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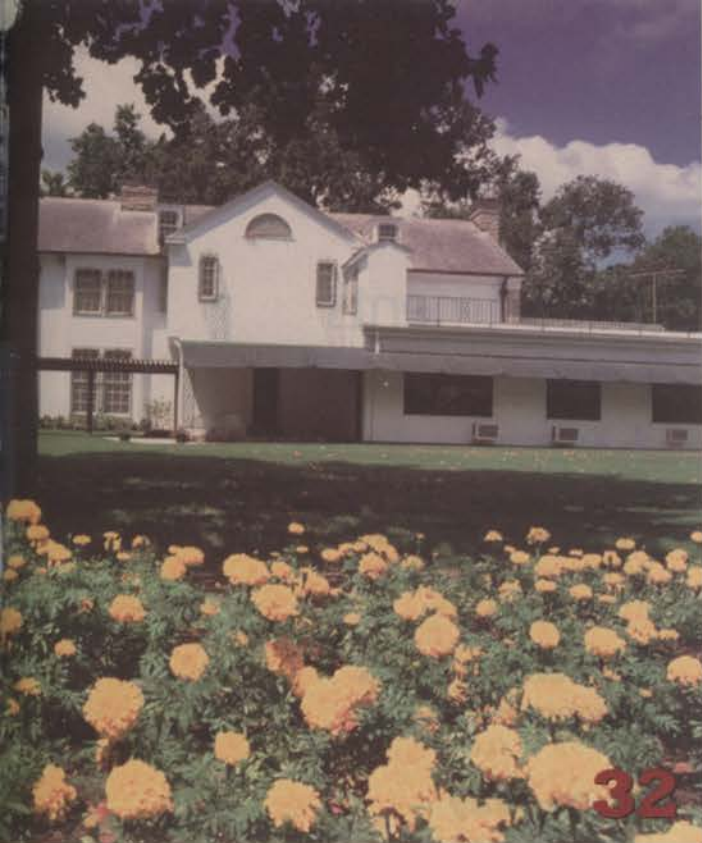
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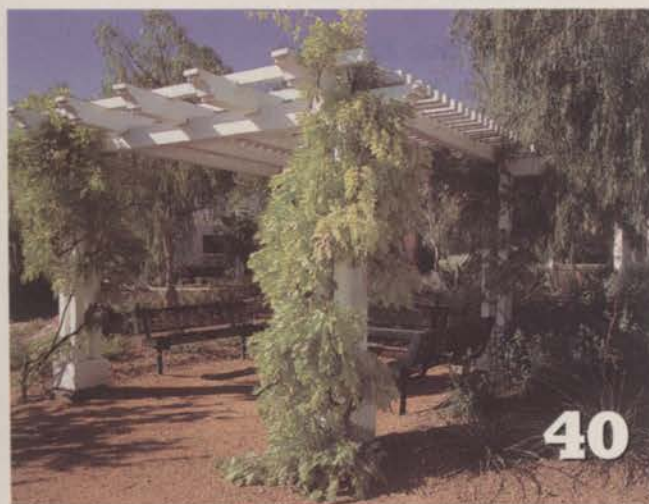


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COVER IMAGE: BOB LYNCH

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# events

WHAT, WHEN & WHERE

## July 2001

**18-22 Turfgrass Producers International Summer Convention and Field Day /**  
Toronto; [www.turfgrass.sod.org](http://www.turfgrass.sod.org)

**19 Green Industry Professional Field Day & Trade Show /** Washington, DC; 703/250-1368

**20 Conference on Woody Plants /** Swarthmore, PA; 610/388-1000, x507

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

**22-25 98th Annual ASHS Convention /** Sacramento, CA; 703/836-4606; [www.ashs.org](http://www.ashs.org)

**24-25 NNLA Summer Field Day /** Bellwood, NE; 816/233-1481

**24-26 91st Annual CAN Convention /** Monterey, CA; 800/748-6214; [www.can-online.org](http://www.can-online.org)

**26-27 Emerald Expo Trade Show /** Seattle, WA; 877/GREEN-55

**30-31 INLA Summer Field Day /** Fort Atkinson, IA; 816/233-1481

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

**31-2 19th Perennial Plant Symposium /** Crystal, VA; 614/771-8431

## August

**1 New Jersey Turfgrass Association Field Days /** Adelphia, NJ; [www.njturf-grass.org](http://www.njturf-grass.org)

**3-5 SNA Convention & Trade Show /** Atlanta, GA; 770/953-3311; [www.sna.org](http://www.sna.org)

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

**8-9 INLA Summer Meeting /** Indianapolis, IN; 317/955-0628

**12-14 KNLA Summer Meeting /** Dodge City, KS; 816/233-1481

**12-15 ISA Milwaukee 2001 Conference & Trade Show /** Milwaukee, WI; 217/355-9411

**14-16 Weed Management Assn. Conference & Trade Shows /** Colorado Springs, CO; 970/498-5769; [www.nawma.org](http://www.nawma.org)

**16 MNLA Summer Field Day**  
Grand Rapids, MI; 800/879-6652; [www.mnla.org](http://www.mnla.org)

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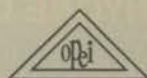
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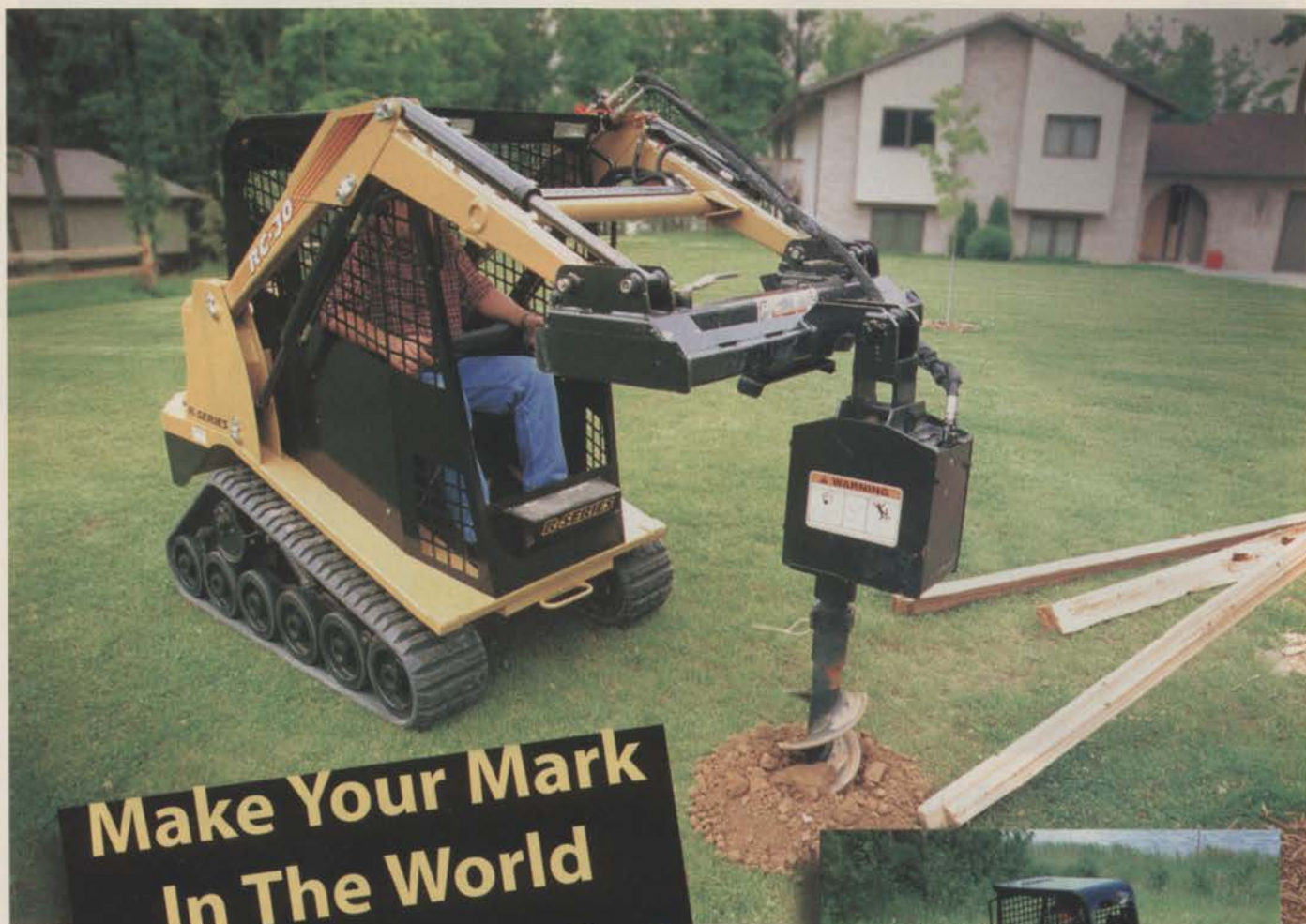


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BY SUE GIBSON / EXECUTIVE EDITOR

# Define your level of success

**T**his is the sixth year we've listed the emerging leaders of our industry (see the LM 100, page 22), and each year, it's a pleasure watching many of you prosper as you grow. Our list covers several small, medium and large firms who have found various levels of success. Most likely, this success has been a goal for these organizations for a long time. In other words, it didn't come overnight. It's part of their plan.

But this year's list also includes 10 people who used to be leaders of our industry in its formative years, when national associations were just starting to figure out what their members needed and when words like "lawn care" and "hardscape" were new on our lips.

Although each of their stories is brief, I think you can sense that these folks are doing pretty well in their new lives outside of the Green Industry. While most of them said they miss the industry and their old friends, they also sound happy to be into something new.

### So there is life after landscape!

And why shouldn't they enjoy it? Many of these people set and achieved their goals, then moved on. Many of them worked years to make their organizations successful and profitable, and they enjoyed that work. But now, they're doing something different and taking time to enjoy their families, act, run a bank, explore e-business, manufacture goods and more.

Good for them, I say. Most successful people succeed because they are achievement-oriented and because they clearly defined what they want, with a deadline. Sure, luck and hard work help too, but there's nothing more motivating than knowing where you're going and why you're doing it.

### How will you know you've 'won'?

Are your goals clear and exciting to you? Can you define them simply, clearly, immediately? Do you have a deadline for success?

You may think that "make my business successful" is a good goal, but it's not. It can be if you define your intended market share, revenues, number of new customers or employees, net worth, awards you'll win or other measure of success. Use hard numbers, deadlines or benchmarks against which you can measure your progress, or lack of it. Then you'll know if you're on track.

High achievers write down their goals, share them religiously and post them visibly as a daily reminder. High achievers think about their goals often and focus on them like sprinters eyeing a finish line. High achievers live their goals, every day. And often, they reach those goals, sometimes ahead of their deadlines.

Try it. Live your own goals, and maybe you can sell out profitably or retire early to try that new project or lifestyle change. Maybe you'll surprise yourself with success and find yourself going in a new direction, setting challenging and fun new goals for your future.

Contact Sue at 440/891-2729

or e-mail at [sgibson@advanstar.com](mailto:sgibson@advanstar.com)

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## Always new peaks to climb

**D**avid Luse has traveled to faraway lands to scale some of the world's tallest peaks. Apparently, he still has mountains to climb — both the white-capped kind and other varieties, judging by the lofty goals he's set for himself since selling his landscape company, Arteka Corp., several years ago.

What next? Luse has had to grapple with that question, along with more than 100 of his former colleagues in the lawn/landscape contracting industry.

These former industry leaders either joined or sold their operations at the height of consolidation fever. They struck the best deals they could, perhaps worked for a while with the new owners, and are now on their own. Most are still young and energetic, if not in age, then certainly in spirit. Most, it seems, left the industry with cash, connections and time to do some of the things they'd been putting off or, perhaps, dreaming about.

We were curious, and we think you'll get a kick out of what your former colleagues and friends are up to. You may even feel a pang of jealousy, as we did, in learning about the fascinating projects they're now involved with.

Luse's company was one of the founding members of LandCare USA, which went public in 1998 and, a little over a year later, was acquired by ServiceMaster and became a part of the TruGreen group.

Although he's not building a landscape company anymore, his efforts remain, at least tangentially, tied to the Green Industry. These include

Andreas Development Co., a property development firm he and associates founded in Eden Prairie, MN. Recently, Luse told us his firm had about 330,000 sq. ft. of property (commercial, office, industrial) under



David Luse

development. Not surprisingly, one of the company's goals is to enhance the properties with trees.

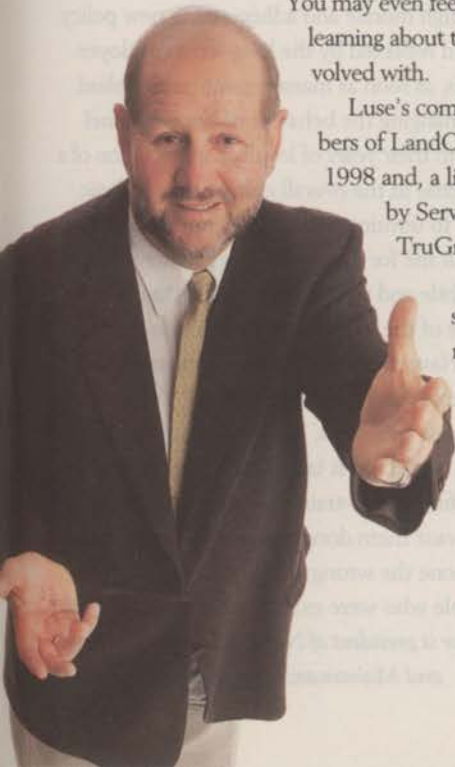
But when Luse started talking about his newest venture, helping an international non-profit organization provide solar ovens to residents of Third World countries, his voice became animated. Families living in tropical or subtropical parts of the world are using the ovens to cook food or pasteurize water instead of gathering brush or chopping down trees for fuel, back-breaking tasks almost always done by women. Luse said the goal is to distribute 1 million or more solar ovens within the next five years.

"We all have our careers, our families and our friends, and I've been very fortunate," he told us. "I began wondering what I could do to give back some of what I've been given."

Now that you have an idea of what Luse has been involved with since leaving the landscape industry, turn to page 30 in our special LM 100 report to find out what some of your other former colleagues and friends are up to. You might be surprised.

Contact Ron at 440/891-2636 or e-mail at [rhall@advanstar.com](mailto:rhall@advanstar.com)

"I began wondering what I could do to give back some of what I've been given." — David Luse





Most employers depend on the long-time employee.

They know the procedures, the rules, the customers, everyone else's job and what must get done.

## Letting long-timers go

**M**any Green Industry publications have highlighted the shrinking labor market. In a sector as labor intensive as ours, the future doesn't look good. We need a large labor force, but it doesn't look like the labor market is getting any more expansive. Innovative benefits and higher pay scales have been suggested as ways to bulk up our employee rosters.

But there's another side to the issue which puts the company, its employees and its customers in a difficult position. I'm talking about termination of long-time employees.

Most employers depend on the long-time employee. They know the procedures, the rules, the customers, everyone else's job and what must get done. This is the kind of employee we want.

But what if the job isn't getting done or the rules aren't being followed? Many studies have cited the long-term employee as one of the most difficult types to discipline. Consequently, problems with this type of employee may be fundamentally malignant. In fact, it may be an imperfect relationship to which both the employer and employee have contributed.

The employee, because he or she has been at the company

for so long, has let the rules slide, and perhaps the employer's attempts to make the employee alter his or her ways weren't successful. Why does this seem to be the case? Have you ever been in a situation where someone thinks they can't be fired?

There are identifiable characteristics of your business or corporate culture that affect this kind of behavior, not only the long-term employee's but all your employees'.

### Reluctant to discipline

There is a reluctance to discipline long-term employees, and this creates a discrepancy between you, them and other employees. Important aspects of corporate culture like high performance, competition, group unity, high morale and adherence to new policy are created and reflected by the long-term employee. In other words, as soon as management turns a blind eye towards changing the behavior of key personnel (perhaps due to their years of loyalty), expectation of a different response in the overall culture isn't realistic.

I once had to terminate two key people who had each been with me for five years. The problems with them were subtle and took several seasons to develop and in the face of the job market crunch, the decision was difficult. Have I solved all of the problems I had with these employees by letting them go? Yes.

There are new problems, but they're not fundamental. And I found out it takes less energy during the short term to find and re-train new staff to do things the way you want them done than it does to tolerate things being done the wrong way. I was surprised to find new people who were exactly what I had in mind.

— The author is president of Natural Landscape Design and Maintenance Inc., Keego Harbor, MI

For more information, check out these books:

**Goffee Rob, and Jones, Gareth.** *"What Holds the Modern Company Together."* *Managing People.* Boston: Harvard Business Review, 1999.

**Zenger, John.** *Twenty-Two Management Ways to Achieve More With Less.* New York: McGraw Hill, 1997.



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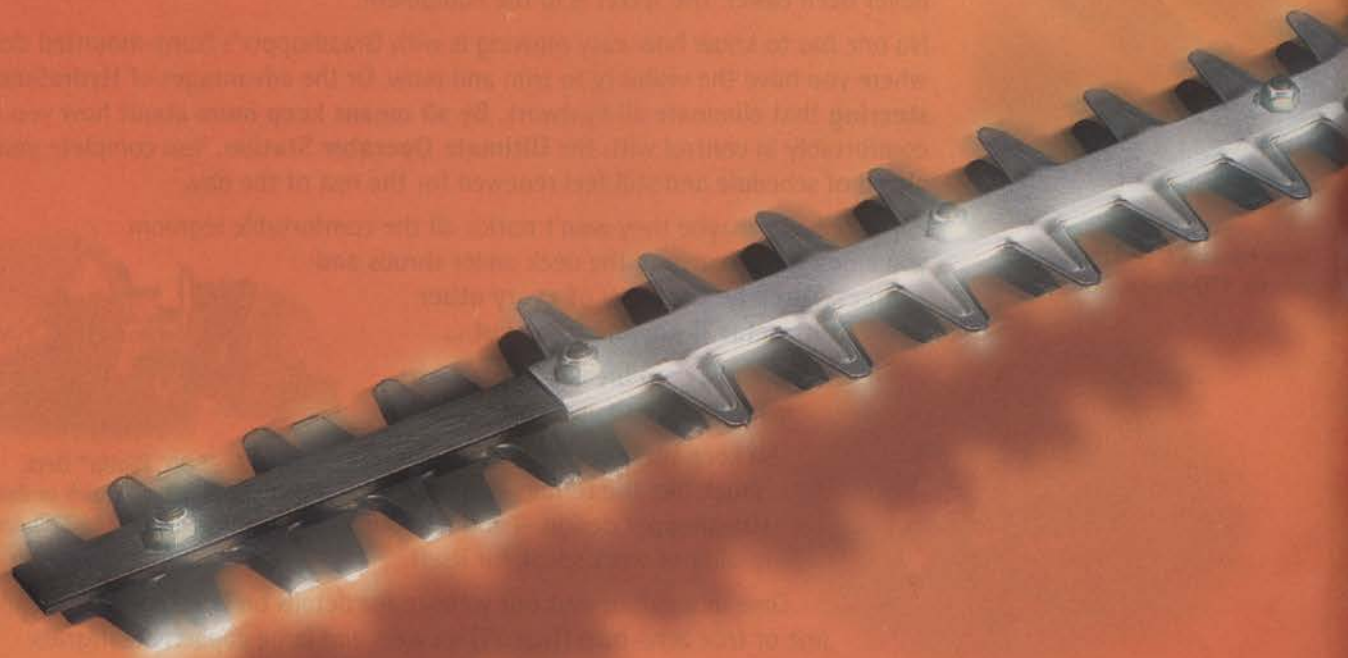
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# industry almanac

NEWS YOU CAN USE

## Langley retires after 34 years with RISE

VISTA, CA — After 34 years of service, Fred Langley, Manager of State and Government Relations for RISE, will retire Aug. 31. Frank Gasperini, formerly of Vopak (Van Waters & Rogers), will take over as a consultant July 1, then as a full-time staff member Sept. 1 (the start of RISE's fiscal year).

## Woods Equipment reports sales drop

ROCKFORD, IL — Woods Equipment Company reported that first quarter net sales were down 19.5% compared to last year. Woods said the drop in sales was due to unfavorable weather conditions, increased competition on selected construction attachments, a slowing of the general economy, the realignment of sales territories and changes in internal management responsibilities.

## Vermeer, Sherrill sign deal

PELLA, IA — Sherrill, Inc., a supplier of arborist equipment, entered into an exclusive alliance with Vermeer Manufacturing Co. to jointly distribute environmental materials through the Vermeer worldwide dealerships.

## Win a truck at Expo

LOUISVILLE, KY — Attend the International Lawn, Garden & Power Equipment Expo July 20-22 and you could win \$25,000 toward the purchase of a truck in the Trucks of the Industry Give-away. Admission is free to those who register before July 16. For info call Sellers Expositions, 800/558-8767.

*continued on page 16*

CLIPPINGS

## More deals for Deere

President says latest acquisitions are "customer-based"

BY JASON STAHL

CLEVELAND — When Deere & Company acquired Great Dane Power Equipment Company in December of last year, the deal made sense to Green Industry insiders. Deere was obviously trying to strengthen its footing in the commercial mower segment.

The company's latest acquisitions, however, have made everyone scratch their heads.

The acquisitions themselves were not such a mystery, at least to those who knew of Deere's ambitious "6 by 6" goal, or \$6 billion in revenues by the year 2006. Acquisitions, as the Green Industry saw last year, are one of the fastest ways to grow a business. But it was the kind of businesses that Deere acquired that confused people.

First, it was McGinnis Farms Inc., Alpharetta, GA, a full-line supplier of nursery stock, landscape supplies and irrigation products. Then, it was Richton International and its irrigation equipment business, Century Supply Corp., which it intends to combine with McGinnis Farms under the name John Deere Landscapes.

The question people are asking now is, "What does John Deere know about the irrigation and nursery business?" The answer is not much, and that's why these particular acquisitions were so perfect, says John Deere Landscape President Dave Werning.

"These acquisitions had existing industry-recognized management and personnel in place, so we didn't have to try to develop the expertise of running these businesses. That's part of what we acquired," Werning says. "We could have gone out and built physical locations for these businesses, but what we didn't have was management personnel."

"With the existing consumer-only business, the areas we're entering are part of the Green Industry, and that's the industry we're in."

— Dave Werning,  
President of John  
Deere Landscapes

And even though these businesses are not ones that Deere had been involved with previously, Werning feels there is a connection. "With the existing consumer-only business, the areas we're getting into are part of the Green Industry, and that's the industry we're in," he says. "We have been serving some of the same customers that nursery and irrigation businesses have been serving, so I guess the connection point is customer-based."

### Future acquisitions?

John Deere's latest buying spree has caused much speculation among industry insiders as to which company it will buy next. TruGreen LandCare has been mentioned, but analysts say it's not likely because Deere would then be competing for contracts against the very contractors who buy their products. Rain Bird and Hunter have also been listed as possible future acquisitions for Deere.



## Landscape Management partners with ASIC

CLEVELAND — The American Society of Irrigation Consultants (ASIC) has selected *Landscape Management* as the professional organization's "Official Publication" for the landscape industry.

According to Landscape Management's associate publisher/executive editor Sue Gibson, ASIC will work in partnership with *Landscape Management* and its sister publications, *Golfdom* and *Athletic Turf*, to "ensure that we offer

professionals and others and build an appreciation for the critical role that profes-

sional irrigation consultants play in the success of their projects."

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landscape professionals and other readers the finest possible coverage" of irrigation issues. "Effective irrigation design and performance is probably one of the major critical issues faced by landscape professionals in this country," said Gibson. "We're thrilled that we now have the expertise of ASIC's membership on our side."

ASIC president Brian Vinchesi said the relationship will "allow us to reach out to landscape, lawn care and grounds

To learn more about ASIC or find a consultant in your area, visit [www.asic.org](http://www.asic.org).

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Circle 111

continued from page 14

## Sprouts acquires TNT Enterprises

NAPERVILLE, IL — Sprouts Landscape, Inc. acquired TNT Enterprises, Wheaton, IL, and changed its name to Great Impressions, Inc. Last September, Sprouts acquired Planters Pride, Wheaton, IL. Sprouts plans to hit \$1.5 million in revenues in 2001.

## DIG acquires LEIT product line

VISTA, CA — DIG Corp. purchased the LEIT product line from ALTEC Irrigation, Inc. The purchase makes DIG the largest provider of alternative power controllers in the irrigation industry.

## Riverdale relocates headquarters

BURR RIDGE, IL — Riverdale, a subsidiary of international chemical company Nufarm, relocated its corporate headquarters from Glenwood, IL to Burr Ridge, IL and invested \$5 million in upgrades to its Chicago Heights, IL manufacturing plant.

CLIPPINGS

## People & companies

**The J.R. Simplot Company** named **Don Johnson** vice president and general manager of the fertilizer division of its Turf & Horticulture Group.

**Seed Research of Oregon** added **Bryan Muntz** to its sales staff.



He will focus his efforts on the West Coast and the Plains

states from Kansas north to Canada.

**Environmental Industries** placed **Kenneth Hutcheson** into the leadership role at U.S. Lawns, its franchise division.

**The RBI Companies** appointed **Chris Graeber**

vice president of landscape construction.

**Bayer Corp.** named **Michael Daly** turf and ornamental brand manager, **Cathy Fuhrman** commercial market manager and **Jennifer Remsberg** residential market manager. Field sales representative **Jeff Vannoy** has become a Home Health Brand representative, and **Steve Ehart** changed from market manager to brand manager for all Bayer pest management products. Communications manager **Renee Holmes** was appointed Accolades program director, a position formerly held by **Neil Cleveland**, who is now the Eastern Area sales manager.

**The Professional Lawn Care Association of America** welcomed the return of **Heath Moore** to his new role as sales and marketing manager of the Green Industry Expo. Moore had been PLCAA's membership and education manager for five years.



**Signature Control Systems** named **Paul Lat-**

**shaw** director of agronomics.

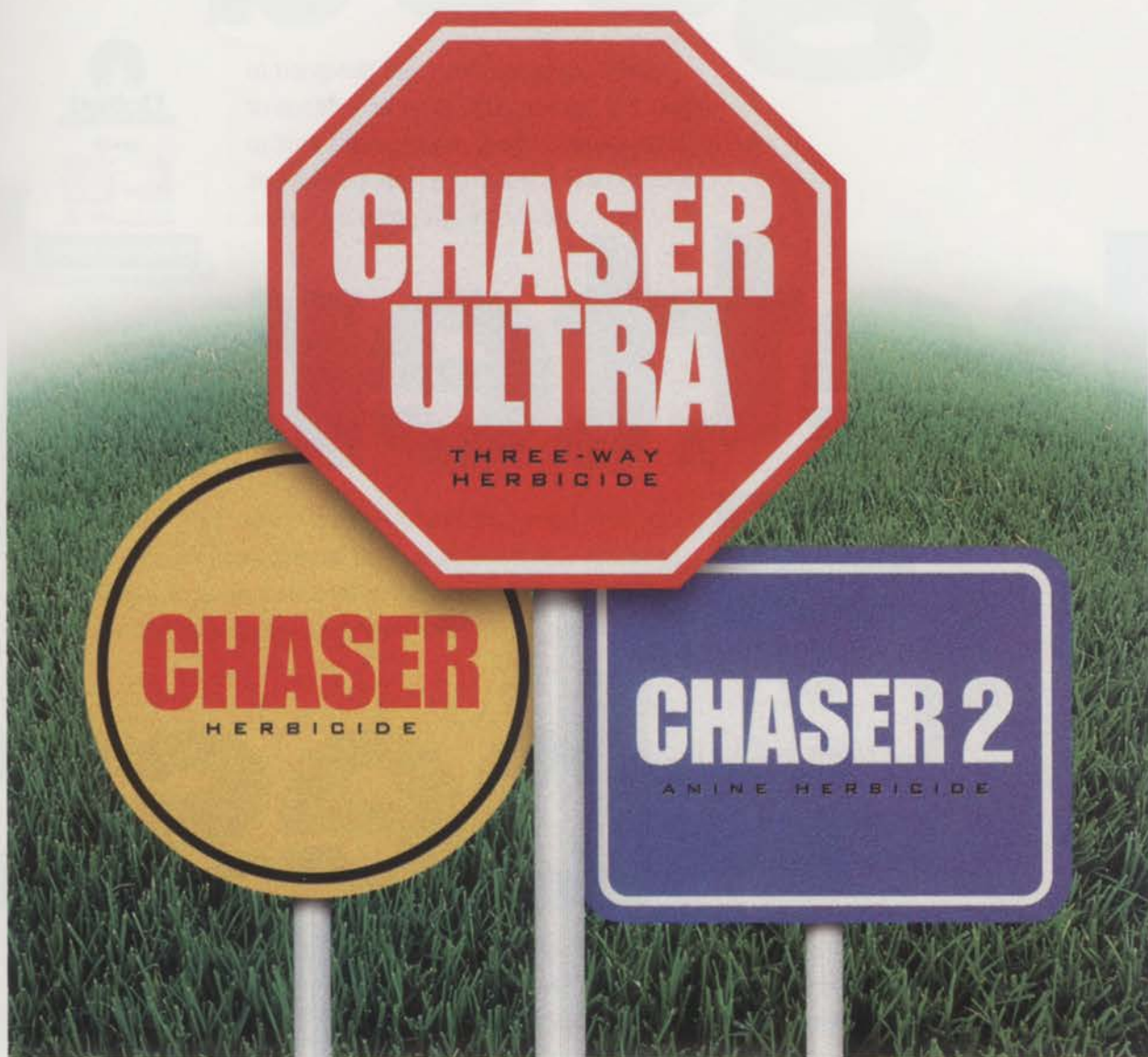
**Rain Bird** promoted **Ken Mills** to vice president of its Turf Division, **Janet Reilly** to vice president of its Contractor Division and **Karl Altergott** to director of its Commercial Division.

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# Turfseed producers release exciting new varieties

**TURFSEED COUNTRY** — Southern homeowners who long for a barefoot-soft Kentucky bluegrass lawn, and gave up long ago because of the heat, take heart.

Dr. James Read, a grass breeder at Texas A&M University, has developed Reveille, a cross of Kentucky bluegrass with a Texas native bluegrass that he's confident will find favor on southern home lawns and commercial properties.

The grass has shown heat tolerance, low water use and good insect and disease resistance, and it stays green winter and summer.

"Only extraordinary circumstances would make it temporarily lose color, prolonged drought or a sudden hard freeze at a time when the grass is actively growing," says Read.

Stan Gardner, **Gardner Turfgrass, Inc.**, says that limited quantities of certified sod is available in Texas, New Mexico and Arizona.

## Better in the shade

Turf managers in cooler climates will be interested in a new tufted hairgrass (*Deschampsia caespitosa*) available this fall. The grass, Shade Champ, performs well in dense shade and tolerates traffic, according

to Turf-Seed, Inc., Hubbard, OR. Consider it for use in areas where shade is a problem, including recreation ball fields.

A second new variety from Turf-Seed, Inc., also shows promise for use in parks. Marketed as Shade Star, you can use this variety of combgrass (*Cynosurus cristatus*) with tall and/or fine fescues in shade blends. This is the first "turf-type" of combgrass and has exhibited excellent shade and wear tolerance, says Crystal Fricker, president Pure Seed Testing.

## For year-round traffic

**Pacific Earth Resources**, Patterson, CA, is touting the performance of its improved PennBlue SportsTurf to turf managers whose cool-season turf, and particularly sports fields, that get used almost year-round. This select blend of 80% perennial ryegrass and 20% Kentucky bluegrass stays green all year and can take a lot of traffic.

"At certain times through the year, following up with a good overseeding program will continue to keep the grass healthy and durable," says Ray Freitas of Pacific Earth Resources.

## Seashore paspalum is ready

For warmer climates, **West Coast Turf,**

Palm Desert, CA, says that Sealsle seashore paspalum is particularly well suited for fine-turf areas, like commercial properties, home lawns or sports fields that suffer drought or have restrictions on freshwater use. Seashore paspalum thrives on reclaimed water, recycled wastewater and even saltwater. The company claims the grass is attractive with a dark green, fine blades and requires less water and fertilizer than other warm-season grasses.

## Turfseed movers & shakers

Hiromi Yanagisawa was promoted to vice president and general manager of **J.R. Simplot Co. Turf & Horticulture Group's** International division. He joined Jacklin Seed in 1983, and managed Jacklin Seed during the transition period following Doyle Jacklin's retirement in May 2000.

Also, Glenn Jacklin will now oversee the company's plants in Post Falls and Nezperce, ID, and Pasco, WA.

**Pennington Seed, Inc.**, Madison, GA, announced that it has joined with Golf Ventures this spring to distribute turfgrass and ornamental grass seed in Florida. Golf Ventures is a family of turfgrass pros that offer a full line of turf products and contract services.

**Patten Seed Company**, Lakeland, GA, named Joe O'Donnell as vice president of Georgia Super Sod Outlets. He most recently served as general manager of Sunbelt Seeds. He will be based in Atlanta, GA.

**Landmark Seed Company**, Albany, OR, hired John Brader to strengthen its presence in the eastern states. Brader was most recently the general manager of Lofts in Maryland, a division of Pennington Seeds.

**ProSource One** named Jay McCord as its Turf Seed Development manager and Jeff Schmalz as its sales rep for eastern Pennsylvania, Philadelphia and New Jersey. — Ron Hall, Senior Editor

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**Find woody landscape plants...** on PlantAmerica's new CD-ROM called, "The Interactive Manual of Woody Landscape Plants." On it you'll find 2,000 plant images, 10,000 woody plants, data on 350 genera, 1,100 line drawings, zone map, glossary, 30 years of research, 72 search criteria and a help section. To purchase the CD-ROM call 888/752-6823 or visit [www.plan-tamerica.com](http://www.plan-tamerica.com).



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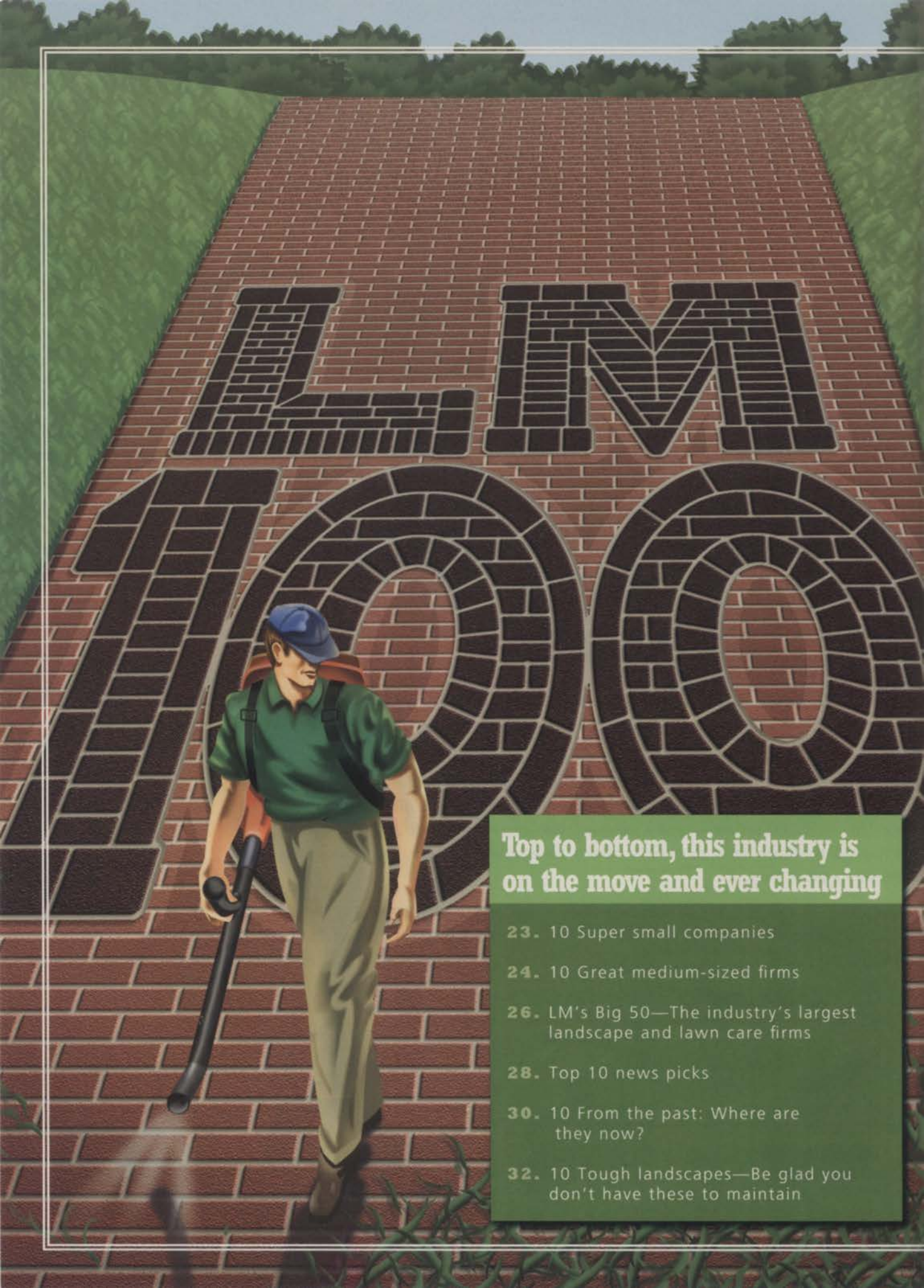
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- 24. 10 Great medium-sized firms
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- 28. Top 10 news picks
- 30. 10 From the past: Where are they now?
- 32. 10 Tough landscapes—Be glad you don't have these to maintain



## 10 Super small companies

### What makes a small company "super?"

#### Care for customers and employees, and often much more

BY CINDY GRAHL

#### All Seasons Landscaping Hutchinson, MN

All Seasons serves commercial and residential customers with lawn care, landscape, irrigation, erosion control, renovation, snow removal, pond care and other services.

Owner Steve Wadsworth credits the \$3.7-million firm's diversity with its success — it can offer customers one-stop, start-to-finish projects. Word-of-mouth referrals allows All Seasons and its 50 employees to take work away from big firms without advertising.

#### Appletree Nursery and Landscape Construction Winnisquam, NH

Appletree's range of landscape services also includes a full-service garden center, and it fields a property patrol to watch over summer cottages



from November through March. Most revenues come from the design/build side (60%), with 30% going to maintenance and the balance to a variety of offerings. Owner Jay Rotonelli and many of the 26 employees in the \$1.1-million firm volunteer to paint and landscape women's shelters.

#### Farmside Landscape and Design, Wantage, NJ

Farmside offers design/build, installation and maintenance as an hon-

est product for dollar value, grossing \$2 million last year. Guided by their religious principles, owners Lisa and Miles Kuperus put extra effort into treating customers and employees with honesty and integrity, also achieving 95% employee retention.

#### Grasshopper Lawns Inc. Edwardsville, PA

Grasshopper handles lawn care for a 90% residential and 10% commercial client base. Michael Kravitsky IV heads the \$4-million family business, founded in 1964. He turns down unprofitable work and why not? The company boasts a 90% customer return rate. Grasshopper volunteers its time at Arlington National Cemetery, for PLCAA's Day on the Hill.

#### Green Earth Services, Inc. Columbia, SC

Green Earth built a positive reputation for professional quality maintenance for large commercial and industrial properties by putting communication first, for a 95% customer retention rate. The 20-year-old company provides several design/build and maintenance services, has 45 employees and reached \$3.2 million in revenue last year, said David Livingston, owner.

#### Lori Spielman Landscaping, Ellington, CT

LSL is the largest female-run firm in the state, earning \$5 million. For more than 17 years, Spielman has dedicated 50% of her services to wetlands mitigation, while also pro-



All Seasons Landscaping

viding a variety of landscape services in the area. Half of the landscape work is commercial, 30% residential and 20% government. Customers dig the employees' cleanliness, pin-striped trucks and natty uniforms, she notes.

#### Lucas Lawn Care Medina, OH

Lucas is a 26-year-old family business. They're small, with \$500,000 in revenues last year, but can point proudly to a 100% employee retention. The specialty is lawn fertilization, as well as tree and shrub care and related services. Homeowners appreciate owner John Lucas' commitment to his community and his firm's impeccable service.

#### Valley Green Lawn Care St. Cloud, MN

Valley Green made \$500,000 in revenues from lawn care services, with one-third of its work in irrigation. Owner Michael Hornung says keeping promises and providing equal care



to small and large clients has been the 12-year-old firm's secret to success.

#### Work-a-holics Landscape Management, Naples, FL

Work-a-holics got its name from a customer 20 years ago, and has since lived up to it, notes owner Cullen Walker. Along with plenty of work effort, his 45 employees are responsible for each project they undertake, with crew leaders doing their own hiring, and are paid based on what they produce. Accounts are commercial and multi-family.

#### U.S. Lawns of New Orleans/Baton Rouge

This franchise was selected as franchisee of the year because of its



rapid growth (revenues doubled in 2000) and attention to the U.S. Lawns' business plan and policies.

The three-year-old commercial maintenance firm earned \$1 million last year and employed 18 workers, says owner Happy Lindeen.

# 10 Great medium-sized firms

**Most medium-sized firms have been around for a while. Learn what they've learned about being "great"**

BY VICKY POULSEN

## **Aldo 1 Landscaping & Lawn Service Inc., Ocean, NJ**

Competitive prices and top quality service with a personal touch keep Aldo 1 Landscaping & Lawn Service Inc. ahead of its competition. "I look at each project and property — no matter what the size — as if it was my own," says Chris Aldarelli, president of the 12-year-old firm, which serves a 50/50 mix of commercial/residential accounts. That philosophy may be responsible for an 18% increase in revenues from 1999 to 2000, to \$12.1 million. This full-service firm employs 150 workers during the season and still serves 40% of their original customers.

## **Allin Companies Erie, PA**

Snow is bringing in the green for John Allin's firm, where gross revenues for landscape and snow services jumped from \$2.1 million in 1999 to \$6.5 million in 2000. Projected revenues for 2001 are \$12.5 million, with revenue goals set for \$18 to \$20 million in 2002. "Our phenomenal growth has come predominantly from increased snow revenues due to a national presence in over 14 states," he says. Key services include landscape design/build, maintenance and hardscape for commercial customers. Around 65 employees enjoy a comprehensive benefits package.

## **Barnes Nursery Huron, OH**

Barnes Nursery is the biggest firm within 100 miles, if excluding industrial and highway landscaping. On the

brink of its 50th anniversary, it scored \$14 million in revenues in 2000, in part due to the 400 acres of nursery stock it carries. Its composting facility ships about five trucks full of mulch and materials daily to local buyers, says owner Bob Barnes. The service palette runs the gamut from design to maintenance and several others. Most of the 125 employees have been around for a long time, just like the customers.

## **Dennis' 7 Dees Landscape Portland, OR**

Dennis' 7 Dees offers its 200 employees a strong training and edu-



cation program that aids in their professional growth and encourages them to achieve their CLT designation. In business for 45 years, this Snodgrass family-run firm maintains a 90% customer retention rate and services a 60/40 ratio of commercial and residential accounts. Revenues are projected at \$12 million in 2001, says David Snodgrass, president.

## **Gachina Landscape Management, Menlo Park, CA**

Strong community involvement and second-to-none customer service pay off for this commercial landscaping firm, which saw gross revenues jump 22% in 2000, to \$9.3 million. The 13-year-old Silicon



Valleycompany has a second location in Campbell, CA. President John Gachina says its 220 employees, mostly Hispanic, benefit from in-house English and landscape technician training.

## **Realty Landscaping Corp. Newtown, PA**

Known for quick customer response, Realty Landscaping has been in business since 1985, doing mainly design/build services for a 65/35 residential/commercial client base. It has branch offices in Oaks, PA and Burlington, NJ. Regional Manager David Plechner reports, "We have 65 crews spread over two, sometimes three states, which give us ability to rectify any problems within 24 hours." The company grossed \$10 million in 2000, and expects to hit \$11.5 million in 2001. An 80% employee retention rate is the result of benefits such as human resource management, which offers 108 employees everything from financial advice to counseling.

## **Yardmaster Inc. Painesville, OH**

Bringing trained landscape architects together with project managers, experienced installers and maintenance technicians has made Yardmaster Inc. a comprehensive resource for its residential and commercial clients. The company has five locations in Ohio and 250 employees to handle a mix of landscape design, construction and maintenance services grossing \$9 million in 2000, says Kurt Kluznik, CCLP and president. He serves on the advisory committee for high school and college landscape programs.



## **Greater Texas Landscapes Inc., Austin, TX**

A committed staff and a local presence give this mostly commercial landscape firm a competitive edge, notes Debby Cole, president. Approaching 20 years in business, Greater Texas provides mainly maintenance and related services (12% irrigation installation and service). She says 2000 gross revenues hit \$3 million and are likely to grow 15% in 2001. The company is noted for a strong customer relations program, which includes monthly focus groups and bi-monthly e-mail newsletters.

## **Thornton Landscape Maineville, OH**

Rick Doesburg ASLA, CCLP, and Thornton president, says employees count: "Our strong point is our ability to keep both our employees and our clients." Almost half of the company's 40 employees have worked at Thornton for 10 years or more, with six over the 30-year mark. The 40-year-old firm offers only design/build services to mostly commercial accounts. Revenues hit \$3.3 million in 2000. Doesburg says his company is not about selling plants but designs.

## **Del Conte's Landscaping, Inc., Fremont, CA**

Del Conte Landscaping is committed to building dependable relationships with both its customers and employees. The 29-year-old firm offers mostly commercial landscape installation service and earned \$6.5 million in 2000, a 43% increase over 1999. It aggressively trains its 115 employees and hosts a formal budget meeting each year where key employees and allies are involved in planning the company's direction, says President Tom Del Conte.



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## BIG 50 COMPANIES

If you have any doubt about the diversity and fragmentation of this industry, check out this listing of the industry's largest landscape maintenance, lawn care and landscape design/installation companies. While most of them concentrate on traditional landscape and lawn care services, several specialize in interesting side-lines like erosion control, retail garden centers, hydroseeding and rentals.

Company	Headquarters	Branches & franchises	Services	Other services
1. <b>Tru-Green LP</b>	Memphis, TN	400	MN, CM	SR, RV, GC, AC, NY
2. <b>Environmental Industries</b>	Calabasas, CA	60	55% D/B/I, 45% MN	SR, RV, HS, GC, AC, EC, NY, IS
3. <b>The Davey Tree Expert Company</b>	Kent, OH	70+	1% D/B/I, 98% MN, >1% IR	SR, RV, GC, AC, NY
4. <b>Brickman Group</b>	Langhorne, PA	78	15% D/B/I, 80% MN, 5% IR	SR, RV, HS, AC, PL
5. <b>RBI (Randall &amp; Blake, Inc.)</b>	Littleton, CO	13	19% D/B/I, 20% MN, 29% IR, 32% HS	SR, RV, HS, GC, AC, EC, PL, NY, ST
6. <b>OneSource Landscape &amp; Golf Serv.</b>	Tampa, FL	12	15% D/B/I, 80% MN, 5% IR	SR, RV, GC, AC, PL, ST, IS, MN, aquatic, floriculture
7. <b>Gothic Landscaping</b>	Valencia, CA	4	15% D/B, 55% install, 10% MN, 20% IRGC	HS
8. <b>Weed Man</b>	Mississauga, Ont.	145	100% MN RV	NA
9. <b>Lawn Doctor</b>	Holmdel, NJ	405	100% MN	PS, AC, pH balancing, MN
10. <b>FirstService</b>	Toronto, Ont.	76	5% D/B, 55% install, 95% MN	SR, RV
11. <b>American Landscape Co.</b>	Canoga Park, CA	6	43% install, 18% MN, 29% IR, 10% NY sales	SR, RV, HS, GC, g.ctr., AC, EC, NY
12. <b>The Bruce Company</b>	Middleton, WI	1	35% D/B/I, 18% MN, 2% IR, 14% GC, 19% retail	SR, RV, HS, GC, g.ctr., AC, EC, PL, NY
13. <b>Grounds Control Div. of Sanitons</b>	San Antonio, TX	6	35% D/B/I, 50% MN, 15% IR	SR, RV, EC, HS, PL, horticultural care (chemical)
14. <b>The Groundskeeper</b>	Tucson, AZ	7	50% D/B/I, 50% MN	RV, HS, GC, AC, EC
15. <b>Landscape Concepts</b>	Grayslake, IL	2	55% D/B/I, 40% MN, 5% IR	SR, RV, HS, GC, AC, EC, PL
16. <b>Vila &amp; Son Landscaping</b>	Miami, FL	2	85% D/B/I, 5% MN, 10% IR	RV, HS, NY
17. <b>Jensen Corporation</b>	Cupertino, CA	3	72% D/B/I, 28% MN	RV
18. <b>Oak Leaf Landscape</b>	Anaheim, CA	1	60% D/B/I, 5% MN, 30% IR	35% 550-650
19. <b>Scott Byron &amp; Co.</b>	Lake Bluff, IL	1	80% D/B/I, 20% MN	RV, HS
20. <b>Marina Landscape</b>	Anaheim, CA	1	45% D/B/I, 10% MN, 45% IR	RV, GC, AC, EC, PS, rental
21. <b>Lipinski Landscape &amp; Irrigation</b>	Marlton, NJ	2	50% D/B/I, 35% MN, 15% IR	SR, RV, HS, AC, NY
22. <b>Teufel Nursery</b>	Portland, OR	1	40% D/B/I, 40% MN, 20% IR	SR, RV, HS, GC, AC, EC, PL, NY
23. <b>Mariani Landscape</b>	Lake Bluff, IL	1	50% D/B/I, 50% MN	SR, RV, HS, g.ctr., NY
24. <b>Scotts Lawn Service</b>	Marysville, OH	45	100% chemical app.	RV, PC, AC (chemical app)
25. <b>Naturalawn of America</b>	Frederick, MD	53	100% MN	MN
26. <b>The Celtis Group (fmlly Diablo Landscape)</b>	San Jose, CA	7	35% D/B/I, 50% MN, 15% IR	RV, HS, AC, EC
27. <b>Duke-Weeks Landscape Services</b>	Duluth, GA	7	45% D/B/I, 45% MN, 10% IR	SR, RV, HS, AC, EC, IS
28. <b>Spring-Green Lawn Care Corp.</b>	Plainfield, IL	56	100% MN	AC
29. <b>Tropics North</b>	Miami, FL	3	50% D/B/I, 40% MN, 10% IR	AC
30. <b>Nanak's Landscaping</b>	Oriando, FL	4	20% D/B/I, 80% MN	AC
31. <b>Cagwin &amp; Dorward</b>	Novato, CA	13	32% D/B/I, 62% MN, 6% IR	RV, AC, EC
32. <b>AAA Landscape</b>	Phoenix, AZ	2	50% MN, 50% D/B/I, IR	RV, GC, AC, EC, PL, NY
33. <b>Urban Farmer</b>	Thornton, CO	1	62% D/B/I, 25% MN, 13% IR	SR, RV
34. <b>Park Landscape</b>	Santa Ana, CA	4	10% D/B/I, 80% MN, 10% IR	SR, RV, HS, GC, AC, EC
35. <b>The Highridge</b>	Issaquah, WA	2	45% D/B/I, 40% MN, 15% IR	SR, RV, HS, EC, PL, IS
36. <b>Keller Outdoor</b>	Sanford, FL	1	61% D/B/I, 28% MN, 11% IR	AC, NY, dumpster roll service
37. <b>Lieds Nursery Co.</b>	Sussex, WI	2	60% D/B/I, 30% MN	g.ctr., NY
38. <b>Post Landscape Group</b>	Atlanta, GA	4	48% D/B/I, 46% MN, 6% IR	SR, RV, HS
39. <b>Western DuPage Landscaping</b>	Naperville, IL	2	65% D/B/I, 35% MN	SR, RV, HS
40. <b>DuBrow's Nurseries</b>	Livingston, NJ	6	33% D/B/I, 53% MN/SR, 14% IR	SR, RV, HS, g.ctr., AC, NY, lighting
41. <b>Clarence Davids &amp; Co.</b>	Matteson, IL	2	50% D/B/I, 45% MN, 5% IR	SR, RV, HS, AC, PL, NY
42. <b>New Garden Landscaping &amp; Nursery</b>	Greensboro, NC	1	50% D/B/I, 43.5% MN, 6.5% IR (services only)	SR, RV, HS, g.ctr., AC, PL, NY
43. <b>Dora Landscaping Co.</b>	Apopka, FL	7	45% D/B/I, 40% MN, 15% IR	HS, NY, NY wholesale
44. <b>Lewis Landscape Design</b>	Las Vegas, NV	2	45% D/B/I, 10% MN, 45% IR	RV, HS, GC, EC
45. <b>McFall &amp; Berry Landscape Mgmt.</b>	McLean, VA	5	20% D/B/I, 80% MN	SR, RV, AC, EC, NY
46. <b>The Greenery Inc.</b>	Hilton Head, SC	3	46% D/B/I, 38% MN, 6% IR, 10%	retail HS, g.ctr.
47. <b>Terrain Systems, Inc.</b>	Phoenix, AZ	0	80% D/B/I, 20% MN	HS, NY
48. <b>ALDO1 Landscaping &amp; Lawn Serv.</b>	Ocean Twp., NJ	1	60% D/B/I, 30% MN, 10% IR	SR, RV, HS, GC, EC, PL
49. <b>Clintar Groundskeeper Serv.</b>	Toronto, Ontario	9	6% D/B/I, 92% MN, 2% IR	SR, RV, HS, AC
50. <b>Pro-Grass</b>	Wilsonville, OR	5	20% D/B/I, 80% MN	EC

# Legend

**NOTE:** ASTERISK IN REVENUES MEANS BASED ON ESTIMATES FROM COMPETITOR, OTHERS ARE SELF-REPORTED  
**AC:** ARBOR CARE

**CM:** COMMERCIAL  
**DB / DBI:** DESIGN/BUILD; DESIGN/BUILD/INSTALL  
**EC:** EROSION CONTROL  
**GC:** GOLF COURSE

**g.ctr.:** GARDEN CENTER  
**GV:** GOVERNMENT  
**HS:** HARDSCAPE  
**ID:** INDUSTRIAL  
**IS:** INTERIORSCAPE

**IR:** IRRIGATION  
**LC:** LAWN CARE  
**MN:** MAINTENANCE  
**PC:** PEST CONTROL  
**PL:** POND/LAKE

**PS:** POWERSEED / HYDROSEED  
**RS:** RESIDENTIAL  
**RV:** RENOVATION  
**SR:** SNOW REMOVAL  
**ST:** SPORTS TURF

Client mix	Employees	Revenues	Expected changes	Years in Business	Principal	URL/e-mail
80% res., 20% CM	20,000	\$1,600,000,000*	—	27	Don Karnes, Pres.	webmaster@trugreenmail.com
100% CM	5,600	475,000,000	25% growth MN	51	Burton S. Sperber, Pres., founder/CEO	www.ervind.com
N/A	6,000	322,000,000	growth in all areas	120	Karl Warnke, Pres.	www.davey.com
2% RS, 95% CM, 3% GV/other	940	240,000,000	18% growth in all areas	62	Scott Brickman, CEO	www.brickmangroup.com
5% RS, 45% CM, 50% GV/other	900	77,500,000	30% growth D/B athletic fields; 50-75% less GC	26	Richard Randall, Pres.	Jody.Randall@RBICompanies.com
1% RS, 79% CM, 20% GV/other	1,400	65,000,000	10% growth in all areas	50	Ronald E. Schmoyer, div. Pres.	rschmoyer@2onesource.com
20% RS, 80% CM	1,100	63,250,000	11% growth in MN, 35% growth sales	17	Michael E. Georgio, CEO	mgeorgio@gothidandscape.com
95% RS, 5% CM	1,500	60,000,000	10% MN	31	Michael Kernaghan, COO	weed-man.com
96% RS, 4% CM	2,000+	59,700,000	9% growth chemical app.	33	Russell J. Frith, Pres.	www.lawndoctor.com
80% RS, 20% CM	650	46,000,000	11% growth MN	26	William Black, Pres., Greenspace Services	billblack1@aol.com
65% CM, 35% GV/other	550	34,000,000	15% growth in all areas	28	Mickey Strauss, Pres.	mstrauss@americanlandscape.com
30% RS 65% CM, 5% GV/other	500+	33,506,000	5% growth in all areas	49	Bliss Nicholson, Pres.	bliss@bruceco.com
20% RS, 80% CM	750	33,000,000	\$7 million growth MN, D/B	12	Al Honigblum, Pres.	ahonigblum@sanitorsinc.com
75% CM, 25% GV/other	700	29,000,000 to 30 M	—	25	Kevin Killmer, Pres./CEO	www.groundskeeper.com
100% CM	60	28,000,000	25% growth MN, 10% less D/B/I	20	Mike Kerton/Patar DeVore, owners	www.kertonlandscapeconcepts.com
10% RS, 40% CM, 50% GV/other	305	25,770,000	10-15% MN & NY, 0-5% less landscape	17	Juan C. Vila, Pres.	rickleal@vila-n-son.com
20% RS, 70% CM, 10% GV/other	215	24,830,000	10% growth in all areas	31	Scott McGilvray, Pres.	www.jensencorp.com
100% CM	350	24,000,000	—	30	Dennis Buccola, Pres.	www.oakleaflandscape.com
99.5% RS, 5% CM	110	24,000,000	5% growth D/B/I, MN	18	Scott Byron, Pres.	sbcohr@ix.netcom.com
100% CM	20	23,000,000	5% growth private; 10% less public	30	Robert Cowan, Pres.	www.marinaco.com
40% RS, 60% CM	85	22,500,000	10% growth in all	25	Robert A Lipinski, Pres.	rlipinskiland.com
5% residential, 80% CM, 15% GV/other	250	21,800,000	10% growth	110	Rick Christensen, Landscape Div. Mgr.	www.teufel.com
95% RS, 5% CM	300	21,200,000	10% in all areas	45	Frank Mariani, Pres./owner	prmondi@mariani-landscape.com
90% RS, 10% CM	600	21,200,000	112% growth RS	4	Mark Long, VP, Scott's Lawn Service	bill.hoopes@scottscsco.com
98% RS, 2% CM	14	21,000,000	20-30% growth MN	14	Randy Loeb, VP	www.nl-amer.com
5% RS, 75% CM, 20% GV/other	300	20,000,000	7% growth MN	25	Barry L. Cohen, Pres.	mikegreye@diablolandscape.com
100% CM	230	20,000,000	20% in all	15	Mark Flowers, senior VP	barbara.dunn@dukerealty.com
90% RS, 5% CM, 5% GV	40	20,000,000*	5% in all	24	Tom Hofer, Pres.	www.spring-green.com
97% CM, 3% other	250	20,000,000	25% growth MN	30	Greg Proch, CEO	gregp@tropicsnorth.net
100% CM	390	19,800,000	12% growth MN	28	Sampurand Khalsa, Pres.	www.nanaks.com
95% CM, 5% GV/other	338	19,783,889	7% growth MN, AC; 4% less install	46	Dennis Dougherty, Pres.	wayne.richards@cagwin.com
85% CM, 15% GV/other	450	18,000,000	10% in all areas	26	Robert Underwood, Pres.	www.aalandscape.com
2% RS, 83% CM, 15% GV/other	220	17,300,000	10% growth MN/IR	18	Dave Tollefson, Pres.	urbandave@msn.com
95% CM, 5% GV/other	450	17,000,000	10% growth CM	15	Robert Morrison, Pres.	robertm@parklandscape.com
40% RS, 60% CM	300	16,000,000	2% growth MN	16	Phil Schuetz and Mike Bushmaker, owners	www.highridge.com
20% RS, 77% CM, 3% GV/other	200	16,000,000	10% growth in all areas	14	Bobby S. Keller, Pres.	None
70% RS, 30% CM	123	16,000,000	N/A	50+	Robert T. Lied, Pres.	rksappery@usa.net
20% RS, 80% CM	170	15,903,000	25% MN	11	William C. Lincome, senior VP	www.postlandscape.com
40% RS, 60% CM	160	15,010,000	5% CM	25	Steve Brodt, owner/Pres.	tomotka@wdlinc.com
10% RS, 90% CM	80	15,000,000	13% grounds MN	44	Michael Branch, COO	dubrows@aol.com
15% RS, 75% CM, 10% GV	80	15,000,000	10% growth in all areas	50	William J. Davids, owner/Pres.	billdavids@clarancedavids.com
60% RS, 40% CM	85	14,600,000	10% growth in all areas	25	Morris Newlin, Pres./CEO	N/A
10% RS, 70% CM, 20% GV/other	100	14,500,000	10-12% growth DB	25	James H. Oylen, Pres.	doraland@mindspring
1% RS, 89% CM, 10% GV/other	200+	14,000,000	17% growth CM	13	Bob Bracken, CEO	lewislandscape@aol.com
100% CM	160	13,900,000	8% growth MN; 10% less SR	25	Mark D. McFall, Pres.	imow4u@erols.com
40% RS, 60% CM	235	13,725,000	32% growth D/B/I, MN	28	B. W. Edwards, Pres.	thegreeneryinc@aol.com
20% RS, 60% CM, 20% GV/other	240	12,500,000	20% growth DB, MN	27	Dale Micetic, Pres.	dale@terrainlandscape.com
20% res., 30% CM, 50% GV/other	150	12,180,000	12% growth in all areas	12	Chris Aldarelli, Sr., Pres.	www.aldo1.com
2% RS, 68% CM, 30 GV/other	120	12,000,000	15% growth in CM	28	Robert C. Wilton, Pres.	www.dintar.com, rwilton@dintar.com
90% RS, 10% CM	—	12,000,000	10% growth in all areas	21	Paul Bizon, Pres.	www.prograss.com

## NEWS PICKS

# 10

### What forces are shaping our industry this year? Here's a peak at some people and events that will affect your operations for months to come

BY JASON STAHL / MANAGING EDITOR

#### 1. New EPA administrator



Whitman

Green Industry pros are trying to read new EPA Administrator Christie Whitman. The fairness they're seeking might best be represented by second-in-command Linda Fischer, formerly of Monsanto, says Tom Delaney, executive vice president of PLCAA.

"In some aspects, I think Fischer might not include herself in decisions on biotechnology," Delaney says, "but she's seen the other side and maybe will be more understanding."

Whitman singled out pesticides early this year by saying, "I think we've done a good job to curb the pesticide program," and Delaney feels the statement hinted at her desire to make as few enemies as possible.

.....

#### 2. Bye-bye Dursban

It wasn't surprising to lawn care professionals when Dow AgroSciences agreed with the EPA to voluntarily cancel Dursban last year. Most had phased it out of their inventories already, but it signaled a bleak future for organophosphates. As Allen James, executive director of RISE, said, "That's nothing to say they'll (the EPA) be more even-handed with other products."

#### 3. Web sites nosedive

Last year, everyone was talking e-commerce. Then, tech stocks crashed, and investor money dried up. Web sites like Greenzebras.com lost their funding and were forced to either close shop or find a partner. Word is that e-commerce is still alive, and many entrepreneurs are still convinced there are solid business plans out there.

.....

#### 4. Economic woes?

While many industries are feeling the impact of a slow economy, the Green Industry is not. Most landscape and lawn care businesses are growing revenues at 10 to 20%. But it's still early, and the Green Industry will likely be one of the last to be impacted.

#### 5. Clearing the air

Houston and Galveston, TX-area landscape pros suffered a blow when the Texas Natural Resource Conservation Commission (TNRCC) banned them from using gasoline-powered lawn and garden equipment during morning hours. On a positive note, the leaf-blower bill sponsored by Arizona Rep. Christine Weason was abandoned due to organized industry opposition.

#### 6. John Deere Landscapes

Deere & Company stated last year that its goal was \$6 billion in revenues by 2006. So far, they've shown they meant business. In December, Deere acquired Great Dane. Less than a month later, the company acquired McGinnis Farms, a full-line supplier of nursery stock, landscape supplies and irrigation products through the South-

east. Then, McGinnis Farms' name was changed to John Deere Landscapes, and Richton International Corporation was added to it on May 29, 2001.

#### 7. Pesticides still attacked

Long Island-area commercial pesticide applicators gained a small victory when a judge in Nassau County, NY overturned the neighbor notification law.

Despite negotiations with ACPA and RISE, Sen. Torricelli (D-NJ) submitted his pesticides-in-schools amendment to S. 1, the Elementary and Secondary Education Act Authorization. The legislation, introduced



Torricelli

in the House by Rep. Holt (D-NJ) as the School Environment Protection Act of 2001, would eliminate the use of pesticides not deemed "least toxic" at schools within six years.

.....

#### 8. ServiceMaster struggles

ServiceMaster's revenues went up for 2000, but profits were less than 1999. Net income from its largest business segment, the reorganized and unified TruGreen Group, was well below planned levels due to what the company said was the "assimilation and integration of our TruGreen landscape business." Talk about a management headache. Integrating more than 100 different companies has been more than a challenge at ServiceMaster; it's been a costly one. Now, the company's focus is not on buying up companies but running those operations well and increasing profit.

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#### 9. Mergers & acquisitions

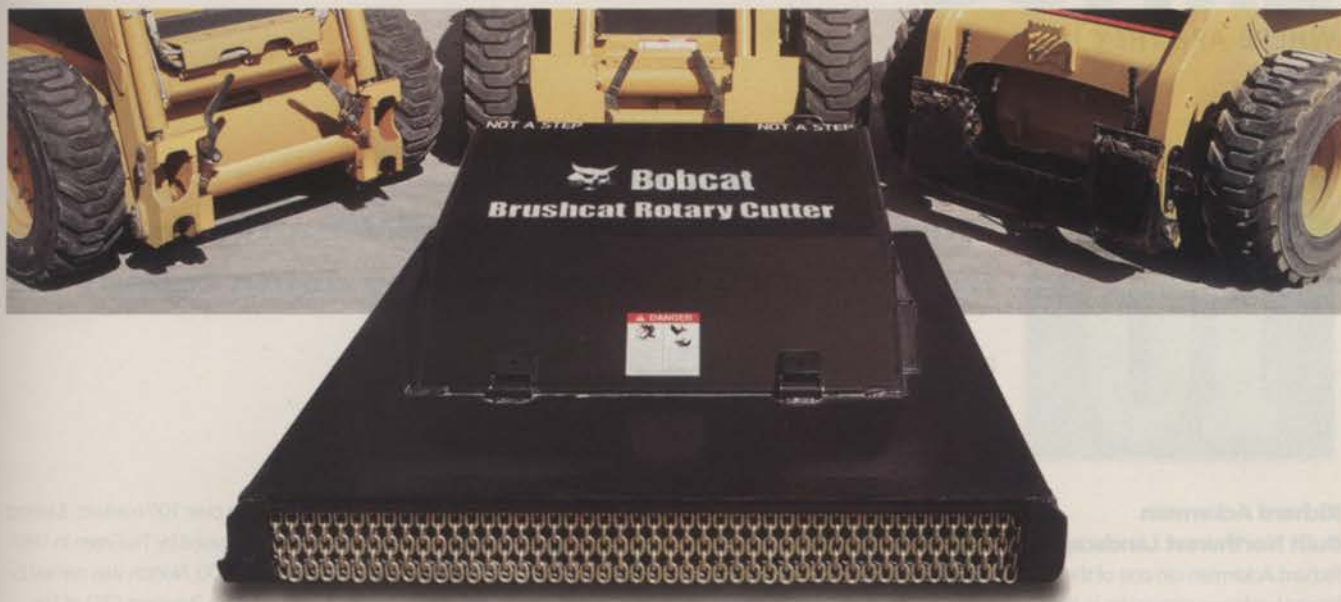
On the chemical side, AstraZeneca PLC and Novartis AG made a big splash by merging and spinning off into a separately traded concern named Syngenta. So did BASF when it bought American Cyanamid. TruGreen-Landcare bought the \$22 million Leisure Lawn. But everyone saw how dangerous consolidation could be when AgriBioTech went bankrupt and was forced to sell off all the businesses it had acquired just a few years earlier. Watch for a few more big ones on the chemical and equipment side this year.

#### 10. Water issues

When the Water Quality Act was created in 1998, all nurseries and greenhouses were required to have nutrient management plans. Now, as the act makes its way to the state level for implementation, it's hitting home on our industry.

"Water issues are going to add costs to everyone's bottom line," says Fred Langley, Manager of State Government Relations for RISE. "As we go forward, this industry will have to look at any place that discharges material that could impact water quality."

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WHERE ARE THEY NOW

INFLUENTIAL

10

## Where are they now?

**They led our industry in its formative years, then moved on. What are they doing today?**

BY RON HALL

### **Richard Ackerman** **Built Northwest Landscape**

Richard Ackerman ran one of the largest landscape companies in the Pacific Northwest's, but he's back in school now. He loves it. Three years after leaving landscaping, Ackerman serves on the Lake Oswego (OR) School Board, coaches the offensive line on the school's football team and spends a lot of time with family, community and local youth. "After 26 years in business, I thought it was time I started giving a lot back," says Ackerman. Business interests? "I'm doing some real estate developing with some of our former clients, but not much," he says.

### **Bob Parmley** **Former PLCAA president**

After Bob Parmley's served as president of PLCAA in 1989, he left his 18-year lawn care career to run equipment maker Savage Bros., Elk Grove Village, IL. Actually, he and a partner had purchased the company 12 years earlier, mostly to acquire its machining tools. But they saw continued demand for its equipment, and Parmley switched careers.

### **Elliot Roberts, Ph.D.,** **Directed the Lawn Institute**

From 1982-1991, Dr. Elliot Roberts, headed the non-profit Lawn Institute, and provided the U.S. media with a steady stream of accurate information about turf's benefits. He and his wife, Beverly, just celebrated their 50 wedding anniversary. Besides raising



**Elliot Roberts**

a few head of cattle and restoring some of the woodlands on the family property, Roberts, a soil scientist by training, does some public speaking on the topic of evolution, which he says he's rethinking

### **Rod Bailey** **Ran Evergreen Services**

In 1968 Rod Bailey was a management consultant, and one of his clients was a landscape company. In 1970, he and a partner bought that Seattle-area company, Evergreen Services. In Dec.



**Rod Bailey**

1998 he sold it to TruGreen. Today, his Alder Springs Enterprises business management firm helps other landscapers build their organizations. "I don't feel like I've left the business because I work with clients in the industry," says Bailey.

### **Jerome "Jerry" Faulring** **PLCAA's first president**

Jerry Faulring's Hydro Lawn application company expanded to Maryland, Virginia, Pennsylvania and New York in the 1980s. In 1996, he sold his business and returned to the land. He runs 200-acre Waverly Farm in Adamston, MD, which grows landscape-ready ornamentals.



**Jerry Faulring**

"I've really enjoyed it," says Faulring. "This is definitely a long-term investment. You put \$10 in the ground and

you wait five or 10 years before you get anything back."

### **J. Martin Erbaugh** **Ran multi-state operation**

J. Martin "Marty" Erbaugh's entrepreneurial spirit still burns bright. He Lawnmark, a strong regional lawn care company, in 1995, and today manages J.M. Erbaugh Co., an investment company. He also founded and helps direct H2Cool, a Chicago-based company that delivers bottled water. "I miss the lawn business and I still follow the success of some of the former Lawnmark people," he says.

### **Paul D. Schnare, Ph.D.** **PLCAA founding member**

Paul D. Schnare, Ph.D., one of PLCAA's founding members in 1979. Paul sold Accugrow Lawn Care to his employees in 1998. He served for two years as an assistant professor of agriculture at Southeast Missouri University, and he and his wife now operate Sunny Hill Garden & Florists, Cape Girardeau, MO.

### **Patrick J. Norton** **Guided Barefoot Grass**

Patrick J. Norton grew Barefoot Grass into the second largest lawn care company, serving half a million cus-

tomers in over 100 markets. Barefoot was purchased by TruGreen in 1997. In June 2000, Norton was named Executive Vice President CFO of The Scotts Company, Marysville, OH.

### **James. R. Brooks** **Executive VP PLCAA 1983-90**

Jim Brooks brings his acting skills to the Centerstage North amateur theatre



**James Brooks**

group in Marietta, GA. Brooks claims to be "temporarily retired," but besides theater, he is also president of his community swim & tennis club. Brooks is a founding and board member of the Evergreen Foundation.

### **Bruce Wilson** **30 years with ECI**

Bruce Wilson left landscape giant Environmental Care, Inc., and entered the Internet business world. He was



**Bruce Wilson**

a key player in GreenZebras, an internet site

formed last year. It merged with Green2go, just this spring. "We're back on track now and we're going to be one of the survivors," says Wilson of the b2b supplier to the Green Industry. "It's been a refreshing change and a good experience having to do something entirely different, but a lot of work."





# WHAT IF

## a lot was riding on your next mower?

If you're contemplating a mower purchase — whether a single unit or a whole fleet — there are probably a lot of "what ifs" going through your mind. Grasshopper Mid-mount mowers incorporate Grasshopper's legendary design that is perfect where economy and performance are essential.

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# LM100

TOUGH LANDSCAPES TO MAINTAIN

## TOUGHEST 10

### Think you have problems? Check out these 10 very challenging landscapes that require the professional touch

BY GEORGE WITTERSCHEIN

#### Graceland Mansion, Memphis, TN

The biggest challenge at Graceland Mansion, Memphis, TN, is its 650,000 annual visitors.

"My crew starts blowing driveways and pathways and checking the gravesite at 7 a.m.," says maintenance manager Jimmy Gambill.

"Our work is dictated by the climate. Last summer, we had consistent temperatures in the 90-to-100-degree range with little rain. We have no sprinkler system (Elvis installed a lot of TV and security wires and cables — a major barrier to installing an irrigation system), so we do all watering by hand."



Graceland

#### Utah State University's Logan Campus

Standards are high at Utah State University in Logan, in part because of a top-notch landscape architecture department on campus. The campus is also part of the state arboretum.

Local conditions also make things challenging. It's not necessarily warm in May in Utah, but the campus expects flowers in bloom for early May graduation. Ellen Newell and her staff use the winter months to get as ready as possible, and plant pansies and other flowers that should bloom in time for the event. To address water restrictions,

Newell installed a Maxicom satellite system for more efficient water use.

#### Overpeck Park, Bergen County, NJ

Todd Cochran, regional director of the Professional Grounds Manage-



Overpeck Park

ment Society (PGMS), is the assistant superintendent of parks for Bergen County, NJ. The challenge there is environmental: much-visited Overpeck County Park is built on a reclaimed landfill. "Every few feet, the soil type may be different," Cochran explains. It also sits at the edge of a protected wetlands that is the source of salt water infiltration and debris.

Other challenges? The ground settles often, making sinkholes that General Supervisor Mike Gallucci and his crews must keep refilling. A constant wind dries things up, and methane gas from garbage buried in the landfill hurts trees. The park also adjoins the New Jersey Turn-

pike, one of the most traveled highways in the world...and one of the biggest litter producers.

#### Villanova University, Philadelphia, PA

As campus Superintendent of Grounds, Kevin O'Donnell has a classic task at Villanova University: keeping a large, semi-urban academic landscape beautiful despite substantial foot traffic and public events drawing large crowds.

O'Donnell and his crew of 16 grounds employees have a clear strategy for the 150-year-old campus designated as an arboretum: "Take care of the basics first," O'Donnell says. "Keeping litter off the ground helps maintain a pleasant atmosphere and the beauty of the landscape. We think today's effort results in less litter being deposited in the future because, when an area is clean, people tend to leave it clean and respect it."

#### Groundmasters, Cincinnati, OH

For Mike Rorie, president of Groundmasters, it's not the landscape that's challenging but the

*continued on page 34*

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# LM100

TOUGH LANDSCAPES TO MAINTAIN

*continued from page 32*

client. Groundmasters has a subspecialty in homeowners' associations (HOAs), and the typical client is a board of volunteers, none of whom are landscape professionals. "They are under tremendous budgetary pressure from their fellow homeowners, creating an intense focus on price," Rorie says. "Plus, as



Groundmasters' headquarters

soon as an individual develops expertise in landscaping, he or she is replaced by someone else and we start the learning process all over again.

The best way to deal with this, Rorie says, is to "know the players and educate them about the details of the agreement and the recent history of the community's landscaping."

## Hilton Grand Vacation Club, Orlando, FL

Adam Koenigsnecht is an account manager with Environmental Care Industries, Orlando, FL, where his responsibility includes



Hilton Grand Vacation Club

the Hilton Grand Vacation Club, a high-end time-share with a strong appetite for attractive landscaping. It's a large property with 13 units containing timeshares, plus the clubhouse and a sales center. A multi-year drought, however, has made his job a lot harder.

"Florida irrigation systems were installed to supplement rainfall water, not replace it," Koenigsnecht says. "Without rain, the dropping groundwater causes problems with pumps, coverage pressure and everything else having to do with irrigation."

The key to success is an educated client. "As the account manager, I'm constantly keeping the client aware of the changing water restrictions and ways to deal with them. It's time-consuming, but it's my job."

## Busch Gardens, Tampa, FL

Ron Schmoyer is president of OneSource Landscape and Golf Services, Tampa, FL, which maintains both Busch Gardens theme parks (Williamsburg, VA and Tampa Bay). The Florida theme park is the most challenging because of the state's drought and its year-round operation.

"We have hundreds of pots and baskets of annuals to keep watered. The restrictions come from a local water management board and change from time to time as the drought conditions vary," Schmoyer says.

Another challenge is fixing the damage caused by guests who Busch Gardens believes should have a "hands-on experience"



Busch Gardens

with the landscape. Landscape features are not barricaded and fenced off, which means the crew has to replace many flowers.

## The Grand Casino, Tunica, MS

The Grand Casino, Tunica, MS, lists landscape maintenance challenges that are built into the soil and water itself, according to project manager Scott Brewer and director Rod Rotolo, both of whom work for Jack's Landscape in Mississippi, a subsidiary of Randall and Blake, Littleton, CO.

The property and landscape is designed around a sizable barge casino. The resort's parent company, Park Place Entertainment, demands that the property look first



The Grand Casino

class. That, however, isn't easy.

"We're situated in the Mississippi Delta on land that has different soil types with pH levels that have to be adjusted," Brewer says. "Also, our service road is a seven-mile and 4 to 5-lane 'highway' that requires a lot of landscape maintenance."

## City Place,

### West Palm Beach, FL

Rick Leal, vice president of Vila and Son Landscaping Inc., Miami, takes care of City Place in West Palm Beach, a retail/residential complex in the city's downtown area.

The demands are similar to Graceland's: "Watering the pots and keeping the flower beds intact is a challenge given the several thousand people who walk through every day," Leal says. "Because the aesthetic standards are high, we have to get the place looking good by morning when the stores open for business."

## Universal Studios, Orlando, FL

The most formal landscapes at Universal Studios Orlando are at the entrances. The Resort Garden Walkway has no hours of operation, so guests come and go at all hours. Employees must be out of



Universal Studios

guest view by 7 a.m. every morning and stay out of view until 2 a.m., 365 days a year.

Rainfall is another big problem. Some years, it's 30 inches. Others, it's seven inches. This keeps some of the 100 employees running around adjusting irrigation computers and programs all the time.



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# Get into irrigation

**Find the right niche and start increasing your bottom line by creating an irrigation service for your customers**

BY JIM DAVIS

**M**any landscape contractors handle nearly every aspect of creating beautiful landscapes — except irrigation system installation. This is usually because it makes more sense to focus on their specialty, which is landscape design and planting, and subcontract the irrigation to others who specialize in that trade.

The presence of too many irrigation contractors in some markets makes it not feasible to start an op-

eration within your company to compete against them. However, there may be niches in the marketplace that encourage you to start that irrigation branch. The questions you need to ask yourself in considering whether to add irrigation installation to your service offerings are:

- Are there gaps in the irrigation industry in my marketplace?
- Are existing contractors doing mostly residential or commercial work?
- Do those contractors offer irrigation services exclusively, or do they also install plant material and lighting?
- How many other companies offer a full spectrum of services: planting, lighting, water gardening, decks/patios and irrigation?

## Start with servicing

One of the first things contractors do to begin their irrigation installation service is get involved in the "service" side of the business. When requested by a homeowner or builder, offer to repair an area that was disturbed by sitework modifications. This type of involvement requires few, if any, extra tools or equipment, yet may serve as a springboard for further work. Soon, you'll learn

several tricks of the trade and eventually gain the confidence to take on a new installation job.

## Capital investment

Because of market conditions or the availability of key people, some companies decide to jump right in and activate a crew devoted solely to irrigation. If you want to do this, there's a minimum of six things you need:

1. Crew of two or three workers, one of them to be a team leader.
2. Trencher/vibratory plow (and trailer) with plow blade, one or two pipe grips and boring rod/attachment.
3. Truck or van with pipe rack, or an enclosed box van.
4. Hand-tools, including shovels, pipe cutters, hoes, saws, drills, rakes, crowbar and tamps.
5. A relationship with a distributor and a line of credit.
6. Someone capable of making sales calls, visiting the site and understanding the scope of work, and developing and presenting a thorough, profitable bid/quote.

Numerous training opportunities offered by irrigation distributors or the Irrigation Association (703/536-7080) throughout the country cover design, installation



Are you considering adding irrigation services to your landscape operation? You'll need skilled employees.

# Typical components of irrigation systems

and service issues. These classes are the best source of irrigation installation information and technical training.

## Bidding and estimating

Once you learn how to install irrigation properly, learn how to do it profitably. One way is to learn from consultants who focus on landscape and irrigation operations. In addition to providing energetic and enlightening seminars, many of these groups have workbooks that show how to analyze your

- Water tap & meter (municipal water source)
- Backflow preventer
- Ball valves (for shutting off the system)
- Quick coupling valve or coupling for compressed air connection (winterization)
- Booster pump (if necessary)
- Mainline pipe (usually PVC)
- Schedule 40 PVC fittings
- Electric remote control valves
- Valve boxes
- Lateral pipe (either PVC or poly-pipe)
- Gear-driven rotary sprinklers (large areas)
- Spray heads (small areas)
- Drip tubing (optional for planting beds)
- Control wire (between valves and controller)
- Solid state controller (clock/timer)
- Rain sensor (connected to controller)

company's specific equipment and work habits so that you can profitably bid on projects. A few of the basics you'll learn are:

- Allowing for "mobilization" time/labor (planning, coordinating, loading, driving).
- The four basic compo-

nents of a bid: cost of materials, labor rates (public jobs may require prevailing wage rates), equipment costs (includes depreciation expense for each piece of equipment to be used on the job), profit and overhead (usually figured as a percentage — 10% to 20%).

■ Remembering to allocate time for: site clean-up, punch-list corrections, compilation of "as-built" drawings and system review/training with the owner.

**Project budget parameters**  
Evaluate project-specific vari-

## Specialized forms just for Landscape Professionals.

The advertisement displays several landscape forms from NEBS. The forms shown include:
 

- LANDSCAPING PROPOSAL**: A form with a header for Cascadia Landscaping and a section for 'Doorknob Hanger'.
- LANDSCAPING ESTIMATE**: A form with a header for Cascadia Landscaping and a section for 'Estimate'.
- LANDSCAPING PROPOSAL**: A form with a header for Cascadia Landscaping and a section for 'Proposals Laser & Manual'.
- Lawn Maintenance Invoice**: A form with a header for Cascadia Landscaping and a section for 'Lawn Maintenance Invoice'.
- LANDSCAPING WORK ORDER/INVOICE**: A form with a header for Cascadia Landscaping and a section for 'Work Order/Invoices Laser & Manual'.

 Each form features the Cascadia Landscaping logo and contact information: 3445 Ferguson Drive, Portland, Oregon 97232, Phone (503) 555-4788.



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Circle 121



ables before submitting your bid. Ask yourself:

- Is the water source easily accessible?
- Does the municipality require a licensed plumber to make the water tap?
- Is there power available in case a booster pump is needed?
- Where will the client want the controller?
- Where will the backflow preventer be located?
- Is there existing turf, or will your crew be performing work prior to sodding?
- Who will be responsible for site repair/final grading?
- What time of the year will the project take place?
- Are all parts of the site accessible?
- Will it be clear where all the utilities are before you start digging?
- What is your gut reaction toward the project overseer?
- Will there be an irrigation consultant overseeing the project?
- Will any delay affect materials and labor costs?
- Will this one project create future additional work for your company?

#### Network like crazy

As with any service, your best advertising is word of mouth. To get established, though, be assertive with the people you meet by letting them know your company installs ir-

Hand tools are just one category of products you'll need to start an irrigation service.

rigation. Potential customers are those already on your mailing list. Eventually, you will get irrigation installation work by:

- learning of a project and contacting a general contractor,
- being contacted by a general contractor to bid on a prepared plan, or
- being asked by a homeowner or builder to develop a plan and submit a quote.

— Jim Davis is a Certified Irrigation Designer (commercial) and a registered landscape architect in Indiana. As the Irrigation Sales Manager for Kenney Outdoor Solutions, he also serves as general manager of LandTech, Kenney's irrigation design and consulting division. Contact Jim at [jimd@kcmcturf.com](mailto:jimd@kcmcturf.com) or 800/878-8676.

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Express Blower is a division of Rexius Forest By-Products, Inc., Eugene, OR

Circle 122

## Property at a glance

**Location:** Oasis Pines, Las Vegas, NV

**Staff:** J.R. Landcare Group, Inc.

**Category:** Condominium Complex

**Total budget:** \$41,530

**Year site built:** 1996

**Acres of turf:** 5

**Acres of woody ornamentals:** 4

**Acres of display beds:** 3.5

**Total paved area:** 5 acres

**Total man-hours/week:** 48.5

## Maintenance challenges

- ▶ Combatting desert heat
- ▶ Dealing with pets and their deposits
- ▶ Handling tenant vandalism

## Project checklist

- ▶ Turf reduction
- ▶ Installation of irrigation controls
- ▶ Irrigation renovation/upgrades

## On the job

- ▶ 20 full-time staff, 20 seasonal employees

## Oasis Pines

### The 2000 Grand Award Winner of the Professional Grounds Management Society for Condo, Apartment Complex or Planned Community

he desert can be rough. Just ask the employees of the J.R. Landcare Group, who have grown accustomed to 100-plus degree temperatures and bone-dry conditions working on landscapes in and around Las Vegas, NV.

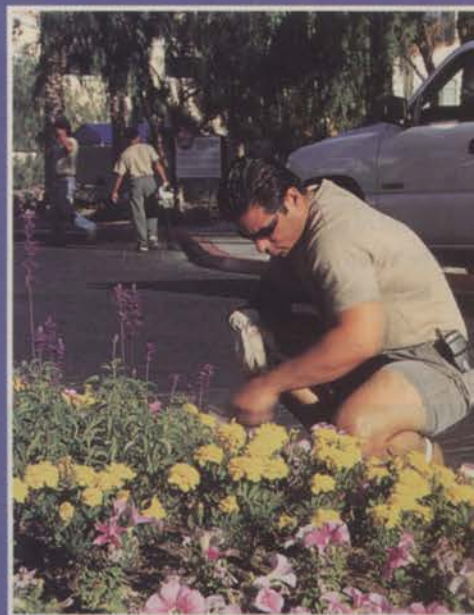
As everybody knows, water is gold out west, which is why the J.R. Landcare Group is big on designing water-efficient landscapes. The company's also good at it, having recently won first place from the Southern Nevada Water Authority in the category of commercial maintenance for designing a landscape judged to be both beautiful and water-efficient.

One example is the grounds at Oasis Pines, a gated 320-unit condominium community nestled in the Mojave Desert that features pools, spas, gazebos, barbecues, picnic areas, beautiful paseos and desert garden areas.

Within the last two years, crew members have reduced the amount of turf on the grounds and upgraded the irrigation system without sacrificing the natural beauty of the site. In between, they've

also managed to handle the continual cleanup of fecal matter from residents' pets and mend the occasional tire track from a late night "turfing" session.

J.R. Landcare Group president Rob Diaz casts a critical eye over one of Oasis Pines' many flower beds.

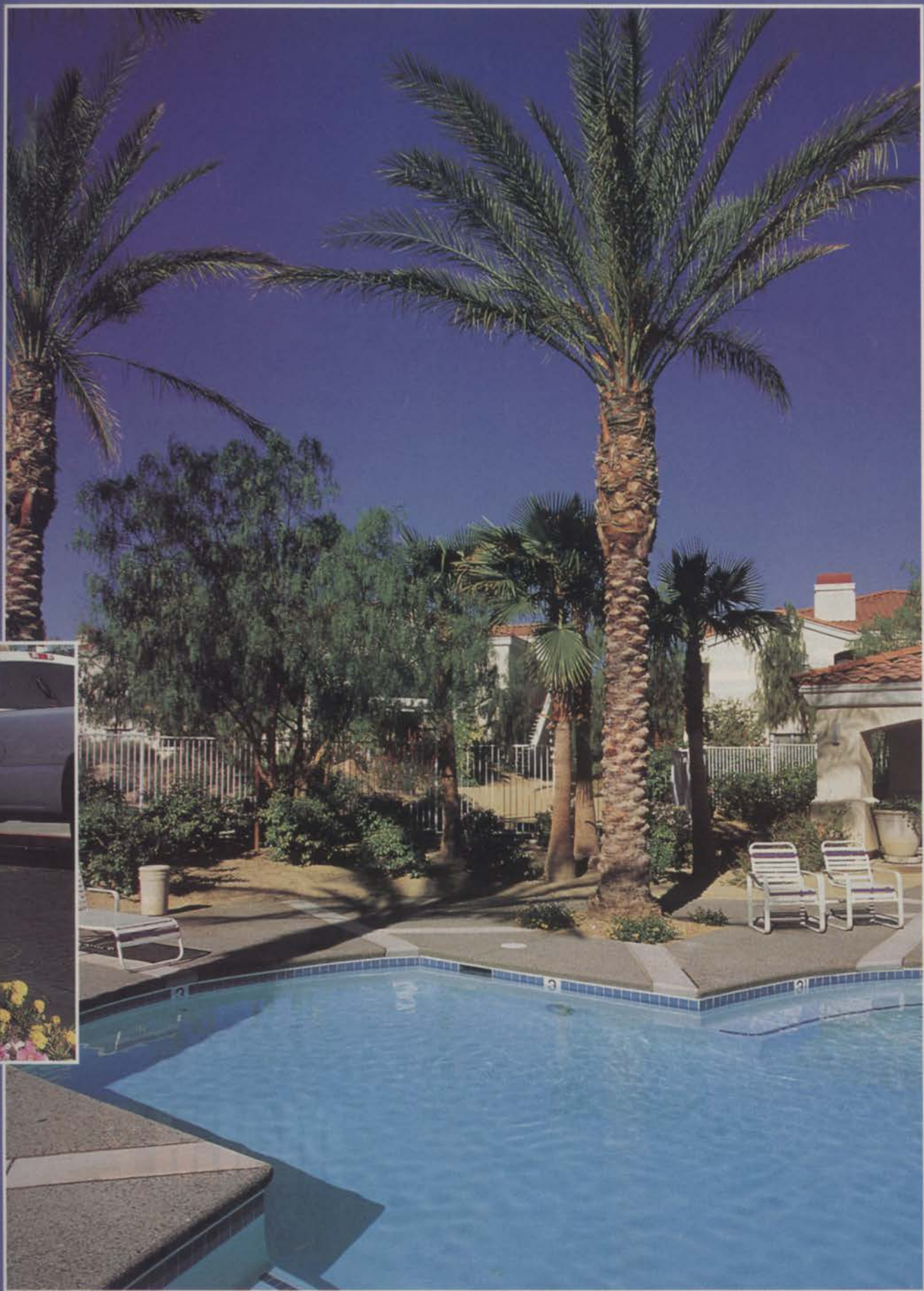


**PGMS**  
**Landscape**  
MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2001 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2001 Awards, contact PGMS at:

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

The pool area at Oasis Pines features water-efficient plantings.





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# Landscape

MANAGEMENT

## Corporate capabilities

# ASV Inc.



ASV Inc.'s RC-30 All Surface Loader



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Fax: (218) 327-9122

**Web site:**

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

**E-mail address:**

[blemke@asvi.com](mailto:blemke@asvi.com)

**Date Founded:** 1983

**Staff:**

**Gary Lemke**, President/CEO  
**Edgar Hetteen**, Vice President  
**Don Powell**, Director of Sales

**Product Focus:**

ASV Inc.'s products are all based on ASV's revolutionary rubber-tracked technology. ASV's main product, the RC•30 is a compact, versatile rubber-tracked loader. Its low ground pressure and specially designed rubber tracks allow it to travel across lawns with minimal damage to the surface. ASV's larger Posi-Track models have similar features but in a much larger, more powerful package. The Posi-Track 2810 features an 83 horsepower diesel engine and only 2.5 psi of ground pressure.

**Manufacturing Facility:**

ASV operates out of a 105,000-square-foot manufacturing plant in Grand Rapids, Minn. The facility features a dealer service training center, all corporate offices, production and parts distribution. Having all functions under one roof allows ASV to be very responsive to its dealers and customers. In 1998, ASV Inc. was named No. 14 in *Forbes'* Top 200 small companies in America.

**Technical Support / Customer Service:**

ASV Inc. provides excellent service and sales support from the factory or from one of its many field representatives. Customers or dealers who call ASV will speak to someone who knows the equipment inside and out. ASV also provides service training to its dealers on a monthly basis. Parts distribution is handled in the same facility as manufacturing, so it is rare for ASV not to ship a part the same day the order is received.

**Major Product Lines:**

- RC•30 All Surface Loader
- Posi-Track 2800 All Purpose Crawler
- Posi-Track 2810 All Purpose Crawler
- Posi-Track 4810 All Purpose Crawler

# BASF Agricultural Products

**Focus:**

The BASF Agricultural Products business in North America, Specialty Products Department, markets a wide range of innovative products and active ingredients designed to help turf professionals maintain

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The products that make up the BASF Turf portfolio provide unparalleled efficacy and value combined with an unwavering commitment to environmental responsibility.

**Facilities:**

The BASF Agricultural Products business in North America, Specialty Products Department, is headquartered in Research Triangle Park, North Carolina. It is a unit of the BASF Global Agricultural Products Division located in Mount Olive, N.J.

**Technical Support/Customer Service:**

Technical field support for BASF Turf products is provided by seven regional sales representatives, a national sales manager, a national accounts manager, a product development specialist and a Basamid Granular Soil Fumigant specialist. In addition, BASF maintains professional relationships with many of the nation's leading university researchers who often provide recommendations and advice for BASF customers. Turf professionals can also find a wealth of useful information at [www.turffacts.com](http://www.turffacts.com).

**Major Product Lines:**

**Pendulum® Preemergent Herbicide** is the proven performer for preventing more than 40 troublesome grassy and broadleaf weeds. This longtime industry leader com-

bines unbeatable performance with unmatched value.

**Drive® 75 DF Postemergent Herbicide** controls a more extensive combination of broadleaf and grassy weeds and offers greater overseeding flexibility than any other postemergent herbicide.

**Image® 70 DG Herbicide** kills "uncontrollable" weeds, such as purple nutsedge, green kyllinga, dollarweed, wild onion and many more.

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**BASF Agricultural Products**

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Research Triangle Park, NC  
27709  
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**Product information:**

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[www.spd.basf-corp.com](http://www.spd.basf-corp.com)  
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**Tom Nishimura**,  
Market Development  
Specialist, Pest Control

# Bobcat Company

## Product Focus:

Bobcat Company is a world leader in the design, manufacturing and distribution of compact equipment, attachments and related services—increasing job-site productivity worldwide. Products include tough Bobcat® skid-steer loaders, compact excavators, compact track loaders, telescopic tool carriers and attachments. This year, Bobcat is celebrating its 500,000th skid-steer loader—more than all other brands combined.

In 1995, Bobcat Company became a business unit of Ingersoll-Rand Company of Woodcliff Lake, N.J.

## Manufacturing Facilities:

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

## Technical Training / Support:

Bobcat compact equipment is sold in 75 countries through some 900 full-service Bobcat dealerships—ensuring timely, global support. Users have come to rely on the Bobcat brand's rugged reliability, ease of operation, safety, comfort, dealer support, parts availability, service backup, attachment choices and high resale value. Bobcat is committed to the safety, productivity and comfort of its customers, and the company leads the industry in compact equipment training and technical support. Visit [www.bobcat.com](http://www.bobcat.com) for more information.

## Major Product Lines:

Bobcat tough compact equipment helps users capitalize on their investments in a wide range of markets, including landscaping, grounds maintenance, construction, in-



dustry, agriculture, government and rental. Recognized globally for versatility, agility and reliability, nine Bobcat skid-steer loader models are available with rated operating capacities ranging from 700 pounds in the Bobcat 463 to 3,000 pounds in the Bobcat 963. Bobcat loaders come in many wheel-base and lift-path configurations so users can match the best machine to their application.

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

In 2001, Bobcat Company announced its entry into the North American telescopic tool carrier market with the Bobcat® VersaHANDLER™ V518 and V623 models. The new Bobcat VersaHANDLER telescopes are ideal for applications that need more lift height, a longer reach or the ability to lift heavier payloads than skid-steer loaders and other compact equipment.

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

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

### Bobcat Co., a business unit of Ingersoll-Rand

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

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

### Web site:

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

### E-mail address:

[infocenter@bobcat.com](mailto:infocenter@bobcat.com)

**Date Founded:** 1947

**CEO:** Chuck Hoge



# Dixie Chopper

Dixie Chopper packs value, performance and a great deal of innovation in all our mowers. Our own Velvet Touch Control (VTC), a proprietary hydraulic drive train system for our Commercial Zero-Turning Radius mowers, is the culmination of research to find a way to cool down the hydro-system. Because heat has a naturally destructive influence on hydraulic components, running cooler is of prime importance. VTC oil has a lot to do with the longevity of a mower drive train, and along with modifications to the HydroGear hydraulic pumps, means the whole drive system has greater durability. In addition, since Dixie Chopper mowers run so smoothly as a result of these improvements, their neutral springs have been removed so that the steering levers offer minimal resistance, enhancing operator comfort.

Innovation in action. Dixie Chopper mowers are equipped with many built-in advantages. HydroGear hydraulic pumps and White Hydraulic Wheel Motors are the epitome of quality, as are the warranted welded tubular frame, stainless steel body (on most models), precision machined-cast iron spindle housing and reinforced front wheel casters. With four bearings per wheel, and lifetime warranted front caster bearings, owner confidence is always high.

The bulls of the stable are the diesel powered XXWD5000 (5000 Series) and the XXWD2600 and XWD2600 (2600 Series). These are big, powerful and fast, producing 50 and 26 horsepower respectively, with 60- or 72-inch cuts. All are liquid-cooled units equipped with the Donaldson Cyclopac air cleaner and the DC Turbinator pre-cleaner. Overall width here is 76 inches, length is 75 inches and cut height can be set to a 5-inch setting.

The XXW4000 and XXW2500 (aka S'BURB'N T'URB'N and the City Slicker) are gas-powered heavyweights. The XXW4000, sporting two 20 hp Kohler Command Series engines (the world's first twin-engine mower), two centrifugal



clutches, quad 3-gallon fuel tanks and a host of gauges, is ready for stress. Each engine is truly separate, with its own ignition, choke and throttle.

The XXW2500, also a 72-inch machine, features a 25-hp Kohler Command engine and a super-wide track width for added stability.

The Dixie Chopper X Series, the original design in 1989, was the birthplace of the first hydraulic drive model, and today still epitomizes the company's all-around attitude toward their mowers. All are 50-inch mowers and they showcase Dixie Chopper's exclusive Operator Controlled Discharge Chute (OCDC).

Dixie Chopper offers commercial users a great variety of machines from which to choose. Whether basic, deluxe or fast (the Flatlander reaches 15 mph), Dixie Chopper understands what their customers want.

**Magic Circle Corporation**  
6302 East County Road 100  
North  
Coatesville, IN 46121  
Phone: (765) 246-7737  
Fax: (765) 246-6146

**Web site:**  
[www.dixiechopper.com](http://www.dixiechopper.com)  
**E-mail address:**  
[Sales@dixiechopper.com](mailto:Sales@dixiechopper.com)

Date founded: 1980

**Staff:**  
**Arthur Evans**, President  
**Jean Evans**,  
Secretary/Treasurer

the

# GRASSHOPPER<sup>®</sup>

company

Appearing at the International Lawn, Garden & Power Equipment Expo, July 20-22, 2001:  
Indoor booth EW 1080 — Outdoor booth 7260.

## First to Finish...Built to Last

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

Grasshopper's ergonomic design helps boost productivity by allowing operators to change hand and body positions at will without slowing. The Ultimate Operator Station provides comfortable control at faster mowing speeds. Hydra-Smooth™ dual-lever control is at least 80 percent less strenuous than conventional steering systems.

Grasshopper power units, DuraMax™ mowing decks, and all-season implements are produced by skilled workers using high-tech equipment, including computer-aided manufacturing fully integrated with a 3-D solid-modeling design system, CNC fabrication and machining. Grasshopper products are engineered using high-quality components and heavy-duty construction to ensure that every mower is built to last.

The full line of True ZeroTurn™ mowers and grounds maintenance systems are retailed by an extensive network of independent servicing dealers throughout North America and around the world.



Grasshopper offers the industry's broadest line of True ZeroTurn™ Front-mounts with 12 models; 14- to 28-hp; gas, LP/gas or diesel; air-cooled or liquid-cooled; plus year-round implements and accessories for the full-service contractor.

Grasshopper Mid-mount mowers pack Grasshopper's legendary performance into a compact, space-efficient size. Liquid-cooled gas and diesel, and air-cooled gas models offer unparalleled speed, comfort and performance.



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

Phone: (620) 345-8621 • Fax: (620) 345-2301

www.grasshoppermower.com • E-mail: info@grasshoppermower.com

# GRASSHOPPER Our 33rd Year Of Production!

# time line

## 1969

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

## 1973

Dual-Hydrostatic drive is introduced to the line along with **swing-away dual control levers**.

## 1984

**Quik-D-Tatch Vac® Collection System** adds powerful vacuum action and easy, one-pin catcher to non-catcher conversion.

Robotics installed in plant to provide unprecedented durability and precision to unitize welded frame and mower decks.



Quik-D-Tatch Vac® Collection System

## 1995

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

Patented **Quik-Converter Implement System** makes changing decks and attaching implements easier than ever.



Grasshopper Model 928D<sup>2</sup>

**Model 928D<sup>2</sup>** brings True ZeroTurn™ maneuverability and Front-mount visibility to a larger market. The 928D<sup>2</sup> features a 28-hp diesel engine and hydraulic deck lift.

## 1998

Selected models feature **G<sup>2</sup> Drive**, hydrostatic drive system for faster movement between jobs and increased productivity, with ground speeds up to 10 mph.



G<sup>2</sup> Models travel up to 10 mph.

## 2000

**Mid-mount mowers** are engineered for the same serviceability, comfort and durability of the popular Front-mount mowers.

**DuraMax™** decks are designed to handle large volumes of material at faster mowing speeds thanks to its superior airflow and extra deep 5.5" depth.



Model 225 Mid-mount

## 1983

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

## 1986

**Powder coating paint application system** is implemented to apply product's distinctive colors.

## 1991

**Mid-size 600 Series mowers** are introduced which feature new advanced direct drive for reduced maintenance and longer service life.

## 1994

**Ultimate Operator Station** standard equipment includes an iso-mounted, coil-spring suspension seat and centralized control panel.

## 1996

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



60" AERA-vator™

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

## 1999

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



SL FlipUp™ Deck

## 2001

**PowerVac™ Collection Systems** bring powerful collection capacity to the Mid-mount mowers. The system easily removes to convert the same deck to mulching or side-discharge operation.



PowerVac™ Collection System

The 428D<sup>2</sup> Mid-mount mower is the fastest Grasshopper to date, reaching speeds up to 10.5 mph. Its G<sup>2</sup> transmission and **3-cylinder, 28-hp diesel power plant** deliver **maximum fuel economy and reliable performance**.

# Echo Incorporated

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

More than 160,000 square feet of office and distribution space has been added, bringing the total combined space in the Lake Zurich facility to more than 400,000 square feet. The company attributes its growth as a company, the continued expansion of its product lines and worldwide acceptance by the commercial landscaping market as the primary reasons for the substantial expansion.

The company employs more than 600 people, and in 1999 surpassed the 1 million-unit mark for production units manufactured and/or assembled at the Lake Zurich facility.

Annually, the company brings its distributor service personnel to the Lake Zurich facility for a week-long seminar covering education and training on product lines as well as service troubleshooting and techniques. The dis-

tributors then go into the field and train their dealer personnel. These "service schools" provide dealers and eventually customers with the most up-to-date service technology available for Echo products.

Innovation has also been a critical component in helping the company become the dominant player in the hand-held lawn and garden equipment industry worldwide. Since the introduction of hand-held power equipment in 1969, Echo has earned a reputation as one of the leading manufacturers of gasoline-powered blowers, string trimmers, hedge clippers, chain saws, edgers, sprayers,



Echo Incorporated, Inc., Lake Zurich, IL facility

pumps and Power Pruners®. Some of Echo's industry-leading innovations include introducing the first dedicated backpack power blower, the first hand-held power blower and the first hand-held dedicated commercial curved shaft power edger.

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

Currently, most of the products in the Echo line-up have counterpart models engineered specifically to meet the California Air Resources Board Tier 2 requirements. These newly developed Power Boost™ engines feature an improved cylinder design, enhanced carburetor and ignition performance, which provides up to 10 percent more power, comprehensive exhaust modifications and an increase in fuel efficiency of up to 15 percent.

In addition, all Echo products comply with Environmental Protection Agency (EPA) Phase 1 standards, and some already meet EPA Phase 2 requirements ahead of schedule.

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



**Echo Inc.**

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

**Web site:**

[www.echo-usa.com](http://www.echo-usa.com)

**Date founded:** 1971

# Husqvarna

## Product Focus:

Husqvarna is a total source equipment supplier to landscapers, offering everything from trimmers, blowers, chain saws, mowers, commercial walks, zero turns, aerators, dethatchers, sod cutters, edgers and more.

## Manufacturing Facilities:

Husqvarna, as part of the worldwide Electrolux group, manufactures its products at its own plants in Sweden, South Carolina, Nebraska and Colorado.

## Training / Technical and Customer Service:

Husqvarna offers extensive training through mobile classrooms, Charlotte-based training and CDs as well as fully staffed technical service and customer service departments.



## Major Product Lines:

Husqvarna's major product categories are chain saws, trimmers, edgers, blowers, cut-off saws, brush cutters, push mowers, lawn tractors, zero turns, commercial walks, specialty lawn equipment, safety apparel and a full line of accessories.

## Husqvarna

7349 Statesville Road  
Charlotte, NC 28269  
Phone: (704) 597-5000  
Fax: (704) 599-4302

## Web Site:

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

**Date founded:** 1689

## Staff:

**David Zerfoss**, President  
**Lucy Polk**, Executive Vice President  
**Kim Liechty**, Product Management Director  
**David Perkins**, Sales Director  
**Roger Simons**, Technical Services Director  
**Barbara Paez**, Marketing Director  
**Matt McNally**, Customer Service Director



# John Deere

## Worldwide Commercial & Consumer Equipment Division



**JOHN DEERE**

**John Deere Worldwide  
Commercial & Consumer  
Equipment Division**

4401 Bland Road

Raleigh, NC 27609

Phone: (919) 850-0123

(Division Headquarters)

800-537-8233

(Customer Communications  
Center)

**Web Site:**

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

**Date Founded:**

Deere & Co. – 1837

Worldwide Commercial &

Consumer Equipment

Division – 1962

**Staff:**

**John Jenkins**, President  
John Deere Worldwide  
Commercial & Consumer  
Equipment Division

**Michael Mack**,  
Senior Vice President,  
Worldwide Commercial &  
Consumer Equipment  
Division



**Product Focus:**

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn care products for residential, commercial, and golf and turf applications. The John Deere Company is noted for more than 160 years of innovation, the highest quality products, and its product and operator safety initiatives.

**Manufacturing Facilities:**

The John Deere Worldwide Commercial & Consumer Equipment Division has manufacturing facilities all over the world. Specifically, these facilities are located in Ontario, Canada; Georgia, North Carolina, South Carolina, Tennessee, Virginia and Wisconsin in the United States; Mexico; Germany; and the Netherlands.

**Technical Support / Customer Service:**

Deere places a high emphasis on its cus-

tomers and provides a number of options for customers to contact the company. To locate a dealer, customers can use John Deere's dealer locator online at [www.JohnDeere.com](http://www.JohnDeere.com). For more information on John Deere products, customers can call the Customer Communications Center at 800-537-8233. Additionally, John Deere provides its dealers with advanced technical training and support as well as sales tools and techniques.

**Major Product Lines:**

John Deere offers a full line of equipment for homeowners, commercial groundskeepers, and golf and turf property managers. Equipment includes, but is not limited to, commercial and greens mowers, utility tractors, skid steers, front mowers, zero-turning-radius mowers, residential lawn and lawn & garden tractors, residential and commercial walk-behind mowers, and portable power equipment.

# Kawasaki Motors Corp., U.S.A.

## Product Focus:

Kawasaki Motors Corp. has a product portfolio including premium 4-cycle engines and 2-cycle hand-held power equipment as well as 4-cycle generators and pumps aimed at the professional market.

## Manufacturing Facilities:

Kawasaki Heavy Industries, Ltd. (KHI), headquartered in Kobe, Japan, is one of the largest companies in the world. Founded in 1878, it has grown into a multinational corporation that is listed among the top 100 industrial companies outside the United States. KHI makes diesel engines so large that a person can stand inside a single cylinder, and lawn mower engines small enough for one person to use with ease.

Our current engine/power products distribution facilities are located in Grand Rapids, Mich. The facility houses the sales and engineering departments of Kawasaki's engine, precision machinery and gas turbine divisions. It is also a national distribution center for Kawasaki engines, professional power products, hydraulic motors and pumps, consumer product parts and accessories.

Kawasaki has additional facilities in the United States that manufacture and distribute engines, motorcycles, all-terrain vehicles (ATVs), JET SKI® watercraft, MULE™ utility vehicles, construction machinery, industrial robotics and rail cars.

## Technical Training / Customer Support:

Since Kawasaki supplies commercial and industrial markets, fast service support is important. Kawasaki's technical service department offers direct customer support through a technical hotline and, in the near future, a 24-hour technical Web site. We also offer technical training to our distributors and OEMs, as well as providing them with training programs to use in their dealer schools.

## Major Product Lines:

**Engines:** When it comes to engines, there's



a well-known fact: most professional lawn-care equipment is driven by a Kawasaki. In fact, more than two out of three commercial mowers have Kawasaki engines. Our small engine department produces various products ranging from the palm-sized 0.6 hp super-mini engine to multi-purpose 27 hp engines. This year, Kawasaki added six horizontal-shaft V-twin engines to its lineup, including three air-cooled FH Series models and three liquid-cooled FD Series models.

## Handheld Power Products

After the introduction of Kawasaki handheld power products for turf and lawn care in 1997, the product line continues to grow. It currently includes handheld string trimmers, backpack blowers, hedge trimmers and edgers geared toward the professional market.

## Generators and Pumps

Kawasaki produces six hard-working models of generators for a host of power applications. From the smallest and lightest 171cc model to the massive POWERPARTNER 6000, with its 351cc engine, all models are self-excited, double-pole, single-phase. Water, trash and semi-trash pumps round out the Kawasaki product line.

## Kawasaki Motors Corp., U.S.A.

5080 36th Street, S.E.  
Grand Rapids, MI 49512  
Phone: (616) 949-6500  
Fax: (616) 954-3031

## Web site:

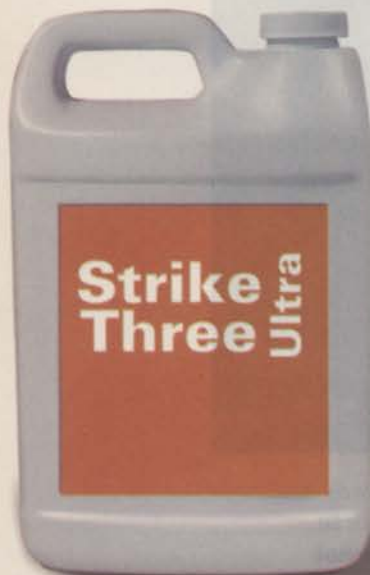
[www.kawpowr.com](http://www.kawpowr.com)

## Staff:

**Kent Murakami**, General Manager  
**Karen Howard**, Sales Manager – Distributor Channel

# ProSource One

## Keep Turf Green in the Mid-Summer Heat



With the heat of mid-summer approaching, two goals are deep within each landscape professional. First, keep the turf green and weed free for the duration of the summer. Second, stay out of the heat.

Depending on where you are, your problems may vary.

Ron Parron of Barnes Nursery in Huron, Ohio, tells of his arch nemesis — clover, ground ivy, spotted spurge and black medic.

“Those four are my biggest headaches when dealing with turf during the month of July,” he says.

Parron used Strike Three ULTRA and has been basking in the shade ever since. He says,

“Strike Three ULTRA showed amazing results on alleviating the turf of clover and ground ivy ... absolutely amazing.”

After discovering Strike Three ULTRA, Parron was armed and ready to battle a field that lay untreated for more than two years.

“There was more yellow than anything in that field, covered in dandelions, but when I was through, the field was green,” Parron says.

Strike Three ULTRA is more effective than conventional three-way broadleaf herbicides, and the proof is in the fast visual response and exceptional, long-lasting control. The superior chemistry means fewer applications, which saves time and, more importantly, money.

### Good Time To Look Toward Fall

Mark Slavik of ProSource One says, “Spraying a herbicide in the fall season is a key element to controlling weeds and not allowing them to reappear the following season.”

### Strike Three ULTRA Chemistry

2, 4-D	Clopyralid	DP	Use Rates
2.90 lbs.	.15 lbs.	.75 lbs.	2-3 pts./a

Always follow label for exact rates and recommendations.

Slavik recommends Strike Three ULTRA as a viable option for eliminating spurge, oxalis and clover. “With Strike Three ULTRA you have one product, no mixing, that quickly disposes of tough-to-control weeds,” he says.

ProSource One, based in Memphis, Tenn., distributes fertilizers, chemicals, seed and services to professional users throughout the United States. ProSource One’s professional sales staff is trained to bring solutions to its customers. For more information, go to [www.prosourceone.com](http://www.prosourceone.com).

### Strike Three Ultra Key Uses:

- Golf courses
- Turf lawns
- Parks
- Highways and similar
- Non-crop areas
- Sod farms

For use by professional turf managers and commercial applicators only

### Strike Three Ultra Key Benefits:

- Controls hard-seeded summer species like spurge, oxalis
- Provides the technological optical advantage
- Reduces number of products needed
- Warm- and cool-season performance
- No mixing involved
- Lower use rates
- Environmentally safe

### ProSource One

6555 Quince Road  
Suite 202  
Memphis, TN 38119  
Phone: (877) 350-3999

### Web site:

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

Date Founded: 1985;  
Feb. 2, 2000, changed name  
to ProSource One

### Staff:

**Bob Lee**, Director  
**Sam Pace**, National Sales  
Manager  
**Tim Witcher**, National  
Marketing Manager  
**Jeff Mobley**, National Turf &  
Ornamental Marketing  
Manager  
**Keith Woodruff**, National  
Account Manager



# Redexim Charterhouse

## Product Focus:

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

## Manufacturing Facilities:

Principal manufacturing facilities are located in Europe. The company has a machine and parts supply warehouse in Pittston Township, Pa.

## Customer Service / Technical Support:

Comprehensive customer service and support is available through the company's toll-free sales and marketing office in North America at 1-800-597-5664.

## Major Product Lines:

**Verti-Drain (Models 7007, 7117, 7212, 7316, 7516, 7521, 7526):** One of the most widely accepted deep-tine aeration systems in the marketplace today is the Verti-Drain. Originally developed and tested in Europe, the unit has a unique lifting and shattering effect on the soil. Verti-Drain offers users tremendous versatility. Since different soil profiles call for varying treatment techniques to alleviate compaction and other problems, a deep-tine aeration system must deliver the widest range of choices. With the Verti-Drain, it is possible to choose solid or core tining, as well as various tine lengths, diameters and spacing possibilities to meet a sports field's specific turf maintenance requirements.

**Seeder/Dresser:** Available in 48- and 60-inch widths, this unique combined overseeder and topdresser can be tractor- or truckster-mounted. The fine turf PS4800



makes the holes, drops the seed, drops the topdressing and rotary brushes in with one pass, randomly burying the seed.

**Core Collector (Models CC2000 and CC3000):** For highly effective core collection, we offer two versions, the self-propelled CC3000 and the tractor-trailed CC2000. Both models have a high tip hopper and fully floating rotary impeller collection head, self-adjusting to suit most grass conditions.

**TTR 4400 (Series 30):** The series 30 TTR HST machines are hydrostatic, reversible and multifunctional. The machine attachment combination can be set up in various operational trims with a high standard of specialization, performing a whole range of maintenance operations from golf courses to city landscapes.

**Turf Tidy:** A unique 3-in-1 machine that combines the individual tasks of dethatching, sweeping and flail mowing. The Turf Tidy is the world's only machine that offers the time savings and convenience of a 3-in-1 maintenance approach.

## Redexim Charterhouse Inc.

950 Sathers Drive  
Pittston Township, PA  
18640  
Phone 1-800-597-5664

**Web site:**  
[www.redexim.com](http://www.redexim.com)

**E-mail:**  
[redexim@aol.com](mailto:redexim@aol.com)

**Date Founded:** 1980

**Staff:**  
**Philip Threadgold**, Executive Vice President, Redexim Charterhouse, Inc.

# Textron Golf, Turf & Specialty Products



Buntun Gear Drive

## Product Focus:

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



Ryan Lawnaire IV



Bob-Cat ZT 100 Series

## Manufacturing:

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

## Technical Support, Sales, Training and Customer Service:

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

## Major Product Lines:

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

**TEXTRON**

GOLF, TURF & SPECIALTY PRODUCTS

## Textron Golf, Turf & Specialty Products

1451 Marvin Griffin Road  
Augusta, GA 30913-2699  
Phone: (706) 798-4311  
Fax: (706) 771-4605

## Web Site:

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

## Date Founded: 1832

## Staff:

**Greg Hyland**, Chairman & CEO  
**David Rivers**, Executive Vice President  
**Peter Whurr**, Vice President  
Product Management for Turf and Professional Lawn Care  
**Bill Robson**, Director of Marketing for Vehicles, Turf and Professional Lawn Care  
**John Chiera**, Sales Director  
Professional Lawn Care

# Turf Merchants Inc.

## Product Focus:

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

## Manufacturing Facilities:

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

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

## Technical Support / Training:

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



## Major Product Lines:

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

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

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

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

## Turf Merchants Inc.

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

## Web site:

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

## Date founded: 1983

## Staff:

Steven P. Tubbs, President  
Nancy Aerni, Vice President  
Frank Gill, Vice President  
John Cochran,  
Vice President  
Robin Mankle,  
Secretary/Treasurer

# United Horticultural Supply

## Business Focus:

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

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

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

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

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

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

## Facilities:

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

## Technical Support / Training:

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

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



## Major Product Lines:

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

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

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

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

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

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

## United Horticultural Supply

9335 Elm Court  
Denver, CO 80260  
Phone: 800-847-6417  
Fax: (303) 487-9010

### Web site:

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

Atlantic Division

**Jeff Allison,**

Division Manager  
(302) 266-7580

Central Division

**Bob Flynn,**

Division Manager  
(402) 330-1910

Southern Division

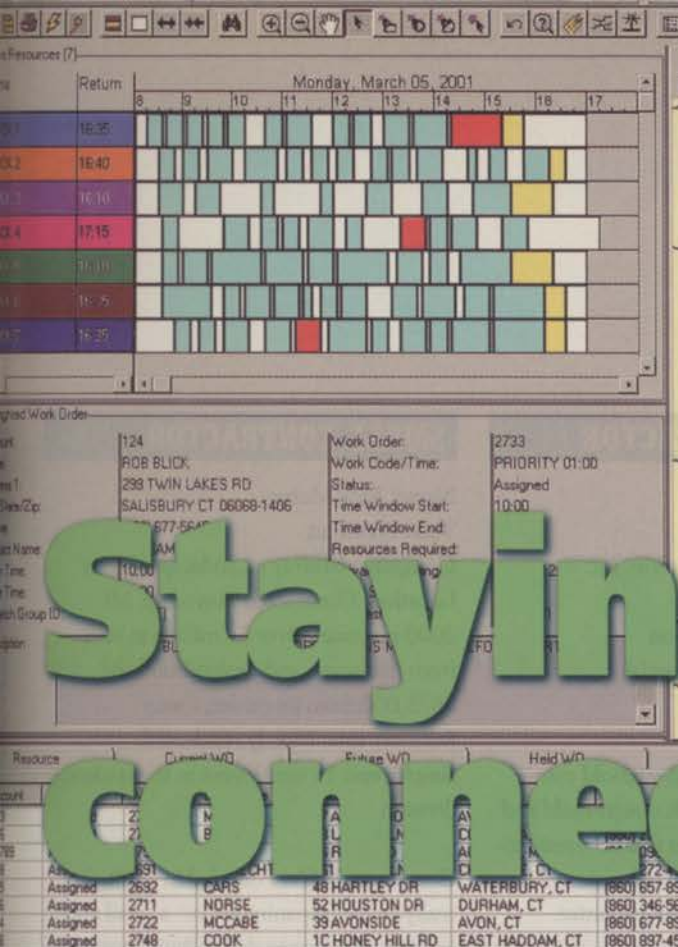
**Steve Jackson,**

Division Manager  
(813) 628-0496

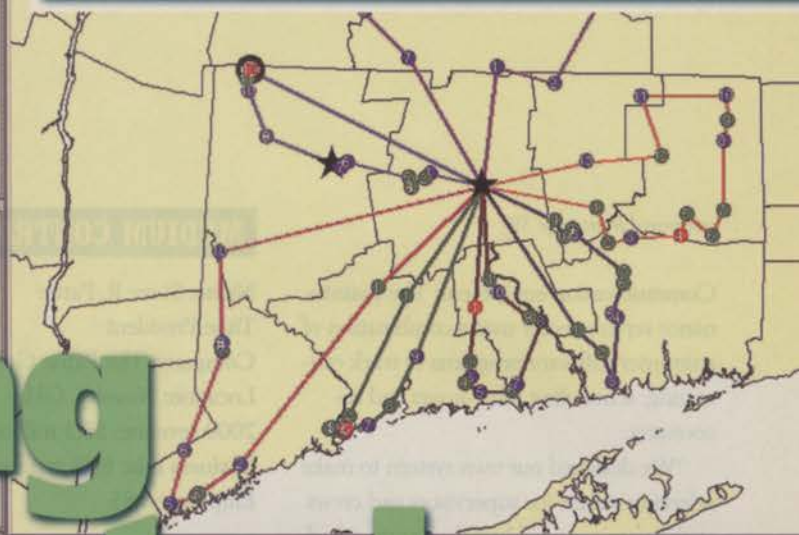
Western Division

**Mike Thurlow,**

Division Manager  
(559) 437-5360



## TOOLS OF THE TRADE: COMMUNICATIONS



# Staying connected

BY VICKY POULSEN

Landscape professionals are looking for communication and scheduling tools that are easy-to-use, reliable and capable of keeping them in constant contact with their crews. Today's high tech communication devices make constant communication a reality.

A foreman can be at any site and still have a "virtual office." He or she can look up addresses and phone numbers, track jobs and organize the day — all without ever returning to the home office.

With so many communication packages to choose from, contractors today are looking at simplified products that can be customized to fit their communication needs and will give them more bang for their buck.

That explains the popularity behind the Nextel phone. A cell phone and two-way radio all in one, it eliminates the need for a pager because it allows the user to receive text paging.

But a reliable communication and scheduling system doesn't have to be one with lots of bells and whistles, as we discovered when we interviewed these contractors.

### LARGE CONTRACTOR

**Name(s):** Andy Mill, production manager, and Russell Hoff, maintenance division manager

**Company:** Mill Brothers Landscape & Nursery, Inc.

**Location:** Ft. Collins, CO  
**2000 revenue:** \$6.2 million

**Business mix:** Mostly commercial  
**Employees:** 85

**Company profile:** Founded in 1980, the company offers landscape, irrigation and maintenance services. Of these three divisions, landscape takes the lion's share of its service offerings at 50%, with irrigation at 30% and maintenance at 20%. Landscape services require four-man crews, while maintenance operates with crews of three.

*continued on page 60*

▲ PHOTO COURTESY: INTERGIS

**Three contractors tell how the latest technology keeps their crews in touch and in the loop**

Vertex Standard:VX  
Portable series of high performance radios



continued from page 59

**Communication equipment:** The maintenance service sector uses a combination of computer software programs to track estimating, scheduling, man-hours and accounting.

"We designed our own system to make reference sheets for supervisors and crews so they can see weekly if they're on schedule," says Hoff. For updating on a day-to-day basis, the company relies on its Nextel phones, which are distributed to 39 key employees.

**Tool of choice:** A giant scheduling board with Post-It notes and color-coded job tracking stickers works best for the landscaping side of the business. Mill has his board down to a science.

"When it rains, I can move those sticky notes faster than any computer," says Mill. Every crew has a color-coded line on the board, and each job is tracked from soil prep to completion.

**Future purchasing decisions:** "We're looking into an electronic time maintenance system which allows you to shuffle a magnetic card into a time-keeping device that is then downloaded into a software program that's good for tracking job costs for smaller functions," says Mill.

Russell says the company has also been looking at Palm devices to help them with routing. However, he admits that the language barrier with their Hispanic employees makes training them on software and hardware a challenge.

"I think a lot of these products have their place in the market," says Russell. "But nothing will replace good, common business sense."

## MEDIUM CONTRACTOR

**Name:** Steve R. Pattie

**Title:** President

**Company:** The Pattie Group, Inc.

**Location:** Novelty, OH

**2000 revenue:** \$5.3 million

**Business mix:** 85% residential

**Employees:** 85

**Company profile:** The 35-year-old company, which provides 75% design/build and 24% maintenance services to a 85% residential/15% specialty commercial customer mix, also offers a three-year guarantee.

**Communications equipment:** "Cellular phones are our number one instant communications tool — 100% of our management staff, sales personnel, field production foremen and project managers have them. Around 30% of our technicians have their own phones, and we reimburse them for business calls. Everyone in the field has pagers which allow them to send numerical and text messages to the staff. We also have two-way radios, but they're becoming obsolete and will be phased out quickly."

**Tool of choice:** "All our tools have to be user-friendly, equipped with multi-task and state-of-the-art features, and perform at rapid speeds. Plus, they have to be integrated with our Internet and digital capabilities."

**Future purchasing decisions:** "Choosing the right communications tool is critical. We look at dependability, service life and service range for optimal connectivity. We're willing to spend more money on a better product. We just did an upgrade, but are always looking for better, state-of-the-art equipment without going overboard."

## SMALL CONTRACTOR

**Name:** Rick Murray

**Title:** President

**Company:** Murray's Landscape Center

**Location:** Commerce Township, MI

**2000 revenue:** Over \$1 million in sales

from landscape and design/build and \$675,000 from its garden center

**Business mix:** Mostly residential

**Employees:** 15 employees in the landscape division

**Company profile:** Founded in 1980, this is really two companies in one: a retail nursery and a landscape design/build operation with full construction services including plantings, hardscapes and grading. "We do everything ourselves except for irrigation services." Of its \$1 million-plus revenue in 2000, \$300,000 came from snow removal.

**Communication equipment:** "Our primary radio is the Nextel. They are great because they allow you to talk one-to-one or as a group. This product is what I dreamed of before they had them on the market. The downside is that sometimes the reception is limited. The pagers are used during the winter months and then our guys turn them back in to us in April." Also, Murray uses a computer estimating program, scheduling board and calendar for job tracking.

**Tool of choice:** "The Nextels, because they do everything we need. It's cheaper than having separate radios."

**Future purchasing decisions:** "I haven't found anything out there that would increase our efficiency. The Nextel system is a simple system, and it works."

continued on page 62



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# Productivity tools

**P**alm devices, cell phones, radio phones are sophisticated business management tools that can add more profits to a bottom line. A fully-integrated system will allow people, phones and other wireless devices to communicate with servers at office headquarters. Routing, scheduling and billing can all be done in real time.

So what's next? Here's what the manufacturers had to say:

**INTERGIS**

**STEVEN BROWN, SR., PRESIDENT**

**Product:** Visual Control Room software for landscaping industry

**Best features:** "It can reduce manual dispatch and scheduling time by 75% or more while reducing miles driven. It can increase productivity, control costs and enhance customer service." Accessible over the Internet, it also is compatible with Microsoft Windows 95/NT.

**Key trends:** "Routing and scheduling equipment and field equipment are both more affordable now. A landscaper can choose to integrate pagers with our system, or choose wireless network devices that let you print out invoices at the job site."

**Uniqueness:** "All routing/scheduling tasks are linked them together with customer accounting functions."

**On the horizon:** "The price of field communication products will continue to drop."

**SANGOMA**

**DAVID MANDELSTAM, PRESIDENT**

**Product:** WANPIPE S-Series WAN cards

**Best Features:** "Users can add a wide area network (WAN) router to any existing server. Our 'no-box' Sangoma router card fits directly into a server. WANPIPE cards work on a number of operating systems, including Windows NT and Windows 2000."

**Design trends:** "The products will get easier to use and the prices will come down."

**Uniqueness:** An all-in-the-box routing solution that eliminates the need for an expensive, stand-alone router and all of its associated cables, connectors and power supplies.

**On the horizon:** "The cost of high-speed T1 access is coming down very fast."

**SERVICE COMMUNICATION SOFTWARE  
KIMBERLY DEERING, SALES REP.**

**Product:** Service Pro software  
**Best features:** "A service industry manage-



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Circle 125



ment system built by an owner with 25 years experience in the lawn and landscape business."

**Design trends:** "Handhelds and mapping are key trends."

**Uniqueness:** "It is so customizable. It works for just about any service company."

**On the horizon:** "We have two handhelds coming out. A small inexpensive one that fits on a key chain, and a more expensive handheld which will capture more data. Our new Visual Route mapping program shows all of a crew's stops for a day."

**VANGUARD COMPUTER SYSTEMS  
STEVE SLOAN, MARKETING DIRECTOR**

**Product:** Camelot software system

**Best features:** "This system offers automatic scheduling and routing, which allows contractors to track jobs and re-route or reschedule quickly. It handles ongoing service accounts and produces analysis/production reports for all employees." It is compatible with Microsoft Word and the Quickbooks family of software.

**Uniqueness:** "It does not require extensive knowledge of computers."

**VERTEX STANDARD  
SCOTT HENDERSON, PRESIDENT**

**Product:** VX Portable series of high performance radios

**Best features:** These lightweight radios have a one-piece, die-cast aluminum chassis with a weather-sealed mike connector, noise-canceling microphone and 700 mW audio output.

**Key trends:** "Landscapers want small, rugged, light-weight portable radios."

**On the horizon:** "Having a vehicle (or unit) location built into the radio, whether it is a portable radio or a mobile (one that is hard wired into a vehicle). The trend for more radio at a lower price will continue."

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Sangoma: WAN-  
PIPE S-Series  
WAN cards



**FLEETBOSS GLOBAL POSITIONING SOLUTIONS, INC.**  
**STEVE URQUHART, PUBLIC RELATIONS DIRECTOR**

Product: "The Boss" (FMS-2500/FMS-3500) fleet management system

**Best features:** "Stores GPS satellite data 24/7, recording and verifying the vehicle's locations, stops, and service equipment usage as well as driver habits. The automatic vehicle location (AVL) feature lets a fleet manager find

any vehicle within seconds from the office computer. With the automatic download feature, all stored data is automatically sent to the "home office" computer via 900 MHz radio signal.

**Key trends:** "This system controls fleet vehicle costs by identifying speeding, engine idle, actual job costing, on-time service and GPS-precise verification. Companies can enforce policies on speeding and off-hours vehicle usage, limiting a

company's liability exposure and potentially lowering insurance rates."

**Uniqueness:** "This is the only system that combines comprehensive GPS location data and automatic vehicle location (AVL) capabilities in one package."

**On the horizon:** "Insurance companies are looking closely at GPS technology for fleet management and vehicle tracking. They see reduced loss rates, decreases in speeding and at-fault accidents."

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**NEXTEL COMMUNICATIONS  
LINDA JENNINGS, DIRECTOR OF  
CORPORATE COMMUNICATIONS,  
MIDWEST REGION**

**Product(s):** Variety of Motorola manufactured phones designed for business use.

**Best features:** "Technology — Nextel uses iDEN (integrated Digital Enhanced Network) technology developed by Motorola. It is a completely digital wireless system that combines digital cellular, Nextel Direct Connect, Text/Numeric Messaging, and Wireless Web Services in a single phone. In particular, Nextel Direct Connect® is extremely popular for the construction trades where out of office communication is necessary.

**Key trends:** "Data capable phones allow Nextel customers to access the Web."

**Uniqueness:** "Preferred business tool for businesses that need to communicate throughout the day and night. Hundreds of customers use our phones to do the work that they needed several products for in the past. (No more phone, pager and radio to do business, Nextel can do it all and offer wireless web access, too.)

**On the horizon:** "Nextel continues to look for ways to 'Get Business Done.' We just recently introduced the first Java -powered phone in North America which offers numerous applications specifically for the business customer, including construction calculators, expense pads, voice activation, speakerphone, etc. There'll be more applications to come." **LM**

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# The power of restoration

**Try this practical plan for getting your customers' lawns healthy again**

BY JOHN C. FECH

**W**hen turf dies, it's your job to do something about it. You can offer diagnostic services, restoration services, or both. The good news is that the process can be profitable, both short-term and long-term. If you turn the lawn around, you make your client happy and earn the right to market additional services.

In order to do a job you can be proud of, understand the scope and extent of the turf restoration process. In most cases, it's not simply a change of species or replacement of grass plants that have died. The old adages of "garbage in, garbage out" and "you get what you pay for" apply here in terms of making a significant effort to improve a lawn's growing conditions.

## Don't decline to diagnose

Diagnosis is the most important consideration here. Ironically, it's the one most turf managers skip. Why? Because it takes time and expertise. You may have to call a technical representative from one of your suppliers, or a university agronomist/horticulturist.

If the turf failed once, and you don't know why, it's likely to fail again. If your



**What's the problem? Dogs? Traffic? Neglect? Diagnose the problem before offering a solution.**

client pays you for restoration, and the new turf succumbs to the same ailment as before, you'll probably be looking for a new client. So make it cost effective and consider time for diagnosis in addition to your costs for materials, labor, insurance, equipment and fuel when bidding for the job.

Start the diagnosis by obtaining a map of the site. If the client can't provide one, check with the city or county planning department. Use the map to inventory and analyze the site.

A turfgrass stand may decline for many reasons. Resist the temptation to jump to an

early conclusion about the cause. As you walk the property, consider these factors:

- shade
- thatch thickness
- soil type
- infiltration rate
- adverse environmental conditions
- insects
- diseases
- compaction
- mistakes that you or another lawn services may have made
- the client's lifestyle.

If the client throws parties every week-

end, compaction is likely to be a problem. Spilled drinks, salt from ice cream freezers and other party items can also cause problems. Pets can cause urine injury, traffic injury and compaction. Note these conditions on the property map with phrases like "heavy shade;" "lots of knotweed and bare soil here;" or "severe slope and powdery mildew galore." A thick thatch layer is responsible for many turf failures, so use a pocket knife or bulb planter to check it.

Finish the diagnosis with a soil sample, which can offer you lots of information about the site (see sidebar).

#### Make a workable plan

Once the problem has been identified, you can start the turf restoration process. If there are too many trees on the property competing for water and nutrients, ask the client to remove one or more of them, or replace a sun-loving grass such as bermuda or Kentucky blue-

grass with centipede, St. Augustine or one of the fescues. If the soil test indicates that the organic matter content is 45%, incorporate compost or Canadian peat moss to increase the soil's tilth.

In some cases, there is nothing wrong with the soil or sod. Rather, the site is the limiting factor. The landscape design may have narrow strips of turf that channel lots of traffic into a small area, or there may not be enough sidewalks, paths or walkways on the property to handle the volume of footprints it gets. If so, ask a certified landscape designer to suggest some simple modifications.

#### Prep the site

Because of the decline, there will probably be many weeds and undesirable grasses in the lawn. Eliminate them by applying a nonselective herbicide such as Roundup, Finale or Reward. If the lawn is only thinned, or if only a few areas

## Soil samples made easy

Soil sampling is easy and it gives you and the property owner additional information before you start to renovate. Here's how you start:

1. Take eight to 10 samples from an area of turf that you observe to be homogenous, where all the turf is affected in the same apparent way.

2. Sample at the 2-in. to 4-in. depth, taking a handful or two of soil with each sub-sample.

3. Mix them together in a non-metallic bucket, then package and ship them to a lab for a soil test. This test will determine the soil's type, organic matter content, pH, relative amounts of various nutrients and presence of soluble salts.

Use this information to plan out the necessary steps for improving the lawn. Share the soil test information with the client to help him or her understand the reason for each of the steps you're about to take.

are affected, lessen the competition between the existing grasses and the seed to be installed by scalping the turf—mow it at about one-half the recommended height of cut. This will open the turf canopy and stress the existing plants somewhat, creating a more favorable establishment environment. Consider using a plant growth regulator (Embark Lite, Primo) to provide extra suppression of the existing grasses.

After scalping, cultivate. The key concept in re-grassing is to create a suitable seedbed.

Match the type and extent of the cultivation with the severity of the decline. Power-raking is appropriate for severely injured turf, while slit seeding or aerating/overseeding is best for thinned lawns.

In all cases, seed-to-soil contact is essential.

#### Check reseeding rates

Calculate the areas to be reseeded and adjust the seeding rate/establishment rate (see Table 1) according to the severity of the decline and thickness of the existing stand. Worn out sites will need more seed or plugs.

Choose disease resistant seed/sod/plugs whenever possible. One of the best control methods for summer patch, leaf spot and dollar spot is the use of genetically resistant cultivars. Contact your local cooperative extension office for detailed lists of resistant grasses for your area, or the National Turfgrass Evaluation Program (NTEP), which provides exten-

Table 1.

### LOW TO HIGH RANGES OF SEEDING /ESTABLISHMENT RATES

Grass type	Rate
Kentucky bluegrass	1.5 to 3.0 lbs/1,000 sq. ft.
Perennial ryegrass	2 to 4 lbs./1,000 sq. ft.
Fine fescue	2 to 4 lbs./1,000 sq. ft.
Tall fescue	9 to 10 lbs./1,000 sq. ft.
Bermudagrass	1 bushel of springs/1,000 sq. ft. or 2-in. plugs on 6-in. spacings
Zoysiagrass	2-in. plugs on 6-in. spacings in rows 6 in. apart

SOURCE: JOHN FECH, UNIVERSITY OF NEBRASKA

sive information on turfgrass cultivars ([www.ntep.org](http://www.ntep.org)).

#### Follow-up care

In most situations, follow-up care may be out of your hands once the seed, plugs or sod is installed. In residential settings, the baton is passed to homeowners. Increase their chance for success by instructing them to water frequently and lightly for the first few weeks. Homeowners should gradually reduce the frequency and increase the duration of the watering to create a healthy root system.

Consider using a "door hanger" to remind homeowners about their responsibility in this



Sometimes the best option is to start all over with new turfgrass.

venture. This kind of printed literature projects a professional image of your company and increases the likelihood that the customer will be satisfied.

If you're responsible for follow-up care in a commercial or residential landscape, you can control the follow-up care.

Apply starter fertilizer two to three weeks after the initial seeding to encourage rapid establishment of new seedlings. If applied at seeding time, the starter fertilizer will encourage growth of the existing grasses, which may become vigorous enough to shade out the new

seedlings and reduce your renovation's success.

Young crabgrass plants compete with the desirable grasses in the establishment phase. Consider the use of pre- and post-emergence herbicides such as Tupersan and Drive to control them. At the present, cost is a major limitation to their use. John Kaiser, owner of Legendary Lawns in Omaha, NE, makes this treatment an option for his clients. "We let them know what their cost would be with and without the chemicals," he says. "Most customers opt to leave them out of the bid, even if it means pulling crabgrass by hand."

Mowing can give some level of weed control. Start mowing as soon as the grass plants reach the recommended height, or sooner if a large number of broadleaf weeds germinate along with the desirable grasses.

#### Ongoing maintenance

Try to avoid making the same management or pest control mistakes that caused the initial turf decline by scheduling regular aeration and vertical mowing procedures for your clients. This will reduce problems with compaction and thatch. If improper mowing and watering techniques were the culprit, teach the property owner routine maintenance practices for the lawn. Remind the client that good lawn care is a partnership. You can avoid many future problems by making it clear which duties are yours and which are the responsibility of the client. **LM**

— John Feh is with the University of Nebraska.

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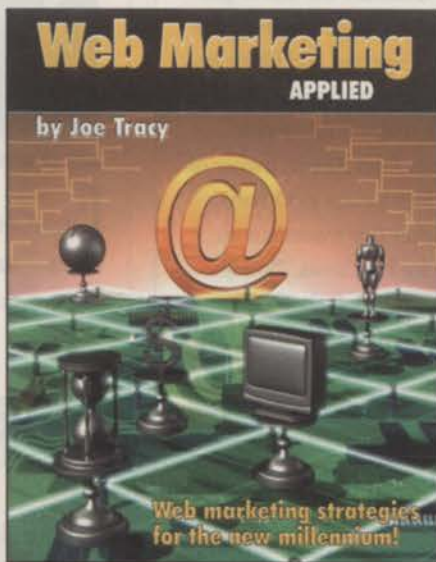
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## The "hole" story on aerating

BY CURT HARLER / CONTRIBUTING EDITOR

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The Superake from Absolute Equipment, Milford, MI, screens soil up to 4-in. deep. It removes rocks from 1/2-in. to 7 in. at the same time it screens and does finish grading. It can prep up to five acres a day, passing across the soil, with the automatic hydraulic shaking action screening soil.

Circle #258

### BLUEBIRD

303/288-5880

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

The 530 Aerator from Bluebird, Denver, CO, is one of three units with free-wheeling outer tines. The 530 gives up to 19 in. of aeration and up to 3-in. core depth. Other features include folding handle and removable side weights.

Circle #259

### BOBCAT CO.

701/241-8740

[info@bobcat.com](mailto:info@bobcat.com)

The PTX3 model of the PowerTilt from Bobcat, West Fargo, ND, allows 178 degrees of side-to-side rotation and is approved for use on the Bobcat 325, 328, 331 and

334 excavators. The PTX4 offers 180 degrees rotation and is designed for the larger 337 and 341.

Circle #260

### JOHN DEERE

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

John Deere's 40-in. aerator/spreader, intended for lighter duty behind a riding tractor, has 132 steel tips, capable of 2-in. depth while seeding or spreading lime. For bigger jobs, check out the 42-in. hydraulic tiller. Unit is suitable for commercial applications.

Circle #261

### ENCORE

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The Power-Plug is a lightweight, walk-behind aerator for commercial duty jobs. From Encore, Beatrice, NB, it has no add-on weights or water drums. Instead, aerating tines are driven with machine action. Unit has 30-in. aerating width to depth of 2.75 in. Unit is powered with 5.5 hp Briggs & Stratton Inteck VC.

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Both a box rake and a tiller/rotary hoe attach to the Finn Eagle com-



▲ First Products' AE-40E

## Buying tips

- ▶ Buy a good machine from a reputable dealer
- ▶ Don't waste time checking hole patterns
- ▶ Look at ease of operation

A trio of landscape rakes can be fitted to New Holland's Boomer series tractors. ▶

compact skid steer loader from Finn Corp., Fairfield, OH. The box rake is ideal for surface prep and rock removal, as well as turf renovation and overseeding. The company's tiller turns soil to a depth of 10 in. in a path 40 in. wide.

Circle #263

## FIRST PRODUCTS

800/363-6780

[www.1stproducts.com](http://www.1stproducts.com)

The AE-40E from First Products, Inc., the Tifton, GA-based manufacturer of the AERA-vator, boasts increased power from an 11-hp Honda engine. Unit has electro/hydraulic lift system and a rubber transport roller for smooth operation.

Circle #264

## HARLEY

800/437-9779

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

The Harley Pro.6 and Pro.8 Power Landscape Rakes pulverize, level and windrow rock. Made by Glenmac, Inc., Jamestown, ND, the system consists of two power-rotated steel rollers mounted above each other and angled to the ground. Clockwise rotating 6-in. bottom roller has 3/4-in. welded steel bars. Models have widths of 6, 8 and 12 ft. and require 18 to 50 hp 540-pto tractors.

Circle #265

## HUSQVARNA

704/597-5000

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

The Husqvarna Power Rake is tough on thatch



but easy on grass. Staggered tine placement provides maximum ground coverage by 24 standard rake spring tines integrated into a rubber mounting. This prevents damage to sprinkler heads. Made in Charlotte, NC, this unit's 10-in. rear wheels make it easy to maneuver.

Circle #266

## MILLCREEK

800/311-1323

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

Add aeration to the list of jobs done by your commercial up-front mowers. The front-mount aerators from Millcreek Manufacturing, New Holland, PA, fit Ford, Kubota, Excel Hustler, Toro, Deere, Gravely, Steiner, Howard Price and Walker mowers. Units come in 42- or 63-in. widths.

Circle #267

## MTD PRO

330/273-4550

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

Prepare soil and seed and rake at one time with the OS820 Over-Seeder from MTD Pro, Cleveland, OH. Machine is powered by an 8-hp Kawasaki OHV engine and hydraulic drive with rear axle differential. There are 40 steel slicer blades with 2-in. spacing. Unit seeds a 20-in. width with manual depth control from 0 to 1.25 in.

Circle #268

## NEW HOLLAND

717/355-1121

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

A trio of landscape rakes can be fitted to any of the Boomer series tractors from New Holland, New Holland, PA. The 760A is a 48-in. model, and the 760A is a 72-in. unit. Attach box scrapers, available in 48-, 54-, 60- and 72-in. widths; a 60- or 78-in. front blade; or the 706 rear scoop.

Circle #269

## PLANETAIR TURF PRODUCTS

877/800-8845

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

Planetary action of the PlanetAir allows operator

◀ Millcreek



to go from 2-in. to 6-in. spacing by changing tractor speed while in motion. Made in Owatonna, MN with hardened sprockets, O-ring sealed chains on 1/4-in. steel framing, the unit's tine design and action penetrate to 4 in. Coring, soil-relieving and slicing tines are available.

Circle #270

## POWER TRAC

800/THE-YARD

[www.power-trac.com](http://www.power-trac.com)

PowerTrac's 22-hp or 25-hp PT400 series articulated tractor and 19-ft. trailer come with 10 attachments. These include 5- and 10-cu. ft. buckets, 30-in. forks, 18-in. stump cutter, 3-ft. trencher, planter drill head with 9- and 18-in. augers, 48-in. tiller and a 48-in. boom for lifting trees. If that's not enough, you can add a grapple bucket, box blade and 48- or 60-in. mower deck.

Circle #271

## ROTADAIRON

570/602-3050

New in June is the RD 150 RotaDairon multi-purpose soil renovator for tractors. Dedicated to all tractors with conventional 3-pt. hitch, pto and 45 to 60 hp, it has a working width of 60 in. and tills to 6.3 in.

Circle #272

## SIMPLICITY MFG.

262/284-8706

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

Simplicity Manufacturing offers three models of walk-behind rear tine tillers rated at 5.5, 6.8 and 8 hp. The 8-hp 821RT has two forward and two reverse speeds and tills a 21-in. swath 8 in. deep. The 6.5-hp 6516RT tills 16 in. wide and 10 in. deep. The smallest unit has one forward and one reverse speed. It tills 16 in. wide 7 in. deep.

Circle #273

**SISIS**  
864/261-6218  
[www.sisis.com](http://www.sisis.com)

The Multislit from Sisis, Sandy Springs, SC, is 53-in. wide, and each plate is fitted with five tines offering 6- to 8-in. penetration. The larger Megaslit is 98 in. wide and penetrates 9 to 12 in. deep.  
Circle #274

**SWISHER, INC.**  
660/747-8183  
[www.swisherinc.com](http://www.swisherinc.com)

The Quadivator from Swisher, Warrensburg, MO, serves as a box scraper/leveler, rake, cultivator, tandem disc, plow, lawn roller, lawn irrigation plow, aerator or chemical applicator.  
Circle #275

**TERRACARE**  
608/429-3402  
[www.terraccareproducts.com](http://www.terraccareproducts.com)

Terracare's T-36 is 8-ft., 2-in. long, weighs 1,000 lbs., and has an aerating width of 36 in. The T-60 aerates to 60 in. and weighs 1,400 lbs. Both units have 5x5/8-in. open tines, mounted 12 per disc with 16 discs per unit.  
Circle #276

**TORO CO.**  
800/525-0059  
[www.toro.com](http://www.toro.com)

ToroCore aerators from Toro, Bloomington, MN, come in three model sizes: 40, 60 and 80 in. Floating turf holders keep turf secure as tine is withdrawn.  
Circle #277

**TURFCO MFG.**  
800/679-8201  
[www.turfc.com](http://www.turfc.com)

The Aerator from Turfco, Minneapolis, MN, features 3/4-in. tines penetrating 2.75-in. deep. Choose between a 3.5-hp Briggs & Stratton or a 4-hp Honda engine. Unit aerates a 20-in. path with a 4x5.5 center-to-center hole pattern.  
Circle #278

**TURF-R-ATOR**  
262/639-2516

The Turf-R-Ator line from Turf-R-Ator, Racine, WI, is built around a 54x27.5-in. frame. There are nine 1/4-in. solid slicing wheels, each 22 in. in diameter with eight points that cut on 6-in. spacing. Unit rides on 17.5x9-in. tires.  
Circle #279

## THE EVERGREEN FOUNDATION

Bringing Professionals and Volunteers Together to Create Green Spaces that Improve our Lives

### It's a proven fact:

#### Green spaces such as public greenways and trails:

- Act as filters to cleanse the air of pollutants
- Act as sound buffers
- Have a calming effect on mind and body
- Are places for recreation as well as enjoyment
- Provide habitat for wildlife that would otherwise be driven away

The Evergreen Foundation is unique among existing organizations working to create new greenways. We harness the skills and resources of professionals in the Green Industry, including manufacturers, and couple them with dedicated volunteers from local communities.

*Green spaces within a community improve the quality of everyone's life*

#### WE INVITE YOU TO JOIN US

Become a member of the Evergreen Foundation in one of three ways

- Green Backer
- Green Supporter
- Green Promoter

For more information about joining the Evergreen Foundation please contact:

Den Gardner, Development Director  
120 W. Main St., P.O. Box 156  
New Prague, MN 56071  
1.877.758.4835  
[www.evergreenfoundation.com](http://www.evergreenfoundation.com)  
[evergreenfound@aol.com](mailto:evergreenfound@aol.com)



**evergreen**  
foundation™

# ask the expert

BY BALAKRISHNA RAO, PH.D.

## Lil' sprouts

**What is the best way to selectively get rid of sprouts growing at the base of crabapple trees?**

— MI

Sprouts growing at the base of trees present a serious aesthetic problem in many landscape ornamental plants. Crabapples in particular often have this problem.

One of the best ways to manage them is to prune them. This method is time-consuming and labor intensive, but there aren't many other practical solutions to the problem if you want to get rid of them quickly.

Another option is to use an herbicide such as Krenite, which kills buds at the base of foliage. Apply it on unwanted sprout growth late in the growing season when all the leaves are produced. For better results, apply between the time the plants' leaves mature and the time the leaves drop.

Make sure you have the proper pesticide license to use this product. Read and follow label specifications for best results.

## Gypsy moths, again

**The Gypsy moth problem is increasing every year in our area. We should have used Bt when the caterpillars were young and small. Now, they're large, and we're wondering what kind of insecticide would give us good results?**

— OH

The Gypsy moth problem is slowly spreading from the eastern part of the U.S. westward. Recently, northeast Ohio has been experiencing the problem.

Bt and Conserve insecticides do an ex-

cellent job of managing small and young caterpillars during the first and second instar stage. However, as the caterpillars get older and larger, reports indicate that other products such as Sevin or Talstar work best.

Gypsy moth larvae (caterpillars) produce silken threads from trees and hang down or balloon. They spread from place to place by wind or storms. Through the ballooning method, they can enter a property after it has been treated with insecticides and cause feeding damage. Therefore, monitor the treated properties for reinfestation and retreat as needed. Read and follow label specifications for best results.

## Mysterious leaf twisting

**On a client's property, as well as nearby properties, a number of deciduous trees' leaves are cupping. We suspected herbicide injury, but there is no evidence of any herbicides applied to the lawn. However, there is a farm nearby. We think a herbicide or some other material applied there might have spread and caused the problem. Is this possible?**

— IL

The problem is most likely caused by a volatile product coming from the nearby field. These volatile compounds could be related to some herbicides or ammonia-type fertilizers.

Volatile compounds in herbicides can migrate from a source like a farm to nearby locations, causing leaf twisting and curling distortion. This is often acute following an application and normally doesn't persist for too long. Therefore, only the exposed new growth shows leaf distortion. Subsequent

new growth may not show any adverse growth distortion. However, if future growth also shows problems, study the farm site and their operational practices. Affected plant portions can be pruned or left as is. Since deciduous trees lose leaves in the fall, the new growth won't display the problem unless similar contamination occurs next year.

## Right time to treat?

**Since Merit insecticide is a systemic product, we would like to use it to manage many general pests in the landscape. Our question is, should we treat suspect trees in the fall or in the spring?**

— WI

Since it isn't clear what target insect pests you're trying to manage, I will base my answer on the label recommendations for specific pests. In my opinion, most Merit insecticide soil treatments are provided in the fall. This treatment is good for managing those pests that become active before June. Spring treatments should help manage pests that would become active after June.

Remember to irrigate the soil to move the product to the root zone. Irrigation will improve root absorption and translocation of Merit to the leaves. Otherwise, results may vary.

Before implementing this approach on a large scale, try it in a small area to learn more about its feasibility.

Read and follow label specifications for better results.

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

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



Receive FREE information on products and services advertised in this issue.

# Landscape MANAGEMENT

July 2001

This card is void after September 15, 2001

I would like to receive (continue receiving)  
LANDSCAPE MANAGEMENT free each month:  
 Yes  no

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  265 Irrigation Contractors & Consultants  
 Other Contractors/Service Companies (please specify) \_\_\_\_\_

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

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

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

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

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

- 4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)  
 32  1 Aerators 39  8 Herbicides 46  15 Sweepers  
 33  2 Blowers 40  9 Insecticides 47  16 Tractors  
 34  3 Chain Saws 41  10 Line Trimmers 48  17 Truck Trailers/Attachments  
 35  4 Chipper-Shredders 42  11 Mowers 49  18 Trucks  
 36  5 De-icers 43  12 Snow Removal Equipment 50  19 Turfseed  
 37  6 Fertilizers 44  13 Sprayers 51  20 Utility Vehicles  
 38  7 Fungicides 45  14 Spreaders

5. Do you have internet access? 52  A Yes 53  B No  
 54  A Daily 55  B Weekly 56  C Monthly 57  D Occasionaly

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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- Other Contractors/Service Companies (please specify) \_\_\_\_\_

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- 05  290 Sports Complexes
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#### SUPPLIERS AND CONSULTANTS

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- 15  40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 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
- 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) \_\_\_\_\_

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58  Yes 59  No

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- 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
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105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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## Xtra, xtra...

Little Wonder says that its Xtra edger combines the maneuverability of a stick edger and the power of a wheeled edger. It weighs 16 lbs., features a cross-blade system for overgrown grass, and runs on a 34cc two-cycle engine.

For more information contact Little Wonder at 877/596-6337 or [www.littlewonder.com](http://www.littlewonder.com) / circle no. 250

## Mow 'n go

Woods Equipment Company's redesigned F-Series Mow'n Machines feature hydrostatic drive trains, tilt-access decks, Hydro-Gear pumps, Parker-Ross wheel motors and 11-gal. fuel capacity. A true-float deck adjusts to contours well.

Standard inflatable 23 x 10.50

12-in. drive and 15-in. tail-wheel tires were selected

with traction and ground clearance in mind.

For more information contact Woods at 866/869-6637 / circle no. 251

## Bite through branches

Kawasaki's two hedge trimmer models, the 30-in., single-sided model KHS750A and the 24-in., double-sided model KHD600A, are both powered by a two-cycle 23cc Kawasaki engine and feature rubber mounts for low vibration and a one-piece forged clutch drum. Their heat-treated blades feature high speed reciprocating movement, closely fitted upper and lower cutting edges and a chamfered tip. The fuel tank on both holds 1.1 pints.

For more information contact Kawasaki at [www.kawasaki.com](http://www.kawasaki.com) / circle no. 252

## Snip snip

STIHL's Precision Series line of hand tools includes three pole pruners, three loppers, one hedge shear, four pruning saws, four pruners and three axes. The pole pruners feature adjustable pole length, bark cutter and hook, and revolving arm. The loppers come in three sizes



## Wide trackin'

The new Toro Dingo TX 425 wide track compact utility loader is powered by a 25-hp air-cooled Kohler Command Pro Series engine and offers more than 35 quick-change attachments. Other features include a four-pump, independent hydraulic suspension and dedicated auxiliary hydraulic circuit that provides 11.2 gpm of flow at 3,000 psi of hydraulic power. Its dedicated track drive features dual Kevlar reinforced rubber tracks that offers full ground engagement with only 3.4 psi of ground pressure.

For more information contact Toro at 800/344-8676 or [www.toro.com](http://www.toro.com) / circle no. 255

with a 1- or 2-in. cutting capacity, and the pruning saws come in four sizes with blades ranging from 6 to 13 in. Axes come in 14- and 24-in. handle lengths.

For more information contact STIHL at 800/467-8445 or [www.stihlusa.com](http://www.stihlusa.com) / circle no. 253

## Edge like a pro

Turfco claims its Edge-R-Rite edger's oscillating blade cuts turf without throwing debris, making it safer to use in high traffic areas and easier to clean up after. It's designed for flowerbeds, but additional blades can be added to suit it for sidewalks, curbs, driveways and to cut in drainage. Depth control can be adjusted up to four inches.

For more information contact Turfco at 800/679-8201 or [www.turfco.com](http://www.turfco.com) / circle no. 254



## Making the cut

Kubota Tractor Corp.'s diesel-powered 2- and 4-WD F60 Series front-mount mowers range from 22hp to 30 hp. They have a single-pedal operated hydrostatic transmission and auto-assist 4WD with dual-acting overrunning clutch system. They are available with 60- or 72-in. side discharge mowers, or come with a 60- or 72-in. rear discharge mower. Easy access tilt-up deck provides 8 in. ground clearance.

For more information contact Kubota at 888/458-2682 [www.cat.com](http://www.cat.com) / circle no. 256



## Drift containment

Be environmentally correct with the Falcon electric drift containment spray system. It's battery operated, comes with a tank, and no hose is required. Built from aluminum and polyethylene, it uses 10-in. tires for great flotation and easy pushing.

For information contact John Deere Inquiry Dept., P.O. Box 12217, Research Triangle Park, NC 27709 or [www.johndeere.com](http://www.johndeere.com) / circle no. 257

## WALKER MID-MOUNT BUYERS GUIDE

## WALKER VS MID-MOUNT A NOSE-TO-NOSE COMPARISON

Make an honest appraisal  
**BEFORE . . .** buying a Mid-Mount "Z"  
Riding Mower



Walker Manufacturing has introduced a new brochure: "What you should know BEFORE buying a Mid-Mount 'Z' Riding Mower." This four-page, full-color brochure (Walker P/N 6895-18) is an honest appraisal of the true value of a compact, maneuverable, out-front Walker versus mid-mounts.

Provided is a 10-point checklist to help the customer match the best of these two styles of mowers to the intended application while understanding their real-life mowing needs. Guidelines such as: working on hills and slopes, precision handling, high-quality mowing, grass collection, trimming capability and five other "real world" mowing applications that a customer should consider before buying any commercial riding mower.

## WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528  
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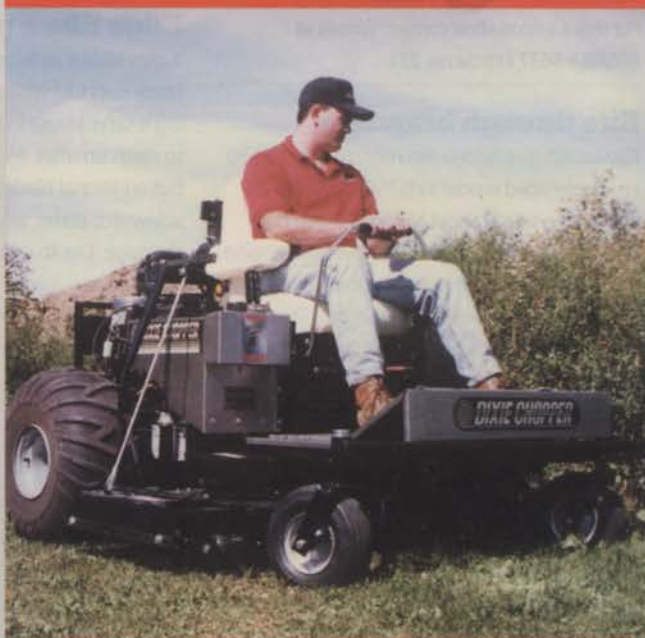


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O'Shields has been to every Davey territory except Hawaii. He's hauled a lot of interesting cargo, but the

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## Landscape over linemen...

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Warren Wheat

let Wheat go. Wheat's brother, Darin, approached Warren about starting a landscape company, so for the next

three years, Warren split time working as an agent at National Sports Management and "doing the books" for his landscape business. Seven years and \$2 million dollars more in revenue for his company, Wheat has no regrets about leaving sports altogether.

however, he only started 16 games from 1989 to 1991. Tom Flores was hired as the Seahawks' new coach, and, favoring a youth movement,

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