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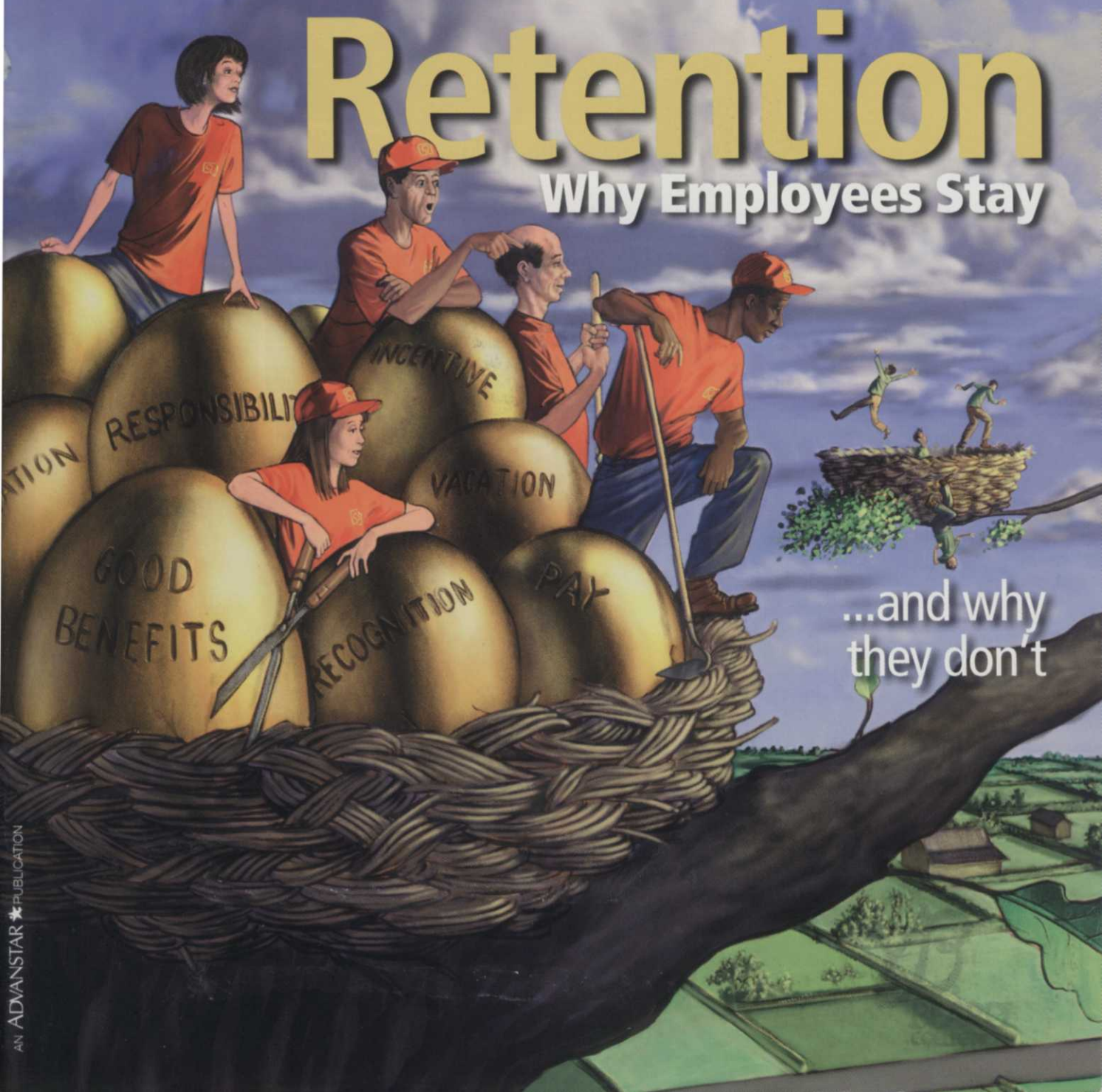
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# Landscape MANAGEMENT

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## Retention

Why Employees Stay



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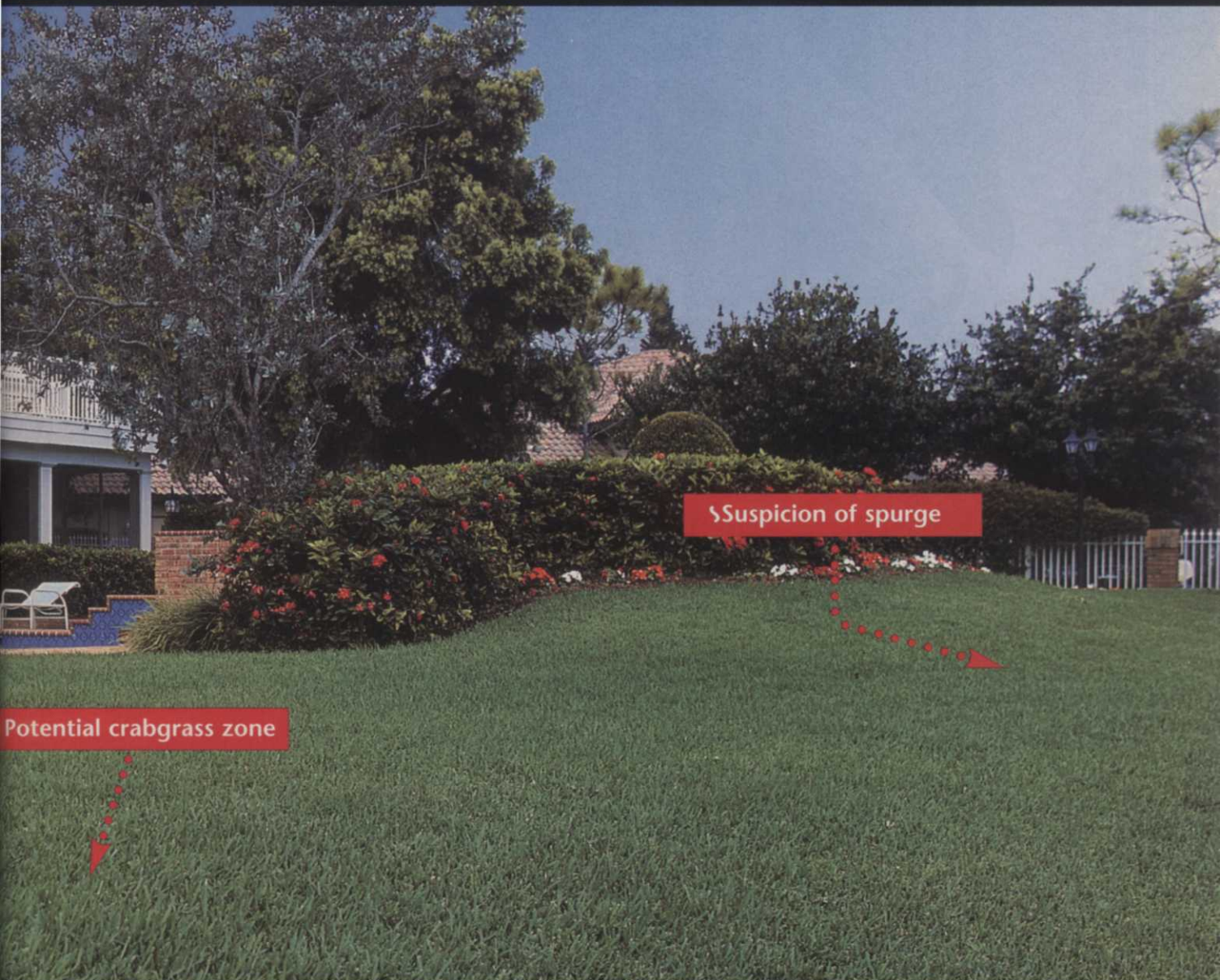
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# Landscape MANAGEMENT

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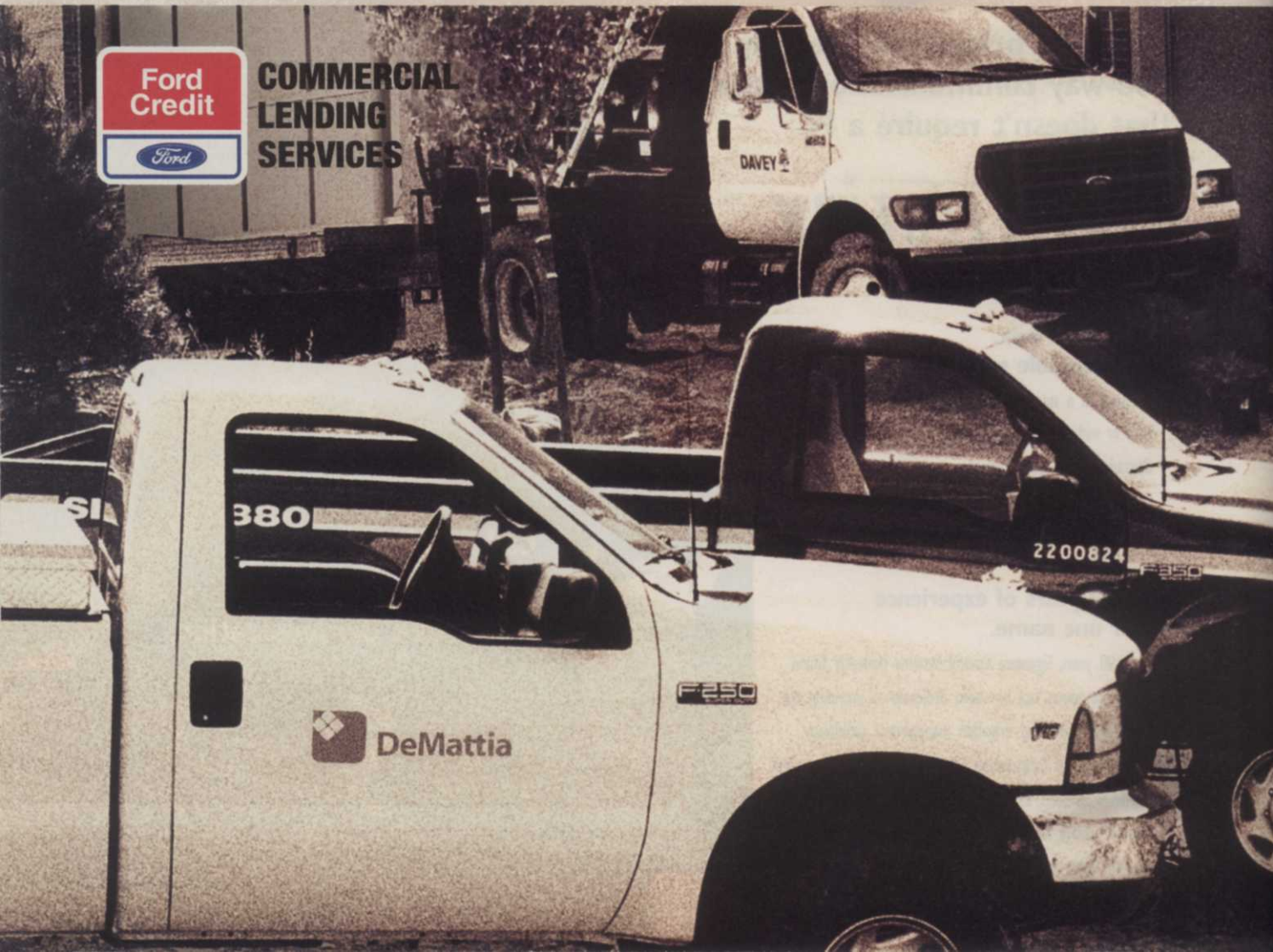
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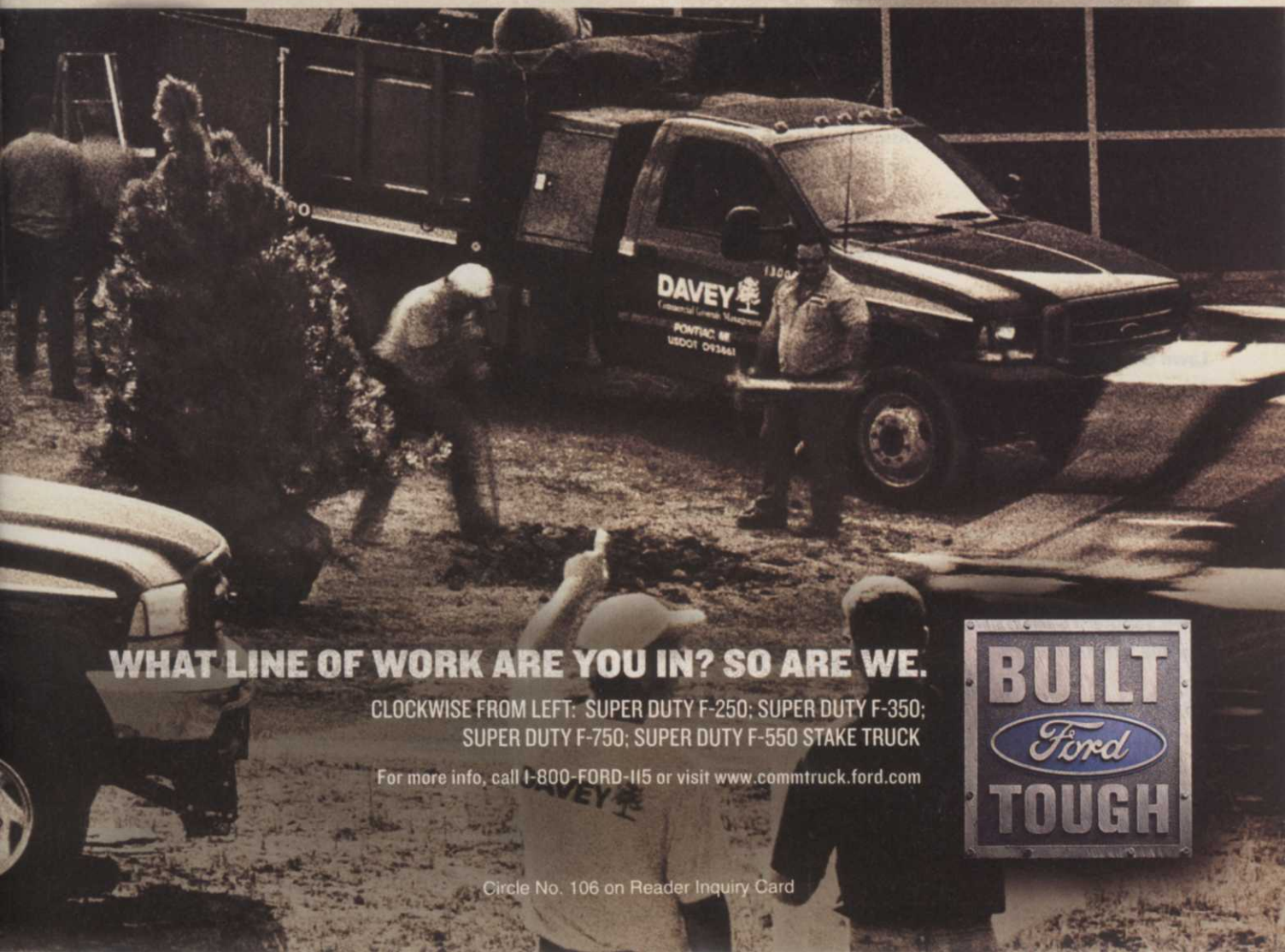
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# events

WHAT, WHEN & WHERE

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**19-23 Cornell Turfgrass Management Short Course /** Westchester, NY; 607/255-1792

**20 Nevada Landscape Association Trade Show & Conference /** Reno, NV; 775/673-0404

**21-22 Landscape Industry Show /** Long Beach, CA; 800/448-2522

**21-23 Landscape Architecture Association Winter Workshop /** Bethesda, MD; 301/948-0810

**22-23 Ohio State University Professional Lawn Care Short Course /** Columbus, OH; 614/292-4230

**23 Illinois Landscape Contractors Association's Annual Excellence in Landscape Awards Program** Oak Brook, IL; 630/472-2851

**24-4 Southern Spring Show** Charlotte, NC; 704/376-6594

**26 New York State Turfgrass Association Southeast Regional Conference /** Suffern, NY; 800/873-8873

**26 Indiana-Illinois Turfgrass Short Course /** Willowbrook, IL; 765/494-8039

**27-1 Western PA Turf Conference & Trade Show /** Monroeville, PA; 724/837-1402

**28-4 Wichita Lawn, Flower and Garden Show /** Wichita, KS; 316/721-8740

## March

**1-3 Green Space Design Conference /** Park City, UT; 877/473-7526

**6-7 CALCP Spring Training Conference /** Aurora, CO; Sponsored by the Colorado Association of Lawn Care Professionals; 877/473-7526

**7-8 MDLA Trade Show and Convention /** Novi, MI; Sponsored by the Metropolitan Detroit Landscape Association; 248/646-4992

**7-9 New England Regional Turf Conference & Show /** Providence, RI; 401/848-0004

**8-11 ALCA Student Career Days /** Ft. Collins, CO; 703/736-9666

**10-18 Chicago Flower & Garden Show /** Chicago, IL; 312/321-0077

**12 New York State Western Regional Turfgrass Conference /** Buffalo, NY; 518/783-1229

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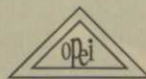
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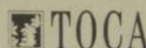
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BY SUE GIBSON / EXECUTIVE EDITOR

## Will your landing be soft?

**“T**he landscape is changing fast,” said *The Wall Street Journal* recently, referring to the changing consensus on our economy’s health. Just last fall, leading economists, the Federal Reserve and even the IMF were predicting healthy growth for world markets.

Now they’re changing their tunes. With the Nasdaq sliding 39% in 2000 and giants like Xerox asking employees not to make copies “unless absolutely necessary,” you have to wonder how this new economy will affect your prospects for 2001. Add in a bitter cold winter and some unusually high prices for commodities like fuel and fertilizer, and you have a whole new ballgame.

Are you prepared? The economy’s changing landscape will affect your business and, although it’s early, you’re still better off if you’re prepared.

### Hard eyes on the budget

It doesn’t seem logical that a sudden drop in the value of a strong sector like technology stocks should affect your business, but it will. The drop in value is affecting consumer confidence, which affects many things like:

- big-ticket spending (on houses, business investments, durable goods)
- construction and renovation spending,

credit (more of it, further compounding the problem)

- corporate budgets (getting tighter in anticipation of more slowing.)

When the business community also starts worrying, the ripple effect gets worse:

- they hire fewer people and cut operating and financing plans, further affecting other businesses
- they close unprofitable operations, putting more people out of work and more office space up for grabs
- they start looking at their budgets with hard eyes for more ways to save.

What does this mean for you? Your residential and commercial customers will be giving their landscape and lawn care budgets more scrutiny, and may pare down 2001 services. In-house grounds managers will be under similar internal pressure.

Clients will ask you to keep budgets in line, cut budgets or get more maintenance services for the same money. Look for fewer construction projects, too.

### One harsh winter

You’re going to feel this winter’s chill soon (if you haven’t already) in:

- skyrocketing prices for heating fuel,
- higher fertilizer prices,
- probable higher prices for vehicle fuels,
- weather damage to landscapes, or
- loss of many landscape plants.

While the last two items may offer good opportunities for landscape restoration work, consider the effects of higher vehicle and heating fuel costs on your customers and on your own bottom line. As these costs eat into your customers’ profits and household budgets, will your customers earmark their leftovers for landscape work — a service that traditionally doesn’t have a high priority?

I hope they do. I hope you make an extra effort to reach out to clients and remind them of the benefits they get for their landscape money.

-----  
Contact Sue at 440/891-2729 or e-mail at [sgibson@advanstar.com](mailto:sgibson@advanstar.com)



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## Turf's brave new world

**T**urfgrasses resistant to the herbicide Roundup (a.i. glyphosate) should be in the marketplace within the next five years, says Dr. Virgil Meier of The Scotts Company.

In fact, seeds for glyphosate-resistant bentgrass may be available by the fall of 2003. The most optimistic forecast is for transgenic Kentucky bluegrass to be available in 2004, and genetically modified St. Augustinegrass not too many years later, said Meier at The Ohio Turfgrass Conference this past December.

All the pieces seem to be in place for these first transgenic turfgrasses to become reality. Researchers/cooperators have been assessing them for several years, and Scotts awaits approval from government agencies such as USDA's Animal Plant Health Inspection Service (APHIS) so that it can begin its commercial production. (Scotts, so far, is the only company to have stated that it has specific plans for genetically modified turfgrasses.)

These plants will contain the same gene that imparts glyphosate resistance to crops like corn and soybeans. The Monsanto Company, which also manufactures and markets Roundup, one of the most widely used herbicides in the world, owns that gene.

Meanwhile, researchers search for genes that can be inserted into turfgrass plants to make them resistant to insects, diseases or drought. Development of turfs with these

genes, however, is at least a decade away — probably more — and turfgrass breeders, relying on the traditional selection process, will almost certainly make great strides in these directions, too.

Even so, prepare for the coming of glyphosate-resistant turfgrasses. They offer exciting benefits for turfgrass professionals, but also huge management challenges for landscape and lawn care managers. First, let's take a look at their potential benefits.

### What good are they?

Because the first releases of genetically altered turfgrass will not be harmed by glyphosate, you can apply the herbicide to turf to control grassy and broadleaf weeds on the property. It's likely you won't need to put down a pre-emergent. You wait for weeds to appear before you make an application, and you treat only where weeds are present.

Over time, weeds may become resistant to Roundup, admitted Meier. If or when that happens, though, other herbicides can be used to control them.

Of more immediate concern is the management challenge that Roundup-resistant turf will pose to turf managers. Consider the case of a lawn care professional who has customers with both glyphosate-resistant properties and others with lawns of "traditional" turfgrass.

Imagine the damage resulting to customers' properties should a spray technician misread the route sheet and treat the wrong properties with glyphosate.

Imagine the complexity of treating properties of both glyphosate and insect-resistant turfs. Or disease and insect-resistant turfgrasses? Or any other combination of improved transgenic turfs that may be developed. The task of properly treating each individual property could become a nightmare.

"It's going to take a lot more recordkeeping and a lot better communications with your customers," said Meiers of the arrival of transgenic turf.

Transgenic turf's promise and challenge may seem to be years away, and they probably are. But the years have a way of creeping up on all of us.

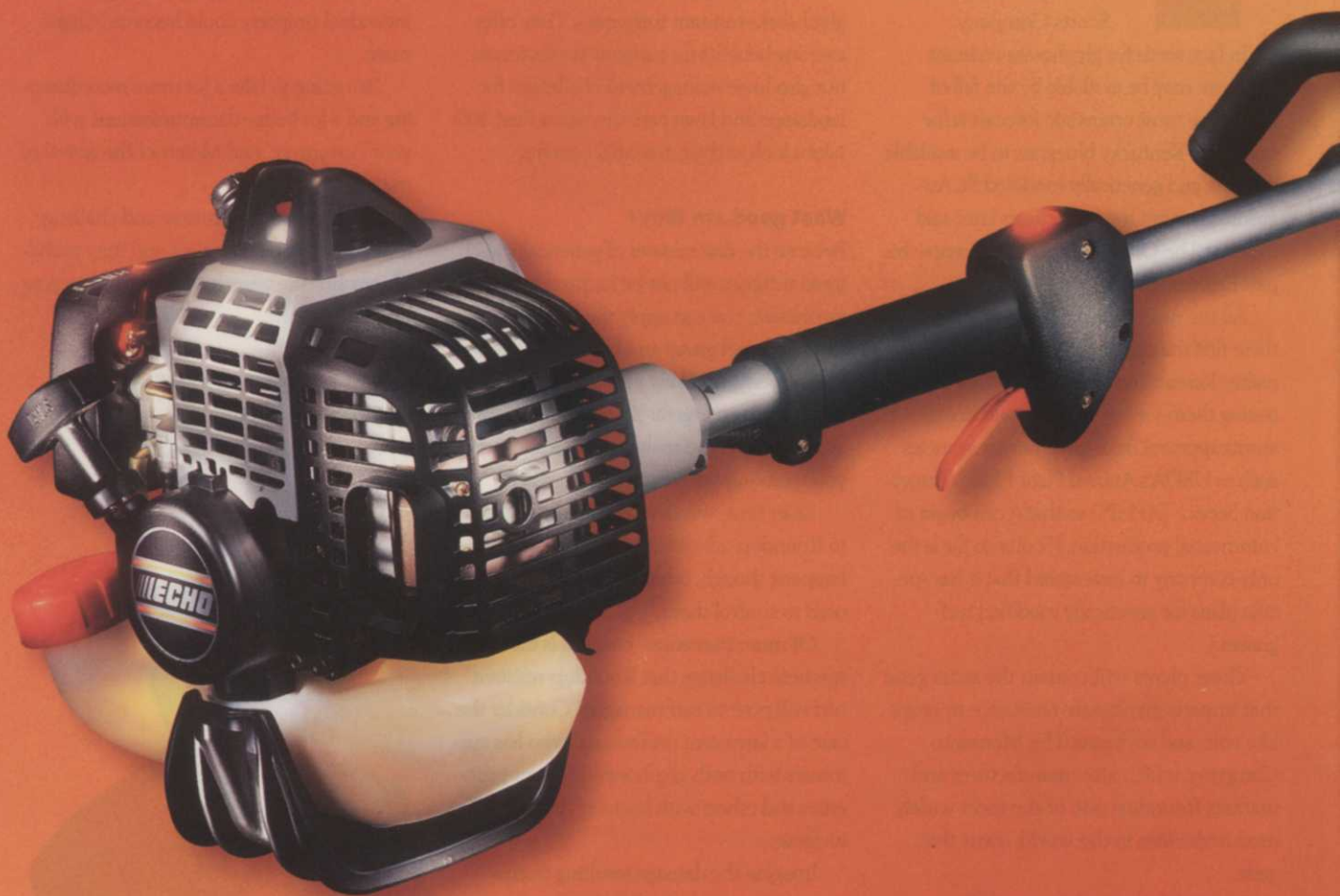
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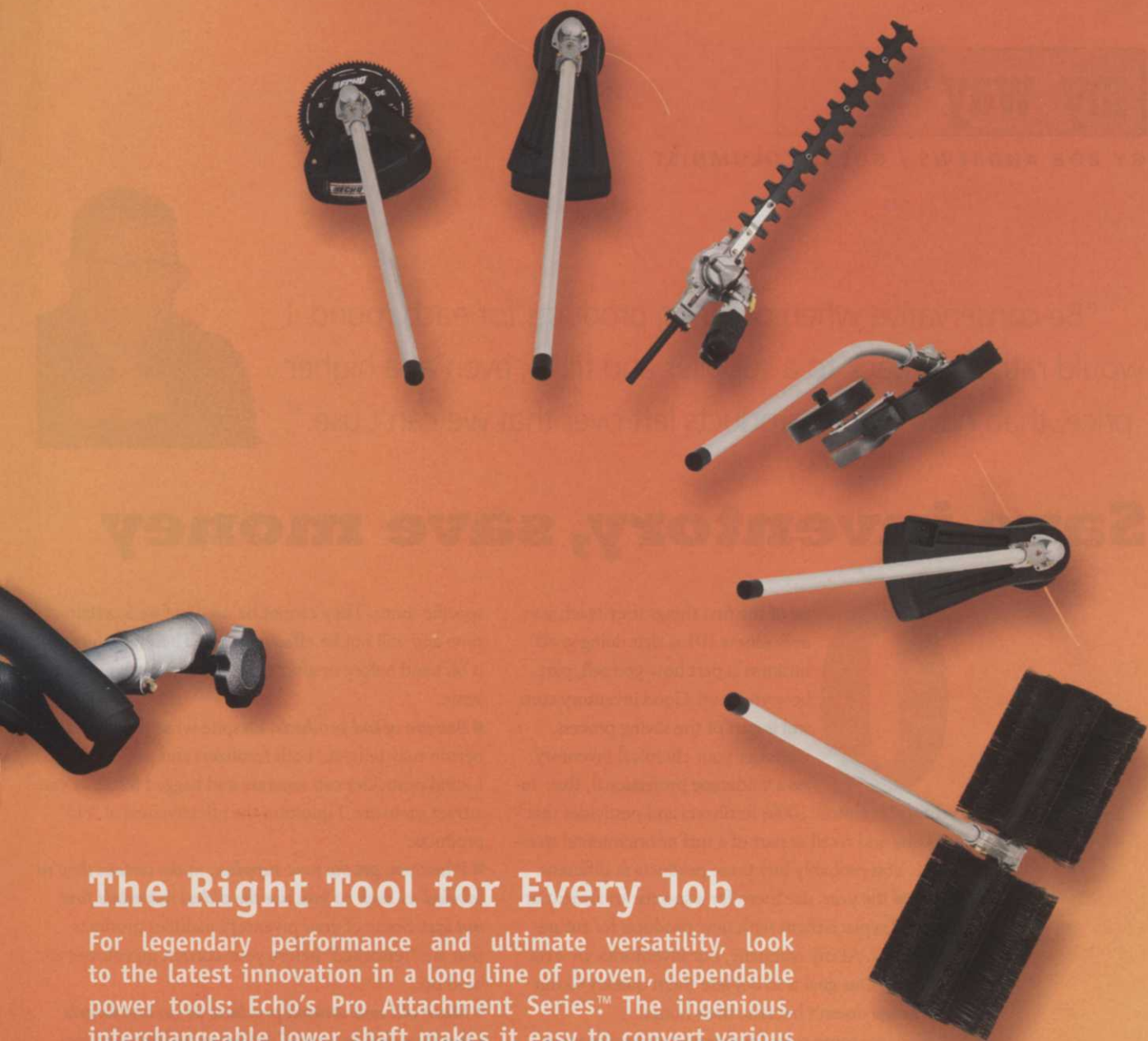
Genetically modified turfgrasses will contain the same gene that imparts glyphosate resistance to crops like corn and soybeans.



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## Save inventory, save money

**O**ne of the first things they teach you in Business 101 is that doing good business is part how you sell, part how you save. Good inventory control is part of the saving process. Consider your chemical inventory. As a landscape professional, that "inventory" is almost 100% fertilizers and pesticides that you buy and resell as part of a turf or ornamental treatment. You probably buy these products at different times of the year, use them for a specific treatment or pest and replace them with new products for future treatments. At my company, our inventories are ever changing. Our goal is to deplete them quickly so our warehouse doesn't become their home!

Here are some rules for smart inventory management:

- **Keep good records of your past use.** Landscape care is a series of rounds. Do you know what you used in Round 2 last year, and the year before that? Is the information broken down by "product used" and "square feet covered?" Reviewing this history should be your first step in ordering this year because it shows not only what you treated in the past, but also how it increased or decreased from year to year.
- **Be conservative when ordering products for each round.** Consider growth over previous years, as well as anticipated growth for this year — then back off a bit. I would much rather have to go back to a supplier and fill in, even at a higher price, than have excess product left over.
- **Timing is everything.** Today, many pesticides and fertilizers are meant to be used for specific purposes at

specific times. They cannot be used before a certain time and will not be effective after. Therefore, having it on hand before or after that critical period makes no sense.

■ **Beware of old products.** Despite what some salesperson may tell you, both fertilizers and pesticides age. Liquid pesticides can separate and bagged fertilizer can attract moisture. I question the effectiveness of "old" products.

■ **When you get the new supplies, make certain they're labeled as such so you use the oldest materials first, not last.** Some of your inventory includes products that are "restocked" before your current inventories are used up.

■ **Mark old and unused products so no one forgets what they are!** Beware: Containers get dirty and factory-supplied labels can fall off.

■ **Be flexible enough to use up leftover products.** Try to be inventive and use them without violating your guaranteed analysis or the label's directions.

■ **Remember that your actual cost-of-goods sold is impacted by unused products.** If you don't sell it, the cost negatively affects your bottom line.

■ **It's prudent to let inventories dwindle to virtually nothing as you go into your downtime.** Most of our businesses are seasonal, so many of us have an annual downtime.

Control your inventory carefully and consistently and you'll find yourself making more money — by saving it.

— 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

## Greenzebras.com eyes merger

**MAYNARD, MA** - Greenzebras.com, an e-commerce company that debuted at the Green Industry Expo last November, is seeking to merge with another Green Industry dot-com company. The reason for the merger is largely financial, since one of the company's investors, eColony, dropped its commitment to fund them.

## Ward named CEO of ServiceMaster

**DOWNERS GROVE, IL** — Jonathon P. Ward takes over as president and CEO of ServiceMaster (NYSE: SVM) on Feb. 12. Ward, 46, comes to ServiceMaster from R.R. Donnelley & Sons Co., where he was president and CEO. He succeeds C. William Pollard, 62, who served as ServiceMaster CEO from 1983-1993. Pollard will continue to serve as chairman of the board. Servicemaster is the parent company of TruGreen-ChemLawn and TruGreen Land-care.

## TopPro has new product line

**MEMPHIS, TN** — TopPro Specialties, a unit of BASF Corp. and Micro Flo Co., has a new product line of herbicides, insecticides and fungicides for the turf and ornamental industry. The product expansion, which includes Amdro Pro, is a result of BASF's acquisition of American Cyanamid.

## Lawn pros unite to contain NY law

**ALBANY, NY** — Beginning March 1, landscape/lawn contractors in Nassau, Suffolk and Westchester counties in New York State must comply with a new "Pesticide Neighbor Notification Law." As *LM* went to press, other counties were studying the law, but only Albany County appeared to be close to adopting it.

State lawmakers approved and Gov. George Pataki signed the measure last summer. Green Industry observers described it as an election year compromise, a concession to intense lobbying by a coalition of consumer advocacy groups bent on dramatically reducing pesticide use in the state. They specifically targeted chemical use in residential settings and public areas.

While the new law mandates pre-notification for schools and day care centers, it's the requirement of 48-hour advance pre-notification that rankles the application community and, particularly, professional lawn care companies. Application companies that deliver service in counties that have approved the law must provide written notice to abutting properties located within 150 feet of any lawn pesticide application. The notice will include the location and date (including two rain dates) of application, the pesticide to be used, the company making the application and how to get more information.

This particular provision of the law is not statewide, unlike the pre-notification of schools and day care centers. The state legislature left it up to each county to adopt the 48-hour neighbor pre-notification portion of the law.

### A costly law?

Members of the New York State Lawn Care Association (NYSLCA) are attempt-

## GREEN ISSUES



ing to keep that measure from spreading. They've been meeting with their respective county lawmakers, explaining why the law is unnecessary and how it will raise customers' prices and the cost of doing business. They've also been pointing out that the majority of lawn care customers don't want it.

"That old statement about all politics being local has never been so true," says Robert E. Ottley, One-Step Tree & Lawn-care, N. Chili, NY. "This pre-notification law has become a local issue and the local legislators have to look at its implications."

While the lawn care industry in the state is small compared to other industries, it can count on strong public support if it gets its message out, says Kevin Petrinec, Funk Lawn Care, Tonawanda, NY. Petrinec has participated in radio call-in

CLIPPINGS





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Kevin Petrinec

shows, appeared on local television and been quoted in newspapers on behalf of professional lawn care.

"We have our backs against the wall," he says. "We've had to be-

come media savvy in a hurry and, obviously, we have to continue to be politically active."

### Ahead of the game

In this light, NYSLCA initiated its own citizen pre-notification registry last fall, something members had unsuccessfully asked state lawmakers to consider implementing in previous terms. Eleven other states have established similar registries that seem to be working well, Petrinec points out.

"We've been doing a voluntary pre-notification of our customers anyway," says Donald Potentz, Lushlawn, Inc., Buffalo, NY, echoing several other lawn care managers in the state. "The way the new law is

written, I don't know how I could do it if it passed in our county. We would probably go to all granular and do spot spraying where we needed it. Two of our applications are liquid. All granular would be okay, but the results would not be as good." There are several exemptions in the



Donald Potentz

law — for application of granular pesticides and for small spot applications.

Also, homeowners treating more than 100 sq. ft. of lawn area with pesticides must post markers on the day of application, as commercial lawn applicators already do.

It appears unlikely that many county governments will adopt the new law, the cost of enforcement being one sticking point. But even if most don't, lawn care professionals feel political pressure on professional pesticide users will continue.

With that in mind, about 75 representatives met with state lawmakers in Albany

on Feb. 6. The meetings were arranged as part of the New York State Turfgrass Association's second annual Turfgrass Advocacy Day.

—Ron Hall



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# People & companies

### Landscapers Supply

Corp. appointed **James Kelley** district sales manager.



### Pennington Seed

named **Charles W. Lohse** western territory manager for the Profes-

sional Turfgrass Group.

**Simplot** Partners appointed **Nick Spardy** vice president and general manager, **David Schermerhorn** director of sales and **John Maggiore** national operations manager.

**Textron Golf, Turf & Specialty Products**

named **Gregory E. Hyland** chairman and CEO.

**Environmental Care** named **Thane Issacs**



manager of its Memphis, TN branch.



## A time to grow Troubled boys learn love and responsibility through work at greenhouse

BY JASON STAHL

**DENVER, CO** — The parallels between life and gardening are endless. To be successful at both, one has to learn how to nurture, care and love. Growth only happens through learning. The more you dedicate yourself to it, the better you get at it.

The connection between growing in life and growing plants wasn't missed by the staff at Colorado Boys Ranch, La Junta, CO, who last year constructed an on-campus green-

house with funding from the Wallace Genetic Foundation. The idea was to teach the residential treatment and education facility's troubled boys the fundamentals of horticulture, not to mention a few life lessons about love, responsibility and commitment.

Rodger Harris, the chaplain at Colorado Boys Ranch and former agricultural business executive, oversees all the love poured into the flowers, vegetables and fruits. In his program, which consists of four classes a day, the



Colorado Boys Ranch chaplain Rodger Harris inspects plants in the new greenhouse while a youth repots a seedling.

boys learn everything from planting and harvesting to putting soil to bed in winter and harvesting and replanting seeds in winter.

*continued on page 24*

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# industry almanac

continued from page 22

"There's something about boys and playing in the dirt. It's therapeutic and relaxing," Harris says. "The greenhouse offers a respite to the boys. They always want to pick the fruit before it ripens, but I tell them to just wait a little longer."

One boy in particular seemed to find his calling on a field trip to Hollar Seeds, a nearby international seed producer and distributor. "He was so impressed by what goes on there that he said he wanted to pursue a career in seeds," Harris recalls. "Up until that time, he hadn't shown much interest in anything. Now, he retains information quite well. He'll go to the greenhouse and say, 'Oh, this is what you talked about yesterday.'"

It turns out that Hollar Seeds is donating

a portion of the sale of its Prairie Fire pepper plant seeds to the program.

"We see this as a perfect relationship," says Charles Thompson, president of Colorado Boys Ranch. "The proceeds of this venture go directly towards helping us maintain our highly successful horticulture program."

Thompson says the boys have already grown some of the Prairie Fire pepper plants, and, given that they're hot, showy ornamentals that contain capsaicin, a hot pepper ingredient that serves as a natural insect repellent, they're finding them the perfect addition to display beds around the ranch.

Through the Colorado Boys Ranch, young men are not only learning more about themselves but learning a trade. Some are being taught how to operate the ranch's big



Boys at the greenhouse learn how to properly care for plants.

John Deere skid steer loader. Others are tasting homegrown vegetables for the first time as a result of their efforts at the greenhouse. Undoubtedly, some will become productive members of the Green Industry.

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# Deere adds McGinnis Farms; buys Great Dane

**MOLINE, IL** — Deere & Company (NYSE: DE) announced Jan. 4 that it acquired McGinnis Farms Inc., headquartered in Alpharetta, GA. The company — a full-line supplier of nursery stock, landscape supplies and irrigation products throughout the Southeast — recorded sales of \$150 million in 2000. Founded in 1987 by Stan Walker, McGinnis Farms has locations in 10 states.

FdG Associates, a New York-based investment firm, and a group of McGinnis managers are the current company owners selling the company to John Deere.

"Our customers benefit as we further extend our reach to landscape and irrigation professionals in the \$100 billion market known as the Green Industry," said John Jenkins, president of Deere's Worldwide Commercial and Consumer Equipment Division.

David Werning, a 24-year veteran of Deere and president of McGinnis Farms, told LM that the acquisition shows Deere's commitment to providing "additional services" to the professional landscape market.

"Certainly, this is a new direction for John Deere," said Werning, "but there is a lot of synergy in this decision and there's a lot of expertise in the management at McGinnis." He said the McGinnis management will stay in place, and that Deere looks forward to partnering with other manufacturers, like irrigation companies.

## More mowers

On Dec. 18, 2000, Deere announced the purchase of the Great Dane Power Equipment Company. The mower manufacturer is headquartered in Jeffersonville, IN, and will become part of Deere's Worldwide Commercial & Consumer Equipment Division.

"Great Dane gives us the opportunity to go after the commercial mower segment that we traditionally have not been strong in," says Greg Doherty, general manager of Turf Care Facilities for John Deere.

Great Dane, which was incorporated in 1996 by Dane Scag, had nearly \$23 million in sales in 1999. Scag will remain with the company and will focus on research and de-

velopment of new commercial mowers, says a release from Deere. The company will continue to manufacture and distribute equipment under the Great Dane brand.

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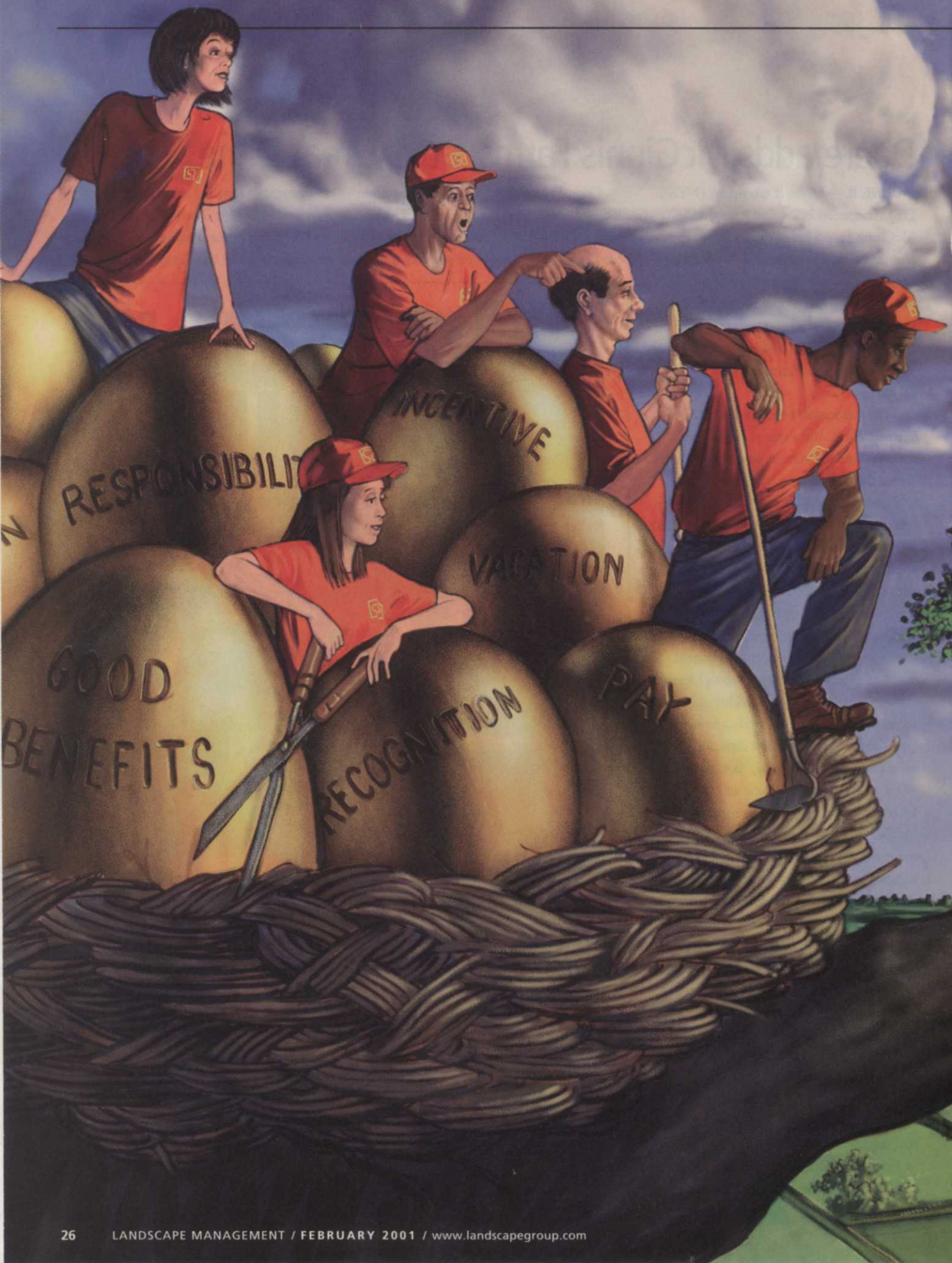
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An illustration on the left side of the page shows several people in green shirts and brown pants standing on a large, woven nest of sticks. One person is jumping off the nest, another is running, and a third is hanging upside down from the edge. The background is a blue sky with white clouds. Below the nest, a large tree trunk is visible, and in the distance, there's a small house and a green field.

# HOW TO RETAIN employees

**By identifying and addressing your employees' needs, you'll give them a reason to spend their career with you**

BY JASON STAHL / MANAGING EDITOR

What's more difficult: finding good employees or keeping them? Some might say finding them, but it's becoming almost as difficult to keep them. The day you take it for granted that your good employees will stay with you is the day you can kiss them goodbye. There are lots of opportunities and employees can afford to be choosy. If you have a program geared toward keeping employees happy, bravo. If you don't have a program, or if you have a program but aren't giving it 100%, you could learn a thing or two from the managers and employees we interviewed for this article. Some have been with their companies for over 15 years; others have just started. If you're not willing to listen to them, you've already taken your first step toward losing employees.

### **Treat me right**

Most employees we talked to said being "treated right" was the reason they have stayed at their companies. In some cases, fair treatment outranked compensation, but that's because some employees felt that not getting a raise was an example of not being "treated right." But most agreed being "treated right" means more than getting fairly compensated — it's being recognized and having a say in every day events.



"What's kept me here the longest is the owner," says Jerry Harrison, director of operations and six-year veteran of Greater Texas Landscapes, Austin, TX. "I like the manner in which she (Debby Cole) treats people."

Bill Schultz, a 16-year customer service representative for One Step Tree & Lawn care, North Chili, NY, emphasized that nice treatment from his boss, Bob Ottley, had to do with his lengthy tenure. "Bob's a nice guy to work for," Schultz says. "He makes it fun to work here. Also,

he relies on our opinions and lets us try out new ideas."

Francisco Aguirre, an irrigation technician who has 5 1/2 years of service with Del Conte's Landscaping, Fremont, CA, received the "Iron Man" award from his company last year, but that's only one reason he's content with his job.

"There are a lot of good op-



Francisco Aguirre

portunities here," Aguirre says. "Also, the company pays attention to its employees and likes to teach everyone equally on training and safety issues."

**Movin' on up**

If only employee retention was as easy as giving out awards, pats on the back and discussion forums. No matter how much recognition an employee gets, there are no substitutes for compensation and promotion. Almost all of the employees we interviewed said that if they had never received a single raise during their time with their company but were consistently recognized, they wouldn't stay. Apparently, recognition without raises is not recognition.

Chris Ashby, 29-year-old vice president of operations for Carver's Lawn and Landscape, New Castle, DE, wouldn't think of leaving his company now that the prospect of ownership sits on the horizon. He started in 1995 as a landscape designer, then became general manager in 1997.

"My goal now is to purchase the company," Ashby says.

And if an employee feels that he or she has gone as high as possible, he or she is likely to leave for greener pastures. "I don't want to push spreaders my whole life," Schultz says. "I want to move up, not sideways."

**Starting out**

When Kurt Bland graduated from North Carolina State University last spring, he was aggressively recruited by major land-

scape companies. With a double major in agricultural business management and horticulture science, plus the experience of having worked for his father's landscape company, Bland Landscaping Co., Apex, NC, since he was young, he could choose whoever he wanted.

Bland had many conditions a company had to meet for him to consider spending a long time there. "First, I didn't want to work for a company whose mission it was to be the biggest in the country," he says. "Second, it had to provide me with an opportunity to grow through self-enrichment. I also wanted someplace where I wasn't just a number and where I could have lots of fun."

Direct and indirect compensation was also a concern for Bland. When he chose to work as a division manager for Del Conte's Landscaping, the company didn't have a 401K plan. In fact, he asked several employees why they were leaving, and they said it was because of the lack of long-term security, i.e. a 401K plan. He asked his boss, Tom Del Conte, if he could take the first step toward establishing one, and Del Conte said yes.

"The positive attitude my boss had toward my idea was a great influence on me," he says.

*continued on page 32*



Kurt Bland

## 6 things employees need

- **Compensation:** "You have to be competitive."
- **Recognition:** "Recognition will pay off 1,000-to-1 over compensation, maybe 10,000-to-1. People want to be recognized when they get results."
- **Fun:** "Fun is the biggest differentiator of all six employee needs. Make yourself the "CFO" — Chief Fun Officer. Find someone in your company who likes to put fun things together and start a regular program."
- **Personal growth:** "Buy a book or two from *Businessweek's* bestseller list and give them to an employee. Even if he or she doesn't read them, at least you showed you care about their personal growth."
- **Challenge:** "We all need challenges. Find something you enjoy doing and do it forever."
- **Convenience:** "Don't hire people who have a one-hour commute to work. If you can, set up their hours so they're not fighting traffic — instead of 8 a.m. to 5 p.m., make it 6 a.m. to 3 p.m."

*This information was taken from a talk entitled "The Landscape Contractor's Toolchest" given at the Green Industry Expo by Craig W. Kramers, President & CEO of Corporate Partners, Inc., a consulting firm headquartered in McDonough, GA. 770/389-8511*



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continued from page 28

### The manager's perspective

If there's anyone who can answer why someone would spend their entire career with one employer, it's Phil Williams, director of grounds at the College of Wooster, Wooster, OH.

"I had to be somewhere where I could expand my knowledge and do something interesting," Williams says of his first years there.

He began his career there in 1962, and in 1969, he was promoted to his current position. Since then, it's been the personal rewards of the job that have made him stay put.

"It's rewarding to see our crew get up at 4 a.m. and clear snow from 48 parking lots, 10 miles of sidewalks and the steps

of 100 buildings by 8 a.m.," he says.

When all things are considered, a good employee retention program boils down to showing you care, and there are many different ways to do that.

Kristina Harper, human resources director of Greater Texas Landscapes, knows Texas heat all too well. Summer is when many of the company's laborers decide they can't hack the heat, making it also the time when creative employee retention strategies must be used.

"We hold a summer party with games to get their spirits



Phil Williams

up," Harper says. Among 85 employees, she considers anyone with three years of service a long-time employee and considers herself lucky to hang on to a laborer for seven months to a year. Employee recognition breakfasts every three months try to improve that number.

Rick Carver, president of Carver's Lawn and Landscape, does not allow his 23 year-round employees to work over 40 hours a week, a rule conceived to keep employees around longer. "I don't want work to get in the way of their family lives," Carver says. "If they're happy at home, they'll be happy at work."

Carver boasts a 90% retention rate in his company. The average employee has more than one year of service and about 50%

have two years or more. He expects his average laborer to stick around for at least two years.

Employee retention strategies can also be used before someone is hired. Don Ekema, general manager of Summer Rain lawn care company, Margate, FL, says it's important to ask the right questions during the interview.

"I ask a person where else he's looked for a job," Ekema says. "If the answer is the local gas station or anywhere he saw an ad, I know this guy is only looking to make \$6 to \$7 an hour and isn't likely to stick around. If he says he's looked at other lawn companies, I know he'll stay and learn and grow with the business."

Wooster's Williams employs the same strategy when hiring. "I've always tried to hire employ-

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

### Employee retention two ways: Percent or time

Let's face it — keeping entry-level employees is a challenge. Our Best Practices Panel had plenty to say about this topic and decided that a tiered approach was best. The benchmark is:

- 75% retention for entry-level, in-field crew
- 85% retention for foremen and middle managers
- 95%+ retention for senior managers

These benchmarks may be low to some operators, and several on our panel expressed a preference for something closer to 80% to 85% for in-field crew.

Entry-level here refers to full-time employees, not just seasonal workers. For those, consider a more realistic dip below 75% (in some cases as low as 50% for the season), but aim to keep them as long as possible through the season (sometimes a challenge in itself). Some companies offer graduated bonuses to get them through their busiest months.

#### The time factor

Our panel also discussed length of employment as key to measuring retention. In an ideal world, the best employees stay on and the worst voluntarily leave quickly, but that's just dreaming. So it's reasonable to ask how long should crew members stay? How many years should your middle managers remain? Here are the Panel's suggestions:

- at least 2 years for entry-level, in-field crew
- at least 5 years for foremen and middle managers
- at least 5 to 10 years for senior managers

Raising employee retention rates is not impossible. It starts with finding out why employees are leaving and addressing those problems immediately. Then, take a close look at your organization and ask why your employees *should* stay. You might be surprised!

Your ideas, responses and feedback are welcome. Please contact the editors at 800/225-4569, fax 440/891-2675 or email: [sgibson@advanstar.com](mailto:sgibson@advanstar.com).



ees who have a degree or background in grounds management," he says. "That way, I know they'll stay with me for a long time."

Bob Ottley, president of One Step Tree & Lawn manages almost 30 full-time employees. One of the first steps he took to retain employees was offer year-round employment, and that was partly a result of buying a Christmas Décor franchise. Another step was focusing on customer retention.

"We agreed that if they (employees) could keep their customers year-to-year, we could pay them year-round," Ottley says. "We improved our customer retention 16% the first year we went to year-round employment. I guess it is harder for customers to cancel their account when they have a personal relationship with their lawn care person."

Ottley expects 25 to 30% turnover, especially during heavy growth periods when he can't afford to be too choosy about hiring. "Some people decide the job isn't for them," he says.

Once employees enter their fourth year of service, he says they seem to need more responsibility to stay content. "They are in charge of their own area," he says. "They schedule their own work and sales, so they have a sense of ownership."



Bob Ottley

## Become a retention-based company

BY GEORGE WITTERSCHEIN

Cincinnati-based Sasha Corporation is a 15-year-old consulting firm specializing in employee retention. Their clients include fast food, manufacturing and cleaning companies — businesses with work forces and retention problems similar to the Green Industry's. When *Landscape Management* asked Sasha's vice president Brenda Corbett if she could offer a list of innovative strategies our readers could apply to their employee retention programs, she said no.

The reason, she said, was because her company follows a system, not a list. "It's like standing up at one of those meetings and saying, 'Hi, I'm Joe Landscaper and my company has an employee retention problem.' You don't need a quick fix — you need to be a retention-based company."

"You need a system because of the new, nontraditional employee," adds Karl Corbett, Brenda's husband and partner. "In service industries, frontline people are frequently workers between jobs, people who for whatever reason are not candidates for the next dot-com opening. We call them nontraditional employees. We're getting all kinds of people in this segment — immigrants, older adults, people who have never worked or those who are otherwise hard to employ."

"Compared to generations past, this worker does not have a noticeable work ethic," Corbett continues. "Your company needs a systematic approach because it is tremendously challenging to successfully manage, supervise and keep these workers."

To address this need, Sasha offers training modules in audio and video, aimed at frontline supervisors. This emphasis is intentional.

"Around 80% of employees who leave service industry jobs do so because they don't

get along with someone at work. Of course, that person is usually their immediate supervisor," Brenda explains. "If you want to become a retention-based company, start with frontline supervision."

Supervisors, Brenda says, usually earn their position because of production skills or good attendance, not because they have management skills training.

"Your typical landscaping company is a perfect example," Brenda says. "The people who start the company may know a great deal about landscaping but have never been managers in their lives. Then, they hire frontline workers, and the frontline people frequently are those nontraditional workers between jobs, who, if anything, require exceptional management."

— The author is a contributing editor for *Landscape Management*.

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# TO MAKE THAT EXTRA EFFORT

**Rewards like these make several landscape professionals glad they emphasize regular crew training**

BY PHIL FOGARTY

## EDWARDSVILLE, PA

When General George S. Plantain walked into the office of Grasshopper Lawns to deliver a speech on leadership, the crew didn't know what to do. Accompanied by a tape recorded and adapted version of the speech from the movie "Patton" (complete with music and full combat gear), the "General" made an unforgettable impression.

Plantain's message: This is a great industry with a ton of opportunity. He told the staff that they belong to a quality oriented company that gets the job done and leads their market. Plantain went on to say that the company would crush the competition with superior products and service, then crush all of their customers' grubs, "using their guts to grease the spreaders."

"One thing is for sure," says Grasshopper Lawns' general manager Michael Kravitsky. "They will never forget this lesson and it was a lot of fun, too."

## MILLERSBURG, OH

A commitment to training can get you a lot of attention. Kim and Char Kellogg of Grasshopper Property Maintenance, Millersburg, OH, found that out when their company was chosen by the Holmes County Chamber of Commerce as Small Business of the Year.

Grasshopper was selected for its involvement with Habitat for Humanity, not to



Michael Kravitsky, a.k.a. General George S. Plantain, commands attention from his troops.

mention its commitment to quality customer service through training and volunteer work.

Kim Kellogg explains, "We talk a lot about the curb appeal of what we do and we preach curb appeal to the community."

Kellogg even trains homeowners in Millersburg and throughout the county by contributing articles to local newspapers on how to keep things green and growing.

## ROCKY MOUNT, NC

Joel Adams's company, Adams's Gardening Service, does it all for customers, including troubleshooting the entire property and home exterior.

"Once, we spotted a problem with a customer's windows while pruning and contacted the manufacturer and installer to follow through until there was a resolution. All this was before the customer ever knew the situation existed," Adams says.

Training for that kind of service is a daunting task, but through a Skills Development Series session, he realized he was making progress in another way. A co-worker offered to lead the team that week and, at the end of his lesson, told the group what regular training had done for his self-esteem.

Adams recalls, "As he told everyone how much better he felt about himself and how he had never worked before for a company that cared enough about its employees to teach them this kind of stuff, I hid the lump in my throat behind my coffee cup and listened."

Adams asks every person on his staff every day: "What have you done to teach someone else your job today?"

That's not a bad question for any of us. How are you planning to train so that this year is better?

The Skills Development Series has landscape and lawn companies raising the bar. Training is the only tangible way to create the future, and it's allowing these Green Industry companies to make amazing things happen.

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— The author led the Skills Development Series training system, which was sponsored by American Cyanamid and Landscape Management. The author can be reached at [pfogarty@stratos.net](mailto:pfogarty@stratos.net).



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## Property at a glance

**Location:** Duke University,  
Durham, NC

**Staff:** Duke University Grounds  
Services

**Category:** School or university  
grounds

**Year site built:** 1924

**Acres of turf:** 198

**Acres of woody ornamentals:** 289

**Acres of display beds:** 67,835 sq. ft.

**Total paved area:** 109

**Total man-hours/week:** 1,848

## Maintenance challenges

- ▶ Equipment noise restrictions
- ▶ Student/community activities
- ▶ Continuous university construction

## Project checklist

- ▶ Community outreach program
- ▶ University/community gateway landscapes
- ▶ Campus tree inventory/assessment

## On the job

- ▶ 45 full-time staff, 12 licensed pesticide applicators

## Duke University

## A 2000 Grand Award Winner of the Professional Grounds Management Society for School or University Grounds

If it wasn't for basketball, Duke University Grounds Services' job might be a little easier. As it stands, grounds crew members have a blue devil of a time restoring turf left dead from tents pitched by fans who have to camp out in order to get tickets. Then there's the wear and compaction caused by thousands of fans who hold victory celebrations (and build bonfires) on Main Quad. But hey, that's life at a Division I school, and the grounds crew wouldn't have it any other way.

Located in the northeast piedmont of North Carolina only 140 miles east of the mountains and 130 miles from the coast, Duke has a complex mixture of climates that present many challenges. Grounds Services combats snow and hurricanes, yet the prevailing microclimates allow for an abundance of woody ornamentals, annuals, perennials and turf options.

Whether it's hedge-trimming on the 2:1 slope above Campus Street or dodging cars while maintaining a portion of

the 67, 835 sq. ft. of display beds at the traffic circle, Grounds Services works like the devil to ensure fans of the school have more to cheer about than basketball.

Groundskeepers must keep the annuals fresh and colorful at this traffic circle, but they must also be cognizant of vehicular movement.



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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 2001 Awards, contact PGMS at 120

Cockeysville Road, Suite 104, Hunt Valley, MD; 410/584-9754. Web-site: [www.pgms.org](http://www.pgms.org)



This entry planting to an adjoining hotel was installed by Grounds Services to facilitate the continuity of the gateways.





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# Drip gets a D

**The report card's in: Many landscape professionals just don't understand how to use drip irrigation correctly. A new guide from Phoenix may get users back on track**

BY DON DALE

**A**t one level, drip irrigation is so simple it almost seems a freebie in life. Just install it, attach it to a timer and everything will be all right. But appearances are deceiving, and drip is no exception. In the home of drip — Phoenix, AZ — landscapers and homeowners are getting it wrong.

"What we found out shocked us," says Andy Terrey of a 1997 study the University of Arizona and the city of Phoenix did on dozens of landscapes



Andy Terry, city of Phoenix engineer, conducted a study on drip and found landscapers sorely lacking proper skills in design, installation and maintenance.

and "thousands" of drip emitters around the Phoenix area. "We were seeing applications efficiencies of 20% to 30%." That meant that only one-

quarter of the water applied was being used by the plants. Drip is often touted as being up to 90% efficient in some applications.

Some of the systems had been set up by homeowners, but most had been installed and were maintained by landscape contractors. That meant that drip irrigation systems around the city were being designed, installed and maintained improperly in many cases by the same professionals thought to be the most knowledgeable.

"We audited about 40 sites," says Terrey, an agricultural engineer who headed up the study and is now manager for the city's water recycling



**Paul Dickey, a Phoenix irrigation consultant and former landscape contractor, works on drip lines at an upscale Scottsdale home.**

program. He noted that almost all cases had improper drip placement and timing. "Smaller plants were vastly overwatered, while the trees were underwatered."

Most plants looked fairly good to the naked eye, and most landscapers on the sites would say everything was being watered okay, but they weren't. The sites included residences, parks, schools, commercial properties, streetscapes and even city-maintained areas. Hardly anyone did a good job, according to the study.

#### **Mistakes contractors make**

Key problems the Phoenix-area researchers found were:

- systems that landscapers neglected on the assumption that the drip looked after itself;
- over-pressurized systems;
- badly mismatched emitter-to-plant situations;

- systems where controllers were not working; and a
- tendency to over-water in many cases, wasting water.

"You could go out to some street landscapes and all the groundcover and shrubs would be dead, with the water still running," Terrey recalls. One xeriscape demonstration garden had major problems.

"We decided we needed to provide more information to the Green Industry," he says, noting that the problem isn't with drip irrigation but with the way it is implemented. "The best way to irrigate desert landscapes is with drip."

Terrey and a group of irrigation designers, landscape contractors and government agency representatives created guidelines in 1998 for landscape drip systems (see sidebar below).

Paul Dickey was on the steering committee that formulated the guidelines. A landscape



contractor at the time, he is now an irrigation and outdoor lighting consultant who says that contractors get confused by how diverse drip systems are from one job to another.

"It varies so much," he says, noting that most landscapers have trouble working with their first few drip systems. "They

usually don't do their homework."

Dickey points out that this kind of advice is not available at most "big-box" home improvement stores, many of which don't carry the right equipment for drip jobs. Consequently, it's hard for both design and main-

*continued on page 46*

## Drip guidelines from the experts

Andy Terrey took the data from Phoenix's 1997 study and formed a committee of landscape contractors, irrigation designers and government agencies to develop guidelines for landscape drip irrigation. By late 1998, they created their own booklet, "Guidelines for Landscape Drip Irrigation Systems," which gives abbreviated but orderly information on materials, design, installation, maintenance and repairs. It also offers tips on handling water schedules and promoting conservation, supplemented by illustrations on how to set up valve boxes, filters, regulators and backflow prevention assemblies.

"We also included many handy tips," Terrey notes, including drip wetting patterns for different soils and a formula for measuring emission uniformity and water use with kitchen measuring cups (for instance, X cup of water in one minute equals one gallon/hour).

The booklet is available from the Arizona Municipal Water Users Association and is free on the Internet at: [www.amwua.org](http://www.amwua.org). To download, click on "Xeriscape Programs," then on "Guidelines for Landscape Drip Irrigation Systems."



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## New to drip? Start out the right way

Former landscape contractor and current irrigation consultant Paul Dickey recommends that drip beginners use the booklet, "Guidelines for Landscape Drip Irrigation Systems," and other resources for first drip jobs because they cover the basics. He also recommends that newcomers:

- determine soil type and percolation rate up front,
- use different color drip lines for different sectors of big jobs to eliminate confusion,
- use only one-gallon emitters to minimize capacity differences,
- add extra drip lines to meet specific plants' irrigation needs,
- make a good map of all drip lines on site and
- return to the job repeatedly to refine system and controls.

Dickey advocates modifying the Phoenix guidelines and to suit the climatic and horticultural characteristics of your geographic region.

*continued from page 43*

tenance landscapers to find good advice.

Factors like soil type and elevation change can affect a drip system, but Dickey says that controllers may be one of the most tricky aspects. Each plant type must be assigned to a different drip line, and the number of emitters can vary. Therefore, landscapers need to think through the controller programming.

"We look at what we can group these plants into for each controller," Dickey says of setting controller patterns, which requires understanding plant needs and emitter capacity, as well as the frequency with which each pulse goes out. Some desert trees may need irrigation once a month; others once a day.

Terry notes that controllers

played a big part in the inefficiency his study found in Phoenix. Lax management resulted in clogged emitters and neglected controllers. "About 20 to 30% of the irrigation controllers I opened were blinking," he says. "They weren't irrigating on a schedule but on the default schedule, or not at all."

He says irrigation managers should also know the amount of water required by particular plants in a locale. He used that information when he checked irrigation efficiency in the study.

### High-end troubleshooter

"I get a lot of calls to visit jobs that are botched," says Dickey. He has several high-end jobs in Scottsdale and knows that additional problems

*continued on page 48*





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Dickey adjusts drip schedule at the controller, where many drip inefficiencies originate.

continued from page 46

can multiply rapidly when something goes wrong with \$250,000 landscape jobs.

His specialty is design, which can be a critical, time-consuming process. He tells of

a house he is currently working on in Scottsdale that he first visited three years ago. To build an understanding of how the system works, Dickey recommends making the property owner aware of the drip sys-

tem's design and operation, as well as walking any maintenance contractors through the system for an orderly "handoff."

"All that is really crucial," he says.

Terrey says that although the Phoenix booklet is not yet part of the city's building code and is not legally binding, it is the best source available for drip system design and installation in the area.

"These suggestions have been approved by the Arizona Landscape Contractors Association,"

he says. "We had a lot of people say, 'I'd do it right if I just knew how.'"

Many contractors have received the guidelines favorably, Terrey says. He believes the booklet can save property owners money by getting a system done right the first time.

"You'll have a better landscape," he adds.

— *The author is a frequent contributor to Landscape Management based in Hollywood, CA.*

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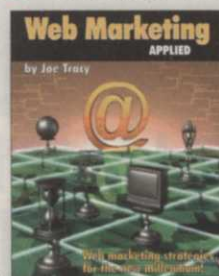
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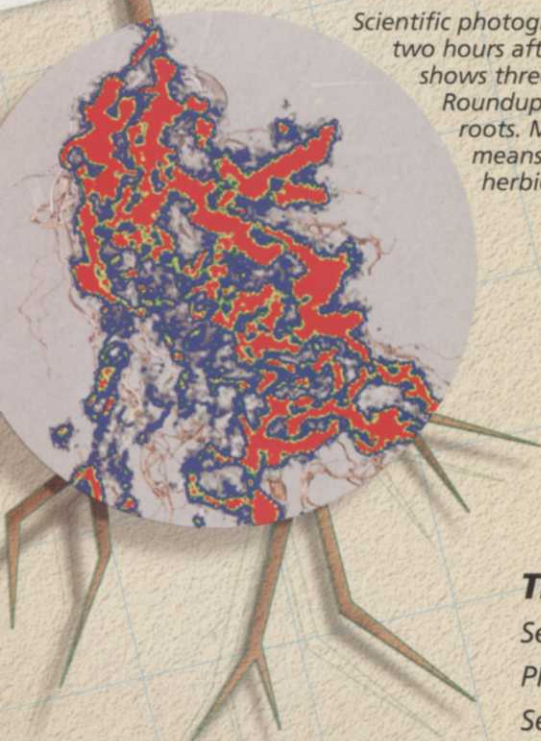
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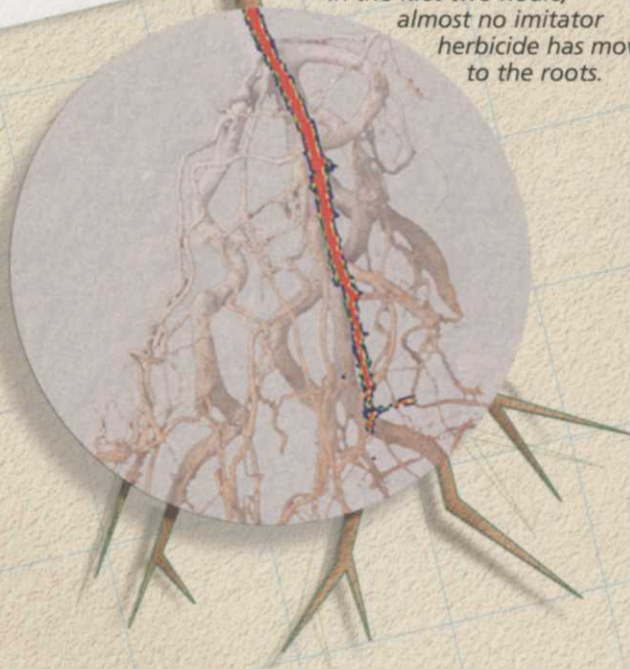
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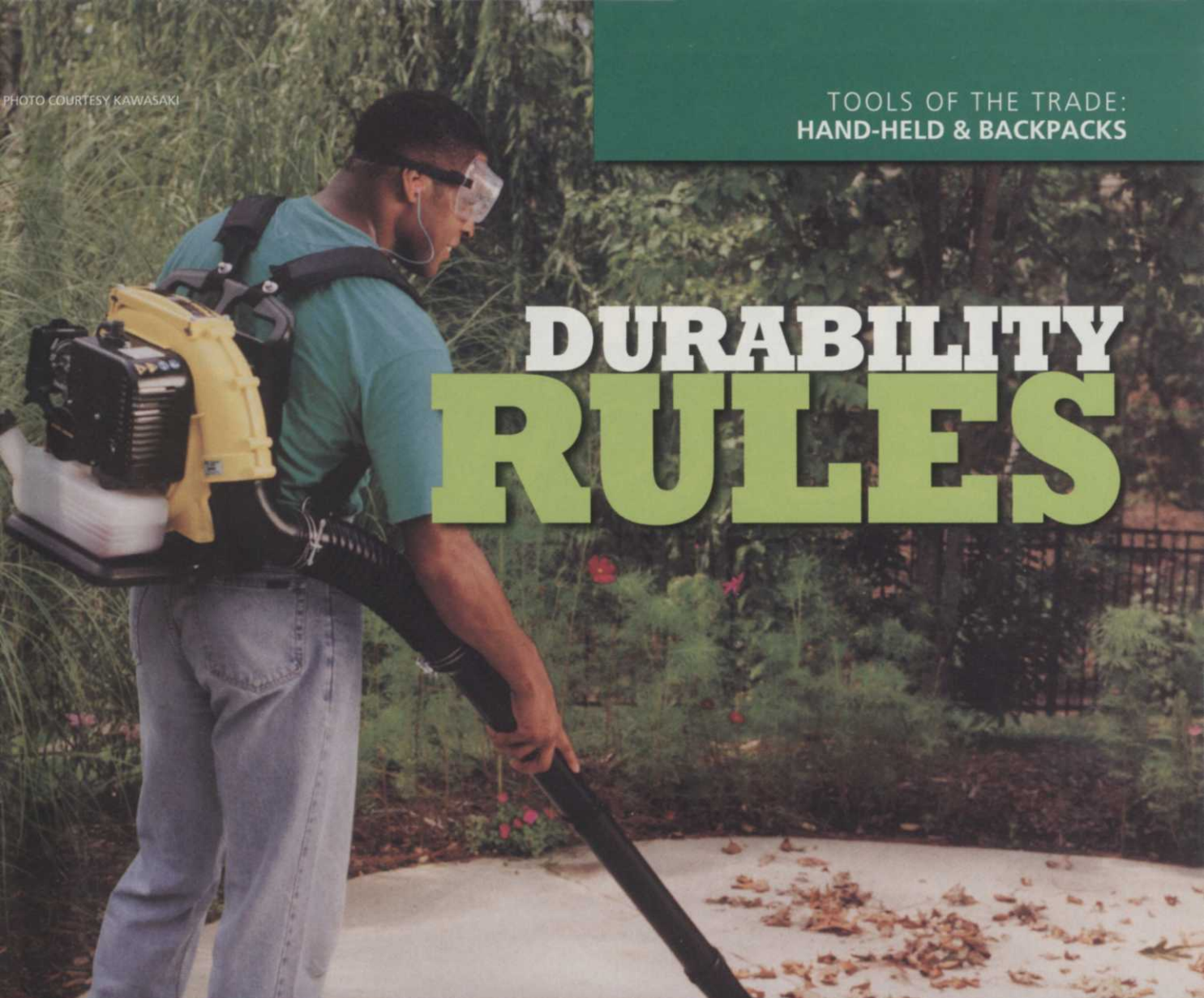
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# DURABILITY RULES

BY VICKY POULSEN

## Three veteran landscape contractors discuss what they value in hand-held and backpack equipment

**L**andscapers know the only way to keep lawns, beds and other landscape features nice and tidy is to use an arsenal of hand-held and backpack equipment.

Compared to mowers, trucks and small utility vehicles, these products are light-weights. But they make up for it in comfort, allowing the operator to tackle a job with ease and less fatigue.

Like their hefty counterparts, they're heavily used, operator-abused and on the

front line of every lawn maintenance job. They do more than their fair share of work, especially during peak season, which is why their life span is usually between one and three years depending on quality and how much they're used and maintained.

We wanted to get some personal insight on this type of equipment, so we interviewed three contractors from various parts of the country. Although each contractor's operations differed in size, experience and locale, they all seemed to want the same things in their hand-held and backpack equipment. Here's what they had to say:

*continued on page 56*



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# GROWERS

A NEW BEGINNING FOR A LONG-STANDING TRADITION

**I**ntroducing Monrovia Growers, a new company formed in January 2001 from the merger of Monrovia Nursery Company of California and Oregon, with Wight Nurseries of Georgia and North Carolina, and Berryhill Nursery of Ohio. Our mission at Monrovia Growers is to provide consumers with the most widely recognized and highly regarded premium line of landscape plants.

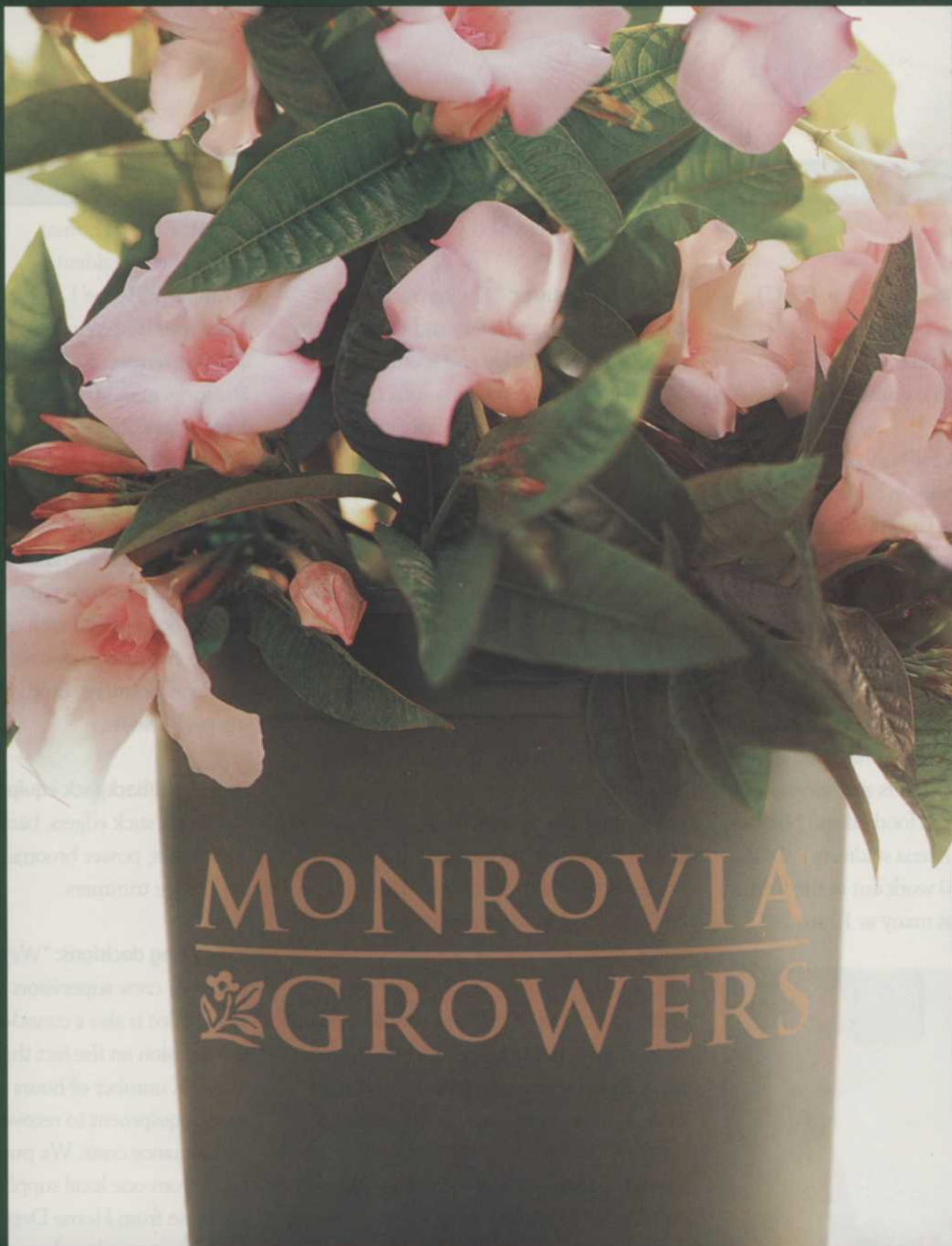
By joining forces, Monrovia Growers can provide customers with larger quantities of *Distinctively Better* plants, on a more timely basis. Consumer interest in a premium line of plants is on the rise. With additional nursery locations we will refine the product mix, focusing on exclusive, high demand varieties that will realize increased margins in the marketplace. We will also significantly expand delivery schedules around the country, allowing us to provide more frequent deliveries of fresh stock to garden center and landscape trade customers.

As the merger progresses, we will provide the same on-time plant deliveries and quality customer service you have come to expect. Our sales, marketing and consulting services departments will combine into one in July, but our production facilities and management teams will remain independent. Be assured that pricing will remain unchanged throughout 2001.

We plan to expand Monrovia Growers beyond this initial merger. As we move ahead, we will consider the strategic merit of mergers, acquisitions and alliance growing partnerships. If you are interested in becoming a Monrovia Grower, please express your interest directly to Bruce Usrey, President, Monrovia Growers.

*For further information on Monrovia Growers, please contact  
your Monrovia or Wight sales representative.*





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**LARGE CONTRACTOR**

**Name:** Joe Janssen  
**Title:** President  
**Company:** Stiles Landscape Co. (SLC)  
**Location:** Pompano Beach, FL  
**2000 revenues:** \$9 million  
**Business mix:** 100% commercial  
**Employees:** 190  
**Company profile:** A full-service landscape company, they've been in business 20 years as a division of Stiles Corporation. Stiles Corp., which focuses on real estate development and construction with offices in Atlanta, Nashville and Charlotte, was founded in 1950. Around 70% of SLC's business is devoted to lawn maintenance. They only serve commercial accounts such as office campuses, city government facilities, homeowners associations, resorts and sports stadiums (Miami Dolphins football and National Car Rental Center Arena stadiums). Of their 190 employees, 150 work out in the field, and they can have as many as 10 roving



crews for large job sites. They received two awards from ALCA last year for the quality of work they put into Dolphins and National Car Rental stadiums.

**Hand-held/backpack equipment used:** Power edge trimmers, stick edgers, weed eaters, pole saws and chain saws, along with backpack blowers and hand-held blowers.

**Finance method:** Purchased with cash. Plans to spend up to \$33,000 dollars for this category of equipment next year.

**Important features:** "The serviceability of the equipment, the safety and the ability to maintain parts quickly and economically. We've identified certain manufacturers we can count on in terms of durability and pricing that's in line with the competition. What separates one product from the pack is how easy it is for my shop to work on it and the ability to obtain parts through its vendors. We cannot have a small tool idle for a week while waiting for a part to arrive."

**Service:** "Each foremen has a radio, so they're in constant communication with all of their crews in case there's a problem. We don't provide our crews with spare equipment in case something breaks down. If it's critical to the operation that day, we'll dispatch a mechanic to the site who can bring a spare or repair it there or back at the shop."

**Trimmer debate:** "Trimmers should be used to trim grass, not to edge beds or hardscape areas. Many times, this equipment is used incorrectly and can harm those areas."

**Safety:** "Through our association with ALCA, we've provided our employees with a series of training videos available in both English and Spanish. We then follow-up with extensive hands-on training before any employee is allowed to use the equipment. Protective gear such as safety glasses, ear plugs and long pants is a must."

**Advice to other contractors:** "Look for manufacturers who provide a durable product, top-notch technical support and just-in-time delivery for your specific application. If you can do that, everything else is pretty easy."

**MEDIUM CONTRACTOR**

**Name:** Ralph Thomas  
**Title:** Vice president  
**Company:** Beebe Landscape Services Inc.  
**Location:** East Windsor, CT  
**2000 revenues:** \$1.2 million  
**Business mix:** 90% commercial  
**Employees:** 25  
**Company profile:** Founded in 1986, 60% of their business is devoted to maintenance, 10% to lawncare, 10% to snow removal/plowing and 20% to landscape construction/special services. Customer base is mostly commercial with services to insurance companies, industrial landscapes and condo associations. Employs 25 people during peak season.

**Hand-held/backpack equipment used:** String trimmers, stick edgers, backpack blowers, chain saws, power brooms, brush cutters and hedge trimmers.

**Purchasing decisions:** "We rely on feedback from our crew supervisors and field technicians. Price is also a consideration. We base our decision on the fact that we have to sell a certain number of hours of service per cost of the equipment to recover purchase and maintenance costs. We purchase our equipment from one local supplier, but our blowers come from Home Depot. This is a people business, and we have a loyal relationship with our vendor. We have one mechanic to perform major repairs and other personnel to troubleshoot for minor things."

**Finance method:** "We pay cash over a 30-day billing cycle. Anything under \$1,000 is non-depreciable, so it doesn't make sense for us to finance such small amounts of money and incur interest expenses. And it doesn't make sense to invest \$250 in a string trimmer. We regard them as disposable items."



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## TOOLS OF THE TRADE

Backpack blowers like these let crews make short work of large maintenance projects.

**Important features:** Durability, user-friendliness and price.

**Service:** "If equipment breaks down, the crew will make do with what they have. If they can't, we'll send a mechanic to drop off a spare. If it's a critical item like a stick edger and they only have one, a mechanic will go out and fix it."

**Training:** This company takes its training seriously. They've recently signed on with a national training program and have sent their managers to workshops presented by motivational speaker Jim Paluch. While there, managers were asked to develop a 52-week employee training course, covering everything from paperwork flow to reloading a string trimmer. They also hold mandatory weekly safety meetings with all their employees. "Our number one concerns are our employees and the public — neither one of those two should be exposed to physical injury or risk just to get business done."

**Advice to other contractors:** "Never use equipment beyond its usefulness. Many contractors tend to hold onto a piece of equipment for four or five years and a mechanic is constantly working on it. You're investing a lot of money and getting little in return."



### SMALL CONTRACTOR

**Name:** Jaret Bishop

**Title:** Owner

**Company:** Custom Lawn Care & Landscaping

**Location:** Washington Court House, OH

**2000 revenues:** \$500,000

**Business mix:** 90% commercial

**Employees:** 10

**Company profile:** In business for five years. Around 90% of its accounts are commercial/industrial, including two mall outlets, three K-Marts and three truck stops. Services are: 45% maintenance, 40% installation and 15% snow removal. Also a major mowing subcontractor for Truegreen/Chemlawn. Operates a landscape installation and mulching crew as well as two mowing crews.

**Biggest challenge this season:** Snow and ice. "We own six trucks and subcontract another 15. We need to clear the snow before 8 a.m. for most of our businesses and by 10 a.m. for outlet malls. Our blowers are working constantly, so we expect dependability, performance and comfort out of them." Salt has been their main concern this year, since they've only dropped their plows twice. His company drops 120,000 lbs. of salt at customer sites during an entire season. As of the end of December, they dumped four semi-loads, or 80,000 lbs.

**Hand-held/backpack equipment used:** "We use it all. Each crew is sent out with one zero-turn, one walk-behind, one backpack blower and two weed eaters. Larger crews

never leave the shop with less than four weed eaters."

**Purchasing decision:** "We always talk to our foremen before we decide what to buy. I like to stay with the same product if we've had good performance with it in the past."

**Service:** "Regular maintenance is a must. We just built a new shop on more than an acre of land. We've installed jacks and invested thousands of dollars, but it will save us money and time in the long run. During peak season, we have one part-time mechanic who works from 9 p.m. to 2 a.m. This prevents any interruption of service to our customers and keeps us on schedule."

**Training:** "All new employees are required to work closely with the crew foreman for the first week. They start out working with blowers and weed eaters, then mowers."

**Trimming guidelines:** "We found out that letting employees do their own thing with weed eaters works best as long as it's the quickest and most efficient method. I'm left-handed, and I wish there was a weed eater for lefties or righties to go in the direction of the head as it turns. I tell the guys to go to the left when they're working along a pool so the grass isn't blown at you."

**Advice to other contractors:** "Always find a dealer that has equipment to demo for you. We got burned by a weed eater manufacturer who didn't offer such a program, so we never buy without trying it out first."



◀ PHOTO COURTESY KAWASAKI






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# Packin' a punch

**Manufacturers talk about what makes their hand-held and backpack equipment so powerful**

*How do manufacturers of hand-held/backpack equipment turn their small, two-cycle engine products into virtual powerhouses that are expected to meet stringent clean air regulations and be quieter, more ergonomically correct and safer to use? And why do some hand-held tools seem to fit like a glove while others cause operator fatigue and blistering skin? We wondered about that, too, and decided to go right to the leading manufacturers of these products to find out the answers to all our questions*



◀ PHOTO COURTESY STILES LANDSCAPE COMPANY



## CHAPIN MANUFACTURING

Greg Condon, Vice President

**Hand-held/backpack equipment:** Hand-held compressed air sprayers available in 1-, 2- or 3-gal. sizes.

**Product design trends:** "We've developed some poly sprayers with an extra wide mouth for easier filling and cleaning and less spill, contamination and germ contact. We've also developed a sprayer with a filter inside that rests towards the bottom of the tank instead of near the nozzle where contaminants can get trapped. Ours is a self-cleaning filtration system that's not entrapped in a tube or canister but floating in an ocean of floating solutions. When you stop spraying, it never gets plugged."

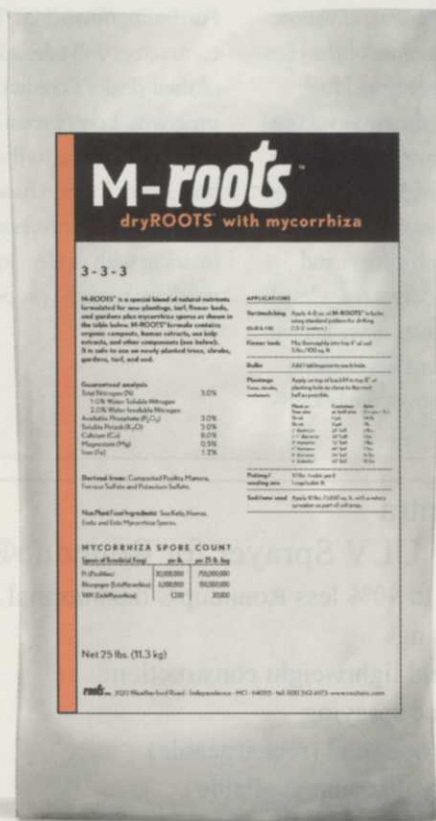
**Safety/training:** "We'd like to see the industry move to pre-packaged materials requiring a lower level of training for the applicant. This would prevent the operator from over-applying or underapplying and protect him from dermal contact when trying to mix chemicals. There's also a need to redesign packaging for chemicals. We urge operators to wear protective apparel and read the instructions on every product prior to use. The most important thing to do when handling this equipment is to wear protective eye gear."

**Purchasing/financing:** "We're in a cost-competitive area — we have products that are already cheaper than commercial products in the turf area. You can spend a little more and have it last for years. Most specify a commercial buying grade and will pay more for those better hoses, brass nozzles and metal shut-offs."

continued on page 64



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Circle 130



*continued from page 63*

**JOHN DEERE**

**Charlie Durand,  
Manager of Sales &  
Training/Portable Power  
Equipment**

**Hand-held/backpack equipment products:** Chain saws, trimmers, edgers and blowers.

**Product design trends:** "Products that meet or exceed EPA's CARB/Tier II low-emissions standards and reduce noise pollution are two key areas being pushed to the forefront. In our small-engine designs, emissions are lowered because of the elimination of an unburned fuel charge during the two-cycle engine's exhaust stroke. With our ecoPOWER engines, which reduce emissions on most of our trimmers, brush cutters and blowers, we address noise levels on these products as well. Two-cycle equipment has become more reliable over the last sev-

eral years with electronic ignition and lifetime warranties on ignitions and shafts. Ergonomics is another important feature we have to address. Commercial end users are looking for more powerful, lighter units than they've had in the past."

**Training/safety:** "We have to meet strict ANSI standards in this country and around the world. We have programs/manuals addressing customer safety. We also conduct bilingual safety seminars at our dealerships."

**Purchasing/financing:** "Most contractors will take advantage of their dealer's credit or lease programs. I don't see a lot of contractors going to the 'big-box' stores for purchases. The market trend is professionals remaining with dealers to get their products serviced properly."

**HUSQVARNA**

**Ken Taylor, Business Unit  
Manager for commercial  
lawn & garden**

**Hand-held/backpack products:** Blowers, brush cutters, chain saws, edgers, hedge trimmers, pruning/hand-planting and digging tools, power brooms, trimmers, equipment storage racks and safety wear.

**Product design trends:** "Noise, emissions, overall environmental concerns, ergonomics and safety are important in designing products to meet end users needs. In our E-tech technology, the "E" stands for engineering, ergonomics, efficiency and economy. The Husqvarna E-tech uses a combination of features to reduce certain harmful exhaust emissions and the smoke and odors associated with them without sacrificing fuel economy and power. In regard to er-

gonomics, providing solutions that reduce operator fatigue and enhance overall performance are our benchmarks. Being a Swedish company, we're all too well aware of mandated European designs, many of which were introduced by Husqvarna.

**Training/Safety:** "We

are the sponsor of Chain Saw Safety Awareness Month — but our efforts on safety go beyond chain saws. Safety means safety training (which we're actively involved in through trade associations and a support staff of end user experts), safety apparel and safety features like our inertia chain brake and ergonomic design to reduce operator fatigue. Retaining/finding qualified help is one of the key challenges facing employers.

**Purchasing/financing:** "We offer four ways to assist our retailers in serving the commercial customer. Cash is always 'king,' but our retailers offer revolving charge plans and extended financing and leasing programs supported by Husqvarna to assist them in making the purchase process simple."

**LESCO**

**Pete Thompson, senior  
product manager for  
equipment**

**Hand-held/backpack equipment:** Hand-held power products such as string trimmers, hand edgers, hedge trimmers and backpack blowers made by Kawasaki.

**Product design trends:** "Everyone is concerned with emissions and meeting the EPA's CARB Tier II requirements. Our products meet or exceed regulations for

*continued on page 67*

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continued from page 64  
noise and/or emissions.

**Training/safety:** "Over the last several years, we've packaged safety goggles/shields with our products. To help prevent injuries, we also ensure all our packaging is properly labeled so there is no misunderstanding when it comes to the right way to use these products."

**Purchasing/financing:** "We know that people purchase equipment on an annual basis. Better-built equipment will last more than one season, and products that can be rebuilt instead of replaced may last two to three seasons. Durability is becoming a factor now because contractors usage is up. From our standpoint, a large percentage of our customers are buying with credit, but that's also based on the size of the contractor's business and how long they've been in business."

## **LITTLE WONDER (SCHILLER-PFEIFFER, INC.)**

**David Navroth, Director of Sales**

**Hand-held/backpack products:** Walk-behind blowers, edgers, gas/electric hedge trimmers.

**Product design trends:** "Our high-output series blowers feature reduced dBA ratings but more air output over prior models. Our hand-held edgers have a two-cycle vs. a four-cycle engine. Our newest edger is powered by a 34cc two-cycle engine and is designed for less operator fatigue. In addition, fully enclosed blade guards keep debris directed toward the ground. Our hedge trimmers have reduced weight and increased blade speed."

**Safety/training:** "All Little Wonder equipment is submitted to multiple European safety standard companies for review. Our goal is to meet or surpass all European safety



Little Wonder's hedge trimmers feature reduced weight and increased blade speed.

standards (because in our opinion they are much tougher than the USA safety standards). We are also producing our owner's manuals in three different languages to improve operator knowledge."

**Purchasing/financing:** "It appears the current trend is professional landscapers purchasing their equipment on credit. There are many retail finance companies for the dealer to offer to his customer. In addition, Visa and MasterCard are accepted at all dealers and mass merchant locations. Even if a landscaper purchases his equipment at a mass merchant (i.e. Home Depot), the servicing dealer is there to service that equipment."

## **MARUYAMA**

**John Krueger, Marketing Manager**

**Hand-held/back products:** Blowers, brush cutters, edgers, hedge trimmers, sprayers and trimmers.

**Product design trends:** "The key issue today

and in the near future is EPA standards. Noise reduction is an issue in California, but in other parts of the country where noise really isn't an issue, contractors want bigger blowers and more power."

**Safety/training:** "We provide the information and hope it's being passed on to users. Safety goggles are important. Hedge trimmers can be especially dangerous if improperly used."

**Purchasing/financing:** "Price is an issue with consumers, but we market from the standpoint of, 'Pay a little bit more and get a much better commercial grade piece of equipment that will last more than one season with the proper care.'"

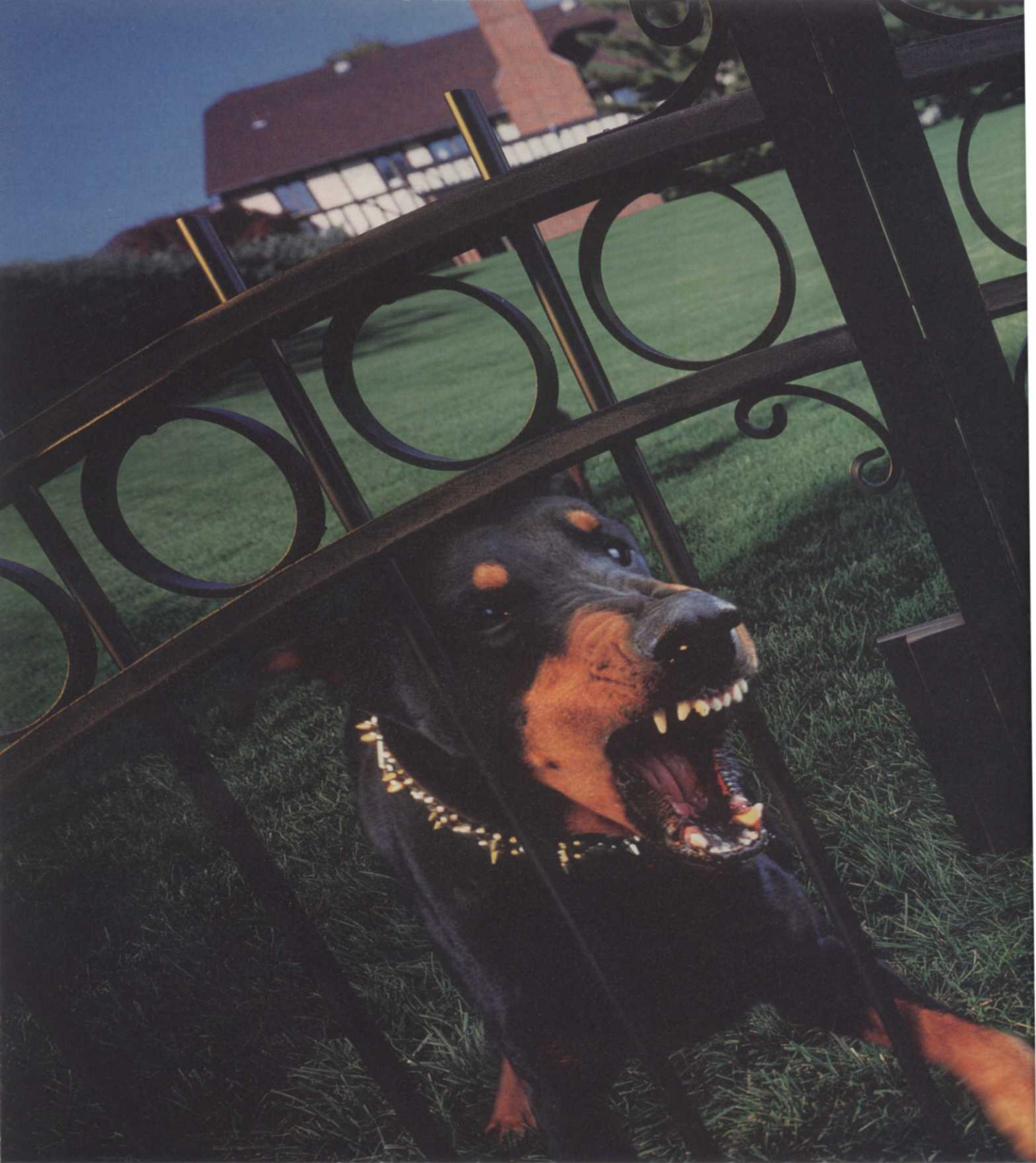
## **REDMAX**

**Tommy Tanaka, Engineer**

**Hand-held/backpack products:** Blowers, brush cutters, chain saws, edgers, hedge

continued on page 70





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ufacturers of hand-held, two-cycle products must meet the stringent requirements regarding lower emission levels. Our 'PureFire' low emission, fuel saving engines were originally introduced in California to reduce emissions levels. We discovered that a by-product of the lower emission levels was lower fuel consumption. With current fuel costs at an all-time high, it's important that we reduce landscape contractors' and residential users' total operating costs by reducing their fuel costs."

**Training/safety:** "The most notable trend is the cohesive effort by manufacturers to create voluntary safety standards for their products. Additionally, manufacturers of premium equipment continue to solicit assistance from the servicing dealer in educating the consumer about product usage hazards and accident prevention. Lastly, the advent of the Internet is helping to educate consumers on proper product use."

**Purchasing/financing:** "The big box stores and mass merchants are selling high volumes of power equipment. But these facilities don't provide service for these products."



PHOTO COURTESY STIHL

When customers need service, they must take their product to a local servicing dealer. It's wrong to think that service isn't an issue! Service is a big concern, especially for the

landscape contractor. Downtime costs thousands of dollars in lost revenue."

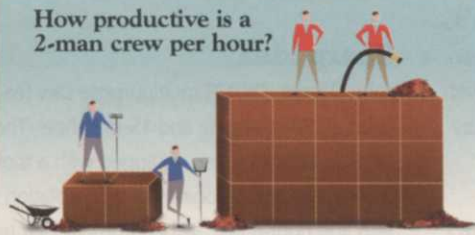


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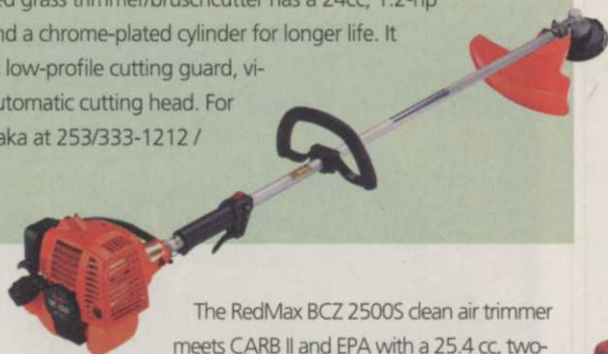
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# HAND-HELD & BACKPACKS 2001

## A trim here, a trim there

Tanaka's TBC-2501 steel-shafted grass trimmer/brushcutter has a 24cc, 1.2-hp engine with two piston rings and a chrome-plated cylinder for longer life. It weighs 11.4 lbs. and features a low-profile cutting guard, vibration system and 5-in. emi-automatic cutting head. For more information, contact Tanaka at 253/333-1212 / Circle no. 274



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Husqvarna's 155BT backpack blower has a tube-mounted throttle for easy control that can be locked in any position. Its harness has two hip pads to take weight off the shoulders. Maximum air velocity is 183 mph, weight is 19.4 lbs. with 70dBA. For more information contact Husqvarna at 704/597-5000 / Circle no. 281

## Quiet and powerful

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## Trim or blow

LESCO Service Centers® and Stores on Wheels® offer a line of Kawasaki handheld power equipment which includes string trimmers with 23cc to 34cc engine units. Also included are backpack blowers with 48.6cc engines, handheld edgers (26 cc engine) and single or double blade hedge clippers. For more information contact LESCO at 800/833-6855 / Circle no. 282

## Well blow me down

SOLO Inc.'s 470 gas-powered backpack blower meets Category I sound levels of the new ANSI standards — it operates at less than 65 decibels of sound at 50 feet from the operator. For more information contact SOLO Inc. at 516/868-6645 / Circle no. 275

## Edgin' along

Little Wonder's Xtra™ edger combines the maneuverability of a stick edger and the power of a wheeled edger. At 16 lbs., it's ideal for edging in confined spaces. Equipped with a cross-blade system, it can cut through thick overgrass and hard clay soil. For more information contact Mantis/Little Wonder at 505/822-8222 or [www.littlewonder.com](http://www.littlewonder.com) / Circle no. 276

## Spray it

Chapin Manufacturing, Inc.'s poly sprayer series features 4-1/2-in. wide openings; easy disconnect/safety lock for quick access for cleaning and repair; brass-plated zinc shut-off with lock-on for continuous spray; actual capacity tanks. Available in 1- to 3-gal. models. For more information contact Chapin at 716/3443-3140 or [www.chapinmfg.com](http://www.chapinmfg.com) / Circle no. 277

## Cleaner air

The RedMax BCZ 2500S clean air trimmer meets CARB II and EPA with a 25.4 cc, two-cycle Strato-Charged™ Air Head™ engine. Weighing 5% less, the engine uses 35% less fuel and reduces emissions by 73% over previous engines. For more information contact RedMax, a division of Komatsu Zenoah America, Inc., at 800/291-8251 or [www.redmax.com](http://www.redmax.com) / Circle no. 278

## Rev it up

Stihl's BR 420 backpack blower features a 36.5cc engine that delivers air speeds up to 180 mph. It features the Stihl IntelliCarb compensating carburetor, which allows long running times at full power without the need for frequent air filter cleanings. For more information contact Stihl at 800/467-8445 or [www.stihlusa.com](http://www.stihlusa.com) / Circle no. 279

## Sharp idea

John Deere's 880MS multipurpose saw features an 88 cc engine and 15-in. wheel. The 28.9-lb. 880MS is also equipped with a triple air filter system, six-point vibration isolation system and right-angle, semi-automatic belt tensioner. For more information contact John Deere at 800/537-8233 or [www.johndeere.com](http://www.johndeere.com) / Circle no. 280







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# Find the right fertilizer Rx



**Fertilizer needs to vary from property to property. Find out how to simplify your decision making**

BY SHANE RILEY

**L**awn maintenance contractors often want a "prescription" for their fertilization programs that fits all needs. Manufacturers have responded, supplying fertilizer formulations with all types of ingredients. Most fertilizers will work even though there are differences in quality from "ag-blended" fertilizer to homogeneous-based products.

Savvy landscape and lawn care contractors decide which product(s) they use based on three areas: external customers, agronomic requirements and internal customers.

#### **Customer-focused business**

Meeting a customer's needs means designing programs to meet different requirements. For example, a school district maintenance manager has lower fertilizer inputs than a high-end residential contractor.

Properties such as school grounds may require nitrogen fertility of two to four

*continued on page 77*



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Circle No. 135 on Reader Inquiry Card



continued from page 74

pounds per 1,000 sq. ft. per year. Sand-based athletic fields may include six or seven pounds per 1,000 sq. ft.

In contrast, high-end residential contractors' customers may demand lush turf year-round, which may require up to eight pounds of nitrogen per 1,000 sq. ft. annually.

### Match needs to the property

Your customer type will also dictate your agronomic programs.

Since you probably can't take soil samples of every residence, design your program to fit most of your customers. These programs will rely on the same formulation in each application period and the same formulation year-round for predictable results and easy application.

On the other hand, a school grounds manager may take soil samples of athletic fields and select a custom formulation that meets the nutritional requirements of the turf areas that are heavily used.

Don't forget to consider regional variations. For example, in the Pacific Northwest's Cascade Range, the annual rainfall is between 30 and 70 in., with most of the precipitation occurring from November through May. Programs in this region should start with the fall application (September or October), which require an earlier return for the follow-up application (February or March) than if the fall application was in November or December. The latter application prolongs the spring application.

Also, consider the product type used in the fall. A highly soluble fertilizer with no controlled release nitrogen needs to be applied more often than a blend containing a controlled release N source.

### Which components are needed?

Different ratios of nitrogen, phosphorous and

**TABLE 1**

Nitrogen Sources	Value	Release Mechanisms
Urea	46-0-0	Water, temperature, microbial
Ammonia sulfate	21-0-0	Water, moderate temperature
Nitrate (ammonia)	33-0-0	Water, low temperature

**TABLE 2**

Product Category	Release Factors				
	thickness	temp.	pH	microbes	water
<b>Polymer coated sulfur coated ureas (SCU) (42-0-0)</b>	XX	XX	X	X	XX
<b>Methylene ureas (40-0-0)</b>	—	XX	X	X	XX
<b>Ureaform (38-0-0) IBDU (31-0-0)</b>	—	XX	X	XX	X
	—	X	—	—	XXX
<b>Polymer coated ureas (i.e. Polyon), (42,43,44-0-0)</b>	XXX	XXX	—	—	—

*Degree of influence*  
 — = NONE      X = MINIMAL      XX = MODERATE      XXX = MAJOR

potassium are necessary components of balanced fertilizers. Other than carbon, hydrogen and oxygen obtained from carbon dioxide and water, turfgrass needs these macronutrients in greater amounts than micronutrients.

Several soluble or quick-release nitrogen sources are commonly used in turfgrass programs. This list also includes factors affecting nitrogen release (see Table 1.)

Nitrate nitrogen works more efficiently in cooler months than the two other forms of soluble nitrogen. Conversely, the clippings produced from nitrate are higher than urea if applied in summer. Ammoniacal sources are between these two N sources in solubility.

Phosphorous is the second macronutrient. Blended or nonhomogeneous fertilizers include one of several phosphate sources in the mix, including diammonium phosphate (18-46-0, N-P-K); monoammonium phosphate (11-52-0); or treble superphosphate (0-46-0). Selected types vary by the type of blender using the products and aren't con-

sidered critical by the end-user.

The third macronutrient is potassium or potash. The two most popular potash sources used in blended fertilizers include sulfate of potash (SOP — 0-0-50, N-P-K) and muriate of potash (MOP — 0-0-60, N-P-K). In the Cascade Range, most blends include muriate because of its higher K value and lower cost over sulfate. However, sulfate has lower burn potential than muriate in warmer weather and has the added benefit of sulfur (18%).

Some customers add micronutrients such as iron, calcium, magnesium and sulfur to their mixes, which are often used as amendments. In low pH soils, calcium sources such as calcitic limestone and dolomitic limestone raise pH to better levels. Sulfur acidifies soils and is used more in high pH soils.

The combination of the three macronutrients (N-P-K) and minor elements comprise agricultural or mixed fertilizers. A 50-lb. bag from a local supplier consists of these nutrients in varying sizes and can segregate





Lush green turf year-round may require up to eight pounds of nitrogen per 1,000 sq. ft. annually. (Photo credit: Simplot Turf and Horticulture)

three different ways: blending segregation at the plant; conical segregation in the bag or in bulk containers; and spreader segregation in the turf. Use caution when purchasing dusty "ag" formulations that save you dollars but don't perform as well as homogeneous-based blends.

All homogeneous fertilizer particles consist of the same nutrient value. Using these pellets eliminates the question of segregation. Formulation examples are 16-6-8, 12-8-16 and 15-15-15.

These pellets are used in making two particle blended homogeneous-based fertilizers to obtain a balanced N-P-K and add a controlled release nitrogen source. This gives you an up-front release for quick response and adds the desired longevity of turfgrass color from the slow release nitrogen source.

#### Controlled release

To enhance turf color for extended periods, landscape managers select controlled release nitrogen sources. They minimize additional labor inputs from excess mowing and "spoon feed" the plant over a longer period of time.

Table 2 lists controlled release nitrogen sources and the mechanisms required for release.

Polymer coated sulfur coated ureas are advanced versions of

the original SCU technology developed by the Tennessee Valley Authority in the 1960s. They are the lowest cost controlled release source today and give six to eight weeks extended nitrogen release.

Methylene ureas were developed in the 1950s and consist of a combination of ureaformaldehyde with urea. Formulations are listed under several trade names, and products release by molecular chain length. The longer the chain MU, the longer the release curve. Conversely, the shorter chain MUs perform with less temperature dependence and more up-front release. These products perform better in summer in cool areas and last from eight weeks to several months.

IBDU is manufactured by condensing urea with isobutyraldehyde. Release factors are water and temperature. Smaller particle sizes release more quickly than larger coarse granules. Release can last from eight weeks to several months.

The latest advancements in controlled release fertilizer technology are polymer-coated ureas (PCUs), which consist of urea as a base and include thin polymers that allow diffusion of the urea through a thin membrane. They are made with different percentages of coating so the release works in varying temperature

conditions, and have greater coating integrity than polymer-coated sulfur-coated ureas. Also, they are not dependent upon water for consistent release.

#### Internal customers

Internal customers are those who place restrictions on what you can use in the field, such as

purchasing departments, labor requirements (or limits) and restrictive timelines (such as field use in school districts). These dictate how much you can spend on programs.

— *The author is area manager, Pacific Northwest region, Simplot Turf and Horticulture*

## Choose your best option

Below are two examples of how a high-end residential contractor and a school district grounds manager might select the right fertilizer.

#### High-end profile for optimum color

This contractor makes six applications of product 16-6-8 homogeneous pellets per year. Her associated costs are \$55 per acre at six applications, totaling \$330 per year. The labor inputs are 7.2 hours at \$12 per hour, totaling \$43.50 per year per acre and equaling \$373.50 per year for optimum color year round.

#### Moderate, low-input program

The school district grounds manager makes three applications of product 19-6-12 consisting of 50% controlled release nitrogen. His costs are \$85 per acre at three applications, totaling \$255 per year. Labor inputs are 3.6 hours at \$12 per hour, totaling \$21.75 per year per acre. The sum equals \$276.75 per year to have acceptable color for the growing season.

Which program best fits a customer's needs? Many will use a combination of the two. A more soluble product may be desirable in cooler months to achieve the desired effect.

More controlled release products may be applied in late fall for residual response well into the following spring. Avoid the heavy surge growth periods when perennial ryegrass is affected by a combination of temperature and moisture.

— *Shane Riley*



# Want a new source for pest information?



[www.pestfacts.org](http://www.pestfacts.org)

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



## Dig these diggers

BY CURT HARLER / CONTRIBUTING EDITOR

Some folks like powerful sports cars, others like locomotives. But it's hard not to appreciate the power exhibited by little skid steers and other diggers as they get pushed to the limit at job sites. Despite their size, they're incredibly tough.

While they're mainly thought of as digging units, most mini-excavators and skid steers today have attachments which allow them to mix fertilizer, smooth seedbeds, chop wood or do any number of other chores.

That makes it important to look beyond basic buckets when buying a skid steer. The industry is moving in two ways: Attachment designers are striving to design tools that will work with as many different manufacturers' products as possible, including tractors. Meanwhile, skid steer marketers are trying to provide their customers with as many specially tailored add-ons as possible.

For those of us who love to zip around on these little powerhouses, the bottom line is the same — we'll get to watch them do even more tricks than we ever thought possible.

### ARIENS COMPANY

800/472-8359

[www.gravelly.com](http://www.gravelly.com)

Gravelly's Skidster, manufactured by Ariens Co., Brillion, WI, features many attachments and is versatile enough to fit in tight areas and be picked up by a crane and dropped into basements or sewers. Other features include 12-gal. fuel tank, lightweight design, balanced weight distribution and extended dump angle.

Circle no. 256

### BANDIT INDUSTRIES

800/952-0178

[www.banditchippers.com](http://www.banditchippers.com)

The Megabyte large stump and



log shear attachment has a new universal mounting system that allows it to be adapted to any excavator. Adding the Megabyte now only requires that a bushing be inserted in the linkage arm. Made by Smoracy, LLC and marketed by Bandit, Remus, MI, it pulls



◀ Yanmar's mini-excavator has a maximum dig depth of 14 ft., 3 in.

### Buying Tips

- ▶ **Work in close quarters? Check unit's width**
- ▶ **Check reach of extended digging arm**
- ▶ **Check maximum digging depth**
- ▶ **Compare digging force on units**
- ▶ **See how long it takes you (not the dealer) to change attachments**



stumps and breaks down stumps and logs into manageable pieces.

Circle no. 257

**BOBCAT**  
**701/241-8740**

[www.bobcat.com](http://www.bobcat.com)

The 773 G-series loader from Bobcat, Fargo, ND, is ideal for high-altitude jobs or other applications requiring extra power. Like other G-series models, it has a new cab and instrumentation design. Features



56-hp Kubota V2003T engine and increased rated operating capacity from 1,750 to 1850 lbs. New hydraulic power Bob-Tach system allows equipment changes from in the cab.

Circle no. 258

**BRADCO**  
**800/922-2981**

[www.get-attached.com](http://www.get-attached.com)

The new 625 trencher for skid steer loaders from Bradco, Delhi, IA, features double-standard, anti-back flex chains that do the cutting and a high-torque hydraulic motor that provides digging power. Choose from 30-, 36-, 42- or 48-in. boom lengths and 6- to 12-in. chain widths. Unit has low-profile dirt shield and two-position side shift capability for tight areas. Rock, frost and cup chains are available.

Circle no. 259

**KUBOTA TRACTOR**  
**209/931-5051**

[www.kubota.com](http://www.kubota.com)

New from Kubota, Torrance, CA, is the

K008 Ultra Compact excavator. It's only 33.9 in. wide, and standard features include rubber tracks, adjustable width dozer blade, 2-post ROPS and a 3-cylinder, liquid-cooled Kubota diesel engine. Unit has 140-degree boom swing, quick-release bucket pins, dig depth of 67 in. and reach of 212 in.

Circle no. 260

**BUSH HOG**  
**334/872-6261**

[www.bushhog.com](http://www.bushhog.com)

Bush Hog, Selma, AL, has a new backhoe that can be mounted either on a tractor or on a skid steer. Called the 962H backhoe, it fits 55- to 100-PTO hp tractors and 30- to 100-hp skid steers. The unit's digging depth is 9.5 ft., while maximum reach is 12 ft., 5 in.

Circle no. 261

**CATERPILLAR**  
**309/675-5175**

[www.cat.com](http://www.cat.com)

The new M312 and M315 wheel excavators from Caterpillar, Peoria, IL, feature mobility and versatility. The M312 weighs



30,318 to 32,413 lbs. and is powered by a 113-hp Cat 3054 TA engine. The M315 weighs 35,082 to 36,228 lbs. and its 3054TA cranks out 114.2 hp.

Circle no. 262

**DITCH WITCH**  
**800/654-6481**

[www.ditchwitch.com](http://www.ditchwitch.com)

The new Ditch Witch HT25 is a compact, light-utility trencher designed for landscap-



ing projects like installing sprinkler lines. Made in Perry, OK, it's just 35.5 in. wide. Unit can be equipped with a cab, backhoe, backfill blade and one of three available digging attachments: centerline, wide-centerline and offset. Optional drilling attachment allows installations under sidewalks and lanes. Unit is mounted on rubber tracks with hydrostatic ground drive and independent track controls.

Circle no. 263

**INGERSOLL**  
**920/582-5000**

[www.ingersoll-inc.com](http://www.ingersoll-inc.com)

The 6000LBH from Ingersoll, Winneconne, WI, is designed as a dedicated loader/backhoe. Loader features heavy lift arms and reinforced bucket with single lever control. Lifts 750 lbs. at full height.



Backhoe has 92-in. digging depth with joystick controls and buckets from 8 to 24 in. Comes with 18-hp (optional 20-hp Honda) engine, hydraulic drive through a 2-speed transaxle and power steering.

Circle no. 264



# Im reports

Thomas Equipment's mini-excavator boasts a bucket breakout force of 3,175 lbs. ►

## RAMROD EQUIPMENT 800/667-1581

[www.ramrodequip.com](http://www.ramrodequip.com)  
Ramrod Trackmasters from Leon's Mfg. Co, Minot, ND, are tracked machines designed for sandy, muddy or boggy sites. The machines' tracks slide



over the surface rather than turn and twist like tires. Unit has 900-lb. capacity, 65-in. lift height and is powered by a 23-hp gas or diesel engine. With tracks, it's 42 in. wide.  
**Circle no. 265**

## LAYTON & ROSE 800/879-6507

The Rockaway removes rocks and debris as it tills and fluffs soil. It pins onto existing utility, high-capacity or low-profile skid steer buckets. Made by Layton & Rose, Johnstown, PA, the 67-in. version fits 60- to 66.5-in. buckets. The 69-in. version is for 62- to 68.5-in. buckets, and a

74-in. model fits 68- to 73.5-in. buckets. Two greasable bearings and one roller chain are the only maintenance items.

**Circle no. 266**

## NEW HOLLAND 717/355-1371

[www.newholland.com](http://www.newholland.com)  
Bi-directional tine rotation allows New Holland's line of tillers to operate with the skid steer moving either forward or backward. Distributed by New Holland Construction, Carol Stream, IL, and manufactured by Alitec, they're ideal for tilling home sites prior to landscaping. Unit has 6-in. working depth and comes in 52-, 73- or 84-in. cutting width.  
**Circle no. 267**

## PUG POWER 877/PUG-POWER

[www.pugpower.com](http://www.pugpower.com)  
The Dig-It towable backhoe line from Pug Power, Jackson, MS, is designed to be pulled by a half-ton pickup truck at highway speeds. Units are 35 in. wide and are self-propelled via hydraulic drive to individual wheel motors. Model 148 and 158 both have digging depth of more than 8 ft. and digging force of 4,100 lbs.  
**Circle no. 268**



## THOMAS EQUIPMENT 866/BE TOUGH

[www.thomasloaders.com](http://www.thomasloaders.com)  
The 1.5-ton 15 Series mini-excavator from Thomas Equipment, Centerville, New Brunswick, Canada has a 17-hp Isuzu diesel engine and a bucket breakout force of 3,175 lbs. Unit comes standard with long dipper arm with 8 ft., 5 in. dig depth. Can be ordered with a variable-width undercarriage which extends to 51.2 in. In addition to larger excavators, the company also has a full line of skid-steer loaders and attachments.  
**Circle no. 269**

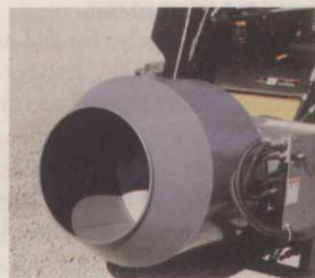
## YANMAR 800/365-7260

The B7-Sigma offset-boom, zero-tail swing model is the latest medium size offering from Yanmar, Buffalo Grove, IL. Maximum dig depth is 14 ft., 3 in. and 13 ft., 11 in. at the full left offset position. A flow control 3-pump hydraulic system with two variable displacement pumps maintains straight and accurate travel speed, even when operating other hydraulic func-

tions. It's powered by a Yanmar Clean & Silent 57-hp 4TN98 direct-injected 4-cylinder diesel.  
**Circle no. 270**

## WORKSAVER 217/324-5973

[www.worksaver.com](http://www.worksaver.com)  
The SS-585 skid steer mixer from Worksaver, Litchfield, IL, has all-welded steel drum construction with internal paddles to provide uniform mixing and clean dumping. It's equipped with a direct mount all-welded frame which fits skid steers with universal style attachment

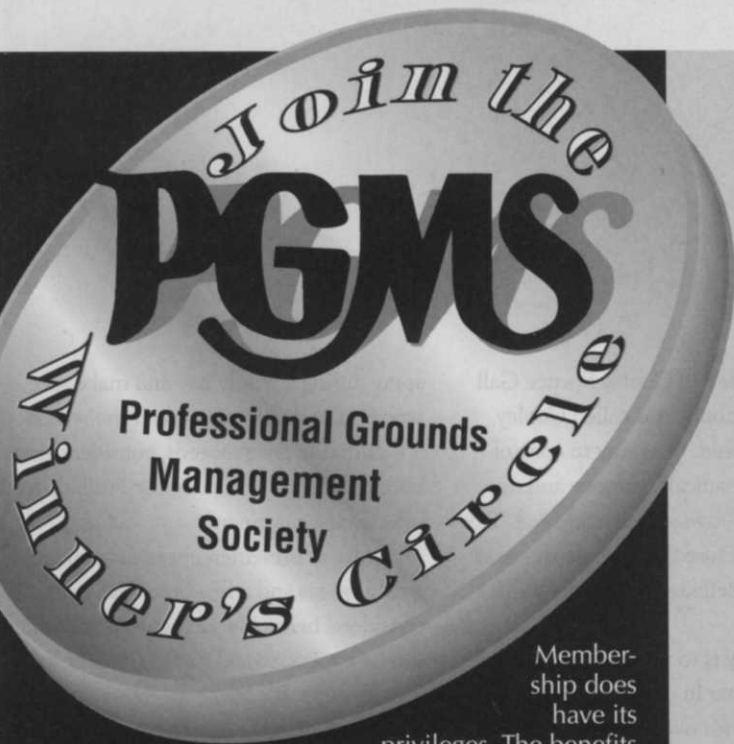


systems. Sturdy roller chain drives the drum. Ideal for mixing cement, fertilizer, potting soil or inoculating seed. It has a 5 cu. ft. capacity (one bag).  
**Circle no. 271**



► New Holland's tiller attachment readies a home site





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- Annual conference and Green Industry Expo



# ask the expert

BY BALAKRISHNA RAO

## Slug those slugs

**How do you get rid of slugs?**

— OH

Reports indicate that metaldehyde bait can manage slugs. Apply it as bait to the soil. Clear the area around desirable plants of debris, leaves and boards — places where slugs can hide and reproduce. Reports also suggest that shallow dishes filled with stale beer attract slugs. Sink these dishes into the ground so the slugs can crawl into them.

## Ammate for oak wilt?

**One of our employees mentioned that he heard about a product called**

**Ammate to prevent the spread of oak wilt. How and when should we use it?**

— IL

Some professionals are using products such as fuel oil or fuel oil plus ammonium sulfamate (Ammate) to prevent the spread of oak wilt disease fungus (*Ceratocystis fagacearum*). To begin treatment, make axe cuts or a deep girdle in roots to the point of runoff as soon as oak wilt is detected or before half of the tree suffers from the disease. This treatment will kill the infected tree and prevent disease spread. Read and follow label specifications for better results.

## Cooley Spruce Gall Aphid

**We have found a number of slightly swollen growths at the tips of branches on our spruce trees. By matching the photos, we've identified them as Cooley Spruce Gall Aphid. What would be the best way to control them?**

— MI

From your description, your problem ap-

pears to be related to Cooley Spruce Gall Adelgid. Commonly, it is called Cooley Spruce Gall Aphid. One way to control them is to mechanically remove and destroy the galls between May and June. This will kill them before they release the next generation of adelgids. Use proper sanitation methods.

Another way is to use insecticides such as Sevin or Talstar in early spring (before the buds swell) for over-wintering adults. Or, you can apply the insecticides in late fall at the base of the spruce buds and needles for settled adults. Be sure to provide good coverage over branch terminals.

## Weed control primer

**Mulch beds in our shrub planting area have a lot of grassy and broad-leaf weeds, some perennials and some annuals. How can we manage these weeds as well as any future weeds? We considered using Roundup to manage the existing weeds and Surflan to manage future weed problems. Is this a good approach?**

— PA

Yes, your weed management strategy is good. A Roundup Pro application is a good way to manage existing perennial and annual grassy and broadleaf weeds. Another option is to use herbicides such as Finale or Scythe. Scythe offers quick knock-down. However, weeds may resprout from the portion remaining in the ground. Avoid spraying desirable plants with these post-emergent, non-selective herbicides, and don't walk on turfgrass after walking on treated areas. If you do, you will cause damage from "footprint blight." Don't

spray during a windy day and make sure weeds are actively growing. If the weeds are primarily grassy weeds, consider using herbicides such as Vantage or Fusilade for selective management.

As far as pre-emergent management of grassy weeds and a few broadleaf weeds, consider a herbicide such as Surflan, which can be applied to soil surface or over the top of plants. It's stable for 21 days and must be activated with 1/2 in. of water. Shallow cultivation to a depth of 1 to 2 in. will enhance herbicidal effectiveness. Surflan can be tank-mixed with Roundup Pro for post-emergent control and residual pre-emergent control. It can also be mixed with Gallery for pre-emergent control of broadleaf weeds. Gallery is stable for 21 days and must be activated with 1/2 in. of water. Apply it in late summer to early fall and early spring prior to germination of target weeds.

Other preemergent herbicides include Snapshot (combination of Treflan and Gallery), Pre-M, Dacthal, Dimension and Ronstar. These herbicides primarily manage annual grassy weeds but also have some broadleaf weed activity.

There are many other herbicides on the market, which might fit your specific situation. Review the label and see whether a specific herbicide can be used around or over specific ornamental shrubs.



*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](mailto:sgibson@advanstar.com). Please allow two to three months for an answer to appear.



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# Landscape MANAGEMENT

February 2001

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NAME (please print) \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS\* \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 \*Is this your home address?  Yes  No  
 PHONE (\_\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_  
 E-MAIL ADDRESS \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

**CONTRACTORS/SERVICE COMPANIES**

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

**LANDSCAPING/GROUNDS CARE FACILITIES**

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

**SUPPLIERS AND CONSULTANTS**

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

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

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

**3. SERVICES PERFORMED (fill in ALL that apply)**

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

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

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

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

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

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

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

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
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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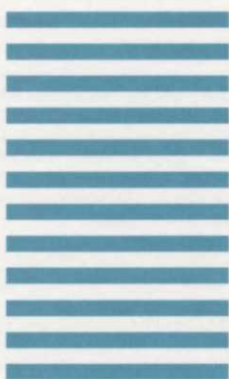
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**Landscape  
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5054  
PITTSFIELD MA 01203-9697



**Landscape  
MANAGEMENT**

February 2001

This card is void after April 15, 2001

I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT free each month:

Yes  no

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

**CONTRACTORS/SERVICE COMPANIES**

- 02  255 Landscape Contractors (Installation & Maintenance)
- 03  260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
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- 05  290 Sports Complexes
- 06  295 Parks
- 07  305 Schools, Colleges & Universities
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**SUPPLIERS AND CONSULTANTS**

- 08  355 Extension Agents/Consultants for Horticulture
- 09  360 Sod Growers, Turf Seed Growers & Nurseries
- 10  365 Dealers, Distributors, Formulators & Brokers
- 11  370 Manufacturers
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- 16  50 **Other Titled and Non-Titled Personnel** (please specify) \_\_\_\_\_

NAME (please print) \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS\* \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 \*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
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- 19  C Tree Care
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- 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 nsecticides
- 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
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106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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# product focus

TECH CENTER

## Dig this

Burkeen Manufacturing's rubber-tired "mini" rider trencher features front-wheel steering, hydrostatically controlled power and speeds from 0 to 2 mph. Powered by a 25-hp engine, it also has a 24- to 36-in. digging boom with an end roller, hydraulic chain tension and incremental digging depths. The B-25 Riding Trencher, which comes standard with a 4-way backfill blade, has a 20,000-lb. digging chain rating and operating weight of 2,290 lbs. For more information contact Burkeen at 800/647-9824 or [www.burkeen.com](http://www.burkeen.com) or circle no. 272.



▲ Vermeer Manufacturing's new midsize hydrostatic utility trencher features a choice of a 70- or 85-hp John Deere engine, an operator console that rotates 90 degrees, standard rear-steering axles and tilt steering wheel. A single joystick controls the backfill blade, trencher or plow attachments. A tiltable operator's platform allows easy access to internal components, and six backhoe remote controls (throttle, creep, backfill blade lift, engine start and stop, park brake) increase productivity. For more information contact Vermeer at 888/837-6337 or [www.vermeer.com](http://www.vermeer.com) or circle no. 274.



◀ The Bobcat® LT-304 trencher attachment for skid-steer loaders can dig up to four feet deep and features a 2-in., double standard anti-back flex (ABF) chain with four different factory-installed chain and teeth options. A 14-in. adjustable auger can be removed when trenching next to fences or buildings. It comes with a manual side-shift, but a hydraulic side-shift kit is also available. For more information contact Bobcat at 701/241-8740 or [www.bobcat.com](http://www.bobcat.com) or circle no. 273.



# products

TECH CENTER

## Tick tock

Architectural Landscape Lighting's clock bollard provides uni- and bi-directional pedestrian-level lighting to illuminate pathways and perimeters of public and private parks, gardens and corporate grounds. The building-mounted model is perfect for gazebos, parking garages and building entryways. A frosted, tempered glass lens is standard, while a prismatic acrylic lens with 360-degree rotation is



optional. It comes with a choice of two 26-watt fluorescent lamps or one of 42 watts.

For more information contact Architectural Landscape Lighting at 714/668-3660 or [www.allighting.com](http://www.allighting.com) / circle no. 250

## Accent your landscape

Versa-Lok's Accent Retaining Wall System is ideal for many landscaping projects, including retaining walls and planting areas. Solid concrete units are lightweight, yet offer great retaining wall capabilities. Accent units permit tighter design radiuses and a smaller scale, and a pinning system allows construction of setback and near-vertical walls.

For more information contact Versa-Lok at 800/770-4525 or [www.versa-lok.com](http://www.versa-lok.com) circle no. 251

## Compact skid steer

Finn Corp.'s new Eagle 250 compact skid steer is a "hydraulic power plant" that helps labor crews do more work faster, and with fewer personnel. A 25-hp Kohler engine generates a hydraulic flow rate of 13.4 gpm. Full power is delivered to wheels and tools at same time. Oil cooler is standard. Quick-change feature allows attachment changes in less than one minute. Over 30 attachments are available, including

## Cool copper

USTE, the parent company of Vista Professional Outdoor Lighting, has introduced a collection of copper outdoor lighting fixtures called Elegante designed to appeal to high-end residential and commercial clients. All fixtures include halogen lamps. Pathlights feature a choice of copper shades and stems or copper shades with emerald green stems made of powder-coated aluminum.

For more information contact USTE at 800/766-8478 or [www.elegantelighting.com](http://www.elegantelighting.com) / circle no. 255



trencher, tiller and box rake.

For more information contact Finn Corp. at 800/543-7166 or [www.finncorp.com](http://www.finncorp.com) circle no. 252

## Spray away

Rain Bird's® 3500 Series 1/2-in. inlet rotor is the latest addition to its top-adjust rotor line for residential and light-commercial applications. All settings for the 3500 Series rotor are made from the top with a flat blade screwdriver. It also features reversing full and 40- to 360-degree part-circle operation, and comes with an attachable "nozzle tree" of six Rain Curtain™ nozzles. The rotor is available in 4-in. pop-up and 4 in. pop-up, non-potable models.



For more information contact Rain Bird at 626/812-3400 or [www.rainbird.com](http://www.rainbird.com) circle no. 253

## Take command

Signature Control Systems' 186 Commander Rotor comes in three different configurations to handle a range of applications. Valve-in-head has an attached electric control valve (or hydraulic valve) for precise control over pressure regulation and watering. Available in only a full-circle model, it has eight different nozzles for range of operating pressure, flow rates and radius.

For more information contact Signature at 949/580-3640 or [www.signaturecontrols.com](http://www.signaturecontrols.com) circle no. 254

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- **Goes where larger units can't.**
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- **Demonstration Video Available!**

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1-800-479-3099** Ext. 2039

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Long Lake, MN 55356

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- ◆ Custom Built Sizes: 8' x 6' up to 14' x 54'
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- ◆ FM Approved
- ◆ Mechanical Ventilation
- ◆ Steel Floor Grating
- ◆ Lighting Package
- ◆ Plus Other Options

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Storage LLC**

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Circle No. 140



# Landscape MANAGEMENT

For all ads under \$250, payment must be received by the classified closing date. VISA, MASTERCARD, AMERICAN EXPRESS accepted.  
**Send to:** Advanstar Marketing Services, 7500 Old Oak Blvd., Cleveland, OH 44130.  
**Box Number Replies:** Landscape Management, LM Box#, 131 W. First St., Duluth, MN 55802  
**Advertising Information & Ad Placement:** Contact: Leslie Zola, 440-891-2670, 1-800-225-4569, (ext. 2670), Fax: 440-826-2865 Email: lzola@advanstar.com

## Business For Sale

### Available for Acquisition GROWING LANDSCAPE & CONCRETE CONTRACTOR

- Southwestern firm specializes in landscape construction (50%), concrete work (25%), masonry (15%), patio covers (5%) and other construction & design projects
- Proven track record of growth - revenues increasing an average of 16% annually for the past three years
- Owner willing to remain for a smooth transition

**Contact Ethan Schwartz,**  
 Geneva Affiliate Network Member  
 (602) 840-4977 Client #172834

### Lawn Care & Maintenance Companies For Sale

- Orange County, FL • Gross: \$800,000
- Pinellas County, FL • Gross: \$400,000
- South Florida • Gross: \$2 Million

For more information on the above lawn care companies and other data, check our website:  
[www.preferredbusinessbrokers.com](http://www.preferredbusinessbrokers.com)

All Conversations are Confidential  
**Preferred Business Brokers**  
**Jay Hollon, PCO**

Licensed Broker  
 863.858.4185 • 800.633.5153 • Fax 863.853.3193

**LANDSCAPE MANAGEMENT IN BEAUTIFUL COLORADO** Servicing over 1000 customers with their Lawn Care Program. Established 14 years, grossing \$518,218 with profit of \$212,543. Jay Hoyal Broker- 800-757-6088. [www.BizForSaleInColorado.com](http://www.BizForSaleInColorado.com) 2/01

**SOUTHWEST FLORIDA-** Lawn care/ Landscape/ Pest Control- Residential and Commercial. Several Available For Sale. 70k to 700k+ **Contact to Buy or Sell: Rainer M. Drygala, Business Broker, Century 21 Sunbelt Realty, 800-809-5645 Ext. 337** 2/01

**For Sale-** An established, well run Landscape and Garden Center in Western Kansas. Sales in the past several years have increased by 60%, very profitable business. Most equipment new, bookings for the next six months. For more information write **Dean Ellner, Inc. Realtors, Attn: Lyn Klein, P.O. Box 536, Hays, KS 67601.** 2/01

## Business For Sale (Cont'd)

Unique lucrative, long established service business with nursery, acreage and facilities in affluent resort community. Approximately six acres, plus buildings, vehicles and equipment. Excellent contracts. \$1,365,000 in gross sales for 1999. **Please reply to Email: janeschwiering@norrisrealestate.com** 2/01

**FOR SALE IN COLORADO!** Close to Mountains, **Liquid Lawn care Business.** 10-year well-established business. High growth area, loyal customer base. Located in front range area of Colorado. **Call for more information: 970-284-6500** 2/01

**South Jersey Landscape/ Irrigation construction company,** major South Jersey competitor, strong name recognition. 85% State contracts, 90% install/ 10% maintenance. \$500,000 sales, asking \$200,000. Owner financing available. **856-769-3166** 3/01

**FOR SALE-** An established Landscape, Landscape Maintenance, and Tree Service in the Dallas Area - in business since 1986. Commercial and residential contracts included. We are located in a prime growth area in the DFW metroplex. \$200,000+ in gross sales- asking \$250,000. **FOR INQUIRIES, call 972-923-2151.** 2/01

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 The Best in Synthetic Golf Facilities



We will TRAIN YOU to be SUCCESSFUL in the Backyard Putting Green Business  
**Call the Putting Green Pros**  
 Toll Free 877-881-8477  
[www.theputtinggreencompany.com](http://www.theputtinggreencompany.com)

**Professional Business Consultants**  
**WANT TO BUY OR SELL A BUSINESS?**  
 Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, I have companies available in Lawn Care, Grounds Maintenance, Pest Control, Landscape Installation and Interior Plant Care all over the U.S. and Canada. P.B.C. 19 W. 555 Central Ave, Downers Grove, IL. 60516  
**708-744-6715 • Fax 630-910-8100**

## Business Opps (Cont'd)

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For free info, visit our website at [www.nl-amer.com](http://www.nl-amer.com) or call 800-989-5444.

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## Educational Opportunities

Become a landscape designer. Approved home study. Create plans for lawns, estates, courtyards, walkways, gardens, shrubbery. **P.C.D.I., Atlanta, Georgia.** Free career literature. 800-362-7070 Dept. GTB694. 2/01

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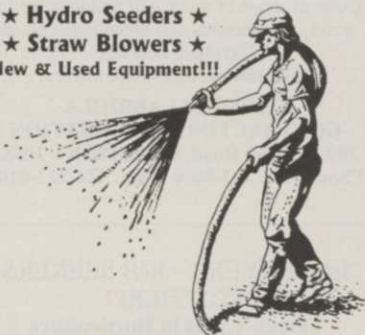
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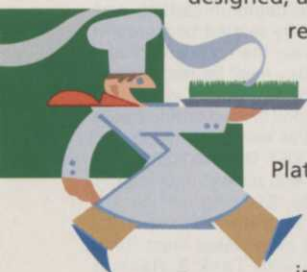
We've heard of creative marketing, but Lifestyle Landscaping's efforts take the cake. The North Ridgeville, OH-based company recently advertised its services by mailing out a brochure designed, and worded, like a restaurant menu.

Appetizers

included the "Plant Care

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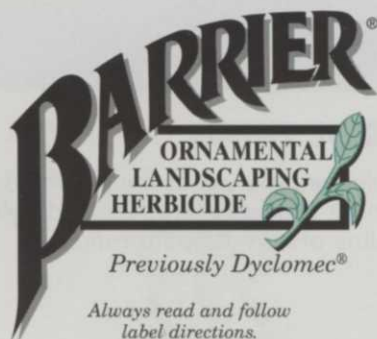
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