / circle no. 251

Quick fix

NIBCO's Slip-Fix in-line repair coupling for broken water lines offers tight, permanent sealing since it has no threaded connections to



work loose and a deep socket female end. It also has a built-in recess that keeps the O-ring lubricated to hold pressure. Its telescoping design eliminates digging out long sections of pipe to mend a break.

For more information contact NIBCO at 888/446-4226 or www.nibco.com / circle no. 252



Spray head for less

Rain Bird's UNI-Spray was designed with affordability in mind. It's available in 2-, 4- and 6-in. pop-up heights, and its slim profile makes it virtually invisible. The pressure-activated, multi-function wiper seal limits the flow-by during pop-up to allow more heads to be installed on a valve. It's also available with 10-, 12-, 15- or 18-ft. factory installed variable arc nozzles adjustable from 0 to 360 degrees for watering standard or irregularly-shaped turf areas.

For more information contact Rain Bird at 800/247-3782 or www.rainbird.com / circle no. 253

Keep plants cozy

Reemay, Inc.'s lawn and garden blankets are made of lightweight, spunbonded polyester that floats over plants and, the company says, retains warmth and moisture to protect plants during cold spells and to help boost germination and growth when temperatures begin to rise. The blankets are 12 ft. by 15 ft.

For more information contact Reemay at 800/321-6271 or www.reemay.com / circle no. 254

Net a problem

Tipper Tie-Net has a biodegradable netting perfect for turf reinforcement. Made from natural cotton yarns, it ranges in size from 22- to 96-in. wide. Life expectancy ranges from between 60 and 180 days or longer, depending on whether or not a natural wax is introduced to the yarn.

For more information contact Tipper Tie-Net at 800/736-0990 / circle no. 255

Water control

Hunter Industries' Pro-C mid-sized controller for residential and light commercial applications handles up to 12 stations. It's sold as a 3-station base unit that can be expanded with snap-in zone modules. It also has a removable face pack so contractors can perform programming functions from many locations.

For more information contact Hunter at 800/733-2823 or www.hunterindustries.com / circle no. 256

Get in control

Caterpillar Inc.'s new 420D and 430D backhoe loaders feature standard pilot



operated joystick controls. The 420D has 85 net hp and backhoe digging depth of 14 ft., 5 in. The 430D has 94 net hp and digging depth of 15 ft., 3 in. An extendable stick increases digging depths of 420D and 430D to 18 ft., 1 in. and 19 ft., 11 in., respectively. Both machines can handle applications involving pallet forks, material handling arms, brooms and buckets.

For more information contact Caterpillar at P.O. Box 10097, Peoria, IL 61612-0097 or www.cat.com / circle no. 257

Plant power

Growth Products' new micronutrient blend Big Fore (4-0-0) contains 4% of each of the following elements: nitrogen, sulfur, iron and manganese. According to Growth Products, it can be safely tank mixed and sprayed with herbicides and insecticides. Big Fore is ideal for both foliar and soil applications to correct compound deficiencies and chlorosis.

For more information contact Growth Products at 800/648-7626 / circle no. 258

Landscape MANAGEMENT

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

CONTRACTORS/SERVICE COMPANIES

- 02 255 Landscape Contractors (Installation & Maintenance)
- 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
- 04 285 Irrigation Contractors & Consultants
 - Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES

- 05 290 Sports Complexes
- 06 295 Parks
- 07 305 Schools, Colleges & Universities
 - Other Grounds Care Facilities (specify) _____

SUPPLIERS AND CONSULTANTS

- 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/Supervisor** - 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 <input type="radio"/> A Mowing | 22 <input type="radio"/> F Turf Fertilization | 27 <input type="radio"/> K Paving, Deck & Patio Installation |
| 18 <input type="radio"/> B Turf Insect Control | 23 <input type="radio"/> G Turf Disease Control | 28 <input type="radio"/> L Pond/Lake Care |
| 19 <input type="radio"/> C Tree Care | 24 <input type="radio"/> H Ornamental Care | 29 <input type="radio"/> M Landscape Installation |
| 20 <input type="radio"/> D Turf Aeration | 25 <input type="radio"/> I Landscape Design | 30 <input type="radio"/> N Snow Removal |
| 21 <input type="radio"/> E Irrigation Services | 26 <input type="radio"/> J Turf Weed Control | 31 <input type="radio"/> 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 <input type="radio"/> 1 Aerators | 39 <input type="radio"/> 8 Herbicides | 46 <input type="radio"/> 15 Sweepers |
| 33 <input type="radio"/> 2 Blowers | 40 <input type="radio"/> 9 Insecticides | 47 <input type="radio"/> 16 Tractors |
| 34 <input type="radio"/> 3 Chain Saws | 41 <input type="radio"/> 10 Line Trimmers | 48 <input type="radio"/> 17 Truck Trailers/Attachments |
| 35 <input type="radio"/> 4 Chipper-Shredders | 42 <input type="radio"/> 11 Mowers | 49 <input type="radio"/> 18 Trucks |
| 36 <input type="radio"/> 5 De-icers | 43 <input type="radio"/> 12 Snow Removal Equipment | 50 <input type="radio"/> 19 Turfseed |
| 37 <input type="radio"/> 6 Fertilizers | 44 <input type="radio"/> 13 Sprayers | 51 <input type="radio"/> 20 Utility Vehicles |
| 38 <input type="radio"/> 7 Fungicides | 45 <input type="radio"/> 14 Spreaders | |

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
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
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
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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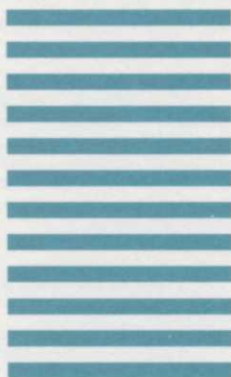


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- 08 355 Extension Agents/Consultants for Horticulture
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- Other (please specify) _____

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- 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) _____

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 TITLE _____
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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
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
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
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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COLD CREEK NURSERIES, INC. is a 24-year-old company located in Aiken, South Carolina, just across the Savannah River from Augusta, Georgia. Due to our rapid growth we are seeking individuals for the position of **Landscape Management Supervisor**. Qualified candidates must have 2 years of supervisory experience and a valid drivers license. Responsibilities include: crew motivation, training, quality control, customer interface, schedule completion and equipment maintenance. We offer top pay, health insurance, paid vacation, holiday pay and 401(k) retirement plan. **Send resumes to: Cold Creek Nurseries, Inc., Attn: HR Dept. 5, 398 Hitchcock Parkway, Aiken, SC 29801 or fax to: 803-648-6496.** 4/01

READY FOR A CHANGE? Come join one of the Largest Vegetation Management Companies in the United States. **DeANGELO BROTHERS, INC.** is experiencing tremendous growth in all of our divisions and has immediate openings for the following positions: **•FOREMEN:** Qualified candidates must have proven leadership, communications and interpersonal skills. Industry related background preferred, but willing to train the right individuals. **•TECHNICIANS:** Candidates must be responsible, reasonable persons willing to work on weed and brush control crews. Positions involve driving trucks and operating spray and/or trimming equipment. **•TREE TRIMMERS/BUCKET OPERATORS:** We are seeking tree trimmers with railroad and/or utility line clearance experience. Climbing and bucket operations experience is preferred. **•HI-RAIL OPERATORS:** Qualified candidates must have CDL & drivers license with Tank & Hazmat endorsement, be willing to travel away from home for extended periods of time and possess good mechanical abilities. We offer a good starting salary, benefits, training, advancement and a drug free work place. Must enjoy moderate travel and overnight stays. A valid drivers license is required. For a career opportunity and confidential consideration, contact our 24 hour, 7 day a week **Employment Hotline at Phone: 800-355-5266** or send resume to: **DeAngelo Brothers, Inc., Attn: H.R. Dept., 100 North Conahan Drive, Hazelton, PA 18201. Fax: 570-459-0321 EOE/APP/M-F** 4/01

FLORAPERSONNEL, INC. In our second decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential, and always free. 1740 Lake Markham Road, Sanford, FL 32771. **PHONE 407-320-8177. FAX 407-320-8083. Email: Hortsearch@aol.com Website: <http://www.florapersonnel.com>** 12/01

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HORTICULTURIST - Hermes Nursery and Landscaping, Inc., one of the country's top 100 landscaping firms, seeks a horticulturist to provide technical support for a broad range of horticulture needs. The horticulturist will implement training plans, interface with customers, provide leadership for our integrated pest management program and oversee a variety of cultural needs and practices for our 600 acre nursery and our landscaping divisions. Five years of experience and a Ph.D. or masters degree in horticulture are preferred. Benefits include 401(k) with company contribution. **Please respond to: Hermes Landscaping, 12421 Santa Fe Trail Drive, Lenexa, KS 66215, Voice: 913-888-2400, Fax: 913-888-2418, hermes1@gvi.net - EOE** 4/01

Landscape Manager, Southeast Florida location. Must have 5 years experience with high-end commercial work. **Fax resume to: 561-495-0996.** 4/01

JOB POSTING- RICHLAND COLLEGE TEACHING ADMINISTRATOR-HORTICULTURE. (Position #080102018) \$41,916 Minimum Annual Salary. Responsible for overall coordination of Horticulture Program. Instructional and administrative responsibilities include: teaching, class schedule and curriculum development, oversight of facilities, hiring adjunct faculty, collaboration with advisory committee members and local, state and national organizations relating to the horticulture industry. Bachelor's degree required with formal education in fields such as business, interiorscape, florist, horticulturist, ornamental landscape, turf management, landscape design and management. Computer skills required. At least five years related work experience in the horticulture industry required including demonstrated teaching experience. Official transcripts will be required. **FOR INFORMATION CALL: RICHLAND COLLEGE- 972-238-6240. Deadline for all applications (electronic / non-electronic) is 5:00 P.M. 04/30/01. EOE-AAE.** 4/01

SUPERINTENDENT OF LANDSCAPE SERVICES AND DIRECTOR OF THE UNIVERSITY OF MISSOURI BOTANIC GARDEN. The University of Missouri-Columbia department of Landscape Services is seeking candidates for the position of Superintendent of Landscape Services and Director of the University of Missouri's Botanic Garden. This individual will be responsible for the University's landscape architecture, landscape construction and maintenance services. This position exercises management and fiscal oversight of 51 FTEs and a \$2.2 million budget. Additional responsibilities include planning, directing and fund raising for the University's 300-acre, campus-wide **Botanic Garden**. Minimum qualifications include a bachelor's degree in Landscape Architecture, Horticulture or closely related field, or an equivalent combination of education and experience; significant administrative experience in the public or non-profit sector; 5-7 years management experience in landscape construction and maintenance in a university or public botanic garden is desirable. The successful candidate will be self-motivated, organized, creative and visionary. Salary commensurate with experience and an excellent benefits package and the opportunity to work with a professional team. **Please call Sean Siebert for additional information at: 573-882-2601. Send resume to University of Missouri-Columbia, Human Resource Services, 130 Heinkel Building, Columbia, MO 65211. AA/EOE.** 4/01

For Customer Service or
Subscription Info: 1-888-527-7008

cleanup crew

THIS AND THAT

Watch out, Disney World?

Have you ever seen something and said, "Now I've seen it all." Well, you haven't seen everything just yet, at least not until you plant your eyes on a new theme park of trees (yes, trees) called Bonfante Gardens in Gilroy, CA. Michael Bonfante, former president of a chain of supermarkets with sales of \$375 million in 1997, sold the chain and financed the park, fulfilling his passion for trees and horticulture. One of the things visitors can see at Bonfante's park is a collection of 25 trees salvaged from the "Tree Circus" seen in Ripley's Believe It Or Not in the 1940s and '50s. These aren't just any trees — the trunks are shaped like hearts, lightning bolts, basket weaves and rings thanks to a grafting technique mastered by "Tree Circus" creator Axel Erlandson. But don't worry, if you're really not enraptured at the prospect of looking at trees all day, there's also 40 rides and other attractions to choose from. Who knows, maybe Bonfante will give Walt Disney a run for his money.



Visitors can check out other attractions like these go-karts at Bonfante Gardens.



Pictured below is the famous basket tree seen in Ripley's Believe It Or Not.

Family matters...

There's no better example of family working together than the one Mike Hugg, Director of Landscape Services for MetroNational, described last month for our monthly *Landscape Management* golf shirt giveaway.

In 1980, Hugg was hired at MetroNational, a property development/investment management corporation in Houston, TX, to create an in-house landscape department. His first three employees were Mexican cousins with the last name of Razo loaned to him from the company's con-

struction division. Soon, he added five more employees, all named Razo from the same village of Salamanca in Guanajato. Today, out of a staff of 80 employees, 38 are Razo relations — fathers, sons, brothers, cousins and in-laws from three or four villages around Salamanca. There's also a husband and wife team by the name of Belmonte from another part of Mexico on the staff, as well as Mrs. Belmonte's sister and Mr. Belmonte's brother. "For over twenty years, this working family has been the heart and soul of our organization," Hugg says. Apparently, it's paid off — according to Hugg, his department has won over 20 awards at the local, state and national level.

Your pickiest customer?

Another *Landscape Management* "designer" golf shirt's up for grabs if you can tell us (in 200 words or less) the best story about the most demanding customer you ever had. We'll pick the best story, and you might even see it in print if you win.

Entries are due by May 15, 2001.

Send your submissions via e-mail to jstahl@advanstar.com or snail mail to: Landscape Management, 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

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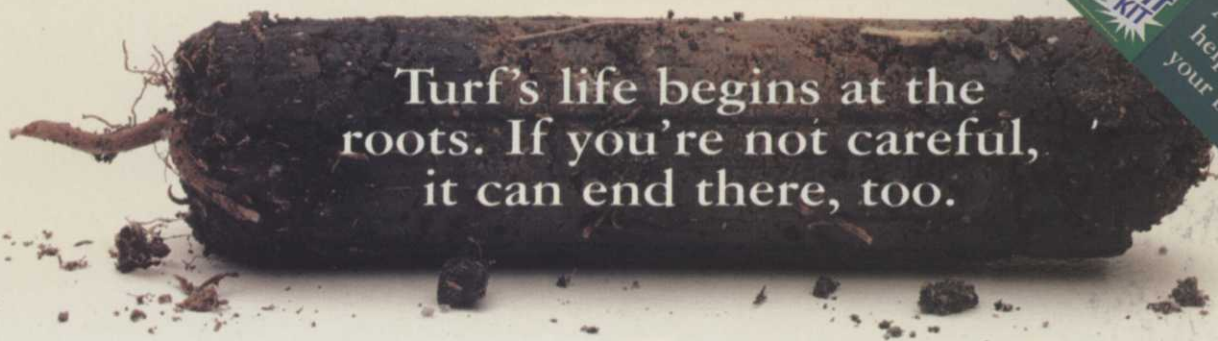
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