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# Landscape MANAGEMENT

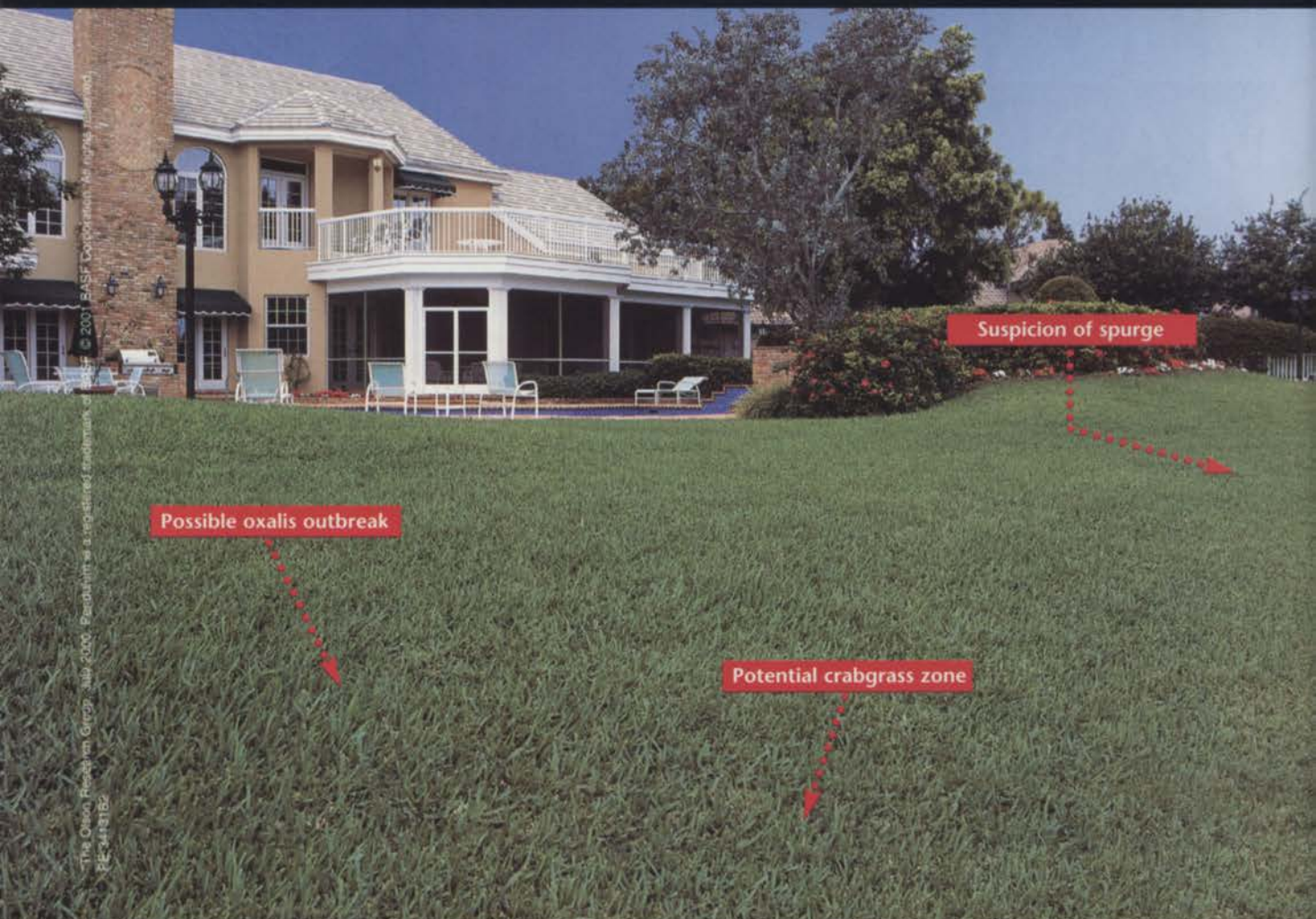
NOVEMBER 2001 / [www.landscapemanagement.net](http://www.landscapemanagement.net)



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Pendimethalin 60 WDG/WP	100 lb	<input type="text"/>	\$1.25/lb	<input type="text"/>
Pendimethalin Plus Fertilizer	4000 lb (80 bags)	<input type="text"/>	\$.75/50-lb bag	<input type="text"/>
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**Details of Offer:** Qualified end-use customers must purchase and take delivery between September 1, 2001 and December 14, 2001. All purchases of BASF pendimethalin-based products, including **Pendulum**® and BASF pendimethalin-based products from The Andersons, Inc. and Helena Chemical Company qualify provided they meet the minimum redemption requirements. The more you buy, the greater your cash rebate!

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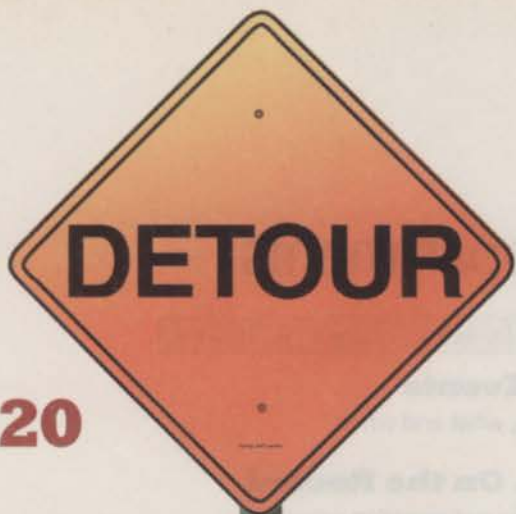
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Signature

Please indicate the name of your distributor.

Please indicate the name of your sales representative from the above distributor.

**BASF**



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# Landscape MANAGEMENT

NOVEMBER 2001 / #11 / VOLUME 40

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# events

WHAT, WHEN & WHERE

## November

**13-15 NYSTA Turf & Grounds Exposition & Trade Show** / Syracuse, NY;  
[www.nysta.org](http://www.nysta.org)

**13-15 42nd Virginia Turfgrass and Landscape Conference and Trade Show** / Virginia Beach, VA; 540/942-8873

**13-16 12th Annual CLIP Conference** / Frederick, MD;  
800/635-8485

**30-1 First Annual Great Southern Tree Conference** / Gainesville, FL; 800/375-3642

## December

**3-6 Ohio Turfgrass Foundation Conference and Show** / Columbus, OH; 888/683-3445

**5-7 RMTRA Turf Conference and Trade Show** / Denver, CO;  
303/770-2220

**11-13 New Jersey Turf and Landscape Expo 2001** / Atlantic City, NJ; [www.njturfgrass.org](http://www.njturfgrass.org)

**12 LCA Awards Presentation & CLT Banquet** / Gaithersburg, MD; 301/948-0810

**12 Turfgrass and Landscape Institute and Trade Show** / Buena Park, CA; 800/500-7282

**17-19 Texas Turfgrass Association Institute & Trade Show** / Fort Worth, TX;  
[www.texasturf.com](http://www.texasturf.com)

## January 2002

**6-8 Western 2002 Convention & Trade Show** / Kansas City, MO; 816/233-1481

**7-9 2002 Great Lakes Trade Exposition** / Lansing, MI;  
800/879-6652; [www.mnla.org](http://www.mnla.org)

**8-10 Kentucky Landscape Industries Winter Conference & Trade Show** / Lexington, KY; 502/848-0055

**8-10 Canada's International Horticultural Trade Show & Conference** / Toronto, Canada; 905/875-1805

**8-11 Professional Landscape and Nursery Trade Show** / Indianapolis, IN;  
317/955-0628

**9 The Maxwell Turf & Landscape Conference and Trade Show** / Melville, NY;  
631/643-8873

**13-17 National Arborist Association's Winter Management Conference** / Maui, HI; 800/733-2622

**16-18 Idaho Horticulture Show** / Boise, ID; 208/522-7307

# Landscape MANAGEMENT

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



**American Nursery & Landscape Association**  
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Washington, DC 20005  
202/789-2900



**Independent Turf and Ornamental Distributors Association**  
9864 E. Grand River  
Suite #110, BOX #326  
Brighton, MI 48116  
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703/573-3551  
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**National Arborist Association**  
3 Perimeter Road, Unit 1  
Manchester, NH 03103  
603/314-5380  
[www.natlarb.com](http://www.natlarb.com)



**Ohio Turfgrass Foundation**  
1100-H Brandywine Blvd.,  
PO Box 3388  
Zanesville, OH 43702-3388  
888/683-3445



**The Outdoor Power Equipment Institute**  
341 South Patrick St.  
Old Town Alexandria, Va. 22314  
703/549-7600  
[opei.mow.org](http://opei.mow.org)



**Professional Grounds Management Society**  
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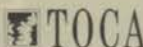
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## You're not recession proof

**I** don't think anyone's recession-proof. I've been through three recessions and I know they affect everyone and everything. —  
*J. Landon Reeve, Chapel Valley Landscape*

Professionals in every landscape service and customer segment told *Landscape Management* recently that their particular offerings were "recession-proof." These are people representing commercial construction, commercial maintenance, chemical lawn care, residential construction, residential maintenance, irrigation, arbor care, even add-on special services.

They saw potential problems in the other guy's area, not theirs. Most admitted they've had some slowdown in business, or they foresee slowdowns coming. But what a great attitude to have — being positive about their services and the fact that they're still perceived to be a "necessity" to clients, not a "luxury."

Not to worry, they say. Many have survived other past recessions and saw how their businesses emerged intact and even stronger afterward.

I believe these experienced pros know what they're talking about and so should you. But you should also understand that this current economic situation has many of our best economists puzzled and involves a war against terrorists on our own turf.

### Keep doing what you're doing

No one can say when the economy will turn around or how the war against terrorism will result. We don't even know for sure if *anyone* is "recession-proof." I'd be shocked if most of you don't survive this downturn well because I see so many intelligent, adaptive owners and managers who are willing to learn and open to change.

So how can you make your organization "recession-re-

sistant?" You can start by doing the things you should be doing all along, even when times are great:

- ✓ Look for ways to manage your costs better
- ✓ Price your work for profits
- ✓ Keep a constant eye on your bottom line, not just the top line
- ✓ Be customer-centered and responsive to their needs and concerns
- ✓ Build an organization where good employees want to stay and grow
- ✓ Constantly reinforce the value of your services, your professionalism and the benefits your clients receive.

### New strategies for 2002

As business changes next year, you'll need to adjust your operations. Be prepared to market and sell more aggressively, understand your operations better than ever and ask for help. On page 20, we cover this situation more fully.

Remember, most of those Green Industry pros who've weathered previous recessions would agree with Landon Reeve's footnote: "This is still a very strong market. We have more opportunities than we could possibly handle."

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

I'd be shocked if most of you don't survive this downturn because I see many intelligent, adaptive owners and managers who are willing to learn and open to change.





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765-CHOPPER



## Rethink your labor needs

**I**n spite of the awful events of the past several months, the grass in my yard kept growing. Soft autumn rains and cooler temperatures made it a chore to keep it mowed. The trees at my home needed trimming and my wife's flower beds still required prepping for the winter.

Regardless of the latest disquieting news from the media, the sun will continue to shine, the rain to fall and grass, trees and gardens to grow.

Some of you who have been through tough times before tell me the public will want our services, regardless of the economy. You say that was the case during the 1981 recession, the nation's worst since The Great Depression, and also during the 1991 recession.

Among the reasons you expect clients to continue to ask for our services include:

- During uncertain times, families cut back on travel and extended vacations and seek the security that their homes and landscapes provide.
- Retail and commercial properties, facing stiffer competition for tenants or off-the-street traffic, *must* maintain curb appeal.
- Security concerns will make our services even more necessary for maintaining public properties such as power plants, right of ways and easements, highways and, because of recent events, commercial and industrial properties, too.

But not even the most optimistic of us expect next season to be "business as usual." Some of our largest clients are suffering financially, and they'll likely consider cutting their grounds budgets. We need to stay on top of this in order to retain these accounts and also to budget for next season's labor.

Consider these new labor realities as we work out our manpower needs for the approaching 2002 season:

✓ Chances for a new Guest Worker Program evaporated with the tragic events of Sept. 11. Discussions between President George W. Bush and Mexican President Vincente Fox stopped.

✓ Talk in congress for an amnesty program also ceased. It would have legalized as many as 3 million illegal residents. (If your immigrant workers weren't "legal" last year, guess what? They won't be this year, either.)

✓ The INS has dramatically strengthened U.S. borders. INS funding, at least in the short-term, is no longer an issue for congress, which had already quadrupled the INS's budget during the past decade. Expect a fiercer effort to find and deport illegal immigrants.

✓ Displaced U.S. workers are unlikely to join the hourly payrolls of labor-strapped landscape/lawn companies. Many of the downsized workers have come from white-collar ranks — at least so far.

✓ On the plus side, the H-2B program that allows U.S. businesses to import seasonal migrant workers remains intact, and initial indications from government agencies are that they don't plan to enforce the 66,000 worker cap.

Times are tough for a lot of your clients and may get tougher. Stay in contact with them, and begin budgeting for your 2002 manpower needs pronto.

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



Some of our largest clients are suffering financially, and they'll likely consider cutting their budgets. We need to stay on top of this in order to retain these accounts and also budget for next season's labor.

# industry almanac

NEWS YOU CAN USE

## FMC nabs rights to new insecticide

PHILADELPHIA, PA — FMC Corp. entered into an exclusive agreement to develop, market and distribute a new Ishihara Sangyo Kaisha, Ltd. insecticide in the U.S. The insecticide, which will control sucking pests that transmit injurious diseases among plants, will enter the market in 2004 or 2005.

## LESCO to add independent dealers

STRONGSVILLE, OH — LESCO Inc. is expanding its distribution system to include a wide network of independent dealers outside its current 228 lawn care service centers. The new program is aimed at 500 markets across the United States. LESCO will sell all its chemical products, fertilizers, seed and equipment through the program, which will include special dealer training. The company also plans to add another 109 service centers.

## Griffin registers new herbicide

VALDOSTA, GA — Griffin LLC registered a new herbicide called TranXit for controlling *poa annua* and other grasses and broadleaf weeds in warm-season turf.

## L.R. Nelson plans reorganization

PEORIA, IL — The L.R. Nelson Corp. is reorganizing into two separate business units, one focused on retail lawn and garden products and the other on professional turf irrigation products.

## EI buys TruGreen Landcare Construction Group

TruGreen retains lawn care, maintenance divisions

BY SUE GIBSON PORTER / EXECUTIVE EDITOR

CALABASAS, CA — In a move that's been in the works since mid-summer, Environmental Industries Inc. has agreed to purchase the landscape design/build assets of TruGreen LandCare LLC, a wholly owned subsidiary of ServiceMaster Corp. (SVM), Chicago. TruGreen will continue to operate its lawn care and landscape maintenance divisions within ServiceMaster. TruGreen's construction operations had sales of approximately \$168 million in 2000. Terms of the deal were not disclosed.

EI plans to make the new landscape construction assets part of its Valley Crest Division. New or expanded markets for Valley Crest now include Washington-Baltimore, Boston, Minneapolis, Chicago and Austin.

Richard Sperber, president and COO of Environmental Industries, commented on the purchase, "We are pleased to join with these operations and the teams that run them. These are outstanding organizations with a

"This move develops access to new growth opportunities and creates an industry leader committed to world-class practices and operational excellence."  
— Thomas Donnelly, COO & president, Valley Crest

good reputation and include some of the finest landscape people we know."

Until recently, Richard Sperber served as president of Valley Crest. He added, "We've been searching for the right mix of acquisition opportunities to complement the great market position we enjoy. This deal makes sense

CLIPPINGS



Guadalupe Nanez and his daughter, Catalina Nanez, 4, watch as Fiesta Floats performs a road test on Rain Bird's Tournament of Roses float entry, Saturday, Sept. 8, 2001, in Duarte, CA. All entries in the parade must pass a series of tests before they are adorned with flowers and participate in the January 1, 2002, parade in Pasadena, CA.

# Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY



**It's raining irrigation products...** in Century Raid Aid's new 2001-2002 supplies catalog, available free to landscape professionals by calling Century at 800/347-

4272 or by registering on the Century Web site at [www.rainaid.com](http://www.rainaid.com). Thousands of landscape irrigation supplies and specialty products, including sprinklers, valves, central control systems, low volume irrigation and more are featured in the 160-page catalog.

**Understand Bobcat attachments better...** with Bobcat's interactive CD for concrete/flat-work applications. The CD includes video clips and attachment specifications for 17 Bobcat attachments, including backhoes, breakers, concrete mixers, sweepers and more. The CD is

available from your local Bobcat dealer, or you can request it at [www.bobcat.com](http://www.bobcat.com).

**Tons of truck accessories...** can be found in AW Direct, Inc.'s spring 2001 catalog. Products include Whelen lightbars, reflective clothing, ratchet binders, chains, hooks, wire rope and toolboxes. To receive a free catalog, call 800/243-3194 or send an e-mail to [contactus@awdirect.com](mailto:contactus@awdirect.com).

**Mid-mount "Z" fans...** should check out Walker Manufacturing's new brochure, "What You Should Know Before Buying a Mid-Mount 'Z' Riding Mower." Provided in the brochure is a 10-point checklist to help customers match the best of two styles of mowers to the intended application while understanding their real-life needs. For a copy, call 970/221-5614.

strategically. It strengthens our core services and our ability to offer full-service landscape and site development services for customers across the country."

The new organizations will report to Valley Crest's recently appointed president and COO, Thomas Donnelly. "This move develops access to new growth opportunities and creates an industry leader committed to world-class practices and operational excellence," he said.

The acquisition is EII's fourth in the last 24 months and is a part of a strategy of moving into more eastern and northern landscape markets, as well as providing new opportunities to develop the firm's extensive landscape design/build business. Valley Crest is known for its full-service capabilities, as well as specialty construction work in unique and complicated projects such as Las Vegas casinos and Disney World's Animal Kingdom.

The move increases EII's employee rolls to more than 6,500 and boosts its annual proforma revenue to nearly \$600 million.

## People & companies

### The Toro Company named **Tim Ford**



**Ford** vice president and general manager of its Commercial Division.

### Pursell Technologies promoted **Dave Heegard** to



**Heegard** vice president of sales. **PBI/Gordon Corp.** named **Mark Miller**

sales manager for its professional turf and ornamental and agricultural products.

### BASF appointed **Allison Moskal** national



**Moskal** national sales manager for the Turf, Ornamental and Pest Control group.

**Environmental Industries** appointed **Nada Duna** vice president and **Roger Zino** president and chief operating officer.



**Duna**

division, Environmental Care.

**Valley Crest**, the landscape company and wholly owned subsidiary of Environmental Industries, named **Thomas C. Donnelly** president and chief operating officer. **Valley Crest Tree Co.** named **Vicki Povah Martinez** senior vice president and

cer of its landscape maintenance

**Robert L. Crudup** president and chief operating officer.

**Dow AgroSciences** named **Chris Woolley** marketing manager for turf and ornamental insecticides.

**Responsible Industry for a Sound Environment** hired **Frank Gasperini** as director of state issues.

**Textron Golf, Turf & Specialty Products** named **John Dreibelbis** manager of advertising and communications.

[www.landscapemanagement.net](http://www.landscapemanagement.net)

WHAT'S NEW ON-LINE

This month at [www.LandscapeManagement.net](http://www.LandscapeManagement.net):

- October features
- LM Week in Review
- 10 steps to strengthening your organization!

## Twin cities target phosphorus fertilizers

**MINNEAPOLIS** — Beginning Jan. 1, 2002, commercial lawn care applicators will no longer be allowed to use turfgrass fertilizers containing phosphorus here. City council

members, citing the need to protect lakes within city limits, approved the ban Sept. 28. Minneapolis followed the lead of surrounding suburbs that have also banned the

use of phosphorus-containing fertilizers. As of this writing, lawmakers in the City of St. Paul were considering similar action.

### The opposition speaks

Both the Minnesota Nursery Landscape Association (MNLA) and Responsible Industry for a Sound Environment (RISE) are opposing this city-by-city effort to restrict the efforts of commercial applicators.

"The ordinance is wrong on the facts, and it's wrong on the science," says Jim Skillin, manager of formulator issues for RISE.

"They're doing this because they think it's going to improve the water quality in their lakes, but it's not. In the long term it will impair water quality. The turf will get thinner and there will be erosion and more runoff."

In unsuccessfully trying to head off the ordinance, Skillin asked council members "to conduct a little research on the subject of inorganic phosphorus in lawn fertilizer products." He told them that inorganic phosphorus from turf fertilizer reacts with the soil and doesn't travel far within the soil. He said a bigger problem is organic phosphorus leaching out of dead vegetation.

MNLA executive director Robert Fitch says his group opposes the "patchwork quilt" approach that each community is taking in regards to the issue.

The Minneapolis ordinance also covers retailers that sell turfgrass fertilizer. After Jan. 1, lawn fertilizer displays containing phosphorus will be limited to 10% of the quantity of non-phosphorus lawn fertilizer on display.

— Ron Hall



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Circle 108

### Correction

The contact number for Terry Foley of Foley Enterprises, Austin, TX, was incorrectly listed in the September issue of *Landscape Management*. The correct number is 888/623-7285. We regret the error.



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Circle No. 110

# Growth strategies for the road ahead

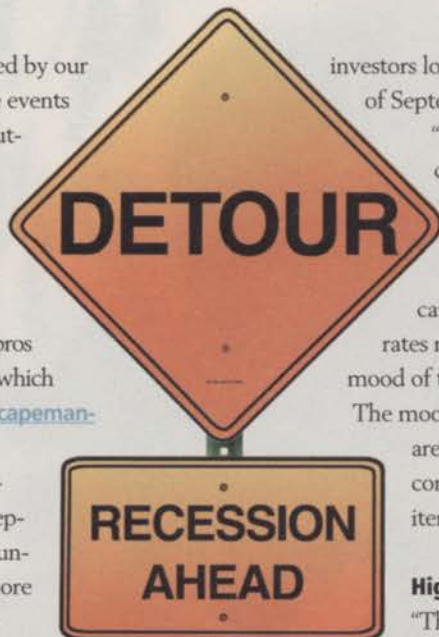
**Spring 2002 will be far different from Spring 2001. Understand your options now to make your organization 'recession-resistant'**

BY SUSAN PORTER

**F**ew businesses are unaffected by our changing economy and the events of September 11th. The outlook for Green Industry business in 2002 has changed dramatically, and savvy professionals are already adjusting their plans.

How can you prepare? Several experienced pros shared their ideas with *Landscape Management*, which we've covered below and online at [www.landscapemanagement.net](http://www.landscapemanagement.net) (with more details).

Today's new economy calls for new priorities: understanding your changing market; keeping current customers and seeking new ones; understanding your costs and how you can be more profitable; realizing your strategic advantages; and selling aggressively.



investors lost money on the stock market and the events of September 11th engendered new fears.

"We expect to see a dramatic slowdown in the commercial building arena and possibly a double-digit reduction in new housing starts," says Rick Randall, president of RBI Companies, Littleton, CO. "I say possibly because the Fed's continuous lowering of interest rates may help hold housing up, depending on the mood of the consumer."

The mood going into 2002 is challenging: businesses are concerned about investment and cost cutting; consumers are hesitant to invest in big-ticket items.

#### High anxiety: the new consumer

"The events of the last week (mid-September)

I find most alarming is the stock market is down more than 1,000 points. The amount of wealth that disappeared is of great concern to me as I see it effecting our residential landscape sales," said Michael Currin, president of Greenscape Inc., Holly Springs, NC.

World events may inhibit investment in large projects, says Don Willig, president of Consortium Management Services, Cincinnati, OH. "Much of our industry is driven by discretionary income...People will minimize, delay or postpone projects if world events are producing anxiety for them."

"PEOPLE WILL BE AT HOME ON THEIR PROPERTY. WE NEED TO TAKE STEPS TO JUMP ON THAT OPPORTUNITY AND TALK WITH THEM ABOUT THEIR SERVICES."

—EWALD ALTSTADT

#### Recession ahead

**SLOW** Early in 2001, several Green Industry organizations saw slower business as a result of the general economy's trickle-down effect:

- business closings
- lower office occupancy rates
- maintenance budget cutbacks
- postponed / cancelled capital spending projects
- more layoffs.

This affected commercial landscape design/build and maintenance first. Then, a slowing economy began to erode consumers' confidence as many



continued on page 22

# Opportunities on the horizon

How business might operate in 2002:

	<b>DOWNSIDE</b>	<b>SMART STRATEGY:</b>	<b>UPSIDE</b>	<b>SMART STRATEGY:</b>
<b>Residential design/build</b>	Clients will hesitate to commit to projects, may defer additional phases	<ol style="list-style-type: none"> <li>1 Contact customers concerning their needs, schedules, issues</li> <li>2 Suggest changes of schedule, production, phasing, financing to suit their needs and keep jobs profitable</li> </ol>	Mortgage rates are low, encouraging "closer to home" consumers to spend on new homes, sales, refinancing and personal property	<ol style="list-style-type: none"> <li>1 Market affordable financing for landscape and personal property investments, value of investment for resale and enjoyment</li> <li>2 Market more aggressively for new clients; reward customer referrals</li> </ol>
<b>Residential maintenance</b>	Clients concerned with personal finances may be receptive to low-ballers or opt for DIY	<ol style="list-style-type: none"> <li>1 Differentiate your services in a way that is meaningful to customers</li> <li>2 Market your quality and special services</li> </ol>	Clients still have limited time/ability to maintain their properties. High-end homeowners unlikely to DIY	<ol style="list-style-type: none"> <li>1 Market how your services improve the value of their investment in home</li> <li>2 Reinforce convenience factor</li> </ol>
<b>Commercial design/build</b>	Commercial design/build projects may slow, be postponed or get trimmed dramatically	<ol style="list-style-type: none"> <li>1 Know your cost structure and adjust systems to make profits on every job</li> <li>2 Accommodate clients' changing financial, timing, personnel or other management needs</li> <li>3 Proactively suggest improvements, ideas, additional services</li> </ol>	New and renovation projects will continue to come online, with value-conscious managers, possible new priorities	<ol style="list-style-type: none"> <li>1 Communicate closely with current and prospective customers</li> <li>2 Adapt estimates based on your profit and clients' requirements</li> <li>3 Revisit previous clients for possible business</li> <li>4 Network for new contacts</li> </ol>
<b>Commercial maintenance</b>	Commercial, multifamily and institutional property owners may cut budgets and be receptive to low-balling, despite ongoing relationships with current landscapers	<ol style="list-style-type: none"> <li>1 Sew up 2002 business now</li> <li>2 Look for longer-term contracts</li> <li>3 Market unique, quality service and customer care</li> <li>4 Proactively suggest cost savings, win-win innovations</li> <li>5 "Partner" to provide value and special help</li> </ol>	Commercial maintenance work continues to be in demand, especially as vacant space hurts their bottom line	<ol style="list-style-type: none"> <li>1 Revisit previous clients and network for new</li> <li>2 Market unique services, partner approach</li> </ol>
<b>Chemical lawn care</b>	Residential lawn care clients may decide this "necessity" is now a "luxury"	<ol style="list-style-type: none"> <li>1 Reinforce benefits of professional lawn care services</li> <li>2 Market convenience and importance of keeping up property</li> </ol>	Lawn care still a relatively inexpensive (compared to other landscape services) way to maintain property appearance	<ol style="list-style-type: none"> <li>1 Adjust service packages to enhance value for consumers</li> <li>2 Market services aggressively to new customers</li> <li>3 Offer prepay discounts</li> </ol>
<b>Irrigation, arbor care, specialty services, upgrades</b>	Clients may postpone or cancel these services going into 2002	<ol style="list-style-type: none"> <li>1 Adjust service packages to encourage project commitment now</li> <li>2 Know cost structure and adjust to ensure continued profitability</li> </ol>	Irrigation, arbor care and specialty services continue to play key roles in landscape health and benefits. Some work can't wait	<ol style="list-style-type: none"> <li>1 Work with customer to adjust scheduling, project phasing, payment, financing, etc., with the goal to gain contracts and follow-through commitments</li> <li>2 Proactively suggest adjustments, ideas, innovations for a win-win go-ahead</li> </ol>
<b>Labor</b>	Employees worry as they see volume decline and customer orders slow	<ol style="list-style-type: none"> <li>1 If it's worth it, share a reduced workload to keep valued employees working</li> <li>2 Continue training to develop employees and offer customers extra value</li> <li>3 Use normally slow winter months to pare payrolls and reconfigure crews for 2002</li> </ol>	Layoffs in the Green Industry and elsewhere add to the pool of potential employees for 2002	<ol style="list-style-type: none"> <li>1 Recruit early to get quality employees available from other Green Industry companies</li> <li>2 Great opportunity to recruit excellent middle manager, supervisor or foremen candidates from other industries</li> </ol>
<b>Competition</b>	Expect new competitive and price pressures at every level: <ul style="list-style-type: none"> <li>✓ Layoffs = new entry-level startups</li> <li>✓ Low/mid-budget firms move to wealthier clients</li> <li>✓ Residential firms go into light commercial</li> <li>✓ Commercial contractors seek larger clients</li> <li>✓ Design/builders seek government bid projects</li> </ul>	<ol style="list-style-type: none"> <li>1 Know your cost structure and price for profit</li> <li>2 Increase or maintain prices, depending on your market conditions</li> <li>3 Consider moving to new customer segments</li> <li>4 Partner with existing clients to offer additional value, rather than price-driven work</li> <li>5 Market experience, awards, accolades, long-time customer programs to emphasize stability, professionalism</li> </ol>	Natural selection will occur. Unprofitable businesses will not fare well in highly competitive markets	<ol style="list-style-type: none"> <li>1 Analyze costs and profit structure for maximum efficiencies</li> <li>2 Price for profitability, not volume</li> <li>3 Analyze viability of low-profit services. Drop or adjust service packages accordingly</li> <li>4 Analyze viability of low-profit customers. Make adjustments as needed</li> <li>5 Opportunities exist to capitalize on competitors' weaknesses</li> <li>6 Opportunities exist for acquisitions on favorable terms</li> </ol>



continued from page 20

"I believe we are moving temporarily into a selling economy, not a buying economy," adds Tom Tolkacz, president of Swingle Tree & Landscape Care, Denver, CO. "We are now competing for a smaller pie of money and are being weighed against different things."

Jeff Aronson, president, As You Like It

**"SOMEONE ONCE TOLD ME THE FIRST THING TO DO IN A DOWNTURN IS RAISE PRICES, AND IT WAS THE BEST ADVICE I'VE EVER GOTTEN. YOU'LL HAVE LESS CUSTOMERS BUT THOSE YOU HAVE WILL STAY."**

— PHIL FOGARTY

& Potomac Valley Landscaping, Potomac, MD, notes, "We are giving a lot of estimates and proposals and have a lot on the table. The jobs aren't closing at the same rate as the fall of 2000, but we are not losing jobs either. Clients just seem to be a little slower in their decision making."

### Design/build bump

While many contractors have their hands full with ongoing construction projects, others are planning to encourage clients to continue or commit to projects now.

"Listening to the clients and providing the products and services they want will be vital," cautions Willig. "Sales, design and project management staff must be trained to do the work requested...and be sensitive to costs."

"We're concentrating on building bridges with clients and creating relationships," notes David Snodgrass, president of Dennis' Seven Dees Landscaping Inc., Portland, OR. "We're building up the level of our performance and want to be on more of their short lists."

"Mortgage rates are hitting the lowest in

40 years and many are considering refinancing," says Rod Bailey, consultant, Alder Springs Enterprises, Woodinville, WA.

"What a marvelous chance to upgrade or finish that landscape project. There is a tremendous need for the landscape community to be proactive about this. Everyone who wants to do-it-yourself is open to be sold on having it done right by a pro."

### Necessity vs. luxury

No one expects customers to stop using landscape maintenance or lawn care services, but many still expect changes.

"A general slowdown in the economy will take out marginal customers — those who want the services but had to stretch the budget to afford it," notes Charles King, King Green Inc., Norcross, GA.

Ewald Altstadt, director of operations for Lawn Doctor, Holmdel, NJ, sees the new "stay at home" consumer as an opportunity. "People will be at home on their property and we need to take steps to jump on that opportunity to talk with them about our services."

While many pros focus on commercial customer relationships, they see price cutting as a potential problem.

"Commercial property managers are look-

**"WE'RE GOING TO FOLLOW UP EVERY LEAD, GOOD OR BAD, NO MATTER WHAT. IN THE PAST, WE JUST TOOK ORDERS. NOW, WE'RE ACTUALLY GOING TO START SELLING."**

— DAVE WILLIAMS

ing at value as well as the relationship," says Scott Brickman, president of The Brickman Group, Langhorne, PA. "The relationships will continue to be important but also expect to hear, 'We're hurting...I'm getting pressure.'"

Resist the urge to cut prices, he says. "The worst thing to do is to go out and cut prices.

**"GRASS GROWS JUST AS FAST IN A RECESSION AS IT DOES IN A BOOM."**

— ROD BAILEY

Keep pricing where it needs to be."

"Someone once told me the first thing to do in a downturn is raise prices, and it was the best advice I've ever gotten. You'll have less customers but those you have will stay," notes Phil Fogarty, sub-master franchisor for Weed Man/Turf Holdings Inc., Cleveland, OH.

### Opportunities knock

Preparing your organization is one thing; understanding your opportunities and taking advantage of them is another.

"We're going to follow up every lead, good or bad, no matter what. In the past, we just took orders. Now, we're actually going to start selling," explains Dave Williams, owner of Rainy Days Irrigation Inc., Garner, NC.

"I strongly advise lawn care companies to plan ahead for a potentially difficult winter," adds Jim Campanella, owner of The Lawn Dawg, Nashua, NH. "Offer customers incentives to renew and prepay early...Use the down time in winter to bring in new business. Call back people who received estimates but did not use your services."

"Marketing is the one input in your business that can bring in sales," says Marty Grunder, president, Grunder Landscaping Co., Miamisburg, OH. "We're signing up contracts and hustling. We have an attitude of 'think spring' already."

Although competition may be more intense, demand will continue. As Rod Bailey notes, "Grass grows just as fast in a recession as it does in a boom." **LJM**



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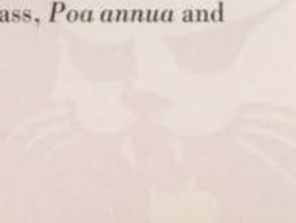


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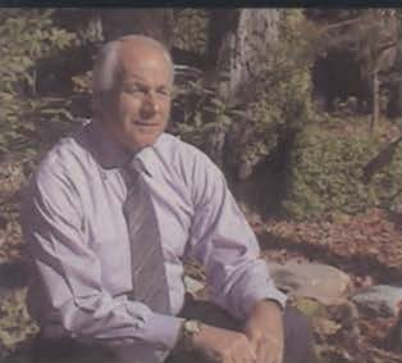
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**May 1969**

Graduated from The Ohio State University with bachelor's of science in horticulture

**June 1969**

Hired by Thornton Landscape, Inc.

**1971**

Attends first ALCA meeting

**1983**

Elected president of the Ohio Nursery Association

**1999**

Bought Thornton Landscape, Inc.

**2002**

In line to become president of ALCA

## People of the Year 2001

These outstanding people exemplify professionalism, dedication and a willingness to share their time and energy for our industry

### Landscape contracting: Rick Doesburg / President, Thornton Landscape, Inc., Maineville, OH

BY JASON STAHL

**E**ver since he was 14, working at South Euclid Garden Supply in Ohio, Rick Doesburg knew he wanted to pursue a Green Industry career.

"I just enjoyed working with people, and once I gained more knowledge, I got a kick out of being able to diagnose turfgrass diseases," Doesburg says.

Now, he's getting a kick out of running his own company, Thornton Landscape, Inc., which he bought in 1999 after 25 years as one of its employees.

His single most important professional achievement? "Putting together and being part of a wonderful team at my company geared toward quality and 'beauty by design,'" he says. Doesburg says it's this team that allows him get involved with associations, another thing he's proud of.

But friend Kurt Kluznik, president of Yardmaster, Inc., Painesville, OH, who claims he would have never gotten in-

involved in ALCA without Doesburg's prodding, feels there's another reason why Doesburg is able to accomplish so much. "I'd call him the velvet hammer if he was in sales with me because he knows how to get things done without being too assertive," Kluznik says.

That kind of skill came in handy in 1999 when Doesburg almost left Thornton Landscape because, as he says, "we didn't seem to have a good focus of where we were going." But now he says his company is poised to stay on top as a cutting edge leader of design/build landscape.

Staying on top won't be easy, says Doesburg, who believes the government will be responsible for some of the biggest challenges the Green Industry will face within the next decade. "Legislation, taxes, social security, OSHA — all that has a tremendous impact on our ability to be profitable. If we don't look out for ourselves, nobody will."

That's why Doesburg believes association work is so important. "People have to break away from their business and give something back," he says.

Doesburg has certainly done his share, whether it be with ALCA, the Ohio Nursery Association, Cincinnati Homebuilders or the Green Industry Expo. "What I am is what I've learned from ALCA," he says. He has not only advanced those associations with his own work but helped others make their mark.

"He was always there to help me out when I needed it, like when I took leadership positions in ALCA," says Jud Griggs, vice president of operations at Smallwood Design Group/Smallwood Landscape, Inc., Naples, FL, and former ALCA president.

"Some people take on things because they want notoriety, but the best thing about Rick is that he prefers to stay in the background," Griggs added.

The reason Doesburg bought Thornton Landscape was because his son, Andy, was graduating from college. "We had always talked about starting a business, and that gave me an opportunity to work with him." Now, Andy works in sales, and Rick is hoping he takes over the business some day. **LJM**

## Grounds management: George Van Haasteren / Director-Grounds, Dwight-Englewood School, Englewood, NJ

BY RON HALL

**G**eorge Van Haasteren, CGM, is no comedian, although sometimes he tries. In describing his college football days, he says he played end, tackle and guard. "I sat on the end of the bench, guarded the water bucket and tackled anyone who came near," he says.

This big man with a hearty demeanor has the rare ability to pack 25 hours of activity into every 24-hour day. Much of that energy is directed at being the best grounds professional he can be — and helping others achieve a similar goal.

"Many people believe that anybody can run a grounds maintenance operation," says Van Haasteren. "They don't realize that it takes years of training and education to be successful in this profession."

Van Haasteren should know. He's been advancing the profession of grounds management for 20-plus years, starting with the Paramus (NJ) Shade Tree and

Parks Department in 1981. His career includes three years as grounds manager at Columbia University, New York City, and almost 15 years as director of grounds at the 30-acre campus of Dwight-Englewood School.

"He really turned our grounds around," says Kevin Herron, director of the physical plant at the prestigious private K-12 school of about 1,000 students.

"In addition to the landscape, he's responsible for five athletic fields on campus and a couple of fields in a county park."

Van Haasteren says childhood experiences on nearby sandlots led him, ultimately, to become the first grounds manager in the State of New Jersey to gain certification from the Professional Grounds Management Society (PGMS) and, this year, president of that organization.

"When we were kids we played baseball morning, noon and night," he says. "There was a little area between a library and some tennis courts, and we built our own baseball field and made our own ground rules. For instance, if you hit the ball over the tennis nets you had a double, and

if you hit it to the school, you had a home run."

This love of sport led Van Haasteren to excel in football, eventually making the University of Miami (FL) squad. In a sense, those experiences still drive him. In addition to his duties at Dwight-Englewood School, he and partner Ken Krausz, CGCS, own Sports Fields Management, Inc., a firm specializing in athletic field construction and maintenance. One of its clients is Paramus Catholic High School, Paramus, NJ.

"George has done great things with our fields," says Steve Degregorio, PCHS athletic director and head football coach. "Before he started here there was a 50-by-70-yard area that was bumpy with rocks, twigs and glass. It was awful. Now it's a gorgeous field."

Tom Shaner, executive director of the PGMS, says that Van Haasteren's ability to work as a team player is, perhaps, his greatest gift. "Like a good captain, George seeks out and recruits the best player, or member in this case, to meet every challenge,"

says Shaner. **LM**

### CAREER TIMELINE



#### 1972-1976

Attended University of Miami, Coral Gables, FL

#### 1981-1987

Boro of Paramus (NJ) Shade Tree and Parks Department

#### 1987-1995

Director of Grounds: Dwight-Englewood School, Englewood, NJ

#### 1995-1998

Grounds Manager for Columbia University, New York City

#### 1997-Present

Grounds Manager for Paramus Catholic High School

#### 1998-Present

Director of Grounds: Dwight-Englewood School, Englewood, NJ

#### 1997-2000

Chair for PGMS Certification Committee

#### 2001

President of the Professional Grounds Management Society

## CAREER TIMELINE

**1956**

Degree in Veterinary Medicine, The Ohio State University

**1957-1961**

School of Aviation Medicine, U.S. Space Program, San Antonio, TX

**1960s**

Toxicologist with private industry

**1970s**

The Ohio State University cooperative extension

**1977**

Begins consulting work with ChemLawn

**1984**

Leaves OSU to work full-time at ChemLawn

**1990-1991**

Testifies in Senate Subcommittee hearings on lawn care pesticides

**2001**

Retires from TruGreen ChemLawn

## Lawn care: Roger Yeary / Vice president of health, safety and environmental stewardship of TruGreen ChemLawn, Delaware, OH

BY RON HALL

**M**any lawn care company owners probably weren't in the business when the industry faced its most bitter battles concerning lawn care chemical use. Nor are you probably aware that one of the industry's influential figures during those times is quietly leaving the industry.

Dr. Roger Yeary retired from TruGreen ChemLawn earlier this year, but remains as a consultant with the company until the end of this year. A toxicologist, he still makes once-a-week trips to the TG-CL research facility in Delaware, OH.

"Probably what I'm going to do is spend the winter months in Arizona and the summer and fall months in Columbus," Yeary tells LM.

Yeary's career took several twists before he began his 25-plus-year association with lawn care. He earned a degree in vet-

erinary medicine at The Ohio State University, Columbus, in 1956, but several months into a practice in Willoughby, OH, he was coaxed into joining the U.S. Air Force School of Aviation Medicine in San Antonio, TX.

Yeary fulfilled his military commitment working with a small group of specialists developing environmental systems for space flight, part of the U.S. space race with the Soviets. It was during this time that he became interested in toxicology.

In 1977, then with The Ohio State University cooperative extension, he got a call from ChemLawn which was fielding concerns from homeowners fearful of the safety of lawn care products on their pets.

"I started doing some consulting for them," says Yeary. "I did that about four years and finally realized that I was working 2 full-time jobs, so I left the university and went to work for ChemLawn fulltime in 1984," he says.

During the tumultuous 1980s, when municipalities across the United States tried to write their own rules concerning

chemical lawn care, the industry looked to ChemLawn and the data generated by Yeary to show that the industry presented negligible risk to employees, customers, their families and pets, and to the environment.

"I've always considered myself to be the guardian of the health and safety of our employees," he says. "Since so many companies copied our programs, I believe that this has had a positive impact on the entire industry."

Yeary, a popular speaker at Green Industry conferences and seminars, participated in dozens of public, legislative and EPA hearings during his career, and defended the industry on national news programs like Ted Koppel and Good Morning America.

"I believe that my most important contribution to the lawn care industry has been defusing the exaggerated and inflammatory claims of the health and environmental risks of lawn care to the media, regulators, legislators and, at times, in the judicial system as an expert witness," he says. **LM**

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# Is H-2B right for you?

**Little-known details about the application process from this industry expert will save you time and trouble**



The H-2B visa can sometimes solve a company's inability to find a dependable labor source.

BY JEFF WEST

**T**o H-2B or not to H-2B? That is the question many companies in various seasonal industries are asking themselves more and more often. As little as four years ago, most service companies in the United States hadn't even heard of an H-2B visa, let alone decided whether to pursue one.

## H-2B defined

The H-2B visa has recently become popular with a number of industries that have had difficulty finding a dependable labor source.

In laymen's terms, the H-2B visa is a tempo-

rary seasonal work visa for companies that cannot find enough domestic labor to run their business. To be eligible for an H-2B visa, your company must prove that the jobs it's trying to fill are temporary and seasonal in nature. For example, if you own a landscape company and lay off workers in the fall or winter due to weather, you would be a prime candidate. If your landscape company is located in, say, Arizona, you must prove you have a peak season by showing noticeable fluctuation in your payroll over several years.

## Finding the workers

Approximately 90% of workers who arrive in the U.S. under H-2B visas are Mexican immigrants; the remaining 10% come from Canada,



Most workers who apply for a seasonal job want to start working as soon as possible, not two or three months down the road.



the Caribbean and other Latin American countries.

If you apply for H-2B visas without the assistance of a labor or H-2B contractor, you'll be responsible for recruiting your own workers as well as making sure they have legitimate passports and no previous problems with the Immigration and Naturalization Service (INS). You may also have to take a trip to the appropriate consulate you indicated on your H-2B visa application. This could be a good thing if the consulate you listed was in Jamaica because you could write off your vacation and take care of your labor needs in one trip! On the flip side, if you listed a consulate in Mexico (the most common consulate listing) and your application was delayed, you might have to wait in line for hours in triple digit temperatures.

#### Don't delay

The first thing to realize when pursuing an H-2B visa is that you can't wait two weeks before you need workers to start the application process. The earliest you're allowed to apply is 120 days before you need workers. Expect the process to take 90 to 120 days before you receive INS authorization. If you're a first time filer, give yourself 150 days because you'll probably place a comma in the wrong place in

the job description and delay your application indefinitely.

#### Is it right for you?

If you think H-2B is the answer to your labor woes, think again. Realize the following five things:

1. If you're looking for cheap labor, you shouldn't use this program. Companies with this attitude have bad experiences.
2. H-2B workers are looking to work at least 50 hours a week.

3. Housing costs should be around 15% of the average monthly wage. Remember, these guys are working for your company to save money for family.

4. You will need to set up a housing arrangement before your workers arrive, which means finding bedding, cooking utensils, etc.

5. If you're looking for a way to legalize your illegal workers, you'll be disappointed!

#### H-2B simplified

The first application for an H-2B visa is with your state's employment security agency or department of labor. This will determine the prevailing wage your company will be required to pay the workers.

The next step, the recruiting process, takes at least 30 days. This process begins with a

*continued on page 34*

## H-2B remains your best option

Despite the economy falling deeper into recession after the terrorist attacks on America Sept. 11th, labor companies say the need for additional labor is still high and predict it will remain high.

"The grass isn't going to stop growing," said Robert Wingfield, president of Amigos Inc., a Dallas-based labor contracting firm that supplies U.S. businesses with Mexican seasonal workers. "So far, I've only had one client cancel their order for workers, and that wasn't a landscape company."

"From an immigration standpoint, everything has slowed down considerably," says labor contractor Jeff West, president of GTO International, Rochester, MI. West said he expects less demand for immigrant workers in industries such as hospitality and food service, but U.S. landscape companies will still need seasonal help.

"Even though there will be workers unemployed, they don't tend to gravitate to the Green Industry because the work is seasonal and involves a lot of physical labor," he said.

Terry Foley, with Foley Enterprises, Austin, TX, another sizable labor contracting firm focusing on the Green Industry, said that one of the biggest problems her firm faces is companies that wait until the last minute to start processing their H-2B employees.

"We're kind of chewing our nails, but we do that every year about this time," she said.

This year in particular, she cautioned, companies needing seasonal immigrant help should begin the process immediately. "They have to supply so much documentation to substantiate their need that it's taking them longer."

Like West, Foley doesn't see the pool of recently unemployed U.S. workers desiring the jobs typically filled by H-2B workers. "Part of me thinks that the people who are getting laid off are in high tech and related jobs and they will not work on landscape crews. They will stay on unemployment first."

— Ron Hall





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continued from page 31

classified ad that runs in a daily local newspaper for three consecutive days, usually including Sunday. The ad's wording is dictated by the State Department of Labor. Once the recruiting period is over, you have to supply the State with your results.

Once the recruitment period has ended, the State forwards your results along with

your application to the U.S. Regional Department of Labor. Your application will probably sit on someone's desk for at least four weeks before anyone grants approval or rejection.

The last step is to file with the INS. If you want really good service, you can write a check for \$1,000 and the INS will guarantee your application will be

processed within 15 days of receiving your check. If you want the regular service, you only pay \$110 and processing could take from 15 to 45 days.

### Passport, please

Don't think you're out of the woods once the INS has authorized your company to obtain an H-2B visa. The passports you've submitted to the U.S. Consulate must be approved.

Every worker you sponsor for an H-2B visa must have a valid and up-to-date passport. A Mexican male must prove he has completed his military requirements with a validated military card. Without the military card, he can obtain a temporary passport for three months, but only under the pretense that he will start his military obligation within one year.

Also, if workers have any previous problems with U.S. immigration or a police record in the United States or Mexico, they will be rejected.

— Jeff West is president of GTO International LLC, a labor recruiting company based out of Rochester, MI. He can be reached at 810/797-4422, or visit [www.gtointl.com](http://www.gtointl.com) for more information.

# Trac Vac Makes a Vacuum for all your needs

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Circle 114

## Premium Service Policy

The INS's \$1,000 Premium Service Policy for application processing was enacted in June of 2001. I will at this time plead the 5th amendment if asked my opinion of this new policy (just in case someone with a good memory from the INS is reading this)! I wonder if this policy will catch on with other companies? Can you imagine having to pay McDonald's an extra dollar if you want your food warm? I might be willing to pay that in some instances...

— Jeff West

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# How "green" is your software?

## Industry-specific software helps you capture profits and win clients

BY LYNNE BRAKEMAN /  
ON-LINE CONTENT EDITOR

Of all your important tools, among the most important (and the most bewildering) is computer software. Whether it's business management or design/estimating/presentation software, the choices are many and the investment is considerable.

When it comes to software, it's especially hard to determine when it's finally

time to make the leap from off-the-shelf solutions (like Intuit Corp.'s QuickBooks or Microsoft's Excel) to industry-specific products.

If you think you've arrived at that jumping off spot, *Landscape Management* has compiled a list of 25 Green Industry-specific products which begins on page 37. Go to [www.landscapemanagement.net](http://www.landscapemanagement.net) for an expanded listing including product descriptions and live Web links.

Several Green Industry software vendors share their insights on recent trends in business computing and explain why their customers believe the investment has paid off in measurable growth of productivity and profitability.

David Tucker, president  
Sensible Software Inc. (CLIP Software)  
[www.clip.com](http://www.clip.com)

"When we were still a lawn maintenance company, we already knew we had to control our job costing data so we could capitalize on our best properties," says Dave Tucker, explaining how Sensible Software got its start at the dawn of personal computing back in 1988.

Tucker says he's frequently asked why a company should switch from off-the-shelf software to an industry-specific solution like CLIP.

"The answer to that is the same as for somebody who says 'I'm happy mowing lawns with my little MTD I bought at Home Depot,'" Tucker says. "Yes, maybe you are, and maybe you can continue to be in business for the short term with that tool. But, if you're going to be professional and maximize your profit — if you're going to be in control of your company — you need to get the right tool for the job."

Tucker says some companies he's seen are using thrown-together systems as nothing more than electronic Post-It pads. He says the real key to profitability is tracking and maximizing. Some new landscape CAD programs can generate estimates and create proposal presentation documents from a single project plan.



Dave Tucker

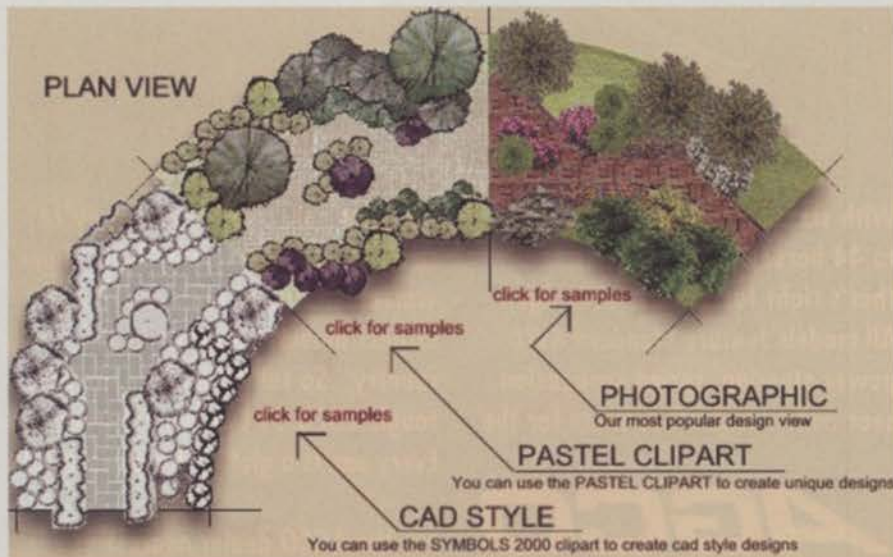


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### The fire ant challenge.

Since arriving in Alabama from South America in the 1930s, red imported fire ants have earned a reputation as a stubborn and vicious pest. If disturbed, they will attack in mass, each insect stinging repeatedly and injecting venom with each sting. They can maim and even kill animals and humans. Today, they infest more than 260 million acres in 13 southern states as well as California, New Mexico, and Puerto Rico; and the problem is spreading. One dome-shaped mound may contain more than 200,000 ants.

Controlling fire ants has been challenging, to say the least. Traditional methods are troublesome and results are often less than satisfying. Baits and contact insecticides are the two primary approaches. Both have drawbacks.

In the case of baits, they must be fresh and the fire ants must be actively foraging for treatments to be effective. Baits can be ruined by rain, and even if there is no rain, multiple applications are required. Baits don't provide residual control either, so they are only curative, not preventative.

Contact materials provide quick surface kill, but not complete eradication. (The foraging ants they kill are only about 10% of the total population and die before returning to the colony.) Mound treatments often must be watered in and, again, multiple applications are required per season. Multiple applications are more than just an

inconvenience. They increase user exposure, the environmental pesticide load, and the cost of labor and materials. Contact materials often have an offensive odor, too.

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TopChoice is registered for use on golf turf, sports fields, commercial lawns, home lawns, landscape beds, school grounds, parks, campsites and other recreational areas, sod farms, and cemeteries.

cast application of the ultra-low-dose .0143% granule can deliver up to 95 percent control in 4-6 weeks.

Once the fire ants are gone, expect them to stay gone for up to a full year. Chipco TopChoice has the residual power to control developing queen cells and also new queens that enter the landscape. It's a novel concept in fire ant control: *prevention*.

### Forget about mole crickets, too.



The active ingredient in Chipco TopChoice is more than just a top-notch fire ant product, by the way. It's also the world's best insecticide for mole crickets. So while your fire ant problem is disappearing, your mole crickets will be too. An application of Chipco TopChoice for fire ant control will also control fleas and ticks and nuisance ants.



### **It's fipronil.**

The active ingredient in Chipco TopChoice is fipronil, a unique chemical compound that has revolutionized insect control in several industries worldwide. Since 1995, fipronil has been used globally for flea and tick control on millions of cats and dogs, and it is the active ingredient in the revolutionary new termiticide Termidor®. And of course Chipco Choice™ with fipronil has quickly become the new, unmatched standard for mole cricket control on golf courses.



### **The lowest-dose, non-bait insecticide.**

Despite its remarkable efficacy, fipronil is a responsible choice for use around animals and humans. At just 0.0143% active ingredient, Chipco TopChoice is the lowest-dose, non-bait insecticide available for fire ants. Getting the same control that one application of Chipco TopChoice provides would require 3 or more applications of an organophosphate. Or, put another way, one pound of the active ingredient in Chipco TopChoice is equal in efficacy to over 25 pounds of an organophosphate active ingredient.

### **A unique mode of action.**

Fipronil employs a unique mode of action to control fire ants. It interferes with the insects' inhibitory nervous systems. As a result, the insects die of overstimulation. Fipronil is active in insects by both contact and ingestion. Thanks to its Transfer Effect™, it will also kill insects that have not had primary contact with the compound themselves, but merely have touched others that have. Chipco TopChoice controls fire ants gradually, allowing time for affected fire ants to spread the insecticide throughout the colony before dying. This attribute works extremely well, resulting in up to 95 percent control in 4 to 6 weeks.

## **Moisture is key.**

*Fire ants, like all insects, require moisture. During hot and dry weather, they burrow deeper into the soil to find more moisture and cooler temperatures. In contrast, when the ground is wet, fire ants are closest to the surface — and most vulnerable to insecticides, including Chipco TopChoice. So, to ensure best results, please apply Chipco TopChoice after rainfall or irrigation.*

## How Fipronil Compares to Other RIFA Control Products

Active Ingredient	Chemical Class	Use Rate (LB./Acre)	Est. Length of Residual Control	Speed of Control
<b>Fipronil</b>	<b>Phenylpyrazole</b>	<b>0.0125</b>	<b>Up To 52 Weeks</b>	<b>Medium</b>
Acephate	Organophosphate	0.75 - 1.5	Few Days	Fast
Chlorpyrifos	Organophosphate	1.0 and 8.0*	4 To 6 Weeks	Medium to Fast
Diazinon	Organophosphate	4.4	Few Days	Fast
Hydramethylnon (Bait)	Amidinohydrazone	0.0073 - 0.011	Up To 24 Weeks	Medium
Fenoxycarb (Bait)	IGR	0.01 - 0.015	3 To 8 Weeks	Medium
Bifenthrin	Synthetic Pyrethroid	0.2 - 0.4	4 To 16 Weeks	Fast
Pyriproxifen (Bait)	IGR	0.005 - 0.0075	12 To 16 Weeks	Slow
Methoprene (Bait)	Hormone Analog	0.005 - 0.0075	10 To 12 Weeks	Medium

\*8.0 lb. rate only labeled for 50W on sod farms in the fire ant quarantine zone.

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mizing labor efficiency.

According to Tucker, hand-held computers (also called personal digital assistants or PDAs) for on-the-job data collection is an irreversible trend. Data saved in the PDA is downloaded to the main office computer. Some vendors already offer routing and mapping applications that can be uploaded to a crew's PDA at the start of the day, eliminating printed route schedules. CLIP communicates with English or Spanish-language PDAs.

"Another trend is moving data on the Internet," Tucker says. "We now have an option that allows customers to go to a Web site and check their bills and schedules. We're working on extending this to on-line communication with suppliers."

Paul Jackson, president

Alocet Software (Lawn Monkey)  
[www.lawnmonkey.com](http://www.lawnmonkey.com)

"I think, by 2005, you will see a lot more Web-based applications," says Paul Jackson.

This model is a lot like leasing equipment. The user pays by the month or by usage for an application that is hosted on a vendor's Web site.

Jackson has also noticed his clients struggling with the problem of having multiple

PHOTO COURTESY ALOCET SOFTWARE



Specialized software can help you compare and analyze crew efficiency and job profitability.

shops and off-site locations.

"What's coming is the ability to e-mail the schedule to a crew's PDA so they don't have to connect at the main office," Jackson says.

John Decell, president

Software Republic LLP  
[www.softwarerepublic.com](http://www.softwarerepublic.com)

Software Republic started out making software for irrigation designers. Decell says contractors who handle both irrigation and landscape design kept asking for a landscape program, so the company created two programs: EcoCAD for design and job costing and Photoscapes for customer presentations.

"The most important thing for our clients is ease of use," says Decell.

Although three-dimensional (3D)

landscape design packages are beginning to become affordable, Decell says his company made a decision to stick with a two-dimensional solution to keep the learning curve short.

"That's also why we went with a separate imaging program for visual presentations," Decell says. "We focus on what is going to be easiest to learn — that's what our customers say is important to them."

### Green Industry software products

Following is a list of 25 vendors that sell green industry-specific software applications.

### BUSINESS MANAGEMENT

Adkad | 800/586-4683

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

■ GroundsKeeper Pro 2000

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■ LawnMonkey 2001 PRO

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

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[dkenet.com/winlawn.html](http://dkenet.com/winlawn.html)

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*continued on page 38*

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Intac International Inc. | 800/724-7899

[www.wintac.net](http://www.wintac.net)

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■ Route Rite Legend

Practical Solutions | 614/436-9066

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

■ The Service Solution

Rapp Industries Inc. | 800/999-1159

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

■ Landscape Business Management System

Real Green Systems

800/422-7478

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

■ Lawn Assistant III

Sensible Software, Inc.

800/635-8485

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

■ CLIP and QuickCLIP

Slice Technologies

800/543-7249

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

■ SlicePlus

Tree Management Systems 812/876-7664

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

■ TurfGold

UDS, Green Industry

Software | 800/626-7247

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

■ Active Applications

Vanguard Computer

Systems |

888/590-1696

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

■ Camelot Software



Real Green Systems Lawn Assistant III



Sensible Software's CLIP PDAs come in both English and Spanish versions.

## DESIGN

3D Nature LLC | 330/665-9080

[www.3dnature.com](http://www.3dnature.com)

■ Visual Nature Studio

Innovative Thinking Software | 250/357-2550

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

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North American Green | 800/772-2040

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Design Imaging Group Inc. | 800/776-0103

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# Know your soil

**Realizing the importance of healthy soil can help you diagnose and treat its problems**

BY JOHN FECH

**S**oil is the lifeblood of landscapes. Even though it provides nutrients and water and serves as anchorage for plants, it's taken for granted and commonly overlooked by the general public and landscape professionals alike. This article will point out the fallacy of that assumption and show that soil is one of the most important components of a healthy landscape.

## Good soil/bad soil

Good soil is so crucial to landscape health that it's usually the first factor I consider during pest diagnosis inspections. A soil probe, bucket and screwdriver are helpful in determining soil attributes and how it stacks up against the ideal. Trees, shrubs, annuals/perennials, grasses, bulbs and groundcovers growing in well-drained, fertile, slightly acid soils normally perform well, with attractive flowers and green leaves, providing beauty and function for the property.

When plant roots are forced to grow in poor soils, they not only grow slowly and develop abnormally but are susceptible to insects and disease infestation.

Pests are repeatedly attracted to weakened, stressed out turf and ornamentals. The same is true in the animal kingdom; when watching one of those animal shows on The Discovery Channel, you learn that the lioness always sets her sights on the sickest or oldest wildebeest. As such, good soils are a hallmark of Integrated Pest Management, as trees and turf growing in a healthy medium will be able to resist a higher level of pest activity than weak ones growing in poor soils.

## What's the problem?

So why do we have this problem of poor soils — soils with extreme pH, heavy clay, excessively well-drained, low on nutrition — in the first place? Many fingers can be pointed at the housing and construction industry because construction disturbs soil dramatically. It seems the larger the equipment, the more the soil is messed up.

The two most common disruptions are soil profile changes and soil particle compaction.

When a basement is dug or extensive grading is performed, soil that was in one place is moved to another. Careless equipment operators often bring subsoil to the surface and redistribute it as a final grade for the landscape pro-

fessional to use for plant installation. Subsoil is low in fertility and is usually either sticky clay or rocky chunks, neither of which support good plant growth.

Conscientious construction companies direct their operators to remove the topsoil for stockpiling off-site, then excavate what's needed for the basement. After the rough grade, the topsoil is then redistributed and spread out, and the final grade established.

If soil profile changes aren't to blame for poor soil, it might be compaction, which is

caused by heavy construction equipment pressing soil particles together and eliminating essential voids, or air spaces. These air spaces provide oxygen to the roots and avenues for excess water to drain out of the root system. Compaction is more likely to occur if the soil is wet when the equipment moves over it and/or if it's mostly comprised of clay or silt.

## Let it drain

Ideally, soil would be comprised of half air spaces and half mineral

## RAISING PH WITH LIMESTONE

(pounds of ground limestone per 1,000 sq. ft.)

change in pH desired	sandy soil	silty soil	clay soil
4.5 to 6.5	50	160	200
5.0 to 6.5	40	130	150
5.5 to 6.5	30	90	100
6.0 to 6.5	15	50	55

## LOWERING PH WITH SULFUR

(pounds of elemental sulfur per 1,000 sq. ft.)

change in pH desired	sandy soil	silty soil	clay soil
8.5 to 6.5	45	60	70
8.0 to 6.5	30	35	45
7.5 to 6.5	10	20	25
7.0 to 6.5	3	5	7



Masonry work, especially around the foundation of a house, can cause problems with soil pH.



components. When compaction occurs, soil particles are pressed together, causing just about anything with a root to suffer. Why?

All plants have an optimal amount of water and air they need for root growth. In poorly drained soils, the voids between soil particles fill up with water faster than it can flow out, and the roots don't get the oxygen they need. If this condition continues for an extended period, the roots will rot or stop growing, causing the plant to wilt or take on a scorched appearance.

Another common drainage issue is that of the perched water table, which occurs when horizontal layers of soil are created, each with different soil characteristics such as organic

matter, large air spaces, clay content and pH. The most dramatic difference is when a layer of soil with large air spaces exists over one that has small air spaces. The laws of soil physics prevent water from the top layer to pass quickly into the second layer. Instead, the rate of downward water movement is dramatically slowed, forcing most of the water to rise vertically.

The downside to a perched water table is that the roots are wetter than they need to be, and they decline. Ironically, this is what happens when misguided landscape professionals

add a layer of compost, sand or peat moss on top of a heavy clay layer in an attempt to improve the site's drainage. "Fixing" these problems is discussed under the section on soil modification at [www.landscapemanagement.net](http://www.landscapemanagement.net).

#### Good soil mix

Over the years, various soil types' attributes have been fairly well-documented. Clays hold water and nutrients tightly, and tend to produce fertile landscape soils that drain

*continued on page 44*

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Construction activities can cause pH changes as well as soil compaction and layering. This creates difficult growing conditions for turf and landscape plants near the foundation of a building or house where considerable amounts of concrete, gypsum and other materials can accumulate.

*continued from page 43*

poorly. Sandy soils allow for excess water drainage, yet can cause plant stress from drought and lack of nutrients. Silty soils are somewhere in between these two extremes, usually on the clay side in terms of drainage and nutrient-holding capacity.

Extreme soil types present challenges to landscape professionals, but soils with low levels of organic matter pose even more difficulty. Organic matter is deposited in soils over time, filtering in from the decomposition of tree leaves, thatch and other plant remains. It serves as a loosening agent in heavy soils, and a holding agent in well-drained soils. A desir-



**Application and incorporation of compost helps with the aeration of soil.**

able level is between 3%-5% of the total soil volume.

The relative alkalinity or acidity (soil reaction) of a soil is another component to

consider. The optimal level of pH for most landscape plants is between 6.0-6.7. Exceptions include clematis, azaleas, holly, rhododendron, blueberry and many conifers, but for the most part, optimal growth is observed when the level is slightly acid or neutral.

It's common for construction activities to cause pH changes as well as soil compaction and layering. This can create difficult growing conditions for turfs and landscape plants near the foundation of a building or house, where considerable amounts of concrete, gypsum and other materials being mixed can spill. These building products tend to be alkaline, and can create "hot spots" in soil, especially in the areas where portable concrete mixers and wheelbarrows were parked.

At pH levels above or below optimal, certain nutrients such as iron, phosphorous and manganese become unavailable to plants. Plants growing in soils with these pH levels appear stunted, chlorotic or misshapen and distorted. The classic problem of pin oak chlorosis falls into this category, with high pH soils tying up the iron needed by the plant. The result is yellow leaves produced on stunted-looking stems. Left unchecked, many plants suffering from iron chlorosis eventually die.

#### Soil modification

If your soil isn't up to snuff, you may want to offer soil modification. More details are available on-line at [www.landscapemanagement.net](http://www.landscapemanagement.net). **LM**

— John Fech is a horticulture educator for the University of Nebraska Cooperative Extension.

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# Im reports

TECH CENTER

## Efficiency is key to profitable cleanup

BY CURT HARLER

Mike Gilmore, owner of Growing Solutions, Lutherville, MD, knows a landscape professional makes money only when moving quickly from one job to the next.

Gilmore's company can aerate and clean 25 acres a day. He runs two Deere TC125 material collection systems behind four aerators. He'll likely obtain a third TC125 next season. "It's a great machine with simple setup. It does an effective job," Gilmore says.

Gilmore, partnering with a designer on Maryland's East Shore, is developing a machine that shreds the aerator plugs and blows the mulch out the back. "That would make the job even quicker," he says.

### A.M. LEONARD 937/773-2694

The angled double-diamond brushes on the Gandy Sweep Master turf brush blends light or heavy topdressing into the surface. Available with Cushman Truckster hydraulic package, manual lift tow hitch and other features.

Circle #260

### JOHN DEERE 800/537-8233

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

John Deere's TC125 Turf Collection System tow-behind attach-



ment allows one person to pick up and dump aeration cores, sand, clippings, leaves or thatch. It covers a 48-in. swath. Hopper capacity is 25 cu. ft.

Circle #261

### FOSTER 262/633-7073

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

The Professional Cart from Foster Manufacturing, Racine, WI, has a steel undercarriage and moves on two 26-in. pneumatic tires mounted on reinforced, spoked rims.

Circle #262

### JRCO, INC. 800/966-8442

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

The Model 490 Transporter from JRCO, Minneapolis, MN increases grass catcher's capacity by holding excess grass and leaf clippings, and transports mulch, landscape materials and line trimmer.

Circle #263

### KADCO USA 800/448-5503

The Carry-It cart from Kadco USA,



▲ Minuteman-Parker's Scavenger sweeper

### Buying tips

- ▶ Look for adjustable brushes and rollers on sweepers
- ▶ See if there are hydraulic dumps on material collection systems
- ▶ Check hopper capacity
- ▶ Check load capacity

Amsterdam, NY, is lightweight but made of high molecular polyethylene. Its 5/8-in. solid axle is welded to a three-in. wide steel plate.

Circle #264

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800/895-4589

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

Available for under \$36 in quantity, the 60-gal. green barrels from Landscapers Supply, Spring Valley, NY, can be used as-is or with 56-gal. garbage bags as liners.

Circle #265

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877/596-6337

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

In the optional swivel wheel kit for the high-output blowers from Little Wonder, Southampton, PA, the front wheel turns 360 degrees, making it easy to turn the unit on turf or pavement.

Circle #266

#### MTD PRO

330/273-4550

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

The Pro F8 Tornado Blower from MTD, Cleveland, OH, generates 175 mph air speed and moves 2,500 cfm air volume. It's powered by an 8-hp Briggs & Stratton Industrial Plus.

Circle #267

#### PARKER

630/627-6900

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

The Scavenger all-terrain litter vacuum from Minuteman, International, Addison, IL, comes with a 5-

hp Briggs & Stratton or Honda engine to turn an all-steel impeller.

Circle #268

#### SHINDAIWA

503/692-3070

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

The Powerbroom models PB230 and PB270 from Shindaiwa, Tualatin, OR, are recommended for cleaning up turf or removing sand, dirt or fallen fruit. Units are powered by a Shindaiwa-built premium two-cycle 22.5 or 27.5cc engine.

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## ask the expert

BY BALAKRISHNA RAO, PH.D.

### Yucky yucca

**Two years ago I removed an overgrown and diseased Yucca plant from a flower bed, but it keeps growing back. On two different occasions I dug deep down to remove the thick, fibrous roots, but I guess I didn't get all of them out because the plant shot up out of the ground again after just a few weeks. Can you recommend a product that will kill the roots?**

— IL

Consider using a systemic herbicide such as Roundup or a contact herbicide such as Finale on actively growing green plant tissue. Since the active ingredient may have difficulty penetrating into a succulent plant such as yucca, you may also want to consider Accord SP. This product contains the same active ingredient as Roundup with a proprietary surfactant that aids in penetration. Thorough coverage is important. Repeat treatments as needed. You could also dig as you have done before or use a stump grinder to destroy the roots.

### Controlling oxalis

**Our small lawn care company uses a dry fertilization program. For weed control, we want to spot treat with herbicides. Is there a pre-emergent herbicide that would help us control oxalis?**

— IN

Oxalis is a weed that's difficult to manage. Spot treating oxalis with herbicides is difficult because it produces many seeds during the growing season which, when mature,

spread by bursting the seedpod. This process gradually spreads the weed plant outward from its mother plant. Even seeds that don't immediately grow into weed plants are a threat as they can remain viable in soil for 15 to 20 years. You'll need repeat applications of selected herbicide.

The success of spot treating hinges upon periodic inspection and treatment as needed by a professional lawn care operator. Consider using a pre-emergent herbicide such as Dimension, Pendimethalin or Gallery as the weeds germinate.

Recognize that weeds are opportune pests. They appear for a reason. Poor density and turfgrass health quality can open up weed establishment areas. Therefore, note lawns with a history of oxalis and consider treating with herbicides as needed in the spring.

### Spruce tree trouble

**A large number of spruce trees we planted in June 2000 did fine until winter, when some needles turned a pale color and others brown. We're afraid some of the trees may not survive. Any idea what may be the problem? Do you have any tips for helping them?**

— MI

Based on your description, the problem appears to be related to transplant shock. Digging and transplanting causes trees to lose a large amount of functional absorbing roots, which leads to water and nutrient uptake problems. This can be further aggravated by too much or too little moisture, including flooding and/or drought. Absorbing roots are the mechanical

pumps, and if they're broken or diseased they become dysfunctional. This disruption and imbalance in water uptake results in plant tissues drying out, which can be made worse by wind and excessive evapotranspiration from exposed plant parts.

Remember that a transplanted plant such as a Christmas tree may look green for awhile, but that's only because it's using its reserve water and nutrients.

Make sure these plants aren't overfertilized, particularly with a water-soluble source of quick-release fertilizer. Improper fertilization with high salt index can burn some of the absorbing roots. Also, mulching too close to the trunk encourages rodent feeding activity and excessive moisture retention. Examine the roots for decay caused by root rot fungal disease.

### Weird fungus

**One of my customers has a weird fungus on his lawn that looks like small, white, fluffy tufts sitting among the grass blades. Any idea what this could be?**

— PA

The problem appears to be related to a fungal disease called slime mold. This normally grows on grass blades and produces fruiting bodies as it matures. They don't cause too much harm to turfgrass. It is often more of an aesthetic problem. Sweeping and hosing with water will reduce the problem.

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

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



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- 04  265 Irrigation Contractors & Consultants
- Other Contractors/Service Companies (please specify) \_\_\_\_\_

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- 10  365 Dealers, Distributors, Formulators & Brokers
- 11  370 Manufacturers
- Other (please specify) \_\_\_\_\_

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

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

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

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

**4a. Do you specify, purchase or influence the selection of landscape products?**

58  Yes 59  No

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

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

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

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

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

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102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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- 03  260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
- 04  285 Irrigation Contractors & Consultants
- Other Contractors/Service Companies (please specify) \_\_\_\_\_

**LANDSCAPING/GROUNDS CARE FACILITIES**

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

**SUPPLIERS AND CONSULTANTS**

- 06  355 Extension Agents/Consultants for Horticulture
- 09  380 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
- 18  B Turf Insect Control
- 19  C Tree Care
- 20  D Turf Aeration
- 21  E Irrigation Services
- 22  F Turf Fertilization
- 23  G Turf Disease Control
- 24  H Ornamental Care
- 25  I Landscape Design
- 26  J Turf Weed Control
- 27  K Paving, Deck & Patio Installation
- 28  L Pond/Lake Care
- 29  M Landscape Installation
- 30  N Snow Removal
- 31  O Other (please specify) \_\_\_\_\_

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

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

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

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

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

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

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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## Punchin' holes

The Toro Company's ProCore 660 aerator covers a 60-in. swath and, with its RotaLink centering mechanism, ensures tines remain vertical as they enter and exit the ground. Speed up or slow down to change hole pattern from 1 to 5 in. Aeration depth can be adjusted without tools to a depth of up to 4.25 in.

For more information contact The Toro Company at 800/803-8676 or [www.toro.com](http://www.toro.com) / circle no. 250

## Out in front

Selbro, Inc.'s blower designed for out-front walk-behind mowers turns mowers into high output, self-propelled blowers. Left and right discharge improves versatility. Add a sulky to save time and labor.

For more information contact Selbro at 419/483-9918 or visit [www.selbro.com](http://www.selbro.com) / circle no. 251

## Put out the fire

Aventis E.S.'s Chipco Professional Products group announces Chipco TopChoice, a new granular insecticide for control of red imported fire ants. At an application rate of .0125 lb. a.i./A (87 lbs. product/A), it provides up to 52 weeks of over 90% fire ant control with a single broadcast application.

For more information contact Aventis at 800/438-5837 or visit [www.aventis-chipco.com](http://www.aventis-chipco.com) / circle no. 252

## Zippin' Z

The ZT Max mid-mount zero-turn mower from Yazoo/Kees is built on a two-piece, 7- and 9-gauge tubular steel frame. It offers 23- and 25-hp Kohler and 23-hp Kawasaki engine options, coupled with welded 52- and 51-in.

steel decks. All models have quick-lift cutting height adjustment.

For more information contact



## What a grind

The new Toro stump grinder attachment for Dingo compact utility loaders features a 17-in. cutter wheel with 12 cutting teeth, a wheel speed of 2,000 rpm and tooth tip speed of 148 ft. per second. Unit offers 36-in. above grade maximum cutting height and 16.5-in. below grade maximum cutting depth. Operators can position the wheel index at a 30-degree angle to tackle troublesome roots.

For more information contact Toro at 800/344-8676 or visit [www.toro.com](http://www.toro.com) / circle no. 253



Yazoo/Kees at 877/368-8873 or visit [www.yazookees.com](http://www.yazookees.com) / circle no. 254

## Suck it up

Powered by a 24-hp Honda engine, the 850CFM vacuum system RockVac is perfect for removal of rock and mulch from landscape beds.

It draws material through its hose into an impact resistant steel hopper. The material is then easily gravity-dumped into a wheelbarrow, skid loader bucket or trailer.

For more information call 866/762-5822 or visit

[www.rockvac.com](http://www.rockvac.com) / circle no. 255



## Diggin' a hole

Land Pride's four new models of backhoes feature maximum digging depths ranging from 6 ft., 6 in. to 12 ft., 6 in., with bucket options from 9 to 36 in. Cylinders feature Nitro-Steel black piston rods for superior wear and corrosive resistance. A hydraulic swing cushion valve prevents shock loads at the end of swing travel.

For more information contact Land Pride at 785/820-8692 or [www.landpride.com](http://www.landpride.com) / circle no. 256

## Take a seat

Landscape Forms' Plainwell bench is now available in an all-aluminum style. Shaped, extruded aluminum straps secured to cast-aluminum end-frames make it durable. A 96-in. length has also been added to the standard line, and may be specified with one center arm or two intermediate arms placed at equal intervals. It's offered with either a wood or aluminum seat.

For more information contact Landscape Forms at 800/521-2546 or

[www.landscapeforms.com](http://www.landscapeforms.com) / circle no. 257

## Open wide

Vermeer's BC1000xl brush chipper has an enlarged feed opening (12x17 in. wide) which can handle wood up to 12 in. in diameter. Other features include a clutchless PTO, two engine options (85-hp Cummins or 54-hp Deutz) and a 66-in. long feed table.

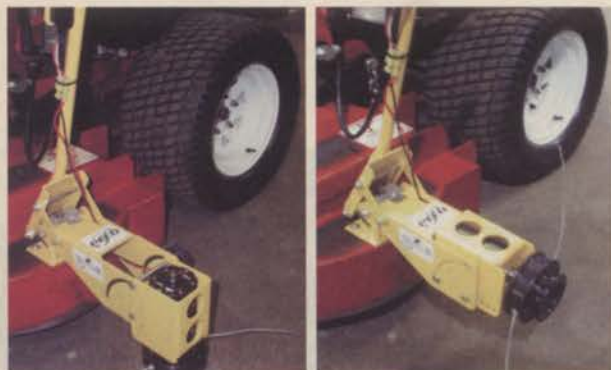
For more information contact Vermeer at 888/837-6337 or [www.vermeer.com](http://www.vermeer.com) / circle no. 258

## Make an impression

Wausau Tile says its new Impression pavers accent walkways, patios and decks without adding greatly to your overall budget. Styles, finishes and colors can be matched with other Wausau Tile pavers. Many styles are available as tree surrounds to help you add greenery without disrupting the overall look.

Contact Wausau at 800/388-8728 or [www.wausautile.com](http://www.wausautile.com) / circle no. 259

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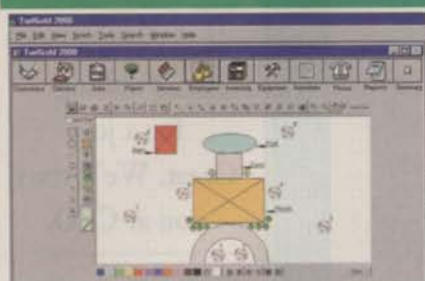


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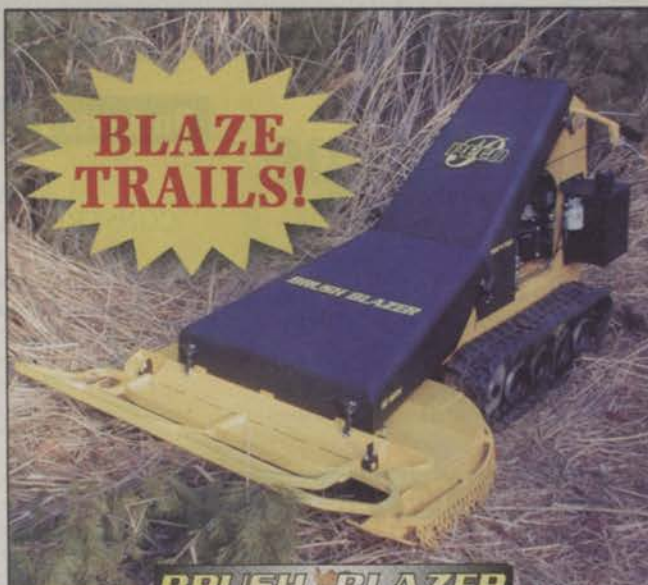


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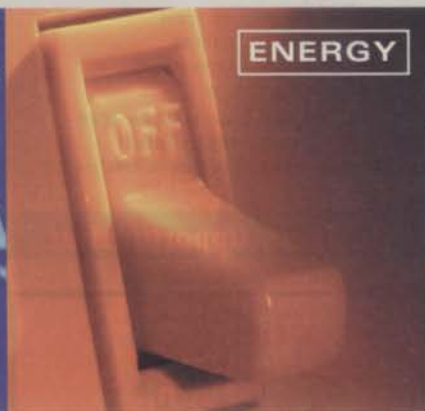
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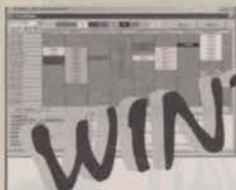
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THIS AND THAT

## The Last Laugh



## Earnhardt remembered

Darin Chamberlin of Chamberlin Landscaping, Cedar Rapids, IA, always had a special place in his heart for NASCAR racing, so when NASCAR legend Dale Earnhardt died earlier this year in a crash, he knew exactly what to do.

Using his connections as a landscape professional, Chamberlin obtained a Norwegian spruce and donated it to his local race track, Hawkeye Downs Speedway in Cedar Rapids.

"We attached a tree spade (to our skid-steer

loader) with a six-foot Norwegian spruce inside," Chamberlin says. "This tree should grow a couple of feet each year. As fans come back to the track season after season, it's our hope that they look at it and are reminded of how Earnhardt helped the sport grow."

The presentation of the spruce, held during a race event on July 27, followed the "World's Largest Bobcat Equipment Parade," where more than 60 Bobcat machines rounded the half-mile track at an average speed of less than eight miles per hour.

## Hot pink...and proud of it

Harry Collins' competitors snicker about his pink trucks, but he doesn't mind. As co-owner of Total Lawn Care, a \$300,000 landscape maintenance company in Tupelo, MS, Collins knew 11 years ago that driving pink trucks would be great advertising.

"It has worked really well because all we have to say now is we're the guys in the pink trucks," he says. And that's important, since there's another company called Total Lawn Care in neighboring Ponopoc.

Collins also used to make his six full-time employees wear pink baseball caps. One day they complained, however, and he quickly realized he should nix the idea in the interest of employee retention. He still wears one at the annual Green Industry Expo while serving as auctioneer, though.



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