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AUGUST 2001 / #8 / VOLUME 40

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Grand Rapids, MI; 800/879-6652;

www.mnla.org

17-19 WALP Retreat / Coeur

d'Alene, ID; 800/833-2186

17-19 Nursery/Landscape Expo / Dallas, TX; 512/280-5182;

www.txnla.org

17-19 ALCA Design/Build

Workshop / Atlanta, GA;

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18 Certified Landscape

Technician Exam / Joliet, IL;

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19-25 International Garden

Centre Tour / New

York/Baltimore; 202/789-5980,

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21 Cornell University Field

Day / Ithaca, NY; 800/873-8873

22 Trees and Utilities

Seminar / Alexandria, LA;

888/448-7337

24-26 Farwest Show and

Ornamentals Northwest

Seminars / Portland, OR;

800/342-6401; www.nurseryguide.com

25-29 American

Phytopathological Society

Annual Convention / Salt Lake

City, UT; www.apsnet.org

25 Landscape Expo / Alberta,

Canada; 780/489-1991

29-1 CalScape Expo / San

Diego, CA; 707/462-2276;

www.cipaweb.org

31 International Turf & Golfing Conference and

Expo / Dalian, China; 718/539-

4321

September

5-8 42nd Western Region

Annual Meeting of the

International Plant

Propagators' Society /

Seattle, WA; 360/687-5842

9-11 ANLA Legislative

Conference / Washington, DC;

www.anla.org

11-12 MFPA Annual

Summer Educational

Meeting / Walled Lake, MI;

517/482-5530

12 Hampton Roads

Agricultural Research and

Extension Center Annual

Field Day / Virginia Beach, VA;

757/363-3906

13 Southwest Palm Seminar

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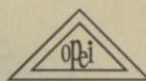
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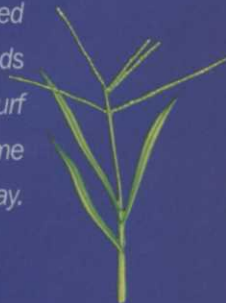
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His business runs him

Which is worse: too little work or too much? I suspect most of you think not having enough is worse, and you're right — it's horrible to scramble for business. In fact, it's a direct cause of many sorry practices:

- low-balling to "buy" business (and usually, unprofitable work).
- taking jobs outside your core business (construction, if you do maintenance, for example). This wreaks havoc on your costs, systems and customer or supplier relationships.
- accepting jobs that are too big but promise lots of money. These usually escalate into a nightmare of surprising costs, stresses and schedule crunches.
- adding new services unrelated to landscape. These may compound your operating problems.
- entering a new niche without understanding it, like adding a new branch or jumping from residential to commercial. You may be in for nasty cost, competition and operating surprises.

There's probably a direct correlation between the rate that cash flow ebbs away and the number of mistakes contractors make to correct it. In many cases, those quick solutions become long-lasting headaches.

He's out of control

I just had a conversation with a frustrated landscape installation contractor who is frantic for help. Just this year, he's added employees and taken on several new landscape installation jobs, as well as adding construction work that is not landscape related. He's doing a time-consuming installation *at cost* for "family," plus other miscellaneous jobs to give his employees work and keep his business going. He doesn't have time to create the designs he likes because he's on a treadmill every day, "running" his business.

But his problem is that his business is running him, he's working seven days most weeks, and he's burning out as fast as a Fourth of July firecracker.

Have you over-extended yourself? You may be doing it to "keep the business running," and, of course, it's great when the money keeps rolling in.

But ask yourself if you can do this more simply, more profitably and more enjoyably. You can, if you focus. Working yourself to a frazzle is not the best lifestyle, especially if you want to be creative and profitable. If the goal of a business is to be an organization doing good work and sustaining itself for the long haul, is this how it's done?

K.I.S.S.

If you're over-extended, force yourself to take a few days to regroup. Discover what you do best and how you can be profitable *at that one thing*. Most landscape organizations do not need 15 different services to maintain themselves — one or two (done well) suffices very well.

Find your core strength, then find how to get professional help to make it profitable. Local government and industry organizations offer lots of free advice, or you can pay accountants, attorneys and consultants for more specific help.

Do yourself a favor and simplify your operations. Get help making those few good things work. You'll be surprised at how satisfying that can be.

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



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Why do we put up with bullies?

I hate bullies. Stupid me, though — I didn't learn how to deal with them until after I'd suffered months of silent anger and personal anguish. While it took a neighborhood bully's actions to open my eyes, we in the professional landscape/lawn industry seem to be always relearning the same lesson.

Consider the bullies who want to stop us from delivering the professional services we have every right to offer. For years, they've campaigned against our use of chemical tools. Now, their ill will is spreading like cancer. Some have begun demanding that lawmakers forbid the use of these tools on turfgrass and ornamentals for 'aesthetic' or 'non-essential' reasons.

That's an astounding demand. Other bullies (by definition, bullies are also cowards) seem to have the moral, if not legal, right to destroy valuable private property, as evidenced by dead-of-the-night raids on turfgrass breeding efforts in Oregon.

In their singlemindedness, bullies don't see any demand or threat as too outrageous. That's one reason we don't deal with them as we should. In fact, we do an awful job of it. Dreading confrontation, we seek compromise. We delude ourselves into thinking that unreasonable people will engage in reasonable dialogue with us. Stranger yet, we ignore all warning signs and hope the poison behind their actions evaporates and floats away.

Actually, we embolden bullies with our inaction. We invite them to perform even more outrageous actions and concoct even more outlandish demands. I've been there, and I can tell you — it's better to deal with a bully from the get-go.

The bully on the block

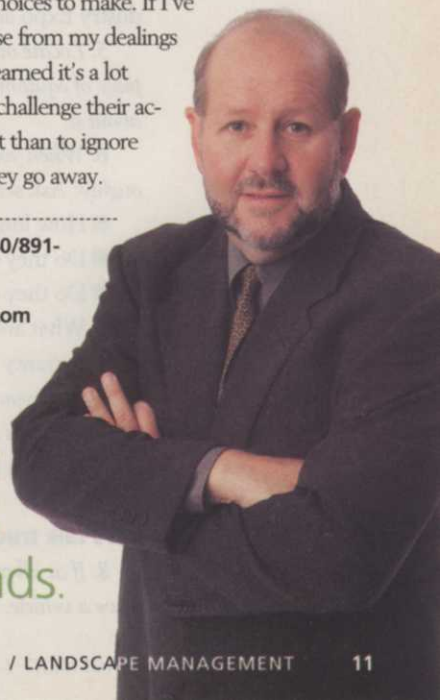
Consider my experiences with a neighborhood bully who convinced himself he had the right to drive his pickup truck into the front or rear of any vehicle parked on the street too close to his property. Unfortunately, his house is across the street from mine. As the months passed, he began lacing his actions with threats, sometimes verbal or handwritten notes he inserted under the offending vehicles' wiper blades.

Finally, it occurred to me that a neighborly relationship us wasn't going to happen between us and probably wasn't worth pursuing anyway. That's when I insisted that local authorities take action. Through phone calls, letters and personal visits, I made it known I wouldn't tolerate these actions and would take "any and all" legal action to stop them. It took lots of my time and energy to straighten out this problem, and I now realize that if I had shown some backbone when these incidents first started I would have, if nothing else, earned some measure of respect, if not in his eyes, than certainly in my own. And I would have saved myself and my family a lot of unpleasantness.

As an industry, we're faced with the same bullying tactics, with similar choices to make. If I've learned nothing else from my dealings with bullies, I've learned it's a lot better to face and challenge their actions from the start than to ignore them and hope they go away.

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

We embolden bullies with our inaction. We invite them to perform even more outrageous actions and concoct even more outlandish demands.





Maintain good records on all pieces of equipment, and put them in a separate storage area.

Maintenance does matter

From 21 years of trial and error, here are a few things about equipment maintenance that I've learned the hard way.

1. *Don't wait for downtime to perform needed maintenance.* The longer you let something go, the worse it gets.

2. *Employ your own mechanic.* Realistically, most of us can't afford to do that, so it's important to build a strong relationship with a reliable service center.

3. *Maintain good records on all pieces of equipment, and put them in a separate storage area.* Also keep a running maintenance file on each major piece of equipment that contains all receipts regarding each one's care.

4. *Before buying any new piece of equipment, "kick the tires."* State field days and such events as the Green Industry Expo are excellent places to do this.

5. *Locate others in your industry who actually own a piece of equipment you're about to buy and ask them about it.*

6. *When you decide to buy, research the dealer thoroughly!* Ask serious questions:

- How long has the dealer been a dealer?
- Do they regularly stock commonly used parts?
- Do they employ an experienced mechanic?
- What are their service policies and how do they treat warranty work?

7. *After you buy, you will discover that every piece of equipment has a few parts that frequently wear.* Whenever you have to replace one of these, buy two.

Let's talk trucks!

8. *If at all possible, limit the number of people who drive a vehicle.* Not only does it get driven one way all



Keeping tabs on your trucks' maintenance needs will keep them around longer.

the time, but the driver will almost certainly take some "possession" of it and thus look out for its welfare.

9. *As your operation grows, keep a spare truck around to fill-in, or replace another that is down for maintenance.* Doing this with other equipment is often easier and less expensive than actually keeping an extra vehicle or two. It always amazes me as to how frequently each week they are used.

10. *For all equipment maintenance, keep a blackboard.* As maintenance problems come to your attention, list them on a large "To Do List" or "Rainy Day Board" that is posted in a visible location.

Finally, maintain equipment well enough to give it a long useful life span. At the same time, be aware that older equipment may be costing you more to maintain than it is worth. When that time arrives, as painful as it may be, cut loose and move on.

— *The author is president of The Greenskeeper, Carmel, IN, and past president of PLCAA. He can be reached at 317/846-7131.*



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industry almanac

NEWS YOU CAN USE

Bayer buys Aventis

LONDON — Aventis CropScience, one of the world's three biggest makers of farm chemicals, will be sold to Bayer. Some wire reports put the unit's estimated value at around 3.7 billion euro (\$3.14 billion) plus about 2 billion euros in debt. Reuters reports analysts predicted the price to be 6 to 8 billion euros (\$5.1-6.8 billion) including the debt.

ALCA premiers 'Business Boot Camp'

Herndon, VA — Business basics on marketing, management and finances will be featured at ALCA's first 'Business Boot Camp,' scheduled for Sept. 26 in Baltimore and Oct. 6 in Chicago. Landscape Management is a media sponsor of this event, which will feature former landscaper David Minor. For information, contact ALCA at 800/395-2522 or www.alca.org.

Griffin registers new product

VALDOSTA, GA — Griffin LLC received registration for a dry flowable formulation of its chlorothalonil fungicide. This new product, called Concorde DF, is available from distributors.

SRO cuts royalty check for U of A

TUCSON, AZ — Seed Research of Oregon (SRO) representatives recently delivered a \$13,507 royalty check to the University of Arizona's turfgrass research program. The money represented 100,000 lbs. of seed sold by SRO in 1999.

CLIPPINGS

Canadian Supreme Court upholds Quebec ban on residential use of pesticides

Decision may give broad control to Canadian municipal authorities

BY LYNNE BRAKEMAN, ON LINE CONTENT EDITOR

OTTAWA, CANADA — The Supreme Court of Canada ruled that local authorities have the right to ban the residential use of pesticides.

The court dismissed the appeal of two Canadian lawn care companies, Spraytech and Chemlawn (now Greenspace Services), against the municipality of Hudson, Quebec.

"We're still in our fox holes!" joked Gavin Dawson, technical manager at Greenspace Services when *Landscape Management* asked him what might happen next.

Dawson says industry stakeholders are having their attorneys review the decision. He says, at the moment, no one is sure whether it will be valid for municipalities throughout Canada. Greenspace's official position is that it applies only in the province of Quebec.

"The whole industry has made a collective effort to fight the discriminatory by-law, which, by its nature, targets the lawn-care industry in Hudson," says Greenspace in its official statement on the decision.

Background

In 1991, Hudson passed Bylaw-270 banning pesticides for aesthetic reasons. The bylaw only allows the use of pesticides to control or destroy insects, animals or plants that constitute a danger to human beings.



More residential landscapes like this one could be pesticide-free if Canadian municipalities have their way.

The law does not apply to farms; golf courses were given a five-year exemption.

In November 1992, the companies were cited with violating the bylaw. They sued, saying the municipality could not ban chemicals that had been approved as safe by the federal government. The companies lost their case, appealed to district court, lost again and now have lost their final appeal to the Supreme court.

continued on page 19

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"We are disappointed that the Supreme Court agreed that a Quebec municipality had the power to impose another level of legislation

— Lorne Hepworth, President (CPI)

continued from page 16

In a unanimous decision, the court said that the bylaw did not conflict with any federal or provincial law and that the Quebec Cities and Towns act gives the town the authority to pass such bylaws for the health and general welfare of its citizens.

More than 30 Quebec towns and the city of Halifax, Nova Scotia have enacted similar bans since 1991.

Activist, industry reaction

While Canadian environmental activists celebrated the decision, Canadian Green Industry stakeholders predict chaos at the local level.

"We are disappointed that the Supreme Court agreed that a Quebec municipality had the power to impose another level of legislation, in addition to the stringent regulatory systems of both the federal and provincial government," said Lorne Hepworth, President of the Canadian Crop Protection Institute (CPI).

"Canada's regulatory system, including Health Canada's Pest Management Regulatory Agency (PMRA), is one of the most rigorous in the world," Hepworth added. "The strength of our regulatory system, with its hundreds of qualified scientists, ensures that none of our products reach the marketplace unless they present no unacceptable risk to the user or the environment. Furthermore, both industry and government are constantly monitoring and testing the products to ensure safety on an ongoing basis."

"Since the definition of aesthetic has not been scientifically established, this could vary from one municipality to the next," said Kimberley Bates, Executive Director of the Urban Pest Management Council of Canada, an affiliate of CPI. "The result could be chaos and a patchwork of municipal by-laws across the country. It will be

costly to hire and train staff. With only a sign separating many municipalities, ban-

ning activities for aesthetic reasons will be virtually impossible to enforce."

Weed Man spokesman calls for lawn care operators to mobilize

Canadian lawn applications companies are bracing for a rash of local laws aimed at restricting or banning the use of pesticides following a decision announced June 27 by the Supreme Court of Canada.



Kernaghan

"We've been expecting this decision for quite some time now," said Michael Kernaghan, a spokesman for Weed Man, the largest lawn care application company in Canada. "It went uglier than we expected."

The Court ruled that the small Montreal suburb of Hudson was within its rights when in 1991 it banned the use of pesticides on home lawns, while allowing their continued use on golf courses and farms. In passing the bylaw, Hudson lawmakers cited health concerns over the use of the lawn chemicals.

"From a legal perspective, I think the ruling has created more confusion than it's clarified," added Kernaghan. "It appears to be saying, 'We don't want to hear from every other province on this matter, so we're going to come up with a ruling that sweeps right across the country.' This is crucial to our industry."

Environmentalists gearing up

Meanwhile, anti-pesticide crusaders rubbed their hands in anticipation of the spread of local laws forbidding the use of lawn care chemicals within their borders.

"We're thrilled. We've had municipalities across Canada just waiting with their fingers crossed for this decision," said Angela Rickman, head of the pesticide reduction campaign of the Sierra Club of Canada. Anti-pesticide activists claim there are more than 36 other Quebec towns, as well as the city of Halifax, that have taken action against lawn care chemicals.

"There could be brush fires everywhere," acknowledged Weed Man's Kernaghan, who says the country's lawn application industry faces its biggest challenge ever. In addition to intensifying its lobbying efforts at the federal and provincial levels, Kernaghan said the industry must mount "a grassroots effort" in the face of the ruling.

"We have to mobilize every lawn care operator out there and mobilize our customers," said Kernaghan. "We have to articulate our position and be a part of the process, participating in public hearings and working groups, and getting through to every counselor in every community where this could be a problem."

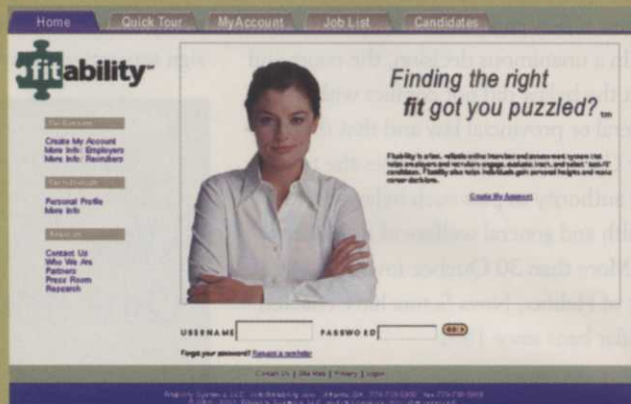
—Ron Hall

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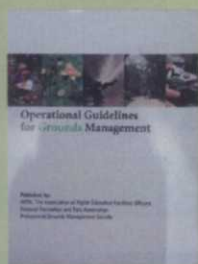
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Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

Loads of information on grounds management... can be found in "Operational Guidelines for Grounds Management," jointly published by PGMS, APPA and NRPA. It's organized to allow managers to build operational and staffing-level plans



that can be the basis of discussion with all grounds management stakeholders. Chapters include "Environmental Stewardship and the Green Industry" and "Contracting Out Your Landscape Operations." Cost for the 160-page manual is \$125. Members of the contributing organizations only pay \$75. Send payment to PGMS, 720 Light St., Baltimore, MD 21230, fax: 410/752-8295, e-mail: pgms@assnhqtrs.com.

Get language tutoring... through the Illinois Landscape Contractors Association's four-part Interactive Language Tutorial in both English and Spanish. It provides an easy way to improve communication skills, whether the "native" language is Spanish or English. Package includes a CD-ROM, audio tapes, phrase dictionary and flash cards. Cost for ILCA members is \$216.66; non-members pay \$302.06. Send check payable to ILCA to 22625 Butterfield Rd., Ste. 204W, Oak Brook, IL 60523. Fax credit card info to 630/472-3150.

Comprehensive construction lessons... are contained in "Landscape Construction, Vol. 3 – Earth and Water Retaining Structures," by C.A. Fortlage and E.T. Phillips. The four volumes cover all aspects of hard landscape building and construction work for professional landscape designers and landscape design students. Cost is \$79.95. To order, call 800/535-9544 or write to: Ashgate, 131 Main St., Burlington, VT 05401-5600.

Insecticides, herbicides and fungicides... can be accessed through Thompson Publications' 2001 Quick Guide. Products are listed by their different trade names and what pests they control, then by U.S. registered

crop usages. To buy a copy contact Thompson Publications, P.O. Box 9335, Fresno, CA 93791 or call 559/266-2964 or fax 559/266-0189. Cost is \$21.95 each plus tax, if applicable, plus \$4.50 shipping and handling.

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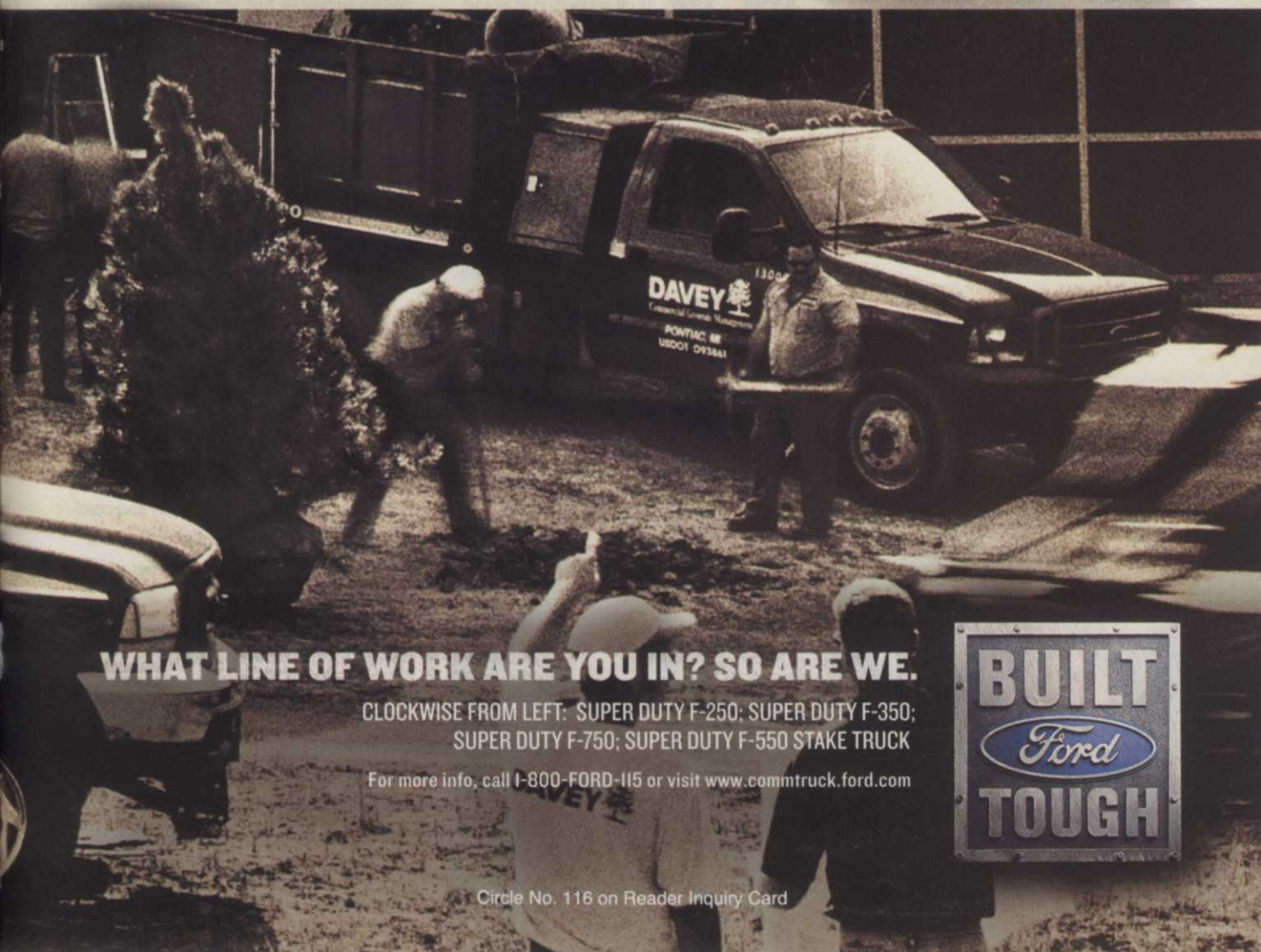


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Organic's elusive promise

Promoters of commercial bio lawn care say the public likes their message, and they think the industry is missing an opportunity

BY RON HALL/SENIOR EDITOR

Organic landscape/lawn service providers claim the public's acceptance of their services is growing. Concerns over the safety of synthetic lawn care products and ongoing regulatory activity will continue to drive demand, they're convinced.

"It's the future of the lawn care industry," says Paul Drake, owner/operator of Organicare, Portland, OR. "When I started in business here (1988), nobody offered an organic program. Now a lot of people do."

Drake's assertion is disputed by many landscape/lawn company owners, who insist

that the vast majority of customers don't need or want these services. They say customers expect results — at least at a price they're willing to pay — that are most efficiently provided with the use of traditional chemical tools, particularly in turf care.

Understandably, they bristle at claims that the products they use pose safety or environmental risks, and they point to the rigorous testing these products undergo prior to being released into the market.

But, safety is just part of the equation, say organic service company owners.

"Over time most of the biology in the soil is killed or suppressed by the repeated use of pesticides," claims Todd Harrington of Harrington's Organicare, Windsor, CT. "The lawn becomes chemical dependent."

Harrington's message — like that of similar services — is to build the health and tilth of the soil using organic fertilizers and composts, and combating turf and plant woes with an assortment of compost teas and bio products.

It's difficult for turf/landscape company owners to ignore the claims of organic competitors, even though the concept of organic turf/landscape care is hardly new.

Who wants it?

Several established traditional lawn care companies have, in fact, offered alternative ser-



PHOTO COURTESY: ORGANICARE/OREGON

More natural herbicides on the way

A natural organic herbicide to control weeds in turf was largely a dream until Dr. Nick Christians, a professor of horticulture at Iowa State University, accidentally discovered the herbicidal properties of corn gluten meal in 1986. Corn gluten meal is a by-product of the wet-milling process of corn and is sold as feed material for cattle, poultry and fish.

Christians patented his discovery in 1991, and by the end of the decade sales of the natural herbicide (which, because of its 10% nitrogen content, serves as an excellent organic fertilizer, too) had topped \$1 million annually. The product is now licensed to 17 companies across the United States, and its use continues to grow in turfgrass and in some food crops.

Lawn care company owner, entrepreneur and self-described inventor Mark Miles, Greener Pastures, Minneapolis, MN, claims to have developed the second natural pre-emergent herbicide and also the first natural post-emergent. Like Christians, he isolated a protein from an agricultural crop.

In 2000, after getting the results from a test at the University of Missouri Turfgrass Research Center, Miles began using his organic herbicides on the public grounds of the City of Roseville, a suburb of Minneapolis.

Erik H. Ervin, Ph.D, monitored that test and reports that he applied two products from Greener Pastures in mid-spring 2000 and compared their results in controlling smooth crabgrass with Scott's



Goose and Crab along with an untreated control. Ervin, now an assistant professor of turfgrass at VPI, Blacksburg, VA, says that on Aug. 11, 2000, he reported that the Scott's product gave 90% control, Nature's Weed Control provided 38% control and Nature's Weed and Feed, the post-emergent, 62% control.

"The city was afraid that it (the herbicide) was going to fall on its face. I was afraid we were going to fall on our face," Miles admits. "Then we ended up in a drought and we found out that it needs soil moisture and actively growing plants to work. But those are the same things that chemicals require."

Even so, Miles says that officials at both Roseville and the nearby Minnetonka School District, where he also used the products, were pleased with the results.

Miles is ramping up production of the organic herbicides at two plants located in Minnesota, and is eyeing a third.

To learn more about Dr. Nick Christians and corn gluten meal, visit the Web site www.hort.iastate.edu/gluten. To learn more about Greener Pastures and its natural products, visit www.greenerpast.com.

vices only to find consumer demand lacking, particularly in regard to lawn care. In the late 1980s, ChemLawn, owned by EcoLab then, promoted this type of a program but it didn't find widespread customer acceptance. Did they miscalculate the public's mood? Were they ahead of their time?

Probably both, respond today's organic services providers. Add a third reason — lack of acceptable products, which they say is no longer the case.

"There are so many more materials on the market, and homeowners know that and are wondering why more professional companies aren't using them," says Drake.

Cost may be one reason, but it's an increasingly smaller reason, he says. "I'd say we're about 10% more in cost than our competition. A lot of people expect it to be more expensive than it is."

Adds Mark Miles, owner/operator of Greener Pastures, Minneapolis, MN: "The chemical companies repeatedly tell me their customers won't pay \$10 more per lawn for our services. They're right. But they're talking about the wrong customers.

"You want the customer who isn't already giving anybody a check, and that's the 85 out of 100 homeowners who don't have any lawn care. Many of them simply don't want chemicals on their properties."

Phil Catron, co-founder of NaturaLawn of America, based

in Gaithersburg, MD, agrees that the demand for professional landscape/lawn services, both traditional and alternative, will continue to grow. He points to middle-aged Baby Boomers as the reason. They have the money but not the time to do lawn care.

Catron's also convinced that most new customers can be educated to take a "reasonable" approach in selecting professional landscape and lawn services.

"They will want a nice lawn and not necessarily a perfect lawn. They will want to feel good about what they're doing," he says. "A big part of our program is educating the consumer to know that a few weeds are not an issue, a few insects are not an issue and that diseases are always going to be there. After all, all of us get colds from time to time."

"The people who want an organic program are pretty knowledgeable, but the philosophy still requires a lot of education because people are used to doing things by a certain method," adds Mark Gile, co-owner of In Harmony Organic Based Landscape Services, which serves Seattle, WA, and the surrounding region.

"You develop a certain customer base when you have an organic system," adds Harrington in Windsor, CT. "They're the people that recycle.

They're also people who will accept a few weeds on their lawns. It's a select group, but there are more and more of them every year."

Organic defined

But what exactly is "organic" lawn/landscape care?

"Organic don't mean good. It doesn't mean safe. It doesn't mean anything other than that it's a term," says Miles in Minneapolis. "The message I give to my customers is, 'If it can't be eaten, it's not being used on your lawns.'"

NaturalLawn's Catron also be-

lieves confusion often surrounds some of these terms. And not just the term "organic." Consider the word "pesticide," he says. Anything that kills a weed, insect, disease or whatever is, technically, a pesticide. And that's whether it's synthetically produced, a biological agent like a nematode or a biorational like horticultural soaps and oils.

Indeed, it's often difficult to look beyond marketing in describing an organic service inasmuch as most of these operations use some of the same pesticides as their so-called chemical competitors. The difference, they explain, is the degree to which they limit the use of synthetic products and their continuing focus on soil and plant health care.

"Pesticides are the last resort for us," says Gile in Seattle, echoing several of the company owners we interviewed. "Sometimes, you have to control a problem until you get the soil tilth to where it needs to be."

Gile says about half of his company's 1,000 lawn care customers opt for a completely organic program "and will tolerate some insects and weeds."

Likewise, Drake in Portland, OR, and Harrington in Windsor, CT, say between 50 to 60% of their clients select "all-organic" programs.

Nature's little helpers

Organic landscape/lawn services that use biological and biorational products to control turf and landscape insect pests realize their "windows" of control are small, and they must be well acquainted with both the products and the problems for which they're used.

To start with, biologicals are host-specific. Also, timing is critical. Most bios work best against the susceptible, juvenile stage of an insect pest. Other factors such as proper storage and handling, and soil moisture and temperature are vital in wringing the maximum benefits from these bio products, which are generally more expensive than traditional chemical products.

Commonly used alternative products include:

- Neem, made from a derivative of the neem tree for a variety of insect pests in greenhouses, nurseries and on trees.
- Insecticidal soap derived from fatty acids for controlling soft-bodied insects, mites and powdery mildew on shade and ornamental trees, turf, foliage and flowering plants.
- *Bacillus thuringiensis* (Bt). Targeted turf, tree and ornamental pests such as larvae (caterpillars) ingest the bacteria, which then kills them.
- Milky spore disease specifically targets Japanese beetle grubs and, once in the soil, continues to control them by producing spores that remain in the ground.
- Insect parasitic nematodes. *Steinernema carpocapsae* use an "ambush" strategy and work well against pests moving around on the soil surface.
- Heterorhabditids search for hosts deeper in the soil.

For an excellent discussion of insect parasitic nematodes and their role in combating turf insect pests, visit the Web site www2.oardc.ohio-state.edu/nematodes maintained by of Dr. Parwinder Grewal, Dept. of Entomology, Ohio Agricultural Research & Development Center.



Careful inspection precedes treatment.

PHOTO COURTESY: ORGANICARE/HARRINGTON

Setting standards

Efforts are underway in some markets to establish standards for commercial companies that offer this type of turf/landscape care.

In Long Island, NY, for example, 16 of the 66 members of the Long Island Organic Horticulture Association (LIOHA) have qualified for its "Organic Landscaper Listing Program." To be listed, company owners demonstrate their knowledge of organic products and procedures before a board of directors, and signed an eight-page contract saying they would adhere to 100% organic methods on clients' properties and submit to periodic inspections.

"The response to this has been positive," says Beth Fiteni, spokesperson for Long Island Neighborhood Network, a non-profit environmental and government reform organization that publicizes and distributes the list.

"The companies that are

Mark Gile, left, and Ladd Smith say organic care is growing around Puget Sound.



doing it are really committed, and the people who call us will know they're getting a 100% organic program," she says.

A similar effort is underway under the aegis of the Massachusetts and Connecticut chapters of NOFA (Northeast Organic Farming Assn.). To gain accredi-

tation, commercial operators must complete 40 to 50 course hours in organic methods, then pass a test, says Harrington, who is on the standards committee. The standards are almost ready.

"The people who go through the course will receive an emblem they can use in their litera-

ture and their sales," says Harrington. "But they will have to keep up their credits annually."

Apart from these regional efforts, there doesn't appear to be a widespread effort to define and

standardize organic turf/landscape care.

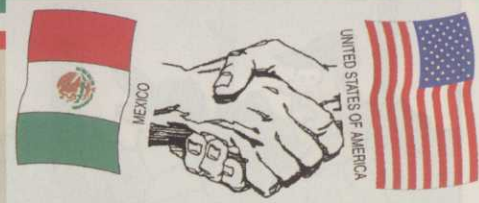
While competing traditional companies don't, as yet, feel the majority of their clients and potential clients need or want these services, owners who provide alternative services say demand keeps growing.

"I was the first here (Minneapolis) and I clawed my way through here," says Miles of Greener Pastures. "Now more companies are carrying on." **LMI**

RESOURCES

For more information on LIOHA and its listing program, visit the Web site www.longislandnn.org/LIOHA. To learn more about Harrington's Organicare, visit www.organicare.com. For NaturalLawn of America, visit www.naturalawn.com. For In Harmony Organic-Based Landscape, www.inharmony.com. And for Paul Drake's Organicare, Portland, OR, go to www.organicareinc.com.

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Circle 117

When things go wrong

Three Green Industry veterans explain how to turn tragic business events into triumphs

BY GEORGE WITTERSCHEIN

It's the "Age of Customer Satisfaction," and your customer isn't happy. Something has gone wrong, and the customer is blaming you. What do you do? How do you make things right? More importantly, how do you make things right in a way that repairs the all-important customer relationship?

Three real world stories from actual Green Industry professionals who've been there will answer those questions.

Damaged lawns everywhere

Russ Frith has quite a tale about how things went wrong for him. About 10 years ago, Frith's hard-won business reputation of 30 years was threatened by a contaminated batch of insecticide that damaged nearly 600 of his customers' lawns.

Frith is the CEO of Lawn Doctor, Inc., Holmdel, NJ, the largest franchised lawn care company in North America with 400 franchises in 40 states and gross revenues of \$61 million in 2000. His firm is a weed-and-feed lawn care applicator but also offers related services such as tree and shrub care, pH balancing, seeding and aeration. Here's his horror story:



"When you give Joe instructions on pruning, you have to be very specific."

Russ Frith: "About 10 years ago, several of our franchisee owners purchased a private label product — an insecticide from a reseller — that was contaminated," Frith says. "The formulator had used his tanks and mixing line to formulate atrazine which is used principally to control cool weather grasses in warm

season turf. The problem was that he didn't properly clean the lines before formulating the insecticide we bought. Later, when we tested the insecticide, we found that it was atrazine-gram contaminated at 22,000 ppm, or one-third of a pound of active ingredient per gallon."

Landscape Management: "Is that a lot?"

Frith: (laughs) "It sure as heck is! It damaged 564 cold climate lawns!"

LM: "And how did you find out that the lawns were damaged?"

Frith: (laughs again) "Well, they started to die! The customers (principally upscale residential customers in the Northeast) were calling our franchisees, who in turn called us. Somebody also called the local television station's Mr. Fix It because we wound up on the five o'clock news!"

"In response, we sent out our operations and technical services people. We had a suspicion of what the contaminant was, but unfortunately the reseller/manufacturer didn't come forward and accept responsibility until after we had the product tested. At that later point, the formulator admitted to the problem. In the beginning, they offered a small amount of technical assistance, plus a small amount of money to pay the homeowners to intensively water their lawns and pay for some charcoal applications to mitigate the effects of this chemical on the lawns. After a five-year legal battle, they ultimately accepted legal responsibility."

LM: "What did Lawn Doctor do to repair the damage and keep these customers in the fold?"

Frith: "We promised the customers that we would make things right, no matter what that would take. Specifically, we took a group of Lawn Doctor employees from a retail branch of ours, as well as members of our operations and technical field support team, and visited every customer face-to-face. We began to reseed into spot areas, which was the appropriate remedy. For the larger areas, we contracted with a landscaper to have many of the lawns — roughly 200 — stripped out and resodded.

"The manufacturer of this product eventually did come forward and pay significant

sums of money toward the remediation of the customers. But because we're a franchise operation with two levels of customers — the end customer and our franchisees — we initiated and paid for a lawsuit on behalf of our franchisees. Five years later, in a settlement worked out literally on the courthouse steps, a distribution was made to the three franchisees affected and to us."

Frith reports that most of the residential customers stayed with Lawn Doctor, and, over time, only two of the franchisees left.

"That rescue effort took quite a lot of doing on our part, but it was definitely worth it to make the effort and protect and repair those customer relationships," Frith says. "What else do you have? You're in a service business dealing with customers who have choices. Plus, the level of customer expectation from all kinds of businesses is substantially higher than it was twenty years ago, and still spiraling upwards."

"Communicate with everyone involved. First, find out what the institution's traditions and expectations are so you can be proactive in satisfying them."

CGM, Director of Grounds for Dwight Englewood School, Englewood, NJ, & President of Sports Field Management Systems



Van Haasteren

"We promised the customers that we would make things right, no matter what that would take."

CEO of Lawn Doctor, Inc., Holmdel, NJ



Frith

"You may wind up taking responsibility anyway — either because you want to keep the customer or can't stand to look at the disastrous results of someone else's error."

CEO of Lori Spielman Landscaping, Inc., Ellington, CT



Spielman

Construction blues

Repairing customer relationships is still worth it even when what goes wrong is not your fault or when the customer is to blame. According to Lori Spielman, CEO of Lori Spielman Landscaping Inc., Ellington, CT, you may wind up taking responsibility anyway — either because you want to keep the customer or can't stand to look at the disastrous results of someone else's error.

That's what happened when Spielman did the landscaping for a new commercial building being constructed in Ellington.

Spielman describes what went wrong:

"The building contractor kept dragging his feet, particularly on the exterior aspects of the job. The people doing the grading would show up and do a little work, then disappear for months. It was getting frustrating for us, so we went in with our bulldozer, cleaned the retention pond and finished what we could for landscaping. But the whole thing snowballed into a mess.

"At one point, the building owner, also

acting out of frustration, took it upon himself to fertilize and lime the exterior grounds. He entrusted the task to someone who had no experience or knowledge of fertilizing. The result was horrible — green streaks across the ground, weeds everywhere. As of December 2000, there was a poor stand of grass.”

Spielman knows all too well how it looks — the property is in the middle of town, and she has to drive by it every day.

To keep the customer and eliminate an eyesore, Spielman took soil samples and put the property on a corrective program.

Tradition, tradition

In the world of institutional grounds management, the customer is not a “customer” in the commercial sense but someone you have to please anyway. That’s the experience of George Van Haasteren, CGM, Director of Grounds for Dwight Englewood School, Englewood, NJ, and President of Sports Field Management Systems, a company specializing in athletic field maintenance and renova-

tion. His prior post was grounds manager at Columbia University in New York City. He is currently president of the Professional Grounds Management Society.

Things went wrong for Van Haasteren when he was at Columbia University. The prestigious Ivy League university had certain traditions which, as his customer, it expected him to uphold.

“The first challenge had to do with the university’s winter lighting,” Van Haasteren recalls. “The campus traditionally had these lights up and functioning from Thanksgiving into February. The contractor installing the lighting was not doing it the way his predecessor had, which caused a lot of dissatisfaction.”

“We also had some technical problems. For example, we found that squirrels liked to chew on the outdoor wiring, and until somebody with experience suggested we apply a deterrent spray made in part with cayenne pepper, the squirrels caused havoc with the lights.”

“My second challenge was snow removal. The university operates seven days a week, 24

hours a day, 365 days a year, and it expected the campus to remain open through winter.

“As it turned out, my first year at Columbia was one of the worst snow years in recent decades. On top of that, when we got our first snowfall, three of my principal pieces of snow removal equipment broke down.”

Van Haasteren’s advice to anyone managing the grounds of an established institution?

■ Communicate with everyone involved. Find out what the institution’s traditions and expectations are so you can be proactive in satisfying your customer.

■ Communicate laterally with other institutional service departments with the object of picking their brains and developing allies.

The experiences of our three Green Industry professionals suggests that Murphy’s Law is correct — things will go wrong, and it’s just a matter of time before they go wrong for you. These experiences also suggest that when disaster strikes, the right kind of effort may straighten out the mess — and keep your customer happy. **LM**

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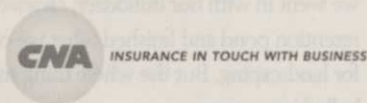
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DATES AND LOCATIONS:

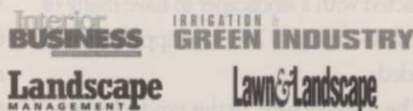
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Property at a glance

Location: Milwaukee, WI
 Staff: David J. Frank Landscape Contracting
 Category: Hospital or institution
 Total budget: \$39,360
 Year site built: 1955
 Acres of turf: 2
 Acres of woody ornamentals: 3/4 of an acre
 Acres of display beds: 700 sq. ft.
 Total paved area: 2 acres
 Total man-hours/week: 23

Maintenance challenges

- ▶ Heavy debris patrol in urban environment
- ▶ Truck watering of flower beds/new plantings
- ▶ Snow removal

Project checklist

N/A

On the job

- ▶ 3 full-time staff, 1 seasonal employee, 2 licensed pesticide applicators

Sinai Samaritan Medical Center

A 2000 Honor Award Winner of the Professional Grounds Management Society for Hospital or Institution

One good thing about doing landscape work on the grounds of a hospital is that, if you get injured, you're literally steps away from emergency treatment. It's doubtful, however, that the employees of David J. Frank Landscape Contracting who care for the East Campus of Sinai Samaritan Medical Center are spending too much time thinking about injuries — they've got mounds of trash, vandalism and security issues on their minds.

Heavy debris at this urban location requires trash pick up twice a day, seven days a week. Herbaceous plants need to be continually replanted due to unintentional damage and vandalism. A large number of new plantings in unirrigated areas require time-consuming truck watering.

Aside from doing routine chores, the crew of David J. Frank has contributed to an overall redesign of Sinai Samaritan for more color and a more modern look. Part of that look was created at new

planting beds adjacent to the entrance signs filled with bold annual flowers, sheared evergreens and bright perennials. In displays varying from pattern plantings to country bouquets, over 6,000 annual flowers were installed for color and interest.

Maintaining planting beds takes up a good portion of employees' time.



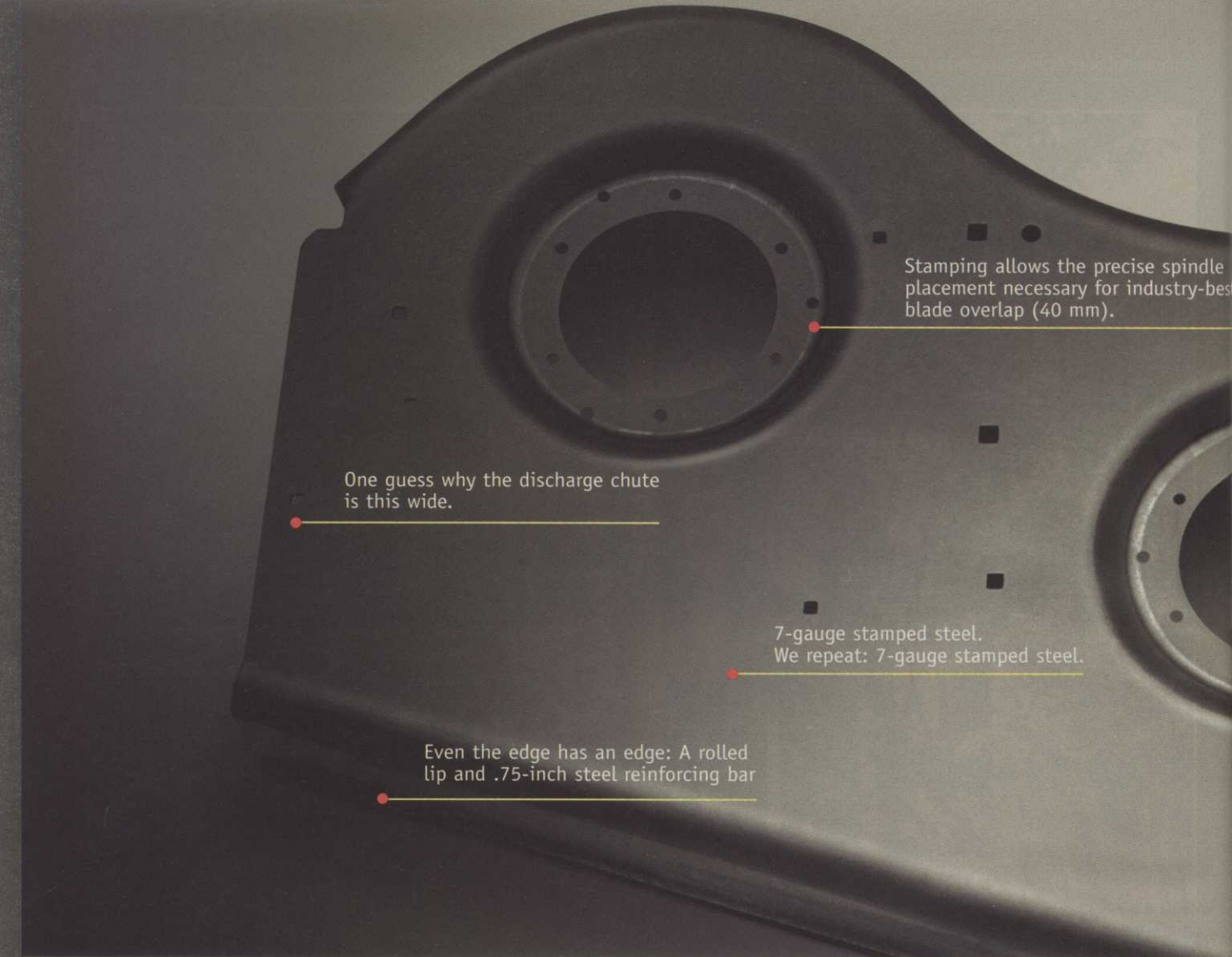
PGMS
Landscape
 MANAGEMENT

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:

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- 4-6
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- 16+

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Success in irrigation

BY VICKY POULSEN

Three irrigation contractors discuss the keys to making irrigation installation work for you

Irrigation design, installation and maintenance is an exact science that some say is best left to the experts. That's why the American Society of Irrigation Consultants (ASIC) urges landscape contractors and architects to consult them before embarking on an irrigation project. They have experience, and they stay abreast of the rapid changes in irrigation technology through industry contacts and continuing education.

Still, many contractors go it alone and do quite well because they've developed competent irrigation crews. Crew members have taken a proactive approach to learning everything there is to know about

▲ PHOTO COURTESY: NETAFIM

irrigation systems and their components. Their superiors, in turn, have provided them with intensive training and "real world" experience by sending them to job sites all over the country, seminars, trade shows and manufacturer training classes.

Knowledge is the key to success in irrigation, and those who have a vested interest in this market don't take their jobs lightly. Mistakes can be costly and ruin the reputation of even the best companies.

We wanted the inside scoop on what today's contractors are up against when it comes to servicing the irrigation market, and here's what they had to say:

LARGE CONTRACTOR

Name: Todd Huston
Title: Vice president
Company: Terrain Systems, Inc.
Location: Phoenix, AZ
2000 revenue: \$14.6 million
Business mix: Mostly commercial
Employees: Between 180 and 300, depending on the season

Company profile: Founded by current owner Dale Micetic, the company has provided landscape and irrigation contracting services to commercial and industrial clients since 1974. Landscape Care, LLC, an affiliate company of Terrain Systems, Inc., provides landscape and site maintenance services to commercial and industrial sites throughout central Arizona. In mid-1998, Terrain purchased DKS Land Design, another local landscape design/build company that provided new leadership and a tree nursery now called Southwest Tree Growers, LLC. Each of the three companies operate as separate profit



centers and serve to increase profit through vertical integration of horticultural products and services. Terrain Systems fields 18 crews with Landscape Care, adding another 14 maintenance crews in the field daily. Approximately 35% of its landscape/maintenance services are devoted to irrigation installation and repair.

Product information sources: "We obtain most of our information through our vendors and trade-related seminars. We also have three large distributors who continually update our product knowledge and provide us with new catalog information on a regular basis."

Equipment arsenal: "We own all our equipment, everything from tractor-type trenchers to walk-behinds, backhoes, grade tractors and skid steers. Additionally, Terrain Systems operates a crane and water truck service for commercial construction sites. We have our own in-house mechanics to repair our equipment and keep the preventative maintenance up-to-date."

Picking a supplier: "Service is a major aspect of ordering irrigation parts. We can't afford to have our parts back ordered. Without materials, we can't meet our production schedules."

Biggest challenges: "One is all of the documentation and field plans you have to study before beginning a project. In our region, the weather is arid and dry, and local government regulations prevent new development from installing any new turf along right-of-ways. So it's an absolute must to know your county and city water regulations before embarking on an irrigation project. In the Phoenix area, drip irrigation prevails. We are hardly ever allowed to use bubblers and shrub sprays to water planter beds. Design guidelines require that plants be irrigated with low water use emitter systems (called xerigation in other areas of the country). Under this system, each plant is watered independently to insure each gets the proper amount of water."

Products to watch for: "Solar-controlled controllers are up-and-coming."

Word to the wise: "Look at and understand the complete project before coming up with and submitting the final bid. Also, buying the best irrigation products on the market is the best investment you can make for your client."

Teamwork is key in making irrigation installation work.

MEDIUM CONTRACTOR

Name: Takeshi Yamamoto
Title: Irrigation division manager
Company: Del Conte's Landscaping, Inc.
Location: Fremont, CA
2000 revenue: \$6.5 million
Business mix: Mostly commercial (HOAs)
Employees: 115 (90 year-round and 35 seasonal)

Company profile: The 29-year-old firm, which offers mostly commercial landscape installation services, is located south of the San Francisco Bay. The development of analytical methods of water management is a personal passion for owner, Tom Del Conte, who pioneered the use of technology to effectively manage irrigation zones. The company employs both central computer-



Yamamoto

continued on page 40

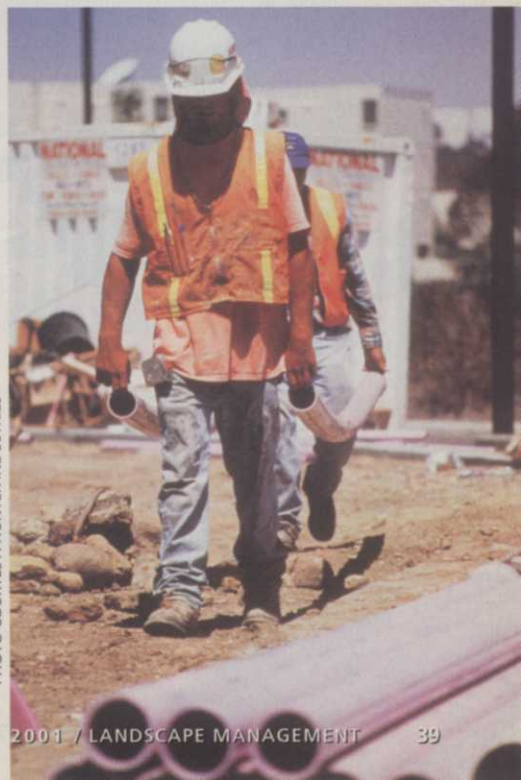


PHOTO COURTESY: HUNTER INDUSTRIES

continued from page 39

ized irrigation water management via phone modem and conventional timing management by use of its own proprietary software developed by Yamamoto. Irrigation maintenance and construction services contributed more than \$1.7 million to the company's gross profit revenue of \$6.5 million in 2000.

Product information sources: Trade shows, magazines, catalogs and distributors. Yamamoto takes a proactive approach to learning about products and systems on the market. He interacts frequently with water conservation staffs so he can keep updated on what they're encountering in the field.

Make sure that you're carrying only the best products onto your project site.

Picking a supplier: "A lot of products look good on paper but don't work in the real world. For example, when the trend towards drip irrigation was increasing, there was an onslaught of products in that market. Many of those manufacturers at the time came up with products that weren't worth putting into the ground because of poor workmanship and design. But because that market has matured, contractors are figuring out what works, and the learning curve is catching up. We use only what we know works and invest only in the best."

Equipment: "We own all our equipment,

including several large excavators, back hoes, loaders, dump trucks, vibratory plow machines and trenchers of all sizes for installation jobs. For maintenance, we use customized compact vans fully equipped with all sorts of rack and irrigation components. Every tech also has a wireless remote control to activate the system as they walk around."

Biggest challenges: "My biggest challenge here is that the price of water is so cheap. To convince a client that a computerized, centrally-controlled irrigation system is going to save him a tremendous amount of money and conserve a tremendous amount of water is difficult with where water rates are right now. Until water is in short supply, the rates won't increase because of all of the political pressure surrounding this issue."

Products to watch for: "Wireless will be the wave of the future. Control valves will be in the field, and you'll simply have a wireless receiver on each one. The controllers will talk to the valves as well as send power to them. When its name is called, the valve turns on."

Word to the wise: "Knowledge is the key to running a successful irrigation operation."

SMALL CONTRACTOR

Name: William L. Wollett, Jr.
Title: Owner
Company: Golden East Lawn Service, Inc.
Location: Rocky Mount, NC
2000 revenue: N/A
Business mix: 100% residential
Employees: 5 during peak season
Company profile: Founded in 1989, the



PHOTO COURTESY: HUNTER INDUSTRIES

company is a full-service landscape/maintenance provider with 40% of its services devoted to maintenance, 50% to landscape design and installation and 10% to irrigation repair. Average crews consist of two people.

Product information sources: As a member of ALCA, Wollett attends the organization's annual trade show. He also has a top-notch supplier who has kept Wollett updated on important maintenance and product information.

Equipment arsenal: "With irrigation maintenance, the tools are pretty basic. Electric volt meters and wire locators are the most important pieces of equipment you need."

Picking supplier: "Same-day delivery is critical, and that's what



Wollett

we get from our supplier. We also want someone who's knowledgeable about the products they sell." **Biggest challenges:** Although Wollett isn't faced with any water restrictions in his city, he sees them forthcoming in the next five years. In the meantime, he's already taken steps to conserve water by making sure all heads are adjusted properly, installing rain sensors and using a drip irrigation system on all planting beds.

Products to watch for: "For the type of work we do, I think the products we use are pretty cut-and-dried. We stick to standard equipment and keep things simple."

A word to the wise: "Before getting into the irrigation field, work for an irrigation company first. You can go to school to learn the basics, but working in the field is the best teacher there is."

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Circle 120

Easy does it

Manufacturers discuss end users' desire for irrigation products that are easier to use and easier to install

BY VICKY POULSEN

With thousands of irrigation components on the market, it can get confusing and costly if you don't keep up with the latest information on these products. Purchasing substandard or too complicated systems can become your worst nightmare.

Also, consider all the issues of installation and maintenance for existing equipment: municipal and regional water restrictions, audits and licensing requirements in some areas of the country and, of course, liability insurance.

Easy-to-use and install products are still priorities, but most contractors also want information and training that come with them. We asked several manufacturers about what they had to offer, and here's what they had to say:

AMETEK INC. ACCESS BOXES, SHEBOYGAN, WI 800/222-7558

Tom Engel, National Sales Mgr.
Irrigation products: Meter boxes manufactured in five major sizes. They have extensions, a variety of names and colors, and various applications in the turf irrigation, waterworks and electrical industries."

Product information: Available through sales reps, distributors

and Web site at www.access-boxes.plymouthwater.com

Key trends: "Labor-saving items like our three-in. extension for 10-in. round box T-tap lids which are easier to open and close. Colored lids are popular because they blend in with the landscape. Lids come labeled with 'Control Valve,' 'Water Meter,' 'CATV,' 'Sewer' and 'Telephone.' "

Best features: "Our lids are strong and long-lasting and come with a 10-year guarantee. They have greater UV-resistance and can withstand heavier loads."

DATA INDUSTRIAL CORP., MATTAPOISETT, MA 508/758-6390

Norman Bartlett, VP Sales & Marketing
Irrigation products: Nonmagnetic impeller flow sensor systems.

Product information: Word-of-mouth, trade publications, trade shows and Web site at www.dataindustrial.com

Key trends: "Customers want products that are easier to work with and install. They want flow meters that tie into the irrigation

controls. That way, they'll interact with the irrigation controller, which will sense if there is a leak or a stuck valve. They also want wireless communications to eliminate the need to run wires between flow sensors and meters."

Best features: "Our Model 1500 flow monitor with the Model IR220B flow sensor gives accurate, repeatable and economical measure of liquid flow in any pipe from 1/2 in. to over 40 in. diameter even at low flow rates. Our forward-swept, six-bladed impeller design provides more constant torque than four-bladed impellers. Coupled with our nonmagnetic sensing mechanism, they're less prone to fouling from particles or debris. Our stand-alone flow sensors are designed with a universal fit.

IRRITROL SYSTEMS, RIVERSIDE, CA 909/785-3623

Keith Shepersky, Brand Mgr.
Irrigation products: A full line of valves, controllers, sprayheads and rotors.

Product information: Available through trade magazine advertising, trade shows., network of distributors and Web site at www.irritrol.com.



Key trends: "Irrigation controllers are now almost required in standard systems. They have schedules which allow them to adapt the program to water restrictions in a specific area every third day or every other day. There's also a move to eliminate the need for a fuse and make the controller diagnose itself and display to the end-user if there's a problem. The controller continues to water all the other operable stations."

Best features: "Our Rain Dial Plus controllers include a 365-day calendar, water budgeting, advanced surge protection and nonvolatile memory."

LASCO FITTINGS, INC., BROWNSVILLE, TN 800/776-2756

Bryan Juwig, National Sales Mgr.
Irrigation products: PVC pipe fittings and specialty items for the irrigation market.

Netafim drip irrigation products help this landscape thrive.



Product information: Get information through wholesale distributors or the Web at www.lascofittings.com.

Key trends: "People who use these products want greater reliability and easier installation. Simplicity is key. Easy installation will help eliminate installation labor costs. For example, PVC pipe fittings are a commodity item, but our swing joints and tap couplings that use special threads are specialty items that a leakproof joint without taping or using pipe sealant."

Best features: "We're introducing several new products this year that promise to make irrigation installation quicker, easier and more stable. These products are the Snap-Lok and Male Brass Stabilizer Elbow, which work together to lock and stabilize a quick coupler valve without the use of any tools."

**NETAFIM USA, FRESNO, CA
559/453-6800**

Kurt Maloney, Market Segment Leader for Landscape.

Irrigation products: Drip irrigation products include the Tech-line® system designed for both commercial and residential use. These drip emitters are constructed inside the 1/2-in. polyethylene pipe for easy installation.

Product information: Netafim's website (www.netafimUSA.com) provides plenty of product and design information. If you're competent at irrigation system design with sprinklers, it will only take you short time to understand how drip irrigation works.

Key trends: "The trend is to save water and this design allows contractors to irrigate without affecting foot traffic or staining walls or structures. Also, you can irrigate anytime, rather than being limited to certain hours for spray."

Best features: "It's an easy system to learn and very quick and inexpensive to install. The pipe can lay on the ground or in a shallow trench (typically 4-in. deep), so your equipment will be cheap and easy to use. It also works in beds and turf, and costs about the same as sprinklers."

**RAIN BIRD, GLENDORA, CA
626/963-9311**

Patricia Thompson, Marketing Communications Manager

Irrigation products: Rain Bird's

line includes rotors, spray heads, valves, controllers, accessories and Xerigation® drip irrigation equipment.

Product information: Through their sales force, distributors, Web site (www.rainbird.com) and marketing programs.

Key trends: "One of the most important trends in irrigation is the need for efficient water management. Rain Bird has developed products to help our customers comply with local watering restrictions and to conserve water. These include: the 1800-SAM-PRS spray head; the Rain Curtain rotor nozzles; and the Maxicom® central control system. The 1800-SAM-PRS spray head is for use in areas with changing elevations and/or high or widely fluctuating water pressures, and to prevent flooding and water waste. Rain Curtain rotor nozzles maximize rotor performance and coverage. The configuration of the nozzle is designed for both close-in and long distance watering. Maxicom central control operates multiple controllers, sensors and other devices from one central location."

Best features: "Products designed to help our customers manage water more efficiently include the ESP-MC controllers with Cycle+Soak, which splits total station run time into usable cycles, minimizing puddling and runoff."

**RAIN MASTER IRRIGATION
SYSTEMS, INC.,
SIMI VALLEY, CA
800/777-1477**

Karrie Bragg, Customer Service
Irrigation products: Controllers, handheld remote controls and central computerized control systems. Product focus is dedicated to the development of state-of-the-art electronics, software and communications for controllers and central control systems.

Product information: "Get information about our products through our sales reps, distributors and Web site (www.rain-master.com).

Key trends: "Landscapers want user-friendly, flow-sensing capability with automatic shutdown and central control. The Evolution (total control with the computer) system is the most popular product with landscapers. We foresee more ET-based scheduling and affordable central systems in the future."

Best features: "Our products have high reliability components; short circuit protection for field wiring faults including sensing and notification for all station outputs; lifetime retention of all programs; time retention without the battery use; electronic fuses with automatic reset; intelligent operation during power outages/restoration; high reliability membrane keyboards; and ease of use."



IRRIGATION *products*



Drip for beds or turf

Netafim's Techline drip irrigation system features embedded drip emitters inside the 1/2-in. polyethylene pipe, giving durability. Contractors can place these pipes on the ground or in shallow, 4-in. deep trenches using quick-install, easy-to-operate equipment. Drip system can be used in beds or turf on both residential or commercial applications and can be run anytime of the day. Deep-down irrigation does not stain structures or affect foot traffic. For more information contact Netafim at 559/453-6800 or www.netafimusa.com. / Circle #270

Go with the flow

With the Model Ir220B sensor, Data Industrial's Model 1500 wall-mounted flow monitor displays both flow rate and flow total on its two-line LCD. The 1500 can be programmed for units of measure, pipe size and sensor type. They may have a pulse output, two mechanical relays or a 4-20mA analog signal, all programmed from the front keypad. Sensors measure flow in pipes from 1/2-in. to 40 in. For information contact Data Industrial at 508/758-6390 or www.dataindustrial.com. / Circle #269

Global irrigation

Rain Master's Evolution Central System is based on a graphical user interface enabling global



functions to be easily performed. Most are performed with a single mouse click. Flexible report processing gives instant access to water usage information. For information contact Rain Master at 805/527-4498 or www.rain-master.com. / Circle #271

Monster rotors

Rain Bird's 7005 and 8005 heavy duty rotors fit large-scale commercial turf sites. The 7005 has a radius of throw of 39 to 71 ft.; the 8005 reaches 50 to 80 ft. Both have Rain Curtain nozzle technology

for effective water distribution. The nozzles are interchangeable from the front of the rotor with no special tools and rotors have continuous full and part-circle operation in the same unit with independently adjustable left and right arcs. Adjustments can be made with a standard flat-head screwdriver. For information contact Rain Bird at 626/963-9311 or www.rain-bird.com. / Circle #272



In control

Irritrol Systems' Rain Dial Plus controller has a 365-day calendar, water budgeting, advanced surge protection and nonvolatile memory. Three independent programs offer concurrent operation capability. The calendar has automatic weekday calculation for odd/even day watering options. For information contact Irritrol at 909/785-3623 or www.irritrol.com. / Circle #273

Fits like a glove

Lasco Fittings' Snap-Lok and Male Brass Stabilizer elbow work together to prevent the quick coupler body from unthreading from the swing joint. The elbow attaches to the quick coupler, and Snap-Lok snaps around it plus the coupler to lock them in place. Stabilization is achieved by inserting a scrap piece of 1-in. PVC pipe into the coupling formed by the closed Snap-Lok fitting. For information contact Lasco at 800/776-2756 or www.lascofittings.com. / Circle #274

Drip drop

AIDL Co.'s Plant-Drip watering system for potted plants has the properties of a soil moisture sensor and the ability to release water to the plant according to its exact needs. Its reservoir requires refilling only once every 10 to 15 days. For information contact AIDL at 213/804-2835 or www.aidlltd.com. / Circle #275





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PROFIT FROM IPM

New products, equipment and techniques make Integrated Pest Management a viable, and profitable, option

One advantage to IPM is that it eliminates harmful insects while preserving beneficial ones like this ladybug.

BY JOHN C. FECH AND
FREDERICK P. BAXENDALE

Pest control techniques have certainly changed over the years. Having learned from our mistakes, we no longer look for the biggest hammer to strike the pest. Integrated Pest Management (IPM) allows improvements in both pest control and environmental safety.

The change in attitude is coupled by a diversification of products and application equipment. Commitments by landscape managers as well as pesticide and equipment manufacturers have led to the development of more effective, economical and

less toxic pesticides with better ways to apply them. IPM is no longer a new way of thinking as it was in the early 1980s; it's now the standard for pest control in turf and ornamentals.

IPM defined

If you are new to the landscape maintenance business, you may not know that IPM promotes the use of multiple approaches to keep pest populations within limit. For turf and ornamentals, this involves using adapted cultivars of plant material and sound cultural practices to prevent or reduce pest problems.

The objective is to reduce our dependency on pesticides. IPM doesn't completely reject pesticides, as many situations still require their use. However, when used as a preventive measure, it encourages you to select the least toxic, most effective products and apply them in strict accordance with the label directions.

The goal of IPM is not to have more governmental regulation and interference with our system of free enterprise. IPM merely offers sensible ways to serve your clients and help you make a nice profit from the services you provide.

The pillars of IPM

The basic techniques or facets of an IPM program are:

- **Scouting.** You may have heard the phrase, "Let's give this a look-see" for new products. In landscape management, this is called scouting. Well-maintained properties should be scouted several times each



year. This can be provided as another customer service.

Scouting can serve many purposes: inspecting your irrigation system's performance; checking thatch thickness; and determining the presence of weeds, diseases and nutrient deficiencies. Your own check-off sheet can show each item listed in columns and should have a place for your technician to record specific conditions.

■ **Sampling.** This is an in-depth version of scouting. When you notice a problem during an inspection, take samples to confirm the diagnosis. The most direct way of sampling is attempting to locate pests around the damaged or injured area.

For example, symptoms of white grub injury include browning and thinning of the turf in irregularly shaped patches, ranging from two to ten feet in size, and can often be observed in the sunny lawn areas. While grubs may be present elsewhere in the landscape, full-sun turf experiences more stress, and this is where the damage will be visible first. Another symptom is the soft spongy feel of the turf, resulting from the grubs feeding on the roots and depleting the soil-thatch interface of its organic matter.

Sod webworm injury symptoms include brown and thinned turf, but instead of occurring in irregular patches the injury tends to show up more uniformly over larger areas. Sod webworm damage often mimics the injury from the *Bipolaris* leaf spot/melting out disease.

Both scouting and sampling require appropriate tools suited to the pest. For white grubs, a sod spade, shovel or a golf course cup cutter may be used. For webworms, you will need a watering can and some lemon-scented dishwashing detergent. Scale insects require a pocketknife, a 10x magnifier and hand pruners. Root rot can

be detected by digging plants with a shovel and inspecting the roots.

To see if the turf is infected with grubs, grab a handful of turf blades and pull them up. If the sod pulls loose easily, it's likely that grubs have eaten the roots. Peel away the sod in different directions looking for large, white, C-shaped grubs, usually found just below the thatch layer or in the upper inch of soil. Use the spade, shovel or cup

cutter to sample surrounding areas to determine the infestation's extent.

Unlike white grubs, sod webworms are tough to locate due to their small size — usually only a half-inch or so in length, and color — a light green to tan hue — that camouflages them. Webworms hide down in the thatch within a silken tunnel. To coax them to the surface, mark off a square yard of turf and pour soap solution (two table-

Make scouting and sampling work

As your focus shifts from "spray and pray" to a more prescribed approach, the mindset of your customers must shift as well. The customers need to start expecting something different — more looking and less spraying. They also need to begin placing a value on the expertise and diagnostic ability of the lawn professional. In the past, common practice has been to profit from how much product you can pump onto a lawn or tree. So if you've spent time scouting or diagnosing a property, you'd better find a bug or two to recover the cost of your time.



To help your customers change their mindset, you must: 1. Change your billing and/or contract, and 2. Increase your level of communication with the customer. Here's how:

- Devise a service contract that integrates routine inspection of turf areas and ornamental specimens with traditional scheduled visits for fertilization and pest control. Calculate what it costs for your technician to travel to the site and update their skills, along with other fixed costs for doing business such as insurance and overhead. Then, make routine scouting/sampling visits to the property and invoice the customer accordingly.
- Consider issuing a customer pamphlet that outlines common lawn and landscape pests. Customers will see you as someone who cares for the landscape. If you're able to provide clear information on aeration, fertilization, pruning and mowing, you'll be viewed more as a community resource than just someone out to make a buck.
- You can also communicate with your customers in subtle ways. Letterhead and invoices should advertise college degrees, industry recognition and any affiliations you have with professional trade associations. Company vehicles and equipment should display these logos as well. In short, charge for inspection and tout your credentials!



Sweep net sampling should be done after the initial scouting of a property when a problem has been noticed.

spoons of dishwashing detergent per gallon of water) and let soak. Webworms will wiggle up to the soil surface within 10 minutes.

■ **Resistant cultivars.** As you know, relying on repeated pesticide applications is costly. To strengthen your IPM program and reduce the need for chemical treatments, take advantage of the new pest-resistant landscape plants and turfgrasses released in the market each year. Examples of resistant cultivars you can incorporate into your IPM program are:

▶ Kentucky bluegrass cultivars that are resistant to *Bipolaris* leaf spot, a devastating disease that causes thinning of leaf blades and eventually the death of plant crowns.

▶ Crabapple cultivars that resist apple scab, a fungus that can defoliate the tree completely by midsummer.

▶ Turfgrasses infected with endophytic fungi in the genus *Acremonium* that have shown enhanced resistance to insect species such as aphids, armyworms, billbugs, chinch bugs, leafhoppers and webworms (endophytes are organisms, typically bacteria or fungi, growing within a plant). Among turf species containing endophytes are cultivars of perennial rye and certain tall and fine fescues.

■ **Sound cultural practices.** Plants that are properly installed and cared for experience fewer pest problems than those that are stressed. Traditional practices such as proper siting and establishment, fertilization, aeration, irrigation, mowing, pruning, soil testing, thatch control, mulching and others discourage pest development.

Research studies have documented an interesting example of this. Shade-giving trees such as ash, maple and birch are wonderful assets to a landscape if properly sited and maintained. But if they grow where it's too hot or where their roots are curtailed, they release certain compounds that attract boring insects who prefer to attack these trees instead of nearby healthy ones.

Properly fertilized, aerated and irrigated turfgrasses develop deep, extensive root systems. These types are more likely to grow well in spite of insect feeding on the roots. A lawn with a six- to eight-inch root system will tolerate more grub injury than one with short roots.

■ **Thresholds.** The need to control a given pest depends on its threshold level, or the number of pests present per unit area that will cause unacceptable harm. In



Full-sun turf experiences more stress, and this is where grub damage will be visible first.

high maintenance landscapes, thresholds are generally low and little or no damage is acceptable. Low maintenance areas such as parks may have higher thresholds. Consider control measures when the number of pests exceeds this preestablished threshold level.

The maintenance budget also affects thresholds. Pesticide applications can add considerable expense, and the property owner may often be willing to tolerate a few dandelions or brown patches of turf to

save money. Also, public perception or the potential for pesticide exposure affects thresholds. If plants at a shopping mall are infested with a few leafhoppers, the owner might think twice about having them sprayed, whereas a homeowner may have few qualms in this regard.

■ **Timing.** Look for pests and control them at the right time. Consider the life cycle of each pest before scouting and sampling. For example, masked chafer grubs feed on turf roots only as larvae, while Japanese beetles feed on grass roots as larvae and on landscape plants as adults. Neither species causes any injury as eggs or pupae. The cooperative extension office can provide life-cycle information for local pests.

Postemergent products should be applied in fall when most perennial broadleaf weeds are storing carbohydrates and nutrients in their crowns for winter and spring. After application, the herbicide is translocated downward along with the food. Weeds that don't die outright will be weakened and become susceptible to winter kill. Fall is also the best time to treat because newly germinated plants are easier to kill than large, mature ones commonly seen in spring.

Neighbors' vegetable and annual flower gardens are less likely to be affected by a little drift in fall than they would in summer or spring. Finally, there is less likelihood of phytotoxicity from the herbicide in cooler temperatures. **LM**

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

Read More www.landscapemanagement.net

Visit our Web site's "This Month's Features" page for a Quick Reference Guide to contact and systemic fungicides for managing turfgrass diseases that spells out which products are most effective against which diseases.

Handy tools for handling plants

BY CURT HARLER / CONTRIBUTING EDITOR

Efficiency is the reason many new products that handle plants are designed the way they are. Two elements in particular — tires and tire size — can make a difference in plant handling.

Al Keefer, vice president of R.B. Stout Inc. in Akron, OH, says his company always makes sure to buy plant carts with balloon tires. Most turf-type tires avoid a tremendous amount of damage.

“Everything we have has larger tires on them, because they make it so much easier to go from gravel to asphalt. The tires work well on all surfaces,” Keefer notes. “We don’t use narrower tires that catch in the dirt.”

That goes for the typical two- and four-wheeled nursery carts.

One item regularly moved around the yard and the landscape is compost, which is a good source of organic matter for heavier soils and adds fertility as well. Leaves, weeds, waste hay and any other vegetable matter found around lawns can be composted.

Whether you make your own compost or buy it from a supplier, finding the most efficient method of transporting it to the job site, then applying it to beds and other plant areas without disturbing the turf can be challenging. Check out the products below to start reducing plant material or moving it around.

ARIENS

800/678-5443

www.ariens.com

Make a quality chip with the ProChip 12115 from Ariens, Brillion, WI. Unit has 15x17-in. throat capacity. The 90-degree SaverCut feature eliminates dead space behind the feed wheel, reduces jams and uses less fuel than machines with a 45-degree angle cut. A switch-on in-feed and discharge chute hinge prevents machine from operating when hinge is open. Unit cannot operate when bed knives or cutter knives are exposed.

Circle #258

ATI CORPORATION

800/342-0905

The GK-4866 grapple kit is designed for use on compact tractor loaders. Made by ATI, New Holland, PA, it lets operators handle brush, bales, leaves, bark mulch and other bulky items. The GK-4866 can be added to any standard 48- to 66-in. compact tractor bucket and removed easily. Eight bolts secure it to the bucket. Clamping power comes from a 1.75x6-in. hydraulic cylinder, mounted in-line with the grapple hook. It weighs only 137 lbs.

Circle #259



▲ Little Wonder power trimmers

Plant handling tips

- ▶ **Look for versatile components that allow you to handle a variety of mulch, plants or other landscape materials**
- ▶ **Search for sturdy products that eliminate hand work**
- ▶ **Hydraulic drive saves manpower and time when switching components**



◀ Holey Moley HydroPlanter

FOSTER MANUFACTURING

262/633-7073

www.fostermfgcorp.com

The HaulZall line of powered carts carry all kinds of plants and planting material. Made by Foster, Racine, WI, they come in flatbed and dump configurations and are propelled by dependable hydraulic drive. HaulZall carts can carry 800-lb. loads up a 20-degree slope.

Circle #262

GEMPLER'S

800/382-8473

www.gemplers.com

Know where you've been planting — and keep others out of the way with high-visibility outdoor-grade vinyl stake flags from Gempler's, Belleville, WI. Company offers flags in a dozen colors, including clear or fluorescent pink, green and orange. All are made of 4-mil. vinyl and are on 15.5-gauge steel wire. They are available in a variety of lengths, packed in bundles of 100.

Circle #263

HOLEY MOLEY

877/327-7782

www.holeymoleyhydrotools.com

Plant bulbs, ornamentals and even fence posts fast with the Holey Moley Hydro Tool line from Snake River Tool Co., Lewiston, ID. The tools come in three versions: HydroPlanter (pictured), HydroDigger and HydroBore, all of which use as little as 15 psi water pressure. The planter digs the hole, moistens ground and lets water seep to plant roots. The digger can dig a four-ft. hole in 40 seconds. The HydroBore digs holes horizontally under existing drives or walks, perfect for installing irrigation or electric lines.

Circle #264

ATI Corp.'s GK-4866 grapple kit ▶

LEBANON TURF PRODUCTS

800/233-0628

www.lebturf.com

To perk up iron-deficient plants, look into Perk from Lebanon Turf, Lebanon, PA. It is a 4-0-10 fertilizer with 10% iron humate for chlorotic plants. It also contains at least 2% manganese and 8% sulfur. If weeds are the problem, use Professional Preen, a pre-emergent product for handling weeds in ornamentals, shrub beds, tree saucers and other mulched areas. Preen is a trifluralin and isoxaben granular product on a high-density dust-free carrier. It comes in 20-lb. packages and can be applied with most shakers and impeller-driven broadcast spreaders.

Circle #265

LITTLE WONDER

877/596-6337

www.littlewonder.com

Keep hedged areas around plantings shipshape with the single-edged, gas powered trimmers from Little Wonder, Southampton, PA. Units have either 30- or 42-in. blades featuring double-reciprocating action. They're powered by a 21.2cc engine with electronic ignition and primer bulb carburetor.

Circle #266

RANSOMES

CUSHMAN RYAN

800/228-4444

Move plants, bedding and up to 2,200 lbs. of other cargo conveniently with the flatbed/box from Cushman Turf Care, Lincoln, NB. The dump box has an automatic tailgate release and latch. When the hydraulically-operated dump box is raised, the tailgate releases. Lower it, and tailgate closes and latches shut, all from the driver's seat.

Circle #267

VERMEER

641/628-3141

www.vermeermfg.com

Designed for large volume wood and yard waste disposal, waste reduction and recycling tasks, the TG800 tub grinder from Vermeer, Pella, IA, chews up organic material. Electronic fuel-injected, twin turbo-charged and after-cooled Caterpillar 3412E delivers 800 hp into a gear-reduction, transmission-driven hammer mill. The high-efficiency, microprocessor-controlled transmission lets the grinder deliver maximum torque with minimum hammer mill wear.

Circle #268



BRISCO, INC.

800-IF-YOU-DIG

briscoinc@aol.com

Eliminate the hand work of digging with the DynaDigger by Brisco, Swannanoa, NC. Company claims it can dig a seven-ft. tree or shrub out of the ground in about two minutes. It weighs 43 lbs. and is 32 in. long before adding 18-, 24- or 30-in. blade. Unit is powered by a two-stroke engine driving a piston rod to which the detachable blade is attached. Driving rod moves up and down just 3/8 in., allowing blade to slice into the ground cleanly and quickly.

Circle #260

EXTRACTOR

509/725-8443

www.extractor@farmrc.org

The Extractor from Extractor CDM, Davenport, WA, mounts on a tractor or backhoe with three- or four-pt. hitch to dig out trees. Several horizontally spaced tines pass through and under the root structure to minimize damage to roots. The machine then lifts the plant so a larger proportion of the peripheral roots remain intact.

Circle #261

ask the expert

BY BALAKRISHNA RAO

Suspicious browning

A 50-ft.-tall ash tree has been cut to 15 ft. to allow more light to reach a neighbor's vegetable garden. The plant now has five large branches growing from the cut end. The leaves of the branches on the neighbor's side are turning brown and are declining. Any idea what might be wrong?

— CANADA

The problem may be site related. Study the plant and evaluate the pattern of browning and decline. Study the foliar symptoms, distortion and/or discoloration. Since the branches on the neighbor's side are the ones showing browning, the problem is probably coming from that side. Check for possible root injuries on that side of the tree, possibly from the use of certain herbicides. The new growth produced from the cut end might have increased shading on the neighbor's garden. Consider the possibility of borer insect activity as a cause of the decline. Look for frass or small holes on trunk and branches, and provide treatment as needed.

Bayleton granular vs. Bayleton WP

We're seeing red thread and dollar spot diseases in many of our properties. We've used Bayleton WP fungicide in the past and are currently using it. How good is the Bayleton granular formulation compared to the Bayleton WP formulation, and which would better manage these diseases?

— MI

Bayleton fungicide performs better when

used as a preventive treatment. Results may vary when used as a curative treatment, or after the disease begins to show.

If the disease is severe, consider using other fungicides such as Banner MAXX, Cleary's 3336 or Rubigan to manage the existing disease activity. Lawns showing severe disease pressure may require overseeding to fill the empty spots. Consider using resistant varieties where feasible. Even with this approach, recognize that many diseases are difficult to manage after they begin to establish. The best approach is to provide preventive treatments on lawns with long histories of disease. Also, reduce stress and improve plant health through proper watering, fertilizing and pest management as needed.

Both red thread and dollar spot disease activity can often be managed by improving cultural practices. Reports indicate that the application of 1/2 lb. of fertilizer/1,000 sq. ft. helps mask disease scars.

New lawn woes

I'm a landscape professional who installed a new lawn with poor results. There were many empty spaces and weeds. The first spring, we treated the lawn with fertilizer and a pre-emergent for crabgrass. Almost one year later, the owner asked us to fix the lawn, but we told him it's better to overseed after Labor Day. He insisted he wanted the lawn to look good that spring. We seeded using all bluegrass. In the front, we applied topsoil, verticut it and seeded it. That grass is growing nicely. However, the same certified seed mix we used in the back didn't germinate well at all. Why? Did the residual from

the pre-emergent affect the seeding? The only difference in the backyard is that we didn't add any additional soil when seeding. The owner irrigated the lawn.

— OH

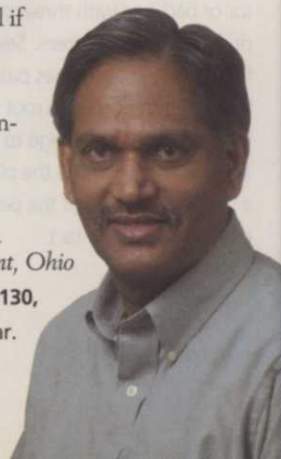
Several factors may be responsible. The pre-emergent's residual might have contributed to some degree. You said you verticut it and added topsoil in the front. Both of these practices provide optimal soil-seed contact for germination and contribute to rapid establishment. Also, reports indicate that verticut lawns can be seeded if pre-emergent herbicides have been applied.

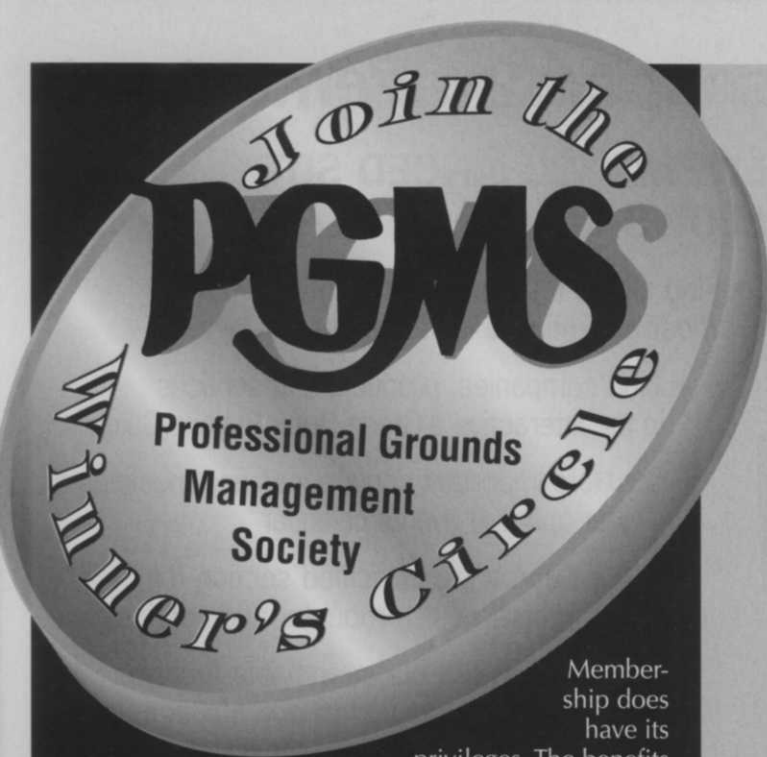
In the back, you said topsoil wasn't applied. This probably contributed to the poor germination and establishment, particularly if the verticutting didn't provide good soil-seed contact. Also, back lawns often have different growing conditions than front lawns, including soil pH, shading and irrigation. Kentucky bluegrass isn't tolerant of extremes of acidity or alkalinity, and does best when soil pH is 6 to 7. It also isn't tolerant of shading and requires moist conditions for germination and establishment, which is slower than ryegrasses' and fescues' germination and establishment.

Kentucky bluegrass lawns are difficult to establish. It may take at least two growing seasons before the lawn has acceptable density. If you decide to reseed, wait until fall. There's no need to apply new topsoil if you use a slicer/seeder and good soil-seed contact occurs.

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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 06 295 Parks
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 09 360 Sod Growers, Turf Seed Growers & Nurseries
 10 365 Dealers, Distributors, Formulators & Brokers
 11 370 Manufacturers
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- 2. Which of the following best describes your title? (fill in ONE only)**
 12 10 **Executive/Administrator** - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
 13 20 **Manager/Superintendent** - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
 14 30 **Government Official** - Government Commissioner, Agent, Other Government Official
 15 40 **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

- 3. SERVICES PERFORMED (fill in ALL that apply)**
 17 A Mowing 22 F Turf Fertilization 27 K Paving, Deck & Patio Installation
 18 B Turf Insect Control 23 G Turf Disease Control 28 L Pond/Lake Care
 19 C Tree Care 24 H Ornamental Care 29 M Landscape Installation
 20 D Turf Aeration 25 I Landscape Design 30 N Snow Removal
 21 E Irrigation Services 26 J Turf Weed Control 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 39 8 Herbicides 46 15 Sweepers
 33 2 Blowers 40 9 Insecticides 47 16 Tractors
 34 3 Chain Saws 41 10 Line Trimmers 48 17 Truck Trailers/Attachments
 35 4 Chipper-Shredders 42 11 Mowers 49 18 Trucks
 36 5 De-icers 43 12 Snow Removal Equipment 50 19 Turfseed
 37 6 Fertilizers 44 13 Sprayers 51 20 Utility Vehicles
 38 7 Fungicides 45 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
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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

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- 11 370 Manufacturers
- Other (please specify) _____

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- 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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 *Is this your home address? Yes No
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____
 Signature: _____ Date: _____

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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products

TECH CENTER

Buzzin' around

STIHL says its new MS 191T chain saw has 11% more power than its predecessor. It also has 1.9 bhp and weighs 8.8 lbs. for an excellent power-to-weight ratio. The MS 200T is STIHL's lightest gasoline-powered chain saw — at 7.9 lbs., it's 24% lighter than its predecessor. It comes with a Quad Power engine, Master Control Lever, side access chain tensioner and tool-less fuel cap.

For more information contact STIHL at 800/467-8445 or visit www.stihlusa.com / circle no. 250

Crisp lighting

Architectural Landscape Lighting's Midvo collection of accent floodlighting luminaires have compact cylindrical or rectangular housings that blend quite well into any landscape. Deep diecast ribs around housing add an architectural element.

For more information contact Architectural Landscape Lighting at 800/854-8277 or visit www.alllighting.com / circle no. 251



A sporty aerator

AerWay's new "Sportstine" option in aeration equipment is perfect for use on any large area of maintained turf grass. This new tine can be used mid-season when the need is greatest and it will not take the course or field out of play. Also, aeration depths can be adjusted up to 6-in. deep to suit the soil moisture.

For more information contact AerWay at 800/457-8310 / circle no. 254

Survival of the fittest

New four oz. packets of ROOTS 1-Step for transplanting contain the ROOTS biostimulant to boost root growth and increase stress tolerance, water-holding gels to decrease risk of drought-related stress and yield losses, and 17 species of mycorrhiza including cold weather tolerant Rhizopogon to provide broad spectrum applications for increased nutrient uptake and enhanced root systems.

For more information contact ROOTS at 800/342-6173 or visit www.rootsinc.com / circle no. 252

Stones to pathways

Vengeance Creek Stone's stepping stones are specially cut for laying in sand or soil without the need for concrete or mortar. They are hand split to an average thickness of 1-1/2 to 2-in. with a width of 14 in. The stones can be easily added to pathways, patios and landscape accents. Stepping stones have a lifetime guarantee.

For more information contact Vengeance Creek Stone at 800/295-6023 or visit www.vcstone.com / circle no. 253

Superior outdoor lights

Exceline's new "Geoscape" outdoor luminaires are available in three different designs and can-

complement any building exterior or premises. The lights have a die-cast aluminum housing and door frame, a corrosion resistant polyester powder coat finish, and can be installed in a three-step process.

For more information contact Exceline at 800/334-2212 or visit www.exceline.com / circle no. 255

Gifted ground stake

Vista Professional Outdoor Lighting's GS-200 is a 14-inch ground stake for mounting low voltage lighting fixtures. The GS-200 features a quad blade which "locks" into position when placed into the ground and is designed for use on sites where soil and grade conditions are a concern.

For more information contact Vista Professional Outdoor Lighting at 800/766-8478 or visit www.VistaPro.com / circle no. 256

Step it up

Earthly Creations Inc. offers a new line of stepping stones that includes dragonfly, butterfly, frog and aged mortared designs. The stones measure at least a foot in diameter and come in gray or tan. Basic color is "cast in" for superior durability.

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Circle No. 124

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MAG01

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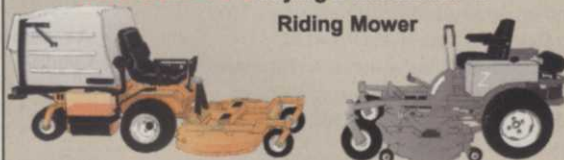
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Circle No. 127

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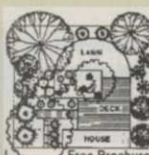
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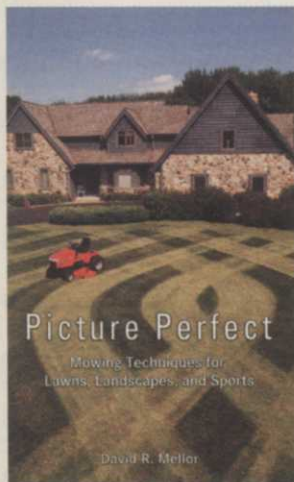
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cleanup crew

THIS AND THAT



Mellor's book, a must-have for striping wannabes.

Everything you've ever wanted to know about mowers, grass-growing techniques and artistic mowing methods. To check out the book, visit www.simplicitymfg.com and go to the "lawn striping" section.

On a roll

One thing everybody hates is having to do the same job twice because of a screwup. It was nice, then, that crew members of Hawkins Landscaping, Frederick, MD, could laugh at having to do their work all over again. They'd laid down some sod on a customer's property, and the next day, the customer called to say that the sod was still lying around her yard rolled up.

Christina Hawkins decided it was time for a stakeout. She and her crew laid down some sod, then waited until nightfall to see what would happen. At 11 p.m., three raccoons scurried out of the darkness and began rolling the sod back up, picking through it to find insects. "The smallest one spotted me sitting in my truck and gave me a look that seemed to say, 'Keep your paws off my grub!'" Hawkins says.

Weirdness rules! — What's the weirdest job you've ever worked on? Tell us in 200 words or less and you might win one of our few remaining golf shirts. We'll pick the best story, and you might even see it in print if you win. Entries are due by September 15, 2001. Send your submissions via e-mail to jstahl@advanstar.com or snail mail to: Landscape Management, 7500 Old Oak Blvd., Cleveland, OH 44130.

Stripe like a pro

Have you ever been out on your mower and had the sudden urge to get artistic? Okay, maybe getting the job done efficiently is top priority, but you know you're just dying to put one of those striping patterns you've seen on television on your customers' lawns. Before you unleash the artistic beast within you, however, check out the new book, "Picture Perfect — Mowing Techniques for Lawns, Landscapes, and Sports," by Dave Mellor. Mellor, who Milwaukee Brewers broadcaster Bob Uecker calls the "Rembrandt of groundskeeping," has been creating elaborate striping patterns for years as a Major League groundskeeper. In the book, he tells you every-



Forget your worries, mon!

Foul weather, AWOL employees, broken mowers, complaining customers...don't you want to just run as far away as you can from the pressures of running a landscape/lawn business? Hey, why not support a former Green Industry professional by renting his vacation pad in the



Bahamas? Marty Erbaugh used to own Lawnmark, a long-time lawn care leader in the Midwest and Northeast, but he sold it in 1995 to Barefoot Grass. He now wiles away his off days with wife, Linnie, at his spread in Winding Bay, Eleuthera, which features its own private beach, private study, two-story sundeck, and more. It rents for as much as \$2,800 per week. Check it out at www.pointovue.com.

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