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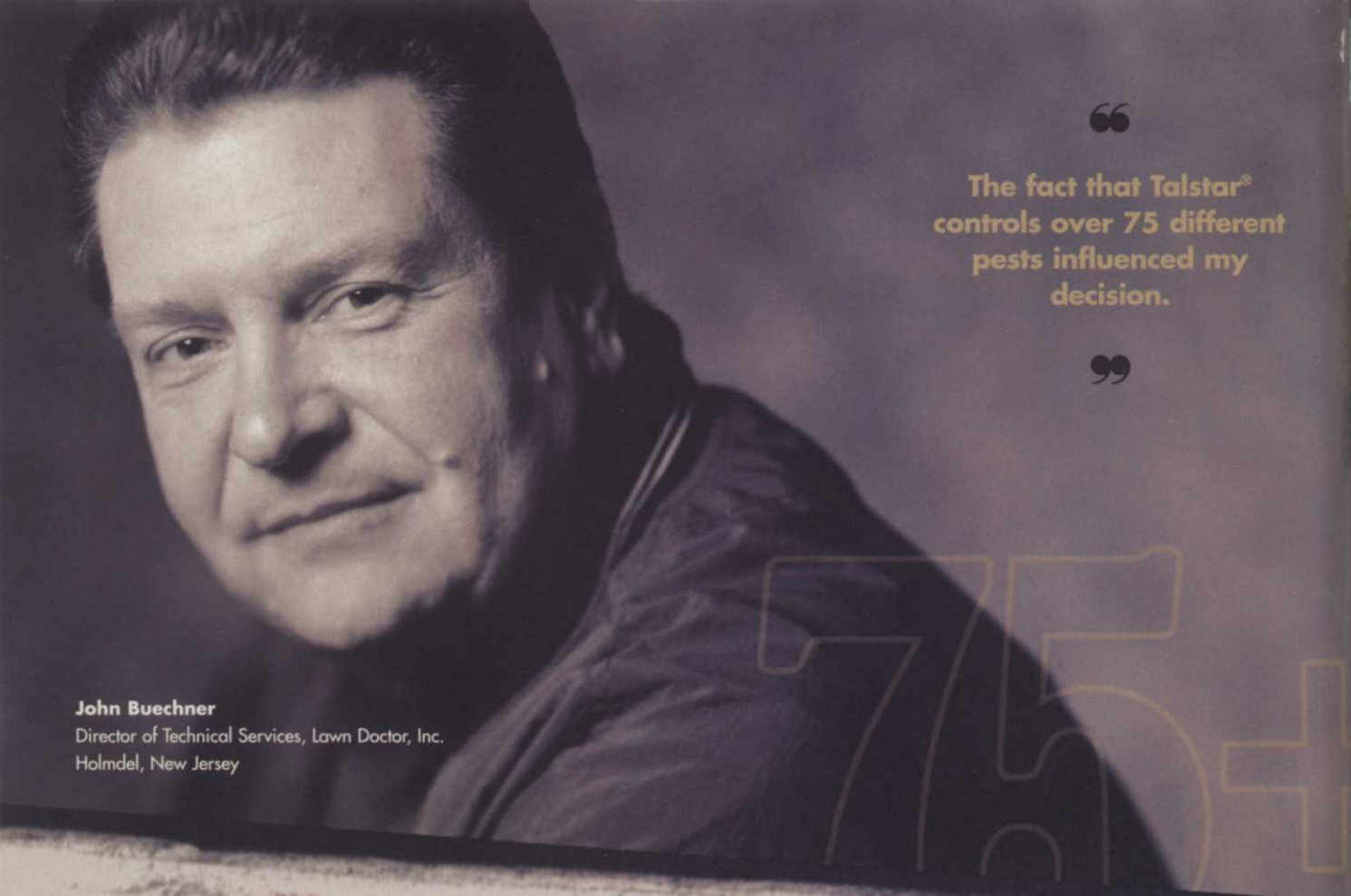
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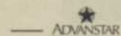
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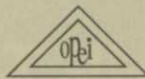
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BY JASON STAHL / MANAGING EDITOR

Always listen to your mom

I can hear my mother's voice in my head. No, it's not the usual situation where there's no physical presence, just her words ricocheting around inside my cranium. I'm actually talking to her on the phone — at work, no less. She's telling me about a situation that's developed with her irrigation contractor. Apparently, she'd given the guy a down payment of \$1,500 to install a \$5,000 irrigation system and told him she wanted it installed before they went on vacation. Here it was, one week before their vacation, and she hadn't heard a peep from him.

"You're in the landscape business, can't you do something?" she pleaded.

"Whoa, whoa," I said. What was I supposed to do, put a mugshot of this guy on the cover of the magazine with a caption that read, "Wanted: Dead or Alive"? My mother has never quite understood exactly what *Landscape Management* is all about, but maybe now was the time to explain it to her in detail.

"Mom, the purpose of this magazine is to —"

"You know, I called that guy's secretary and told her I want my money back right now," she said, her voice reaching a feverish pitch. "Not only that, I told her I was going to call the local television news and report them."

Now I felt sympathetic toward this guy. No longer would I question why certain landscape and irrigation contractors choose to make commercial work their primary focus.

"You know, mom, those guys are backlogged beyond belief right now, and —"

"But he didn't even call me back!" she cried.

And it hit me. He may have looked at her as a nag-

ging customer, but she was definitely in her right to demand action. I was willing to bet this guy wasn't a *Landscape Management* subscriber. If he were, he undoubtedly would have read countless articles about how customer service is so important, and how you should always stay in touch with customers. With all the modes of communication in existence these days, there's absolutely no excuse not to return a client's call. If he had, even if it was to tell her that he wouldn't be able to install the system before the vacation, she at least wouldn't have suspected that he'd run off with her money.

There's a few lessons in all of this:

► Always respond to your customers' e-mails, phone calls or pages. It really doesn't take that much time, especially if you make it brief. It lets them know you're still alive, at least.

► Follow through on your promises but if you can't at least call and explain why. Then tell them when you will be able to start the project so your customer won't go ballistic.

► Don't mess with hotheaded Irish women.

Well, that last statement is probably unfair, not to mention stereotypical. Maybe it should read: Don't create your own headaches. That's exactly what this guy did, and what you should avoid doing.

Contact Jason at 440/
891-2623 or e-mail at
jstahl@advanstar.com

If he had just once returned her phone call, she at least wouldn't have suspected that he'd run off with her money.



inside the owner's head

BY JASON STAHL / MANAGING EDITOR

Your computer: a vital tool

It's often heard in this business, and it always amazes knowledgeable operators. A landscape or lawn care company owner says he's never had a budget, or doesn't know what his costs are. Chances are his business isn't computerized or, if it is, he doesn't understand what it should do for him.

Bob Maffei of Maffei Landscape, Marston Mills, MA, is a smart owner, but even he admits he's traveled a long road with his computer systems and it's taught him a thing or two along the way.

"If you're just starting things or only have one or two machines, you're in luck," Maffei says. "Do all you can to research your software and your vendor. Changes are not so easy to implement as you travel further down the road."

Maffei describes his initial hardware choices as "just plain poor." He relied too much on information he received from local computer dealers.

Tips for starting a computer system right

- ▶ Research software
- ▶ Research vendor
- ▶ Learn how to use it well
- ▶ Know your business
- ▶ Be prepared to upgrade in future
- ▶ Have a plan to back up important data

"Think big," Maffei advises. "Find a top-notch dealer and run away...far away from the mom and pop or 'I do computers at night' guys."



Bill Gerhardt says computer training is priority number one.

more," he says. "We're always struggling with getting everyone up to speed."

A vital tool

Computers are a vital tool in all industries today and landscaping is no exception, although some people still want to believe they can do without them.

"When I started my business 20 years ago I never thought or pictured myself using the computer this much," says Bruno Pillari of Pillari Brothers, Howell, NJ. "My advice to the new entrepreneur is to learn to use it proficiently."

Pillari says you'll also be able to maximize the benefit your computer system offers by knowing your business. "Think about the ways you'll be using the computer," he says. "Think about everything — financial information, tracking and accountability, communication, scheduling. Then do your homework. They're all part of the company."

Bill Gerhardt of GreenScapes Landscape Architects and Contractors says he'd do things differently too if he was starting over.

"I would spend more time on training our managers on using the software



Bob Maffei tells new computer owners to do their homework.



Back up your server or you'll be sorry, says Heather Schuster.

Be ready for change

As important as it is to start off on the right foot with computer systems, it's equally important to make necessary changes as your company grows and changes.

"When starting fresh with a computer system, think of the process as ever-changing," advises Heather Schuster of Terra-Firma Landscape, Muskego, WI. "Budget every year for upgrades in software, hardware and 'userware' (education). Don't freak out like I do that computers have built-in obsolescence — you'll only make yourself nuts."

Schuster makes a good point that the more you rely on computers, the more vulnerable you are to data loss. That's why she has what she calls "triple redundancy." "Our server has a mirrored hard drive, and we back up the server to two different tape backups every night. We also have a battery power protector that shuts down the server in case of an extended power outage."

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let's hear it

YOUR OPINIONS, COMMENTS, & QUOTES

Victim of efficiency

Several years ago, while trying to build my business, I purchased a new lawn tractor with a 38-in. deck and twin bag collection. I used this on my small- to medium-sized residential properties. It was a great mower, and I thought, "This mower will put me in a better position to attract some high-end customers." After a year, I bought a mower of another brand with a 48-in. cut. I felt I had made a good buy because this mower was faster and more maneuverable, plus it cut and vacuumed better.

But I experienced something I wonder if others have experienced. After buying the faster mower, two customers complained about their monthly service fee. They both said when I was using the slower mower they got a great cut and felt the fee I was charging was fair. When I switched mowers they said my mowing time was cut in half and expected me to cut my fee in half. I refused, and they left.

— Rick Hooper
Rick's Lawn Care
Taylors, SC

Break it down

I have my own landscaping company, and I was always taught if you're not making \$60 per hour (\$1 per minute), you won't be successful in this business. I do quality work at a quality cost, not quality work at

a low cost or low quality work at a high cost. I concentrate on older customers who appreciate my presence on more than a weekly basis. I try to break my pricing down into categories (edging, trimming, mowing, blowing), and not show just one price for mowing.

— John A. Morano
Morano Landscape &
Environmental Service
Sellersville, PA

Avoiding liability

Your article on mowing couldn't have come at a better time. My company does some mowing but our primary service is chemical fertilization. I started out as a franchise but became a victim of the ChemLawn buy-out, which turned out for the best anyway. I try to charge whatever the market will bear. In doing so, I can also do freebies without doing a change order.

Recently, a former county worker who took early retirement started up a mowing/landscaping business with his son. From what I've seen, he's getting his foot in the door and, along the way, desecrating the industry. He avoids licenses and carries minimal insurance and no workers' compensation because his son is a subcontractor (operates under the same company name, insurance, etc.)

Our city awarded this company with a three-year...mowing contract for a cemetery (es-

Editor's note: The following letters were written in response to our "Best Practices" article in February on what to charge for mowing. Due to the large number of letters we received, not all are published here. We will publish more as space permits.

timated avg. of 40 hours per week). I didn't bid, nor did the last two custodial contractors. A former county board supervisor thinks this is a good fee for equipment, wages, etc., yet the board member pays higher wages to county park maintenance employees. I need some facts and figures to present to an arrogant few on costing out mowing services without placing the community/customers in a liability situation.

— Name withheld upon
owner's request

Lowballing blues

In my area, I seem to be on the high end quite often, charging \$37.55 per man-hour. I know I'm not going to become a millionaire, but I would like to have something left at year's end. I've already experienced a few instances of lowballing this year — even the big "national leader" is lowballing. I'm amazed at the prices guys are offering. I say \$50 per cut, they say \$30. I say \$82 per cut, they say \$40. Come on fellas, let's make an honest living by

doing quality work for a profitable price.

— Scott Hunt
Grand Rapids, MI

Confidence booster

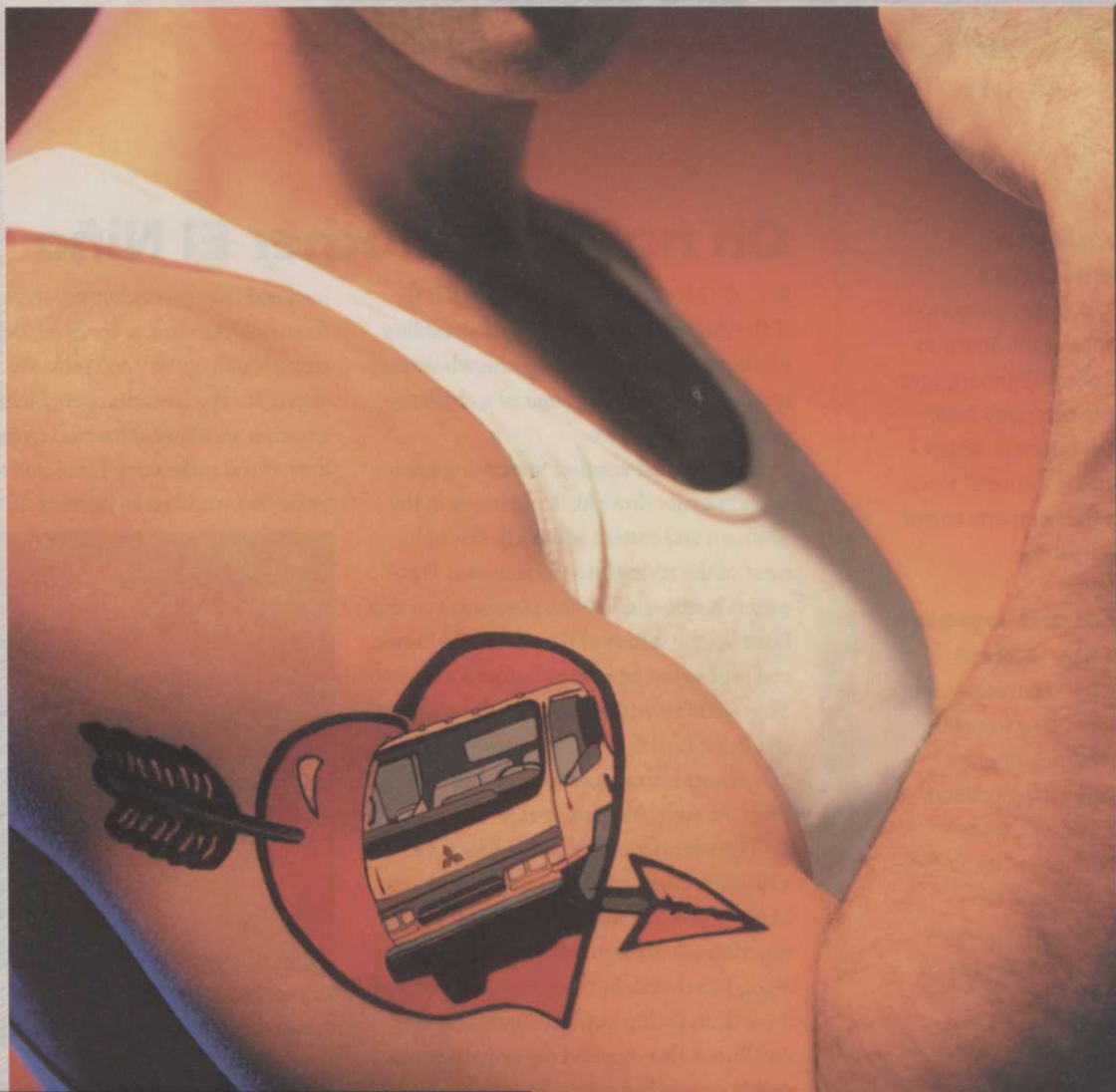
Your article on mowing rates was encouraging. We've been charging \$45 per hour for all our services. We job cost using CLIP and have a good handle on our expenses.

I recently started using Charles Vanderkooi's MORS system, which broke down our overhead by department and told us what to charge. The \$45 per hour charge held true, but our mowing charge came to \$35 per man-hour.

We've always had problems with our competition due to price. I feel the MORS system will help us. We've been mailing out proposals with new pricing, and even though I trust the MORS program, it helped to see we came in where your survey put us. Now I'm confident we made the right decision on adjusting our pricing!

— Randy Johnson
Reliable Landscaping, Inc.
Lowell, MA





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NEWS YOU CAN USE

Bobcat names new president

WOODCLIFF LAKE, NJ — Ingersoll-Rand Co. promoted Jim Sharp to president of Bobcat Company and president of the company's compact equipment business. Sharp succeeds Charles R. "Chuck" Hoge, who's leaving the company to pursue other opportunities.

Naturalawn opens seven new sites

FREDERICK, MD — Naturalawn of America Inc. lawn care franchise company has recently opened seven new locations in Portland, ME, North Denver, CO, Essex County, NJ, Oklahoma City, Provo, UT, Rochester, MN, and Providence, RI. Naturalawn currently has 55 lawn care franchises in 24 states.

Aquatrols' algaeicide approved

CHERRY HILL, NJ — Aquatrols has announced that state and federal registrations have been issued by the EPA for Radiance, a pre-emergent pond management tool.

Dakota expands production plant

EAST GRAND FORKS, MN — Dakota Peat & Equipment has completed expansion of its production facility here with an 80,000 sq. ft. building that will quadruple the company's production capability.

[CLIPPINGS]

Oh no! Not another El Niño

BY DONALD J. ARENBERG

If the limited water supply and possibility of rationing occurring along the whole eastern seaboard aren't enough of a challenge, now comes El Niño.

The national weather forecasting agency expects major droughts to continue in the southern and eastern seaboard through most of the spring into the summer. Forecasters blame the El Niño phenomenon that heats up the waters of the equatorial Pacific and pushes the jet stream farther south. They said this winter has been the warmest and driest in 105 years, and more than 70% of rivers and streams east of the Mississippi River are well below normal levels.

The summer of the last El Niño caused a major drought condition in the Midwest. Many sports turf managers and golf course superintendents watered their courses all night, but that didn't stop many fine turfed areas from drying out. The unusually dry conditions also retarded the growth of desirable grasses but multiplied problems caused by *Poa annua* and other weeds.

Take immediate action

You can mitigate many problems caused by another El Niño if you immediately start changing the build-up of harmful conditions created this winter.

The question most turf managers want to know the answer to is, "What can we do with limited water to keep the turf looking good and healthy?" One proven method involves increasing the plants' ability to absorb and retain water during a drought with catalytic enzymes. Recent discoveries have uncovered many natural catalytic enzymatic compounds that stimulate critical internal micro-biological reactions within plants. These reactions don't occur unless these specialized catalytic enzymes are present.

Studies of turfgrass, agriculture, horticultural

and crop-producing soils show that as these catalytic enzyme levels are depleted, the crop's health, quality and value are also reduced. It's also been discovered that specific enzymes are required for food crops, trees, flowers and turfgrasses. There isn't a single enzyme that works on all plants or all soils.



This sports field at River Forest H.S., Oak Park, IL, was left untreated after El Niño's last attack.

These catalytic enzymes stimulate and force the plants' own catalytic reactions but don't become part of the reaction. They're absorbed by the plant and are available in the plant to react when reacting conditions prevail.

These catalytic enzymes remain in the plant and are able to react again when the correct conditions occur. Each specific group of enzymes yield specific end results, but since most of the enzymes are compatible, multiple enzymes can be blended together to produce different desirable results.

In hoping for the best but planning for the worst regarding El Niño, start now to prepare your turfgrass for a stressful season.

— The author is a consulting agronomist and naturalist from Northbrook, IL, and has been in the turfgrass industry since 1956. For specific information, fax Arenberg at 847/272-8844.

New herbicides debut in '02

BY FRED YELVERTON, PH. D.

Four new herbicides are available for use in turfgrasses this year. This is great news for two reasons:

1. These four herbicides will be beneficial tools in turfgrass weed management.
2. Because various manufacturers are making significant financial investments in turfgrasses, they're optimistic about the future of the turfgrass business.

The following is a description of each new herbicide, including their trade names with common names in parentheses:

Tranxit GTA 25DF (rimsulfuron) is marketed by Griffin LLC and is a sulfonylurea herbicide for postemergent control of weeds in bermudagrass turf. It can be used on golf courses, sod farms, and professionally-managed college and professional sports fields. Most warm-season turfgrass species have tolerance, but Tranxit is currently registered only on bermudagrass. All cool-season turf species are injured to some degree. However, there are differences in tolerance among cool-season turf species. Perennial ryegrass appears to be the most sensitive. Tranxit will be used to control poa annua in bermudagrass and to remove perennial ryegrass from overseeded bermudagrass. Use rates will be 1 to 2 oz./acre.

Speed Zone (28.6% 2,4-D + 5.9% MCPP + 1.7% dicamba + 0.6% carfentra-

zone) will be used for broadleaf weed control and is manufactured and sold by PBI Gordon Corporation. This new herbicide mixture is similar to the older Trimec Classic herbicide but has the addition of carfentrazone, which is a new herbicide. Trimec Classic often was referred to as a three-way mix. Speed Zone may be referred to as a four-way mix. The addition of carfentrazone results in faster activity on various broadleaf weeds compared to Trimec Classic and other three-way mixtures. Speed Zone can be used on common and hybrid bermudagrass, zoysiagrass, Kentucky bluegrass, annual bluegrass, annual and perennial ryegrass, tall, red and fine leaf fescues, and creeping and colonial bentgrass (not putting greens). It can be used on golf courses, sod farms, commercial and residential turf and various other institutional and non-cropland sites. Use rates range from 2 to 5 pints per acre.

Speed Zone St. Augustine Formula (10.5% 2,4-D + 2.7% MCPP + 0.7% dicamba + 0.5% carfentrazone) from PBI Gordon will be used for broadleaf weed control and has the same four herbicides as the above-mentioned Speed Zone, but the concentrations are lower. Use rates range from 2 to 6 pints per acre. Speed Zone St. Augustine can be used in common and hybrid bermudagrasses, bahiagrass, zoysia-

QuickPRO gets OK

Monsanto's new QuickPRO herbicide recently received registration from the Environmental Protection Agency. It's now available to professional landscapers, lawn care operators and other vegetation management specialists in limited areas this spring. It isn't labeled in all states. QuickPRO is the next generation of Roundup PRO herbicide. "QuickPRO shows results as much as four times quicker than Roundup Pro on weeds," says Monsanto marketing manager Richard Morris.

grass, buffalograss, St. Augustinegrass, centipede, seashore paspalum, kikuyu-grass, Kentucky bluegrass, annual bluegrass, annual and perennial ryegrass, tall, red, and fine leaf fescues, and creeping and colonial bentgrasses (not putting greens). It can be used on golf courses, sod farms, commercial and residential turf and various other institutional and non-cropland sites.

Power Zone (42% MCPA + 5.4% MCPP + 2.7% dicamba + 0.5% carfentrazone), the third new herbicide from PBI Gordon, will be used for broadleaf weed control. It's a four-way herbicide mixture but contains MCPA instead of 2,4-D. Use rates range from 2 to 6 pints per acre. In areas where 2,4-D use is a concern, Power Zone may be a viable alternative. Power Zone can be used on common and hybrid bermudagrasses, zoysiagrass, Kentucky bluegrass, annual bluegrass, annual and perennial ryegrass, and tall, red and fine leaf fescues. It can be used on golf courses, commercial and residential turf, sod farms, and various other institutional and non-cropland sites.

— *The author is turfgrass extension specialist, North Carolina State University. Article from the NCSU Turffiles, www.turffiles.ncsu.edu.*

Landscape specification guidelines now available in Spanish

The Landscape Contractors Association (MD-DC-VA) announces that the Landscape Specification Guidelines, 5th Edition, is now available in Spanish.

The 114-page book includes sections on landscape installation, landscape maintenance, seeding and sodding, soils, tree preservation, non-tidal

wetland planting, interior landscape installation and maintenance, and irrigation.

The cost per book is \$65 for LCA members and \$130 for nonmembers. Order forms can be found under "publications" on the LCA Web site at www.lcamddcva.org.

Baker: Simplot turf and horticultural ready for action

BY JASON STAHL

Born and raised in Boise, Idaho, Joel Barker says he did what most everyone who's born in Idaho does after graduating from college: he took off to see more of the "real world" for 10 years, then came back when he realized Idaho was really the best place for him.

J.R. Simplot Company, headquartered

in Boise, turned out to be a perfect fit for Barker. He joined the company in 1989 as an accountant, then five years later became controller of the dairy product division. In 1999, he became vice president of finance for the turf and horticulture unit. Effective April 10, Barker will become that unit's general manager after playing an integral role on its strategic leadership team.



Joel Barker's glad he came back to Idaho.

Barker says his immediate intent is to make an aggressive move in the golf/landscape/sports turf market.

"Over the last couple years, in building our turf business, we've

had to look inward to structure ourselves properly and gain the focus and alignment we needed," he says. "I feel we've done that now, and we now have something of value to provide customers."

Barker didn't rule out acquisition as an aggressive growth strategy. "We will continue to grow but not at a huge pace," he says. "It will be very strategic and based on acquisitions that fit our core businesses and ultimately benefit the customers because we have more services and products to provide."

The sluggish economy doesn't dampen Barker's spirits, but he's definitely aware of current changes in the marketplace. "With golf course construction at a standstill at this time, there's less opportunity there at this time. But that may only be temporary so we won't shut the door on that."

Scotts LawnService acquires The Lawn Company

BY JASON STAHL

The Scotts Company continued its path on the acquisition trail last month by purchasing The Lawn Company, a \$8 million lawn care service company in the Boston area.

The acquisition comes on the heels of Scotts' purchase of J.C. Ehrlich Co.'s lawn and tree care division in February. Thus far in 2002, Scotts LawnService has also acquired businesses in Memphis, Charlotte, Dayton, Milwaukee, and expanded its presence in metro Detroit.

"Our recent acquisitions keep us on target with our goal of having a substantial presence in the top 100 lawn service markets within the next several years,"

says James Hagedorn, president and CEO of The Scotts Company.

The Lawn Company owner Ed McGuire, who's been in the lawn care business for 25 years, says, at 57 years old, he's ready to retire. Asked what his plans are for the future, McGuire said he will pursue other business opportunities outside of lawn care.

"I own some real estate in the area now, and I may expand," he says. "I'm going to sort of take things as they come, maybe do some fishing this summer."

McGuire says he will continue his involvement with the Green Industry Alliance in Massachusetts, which he's been active in since the late '80s.



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no-scalp
cutting system
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Warranty



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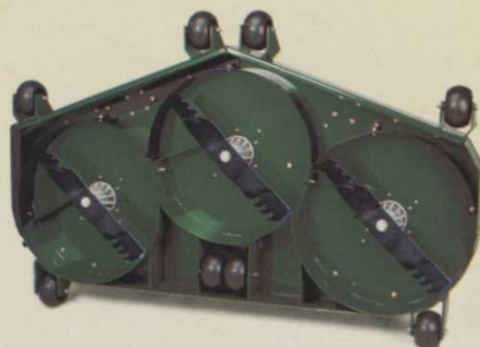
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Deck size									
42"	•	•							
48"			•						
52.5"				•					
61"					•	•	•	•	
72"								•	•
Engines									
18 hp air-cooled gas		•							
19 hp air-cooled gas			•						
20 hp liquid-cooled diesel				•					
23 hp air-cooled gas					•				
23 hp liquid-cooled gas						•			
25 hp air-cooled gas		•					•		
26 hp fuel-injected gas								•	
31 hp liquid-cooled gas									•
Features									
Zero-turn radius	•	•	•	•	•	•	•	•	•
Anti-scalp rollers	•	•	•	•	•	•	•	•	•
3-2-1 Warranty	•	•	•	•	•	•	•	•	•
Hydraulic oil cooler	•	•	•	•	•	•	•	•	•
Adjustable seat	•	•	•	•	•	•	•	•	•
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▲One-year commercial warranty on this model.

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- 61" or 72" side-discharge deck
- Featuring:
 - ContourCut no-scalp cutting system
 - Hydraulic oil cooler
 - 9.5-gallon fuel tank
 - Manual deck lift
 - Bob-Cat 3-2-1 Warranty



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- 20 hp liquid-cooled diesel engine
- 52.5" or 61" side-discharge deck
- Featuring:
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 - Hydraulic oil cooler
 - 9.5-gallon fuel tank
 - Manual deck lift
 - Bob-Cat 3-2-1 Warranty



ZT-125 Riding Mower

- 25 hp air-cooled gas engine
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- 7.4-bushel grass collection system
- Bob-Cat 3-2-1 Warranty



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Features					
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Seeding					•
Vertical aeration	•				
Rotary aeration		•	•	•	
Dethatching					•
Overseeding					•
Zero-turn radius	•				
Coring depth	2.5"	2.75"	2.75"	4"	
Productivity: sq. ft./hr.	24,000	21,000	29,300	65,340	NA



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Engines		
13.5 hp gas		•
15 hp gas	•	•
17 hp gas	•	•
21 hp gas	•	
Drive		
Hydrostatic	•	
Gear		•
Features		
Grass catcher	Optional	Optional
Mulching baffle kit	Optional	Optional
Zero-turn radius	•	
ContourCut™ anti-scalp system	•	•
Anti-scalp rollers	•	•
SoftGrip™ dual lever controls	•	•
Heavy-duty DuraDeck™ design	•	•
3-2-1 Warranty	•	•



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People & companies

Rain Bird appointed **Jim Gitney** director of its Contractor Division.



Becker Underwood promoted **Dr. Peter Innes** to president. **Roger Underwood** will assume the role of chief executive officer.

Environmental Industries appointed **Judith M. Guido** chief marketing officer and vice president.



Bill Whitacre and named **Bill Whitacre** president of its AgriBusiness Group. Whitacre replaces **Larry Hlobik**, who in January was named Simplot's new chief executive officer.

Profile Products LLC hired **Doug Smith** as vice president of manufacturing, and **Larry**

J.R. Simplot Company selected **Joel Barker** to lead its turf and horticulture business unit,

Jones and Bruce Lichlyter to regional manager positions for the company's erosion control products.



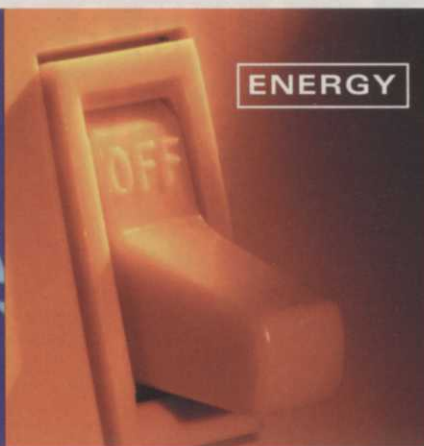
Kubota Tractor Corp. appointed **Nobuyuki Toshikuni** president.

Growth Products has added **Todd Perkins** to its staff of technical sales representatives and **Randy Oberlander** as national sales manager.

HighGrove Partners, formerly Post Landscape Group, received the Consumers' Choice Award for Business Excellence, Landscape Contractors Division, Atlanta, GA.

Plant Health Care named **Stephen R. Miranda** vice president of sales.

The Pennsylvania Landscape and Nursery Association gave its Hall of Fame Award to **Allen R. Fidler III**, co-owner of **H. Stanford Roberts Nursery**, Newtown, PA.



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NLA Hall of Famer gave industry a big lift

BY JASON STAHL

Walter Imahara was recently inducted into the National Landscape Association's (NLA) Hall of Fame for his muscle in the

Green Industry, but it's his muscle outside of the industry that makes him a little different than your average landscaper.

The retired owner of Imahara's Land-



Imahara holds the world record in snatch for his 60-64 age group.

scape Company, Baton Rouge, LA, holds the world record (90 kilos) for the snatch in the 60 to 64 age group. That's just one accomplishment in a star-studded career that includes three national collegiate titles, six national championships, and a gold medal in the Pan American Games in 1967. This month, he'll be defending his national championship for the 22nd time.

Imahara, who now weighs 148 lbs., says he was too small for other sports in college, which is why he started weightlifting.

When Imahara concluded his military service in 1968, he started his landscape business "on a shoestring," he says. Today, his cousin, Wanda Chase, runs the company, which has eight employees and over \$1 million in annual revenues.

"My association work didn't start until I went to an ANLA management clinic 25 years ago," Imahara says. Since then, he has served as president of the Louisiana Association of Nurserymen, Southern Nursery Association, and the NLA.

The only association Imahara is currently in charge of now is the International Weightlifting Federation. "After all this time, my body still works," he says. The secret? "A lot of training, common sense and intelligence when working out. You have to know your limits, yet, when you feel good, you need to push yourself and jump out of your comfort zone. If you don't, someone will pass you up."

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Circle 112

Legislators give NC turf big \$\$

BY RON HALL

RALEIGH, NC — The North Carolina State University turfgrass program got a financial boost when state legislators here approved \$600,000 to help fund a new Center for Turfgrass Environmental Research and Education at NCSU. The bill also earmarks \$100,000 to the state's agriculture commission, this money also targeted for turfgrass research and outreach.

The funding is ongoing, and organizers of the Center have already received the first year's money, since the bill was made retroactive to July 1, 2001.

The funding guarantees that the Center gets off to a strong start, says Sam Lang, owner of Fairway Green lawn care and a member of the Turfgrass Council of North Carolina.

Lang, the driving force in the successful lobbying effort, describes the funding as "seed money." The ultimate goal is to fund the center at more than \$1.5 million, he says.

Rick L. Brandenburg, Ph.D., professor of entomology at NCSU, describes the



Rick Brandenburg

Center as an administrative organization within the university that, in many respects, operates independently of the university.

"The structure and function (Center) is determined by scientists, industry representatives

and university administration," he says.

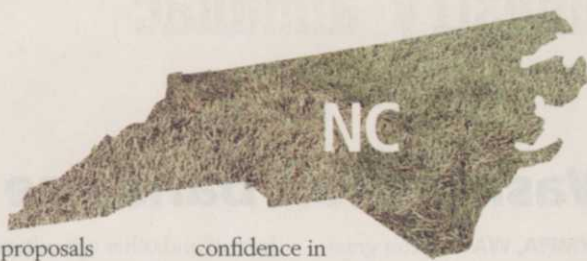
"The Center will give faculty more flexibility to interact and perform within their areas of interest," he explains. "You kind of run your own show."

Although the board members of the turfgrass center are just now completing the working documents required by the university, the Center is, for all practical purposes, up and running.

"We will have a call for proposals within the next month that will fund projects from July 1, 2002, to June 30, 2003.

We are very fortunate that the state has

confidence in our program and legislators understand the importance of the turfgrass industry," says Brandenburg.



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Circle 113

Washington bans use of clopyralid on lawns

OLYMPIA, WA — After grass clippings contaminated a compost facility in Seattle, the Washington State Dept. of Agriculture has banned the use of the herbicide clopyralid on lawns for 120 days. The department plans to make the ban permanent, and is considering additional restrictions on its use. The department published a Clopyralid Fact Sheet explaining the action. Seattle-area newspapers began covering the issue in December.

Clopyralid is manufactured by Dow AgroSciences and sold

for turf and other agricultural uses under a variety of trade names, such as Confront, Lontrel, Stinger and Transline.

The new restriction makes products containing clopyralid "state-restricted use" pesticides when labeled for use on lawns and turf, including golf courses. Golf courses are exempt from the ban as long as no grass clippings, leaves or other vegetation are removed from a course and sent to a composting facility that provides product to the public.

Last October, the U.S. Composting Council published a position paper, warning that damage to non-target crops from clopyralid-contaminated compost has been documented in Washington state, Pennsylvania and New Zealand.

species." It is conducting research and working with the U.S. Environmental Protection Agency to address the issue.

The company points out that: "Confront herbicide is one of the most widely used clopyralid product for clover, dandelion, wild violet, chickweed, henbit and plantain control. Prior to its introduction, lawn care companies treated lawns three to five times per year with other products, often applied at higher rates. Clopyralid has helped applicators reduce the amount and frequency of herbicide applications."

Dow AgroSciences working with U.S. EPA to address the compost issue

On March 20, Dow AgroSciences released a media advisory stating it is "committed to reducing the risk of it entering compost at levels that could cause injury to sensitive plant

You can read the company's position paper: "Clopyralid and Compost," on the company's Web site www.dowagro.com.

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Left, Ed Koenig, Lifestyle Landscaping, North Ridgeville, OH, and Joseph Schill, Schill Landscaping & Lawn Care, Sheffield Village, right, teamed with Gerald E. Haney, Yard Works, Inc., Avon Lake, to tell Ohio Landscape Association members that 2002 looks promising.



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Circle No. 115

Don't let lowballers



Lowballer — it's not a four-letter word but many lawn care and landscape company owners think it should be. It's a word that many of us like to toss around, maybe too loosely. Some of us, in fact, use it whenever we lose business to anybody that undercuts our prices.

Is it justified? In many cases, an emphatic "yes."

Every industry — particularly an industry with low barriers to entry like landscaping — has its share of unethical operators. We're not unique. Even so, all of us have, at times, lost jobs to competitors offering lower prices because of operating efficiencies.

They just don't know

Mostly though, the competitor that always comes in with unrealistically low prices is uninformed; they're not knowledgeable about business and their local marketplace. Few succeed in the long run (not unless they wise up, anyway), but the real damage they do is to the marketplace by giving clients and potential clients a false read on professional landscape and lawn care's value.

Rod Bailey, a consultant at Alder Springs Enterprises in Woodinville, WA, says that lowballers are a fact of life even when the economy booms. Learn to deal with them, he says.

BITE

into your profits

A guide to keep you from playing the "we'll beat any price" game in your marketplace

BY STEVE GREENWALD

Know thy customers

"Choose your customers wisely," adds Steven Glover, consultant, Symbiot Business Group, Sandy, UT. "Don't go with customers that are likely to drop you for price alone."

Scott Brickman, president of The Brickman Group, Langhorne, PA, agrees. "It's the lowballers themselves who often complain the most about lowballers," he says. "The quality-oriented companies don't complain about them as much. Go after markets that appreciate quality work."

Bailey advises that landscape and lawn companies promote their reputation and stability. "The lowball customer isn't where you should be selling," he says. "You can't afford to drop pricing; the quality of your services is what you're selling. Every time my wife hears me complain about

them, she says, 'Well, I guess they know what their work is worth.' It's a good thought to pass along to customers tempted to the lowball side."

Management at Kujawa Enterprises, Inc. (KEI), Cudahy, WI, pays little attention to lowballing. "We don't cater to that market," says Chris Kujawa, executive vice president. "Our clients won't put up with them. If the grounds look bad, it's the client's facilities manager who looks bad, not us. So our clients pay us not just to do the work but to manage the site, which is the image of their company."

Rick Doesburg, owner of Thornton Landscape, Inc., Maineville, OH, concurs. His business is 100% design/build, which lowballers, too, but not as many. "I don't sell plants. I sell creativity and results," Doesburg says. "And you need

experience to sell those, which eliminates lowballers."

Lowballers can't get work on any other basis but price, Kujawa points out, and they won't last because they'll run out of money if problems arise.

And they always do. He says if a contractor is already separated from competitors on a price level, he must separate himself on a professional level as well.

The low-price game

"Prices are beyond your control," he says. "What's not is how you deal with the rest. You can't eliminate the price difference, but you can mitigate it by educating your client on your level of professionalism."



Steve Glover says to choose 'good' clients

Kujawa lists things his clients should know on a contractor checklist — items such as the competitor's number of certified professionals, licensed staff, association memberships and years in business.

He lets clients know about things like KEI's specialty crews, the photo IDs used by the staff, clean trucks, and "everything that makes us stand out," says Kujawa. "Point out the quality of your people, their level of training, longevity and trustworthiness."

Other considerations, says Kujawa, include the worth of KEI's monitoring the site. "We are paid not just to do the mowing and pruning but also to manage the site," he says. "All of these are cost items that

have to be passed along to the customer and recouped through our price."

It's also important to explain the simple mechanics of insurance, he says. "If you have liability insurance, the client's insurance burden becomes lower, so he must either pay your fees or the insurer's fees."

Glover adds that landscape and lawn professionals can point out to customers other things to look for when selecting a contractor:

- ▶ Are workers legal residents?
- ▶ Do they have worker's comp?
- ▶ Are they licensed to spray?

Combating inexperienced lowballers can mean reporting those who are spraying illegally, he says. "Perhaps it's petty, but you have to keep the industry image up and level the playing field." He suggests a visit to Symbiot's Web site, www.symbiot.biz or www.symbioticsolutions.com, to learn more.

"You never run down the other guy, but you do build yourself up," says Kujawa. He shares the numbers behind his estimates with clients, telling how many hours it should take and at what labor costs.

Brickman agrees. "You can actually show customers what



Chris Kujawa markets to his firm's strengths

your costs are and then work with them so that they bid to the right specifications. And then if another bidder comes in with a lower bid, you can explain how he must be underestimating either the number of labor

hours to do the work or the amount the labor should cost."

Relationships work

Building a relationship with your customer base through education benefits both parties and makes the profession stronger. One well-known advocate for relationship building is Rick Doesburg. "Relationship building is unequivocally the most important thing you can do," he says.

Build your circle

Doesburg suggests joining not only professional landscape and lawn associations but also groups your clients belong to such as builders and facility managers. Be active, and support them with time and money. "It starts out for business purposes, then it becomes fun, and finally it becomes a professional responsibility."

Building these relationships, Doesburg says, means your clients know you understand their business and can explain how your services can help them meet their goals. "I can tell them what actual results my work will have," he says.

Know when to go low

The decision to lowball should be a deliberate one. If you want to lowball, says Bailey, budget for it, and treat that job as a loss leader. Don't give it away, he suggests, but price it down to the lowest margin possible.

Doesburg warns that landscape contractors, especially those in design/build, should "decide up front how important the account is. If it can put you on the map, take it out of the marketing budget," he suggests.

Kujawa adds a few other strategies that bring lowball strategies back into a more businesslike mode. If you pick up a job where a client is consolidating properties, he suggests bidding low to pick up the larger volume. He would call that a volume discount.

Or, if you're faced with a client with a budget limitation, Kujawa advises, reduce your program to meet his budget. "That's negotiating — that's salesmanship," he says. "Just lowering your price to get the job isn't. If you back off to meet a price, you look like a fool for offering the higher price in the first place. You have to stick to your guns. You have to use salesmanship."

Relationships, he says, make it easier to be honest and communicate effectively.

If you're going to educate customers about how prices are derived in order to hold lowballers at bay, you must first know what your costs are. According to Glover, you must be able to keep up a high level of service at your given price or you'll lose any credibility you've gained. On the other hand, he notes, you have to stay competitive and minimize any discrepancies between you and the lowballer.

Doesburg concurs. "You have to know your costs and times for labor and material, to track your expenses very thoroughly and carefully." He suggests learning these skills from professional associations such as ALCA.

Plus, it's vital to compete fairly. "If a lowballer is going after you, you have to be sure to compete on an apples-to-apples basis," says Doesburg. "Have consistent criteria across the board and a consistent budget." That way, you can tell the client what you can do for "x" amount of dollars to meet the client's specific needs.

Oddly, knowing your numbers may keep you from being a lowballer yourself. "Many lowballers aren't really lowballers," says Bailey. "They're the guys who don't know the true value of what they're doing. They may not even know they're lowballers."

Frank Ross, a consultant at Ross-Payne & Associates, Inc., Barrington, IL, agrees. "I think a big percentage of contractors

continued on page 36

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JOHN DEERE

Circle No. 116

continued from page 34
are guilty of this. They don't lowball intentionally, they just don't understand the financial and management issues involved. However, with good financial management, they can make a fair return on the job."

"If people complain about you being a lowballer," adds Brickman, "it may be that you're just efficient. If you know your true costs and have good estimating and tracking systems, you can price lower." He says it's vital to actually measure the site and have exact counts for things like mowing

times and costs, the number of trees and linear footage of bed edges so you can compute costs.

When it can work
Ross says there may be times when underpricing a job is valid.

"You have to know when to go after a job aggressively and when to stay away," he says. "If you price at a loss to maintain a cash flow or from worry about your competition, that's wrong. You should



Scott Brickman: not all low prices are lowballs

only go below the break-even point when you're building something other than the job itself. You should always have a profit motive in there."

Says Glover, "Times are few and far between where lowballing makes

sense — when you want to expand in a market where you already work — to build route density, for instance, if you can do so inexpensively. Or to get exposure with a 'name' client.

Or to build a relationship with a customer with a large portfolio when you can make up the costs in volume. But be clear as to why you're doing it and how long you'll do it."

Bailey adds that one legitimate time to lowball is for an extended term contract. You can bring your overall costs down by factoring the marketing costs, which should be from 2.5% to 6.5% of the bid, out of future work. "But it's a short-term tactic," he says. **LW**

The author is a freelance writer who lives in Cleveland, OH



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Lighting it up

Contractors pool talents to give big GE property in NY ecologically sound landscape

BY GEORGE WITTERSCHEIN

General Electric Corp.'s decision to upgrade an aging industrial plant in upstate New York has turned out to be a win-win-win — for the environment, for General Electric and for landscape contractors involved in the work.

"We want to do whatever we can to make our employees feel good about their work environment," says Craig W. Radliff, facilities manager in Schenectady, headquarters of GE Energy Products, where the company manufactures steam turbines and generators.

Major renovation

During the last decade some of the older landscapes had been removed and others renovated, adding space, turf, trees and flower beds to greet visitors at the entrances. GE also invested in a state-of-the-art health center, a new dining facility, recreation fields and a half-mile cinder track for employees.



Numerous contractors turned the GE industrial site into a park-like campus.

GE is pleased with the results, Radliff says. Although it's difficult to do a quantitative measurement of the impact of the site upgrade, the benefits of the campus-like atmosphere and other improvements are appreciated by employees and draw positive comments from guests. The National Arbor Day Foundation recognized the environmental makeover with a Project Award.

Also pleased are the landscape professionals who worked on the site upgrade. They report that the projects were profitable for them, and in some instances that they deepened their relationship with

General Electric and earned themselves other business. Besides, they feel being part of the broad ecological trend is a positive step for the Green Industry.

One of the contractors, Jim Catella, an engineer and general manager at The Clark Companies, feels his company's work on the GE Schenectady campus was financially successful, roughly coming in within its usual profit guidelines. The Clark Companies, based in Delhi, NY, is a 53-year-old construction company that specializes in athletic field construction. The company, employs about 70 and has built or reno-

vated sports fields for the New York Giants and New York Jets football teams, the Olympics and a number of universities in the Northeast. When the firm got a call from General Electric it was in for a new experience — doing athletic field work for a major corporation.

Lots of work ahead

GE, it turns out, had a substantial amount of work in store for The Clark Companies. The athletic fields for the Schenectady plant site included softball fields, tennis courts, volleyball courts, horseshoe pits, bocce courts and soccer fields. "These were fully irrigated, and we put in the irrigation," says Clark's Catella. "We also put in 14 acres of sodding."

Another company involved in the work at the site was Pakatar Landscaping, owned and operated by brothers John, Thomas and James Pakatar. The Waterford, NY-based company, which grosses about \$500,000 in revenue a year with mostly commercial customers, performed a lot of the installation and planting work for GE Schenectady. "We were invited to bid on the GE job as a result of a referral from our landscape architect," says John Pakatar. The result has been several years' worth of work at the site, most of it installation.

"Basically, the plantings have been native material," Pakatar says. "We use Norway spruce and Canadian hemlock, for example, red maples, Douglas firs...and we put in 700 evergreens along a railroad cut that separates the office railroad area from the perimeter of the office complex and parking lot. That includes balsam firs, Douglas fir and Austrian pines."

Gary DeLuke, CEO of White Birch Nurseries, Inc., a 50-year-old company started by his parents, also feels he did well by the project. It fell to DeLuke to submit a design, especially for trees, that would help turn the industrial site into

Is being ecologically sensitive good for landscape companies?

Jim Catella, Clark Companies: "I would say yes to that question. We've bid on and performed other ecologically sensitive projects. We've been involved with the construction of wetlands and habitats, both for the State of New York and for private customers who got an approval to build somewhat on wetlands. To get approval they had to agree to create new wetland elsewhere. Much of our work involves seeding and mulching and sodding and erosion control. The first and last thing we always do on a project is provide for erosion control measures, and stabilize the site, and then remove those measures at the end after everything is stabilized.

"Everybody in this industry is in an ecologically sensitive business, whether they know it or not" he says.

"Our industry as a whole is evolving in that direction," adds John Pakatar. "We've built a niche business, namely commercial installation, and ecological concerns are becoming a noticeable element in that niche. If ecology is an important part of your niche, you owe it to yourself to develop expertise and a good reputation in that area."



About 700 evergreens were installed between a railroad area and the GE office complex.

something more like a park or campus. "I think they enjoyed the design," DeLuke says. "We won the job." DeLuke says GE managers did much of the tree selection while fellow contractors installed many of the trees.

Everyone was motivated

DeLuke claims that the GE work was profitable for his firm because it kept his employees motivated about their work and their role in its success. Plus, he has a unique self-designed program to keep his employees informed and motivated about their work and their role in the company's profitability. "As a result, we get very productive and efficient work from our people," he says.

The company also got a lot of positive exposure at the GE campus, resulting in more work elsewhere. "People who work in the offices there saw us, and some of

them gave us residential work on their own homes," DeLuke reports.

White Birch is an ecology-minded company to start with, leaning away from pesticides and chemical fertilizers and towards organics. "The pesticides and chemical fertilizers are getting harder to use anyway," says DeLuke. "Everybody has to be certified to use them and you have to notify everybody and his brother, all of which cuts down on your profits."

DeLuke also likes to minimize his impact on the environment by choosing trees appropriate for the northerly Schenectady climate. "I try to use plant material that's going to require the least amount of maintenance and still look good. I've become something of a zone five expert." **LJM**

— The author is a freelance writer who lives and works in Mendham, NJ. He is a frequent contributor to LM.



Save that mature tree

Former landscaper perfects methods to move large valuable trees

BY RON HALL/ EDITOR-IN-CHIEF

Moving mature trees or even semi-mature trees is a job few landscape companies want to try. That may change. Bryan

Williams, 49, says that he perfected techniques and developed inexpensive equipment that Green Industry companies can use to lower the cost of such an operation. He says that his methods will allow the landscape companies to rescue and relocate large trees when executing projects.

Williams, owner/operator of Worldwide Tree Moving, Oxford, MI, calls his system "the modular sled system."

He says that he's been developing the system since he traveled to England in 1996 to study techniques used there to move semi-mature trees. One of these techniques, the Newman Tree Frame System, is regularly used to move trees with up to a 12-ft. diameter root ball weighing 60,000 lbs. or more. In fact, Williams says he's used the same system to move trees with 20-ft. rootballs weighing 120,000-lbs.

Beautiful giant gets moved

Even so, Williams needed a different way to move a copper beech in downtown Plymouth, MI. The 90-ft.-tall, 120-year-old beech has a trunk diameter of 56 in. and weighs 400,000 lbs.

Residents of Plymouth prize this stately tree, which needed to be moved to make room for a new condo complex. The tree came to the United States on a sailing ship from Holland over 100 years ago. Its first home was a tree nursery in Chicago.

Movers take their time

Williams moved the tree in stages, starting by pruning its roots in late spring 2001 and monitoring it for two months for stress.

Then he used a horizontal boring unit to drill six holes five feet underneath the tree's root ball. He passed steel cable through the channel to the other side of the root ball and attached it to a 5-ft.-wide, 30-ft.-long rectangular piece of steel, 5/16-in. thick.

Upper left, the copper beech has a 56-in. diameter trunk. Right, Williams and his crew spent weeks getting the tree ready for its move.

Using two D-8 Caterpillar bulldozers (one acting as an anchor and connected to the second Cat by a cable and pulleys), an operator pulled the steel sled under the root ball. "It's pure brute force, but it's really just simple physics," Williams explains.

Williams repeated the process six times until there were six panels of steel, making a 30-ft. by 30-ft. sled beneath the root ball. The bulldozers pulled the tree on the sled to the planting site 150 feet away where the steel sleds were removed one at a time.

Williams says there's a great need for companies that can move large trees. "I want to teach others how to move trees that are larger than tree-spade size. There is no place to go to learn this," he says.

To learn more about large tree moving call Williams at 248/568-4492 or visit the Web site www.treemoving.com. LM



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Perfecting a park



BY CURT HARLER / CONTRIBUTING EDITOR

The City of Portland has its own set of unique challenges in keeping Tom McCall Park shining

renovations, one in spring and one in fall, scheduled annually.

Out with the old

The old system of re-seeding into the existing soil was unsatisfactory since Portland is rainy. "Naturally, with wear and tear, the turf would deteriorate. With the rain and decay would come a manure or sewage smell that people found objectionable," says Bill Walker, facilities and maintenance supervisor for the downtown district.

To solve the problem, Portland decided to install a sand base under the 21 acres of riverfront park and re-seed as often as required. When the artificial base went in seven seasons ago, the city installed irrigation as well as electric and phone lines, natural gas pipes and water

lines to support the vendors who set up stalls at the festivals.

Today, the busiest 17 acres of the 21-acre site rest on a 18- to 24-in. bed of straight sand. "The sand bed gives us great drainage and it's easy to do repairs," Walker says. "As long as you have a lot of fertilizer and water, it's great for the grass."

Keeping it green

Keeping the lawn fed, watered and green is the responsibility of senior facilities and maintenance manager Jim Carr.

The high-traffic area of the park is like a 17-acre putting green. All nutrients and water must be provided even while the public uses the facility. Wear and tear is heavy, and the traffic requires frequent renovation of this greenbelt to keep it beautiful.

As many as six times a summer the City of Portland completely re-establishes the turf at the Tom McCall Waterfront Park. The park, Portland's green-carpet welcome mat to the city, is a beautiful greenbelt

that hosts festivals ranging from Cinco de Mayo to the internationally acclaimed Rose Festival as well as tens of thousands of casual visitors each month.

About 600,000 visitors visit the Rose Festival, and every one of them takes a toll on the grass. The city must re-establish the turf regularly throughout the summer with at least two major

"Our first step in renovation is to remove any contaminated soil," Carr says. Next, they re-grade ruts and other uneven areas.

If there's still a reasonable amount of viable turf on the site, they'll aerate and pull plugs. They use their AerVator to break up crust that builds up as a result of the organic matter being left on the ground. The AerVator also provides a final grading for the site.

"We slice-seed with a straight perennial rye, which we've had good success with," Carr says. "We're getting root depths of 10 to 14 inches."

As a public agency from Oregon — the turfgrass seed capital of the country — Carr has many providers. "Being a public agency, we lean to the cheapest good seed available," he says. "We always call for blue-tag (certified) seed with zero 'other crop,' zero weed seed, and low inert matter."

From there, the strategy is to slice-seed into the ground in at least two directions. "I look at every seeding as a new seeding. So we'll apply six to seven pounds of seed per 1,000 square feet, putting half on in each direction," Carr explains. Even slit-seeding can result in some degree of unevenness, so he'll typically broadcast another pound or two of seed over the top.

Blended to order

With help from Oregon State's Tom Cook and former Washington State professor Roy

Goss, Carr put together a custom fertilizer blend to use in the parks.

"We felt it was important to get a uniform blend that wouldn't leach out of the soil right away but would still be available to the germinating grass at once," Carr explains.

The result was a 22-5-10 custom blend with micronutrients, including 2% iron. Half of the N is sulfur-coated urea.

"It gives us very predictable results," Carr says. "If I fertilize during renovation, I know I'll have good fertilizer levels available to kick the seed in through the germination process. Six weeks later, the rest of the fertilizer is available to the growing grass."

They fertilize four times per year. Since the medium is simply sand, the plants need regular feeding. The standard application is a pound of the

continued on page 48

In addition to providing water, Walker says Portland requires a sprinkler that is able to combat vandalism.



A plan for the future

While good portions of Portland's park system are moving ahead smoothly, the city wants to be sure things continue apace. Some areas of the city lack neighborhood parks within walking distance of residents, and there's a feeling that more community gardens are needed and that too many natural areas are being lost to development. There's a call for more sports fields, and there are conflicts over appropriate use of park land.

Portland Parks and Recreation is working with its "2020 Plan," a comprehensive master plan. The citizen-driven directive presents the vision, guiding principles, issues, opportunities, and recommendations for Portland Parks and Recreation for the next 20 years. The plan covers everything from parks, open space and natural areas to community centers and swimming pools. It discusses programs, partnerships and funding.

The plan addresses important emerging trends and issues such as extreme sports. In the face of lost open space, new and conflicting recreation demands, and an aging population, the 2020 Plan looks at the current system to determine how to best meet the needs of the future.

One opportunity for improvement described by the 2020 Plan is working with public agencies and private developers to enhance the beauty of the city with parks and urban plazas, and to realize historic dreams of connecting parks to each other with trails, paths and boulevards. Another is creating recreation corridors along the rivers and streams that define and bring life to the city, which would be an expansion of areas like the Tom McCall Waterfront Park (named for the former governor who welcomed visi-

tors but actively encouraged them to go back home rather than migrate into Oregon). Ross Island and Willamette Cove may be added to that category.

Eventually, 2020 sees recreation opportunities and neighborhood parks within a 15- to 20-minute walk of every resident.

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continued from page 44
 22-5-10 per 1,000 square feet, but it varies. "The nature of the park makes it difficult to say that we always need only a pound per 1,000," Carr notes. In some in-

stances, the grass goes dormant and needs less feeding. Other times it continues to grow even though it's experiencing heavy traffic. Overall, though, the pound rate seems to work out.

To maintain a good "look" in the park, the ground is rolled as part of a big-time, heavy-duty process. The parks developed its own roller, a custom-built nine-footer that's 20 inches in diameter and filled with water. It puts plenty of pressure on the underlying soil.

"Aerating and slicing opens up the turf," Carr explains. "Rolling gives it back the finished look."

Water woes

Watering is a key element of the project. Carr wants to maintain moisture levels through the top three inches of the sand profile.

Delivering that irrigation water presents challenges of its own. Naturally, a city park draws its share of homeless people sleeping outside and a substantial number of drug dealers and other undesirables who take umbrage when a water sprinkler goes on and disturbs their activities. "The drug dealers get upset and pound on the sprinklers," Walker says.

Portland citizens felt the park was wasting water but it wasn't.

They've had success with Hunter equipment where irrigation was the main concern. But Walker says nothing beats Toro 640 pop-ups when it comes to resisting vandalism.

Willful destruction is not the only problem faced in Portland in summer. Difficult as it might be for an outsider to believe, Oregon was in the midst of a drought last summer after a low winter snowfall and slight spring rains. Despite official pleas to save water, the citizens of Portland saw park areas being irrigated as wasteful.

"At first, we were surprised at the negative reaction," Walker says. "We were catching it from the public." Yet he was

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open with the media and the public about how the park's situation differs from the general public's, and the explanation turned frowns into smiles.

While most of the water for Portland's parks is from Bull Run, Waterfront Park has its own well. "We have a good storage system, so we don't have the same problems the public system does," Walker says. Additional water could be drawn from the Willamette River. Eventually, all the irrigation water makes its way back into the river via the storm water system.

Because the entire system is sand-based, they must adhere to a consistent irrigation schedule to keep the turf green. In effect, the 21-acre strip is one long artificial green. Pumping is done from a central spot, although each set of sprinklers is in its own zone. "It does get windy here along the river and the sand will dry out," Carr adds. "We need to maintain moisture on the surface."

Watering is done three times a day, perhaps at 10 a.m., 2 p.m. and 4 p.m. "Each time we run for 15 or 20 minutes," Walker says.

Catchy signs featuring a cartoon character with an umbrella and the warning "Don't Get Wet!" are posted around the park. Some list the times of the sprinklings, others just say "Sprinkling System to Come on at Various Times." Is that just a crafty way to chase away those who would tramp on the new seedings? Not so, says Walker. The signs are intended as serious warnings to the office workers and tourists who might be upset should they suddenly find themselves in the midst of an irrigation cycle.

Pesky problems

Birds are constant guests at the park, too. While Carr compensates a bit in seeding for what they might eat, the area is so large that pigeons and other city birds have only a negligible effect on the seedings.



The parks developed its own roller, a custom-built nine-foot roller that's 20 inches in diameter and filled with water, putting plenty of pressure on the underlying soil.

Canada geese in the bowl area at the south end of Waterfront Park are another story which has yet to be addressed. The parks know the geese are part of the environment, even an attraction to visitors, but they can be a pain.

Another challenge is poa, which rears its ugly head from time to time. Carr used to apply ProGrass, but he no longer does since the annual bluegrass tends to come in early and he finds they can live with it until the next renovation.

"We have no need to spray for broadleaf weeds either," he says. Thanks to the aggressive seeding, fertilizer and irrigation programs, "Broadleaves are all but non-existent," he says.

A final restoration is done after all of the summer events are concluded, usually mid-to-late September. "We're in a cool-season grass area, but with the mild climate, sometimes the grasses don't go completely into dormancy," Carr says. "Things often stay green all through the winter."

As a result, the City of Portland is able to roll out its green carpet for guests and residents year-round, making the Portland waterfront area one of the most attractive cityscapes in the country. **LM**

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Circle 124

Audit now, save later

BY RON HALL/ EDITOR-IN-CHIEF

Nobody can predict this growing season's weather but it's a good bet that some areas of the country will get too little rain. Given that reality you should prepare for dry weather and the stress that it brings. The stress isn't restricted to the ornamentals and turfgrass that you maintain but it affects you, too, in the form of landscape watering bans and restrictions. This can harm the way you do business and how you serve your customers.

Don't wait until it's too late

Now's the time to check irrigation systems to see that they function efficiently. Crucial to this process is an "irrigation audit" (in fact, mandated in many areas) that will point the way to making sure that your landscapes are getting the amount of water they need to remain healthy, and not wasting water and money.

Dr. James McAfee, as extension turfgrass specialist with Texas A&M University, educates professionals and consumers alike on how to use irrigation more efficiently and still have good turfgrass. He estimates that irrigation issues now demand about 40% of his professional time.

As part of this process McAfee and colleagues have conducted audits on dozens of irrigation systems. In auditing a system (we'll explain the steps to do an audit in May's *Landscape Management*), McAfee places catch cans in various locations within a landscape or athletic field, allows the sprinkler system to run, then measures how much water is being delivered to the different areas that are being irrigated.

Too much is too much

Too often the results aren't encouraging.

"The biggest problem that I see is the way the irrigation systems are set up," says McAfee. "The system is on a clock and set to run three or four times a week. Some commercial properties and apartment buildings and places like that may have systems that come on four, five, maybe six times a week.

"That's way too much water. They don't do a good job of matching the precipitation rate to the soil type so they end up getting runoff in 10 to 15 minutes," says McAfee. "It's real easy to overwater because if the grass is green and you keep it wet, it stays green.

Lack of coverage uniformity is another common problem, even on professionally maintained turfgrass. The reasons are var-

IRRIGATION HARDWARE PROBLEMS FOR 23 SYSTEMS

PROBLEM	OCCURRENCE
Sunken heads	4 sites
Misaligned heads	14 sites
Broken piping	5 sites
High pressure	2 sites
Mixed spray arcs	5 sites

OCCURRENCE OF MEAN DISTRIBUTION UNIFORMITY

DU RANGE	OCCURRENCE
31-40%	1 site
41-50%	13 sites
51-60%	7 sites
61-70%	2 sites

RESULTS OF WATER AUDITS CONDUCTED BY DR. JIM MCAFFEE, TURFGRASS EXTENSION TEXAS A&M

ied but they are most often caused by improper placement of sprinkler heads.

"Sometimes people try to save money and space heads too far apart," says McAfee.

Why is irrigation efficiency suddenly so important?

Look at your growing water bills or witness the number of communities suffering severe water shortages. Local governments are implementing stricter and stricter water conservation plans. Almost all of these plans focus on the Green Industry's use of irrigation water.

The people that make the water decisions can see for themselves when water is being wasted by inefficient systems.

"The only true way to figure how long to run your system is to do an audit," advises McAfee. "With auditing, I'm convinced that a majority of property owners could save 50% on their water bills." **LM**



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Keep on truckin'

Successful contractors reveal the trucks that work for them, and their dream trucks, too

BY VICKY POULSEN

“**O**ld reliable” is the name landscape professionals prefer to give their most beloved truck. Almost every company has an “old reliable.” It’s the truck that never breaks down and always performs satisfactorily. Landscape professionals stick to proven brands that have given them years of excellent service and reliability. They’ve built partnerships with local truck dealers who can give them the greatest return on their investment, and they’ve employed excellent mechanics to keep their company vehicles in high gear. Three contractors have this to say about their trucks:

Dora Landscaping Company



Jim Oyler

Name: Jim Oyler
Title: President
Location: Apopka, FL
2001 gross revenue: \$10 million
Business mix: Mostly commercial
Employees: “We cur-

rently employ 88 employees, but this will fluctuate to approximately 125 in our peak summer season. The majority of our crews are four-man crews, but we have crews varying from three to eight people depending on the size and scope of our projects.”

Company profile: Dora Landscaping Company began in 1976 in Orlando, FL. “Each year we’ve prudently expanded, striving for excellence and providing only the highest quality service and workmanship at a reasonable cost. We operate four full-service divisions: landscape construction, irrigation, grounds maintenance and Southern Landscape Growers, our wholesale nursery. Landscape construction is our largest division. Highly qualified and trained superintendents manage each project. Our grounds maintenance division provides comprehensive grounds management services. Basic grounds management, integrated pest management (IPM), fertilization, arbor care and floriculture are all services we capably provide. The irrigation division provides build-to-suit and design/build irrigation systems to meet any customer’s needs. Our wholesale nursery



Dora’s fleet includes several extended-cab trucks to fit bigger crews.

occupies a large portion of our 30-acre facility in Orlando. In addition to retail operations, we provide premium materials on retrofit grounds maintenance projects.”

Trucks: Their fleet includes several Ford F-series trucks (150/250) as well as Ford 150 vans, F600 dump trucks, XL-Club wagons, extended-cab pickups, Rangers and Explorers. The company also has Chevy models, which include extended-cab pickups, C1500 extended cabs, Tahoes and Step Vans. Their fleet also includes a Jeep Grand Wagon, Freightliner with 16-ft. flat dump body, Isuzu NPR spray rig, three Nissan Xes, a Nissan pickup truck and an International S1900 dump truck.

Favorite features: Alan Swinburne, mainte-

Trucks with dump beds are a necessity for Anderson's design/build services.

nance operations manager, says his favorite is Ford's Super Duty truck because it's bullet-proof, unstoppable and requires low maintenance. A must-have item in Florida is air conditioning. "It's the only creature comfort we have in these trucks," Swinburne says.

Finance method: The company currently leases 16 vehicles, and 19 vehicles have been purchased. Swinburne says Ford's Trac lease program is a popular option. "We shop around but have a good relationship with the Ford dealer next to us who gives us a good price and excellent service." **Dream truck:** "F-550 crew cab with a flat-bed dump on the back...a Super Duty truck that will do anything big or small."

DeSantis Landscapes



Tom DeSantis

Name: Tom DeSantis
Title: Operations manager
Location: Salem, OR
2001 gross revenue: \$2 million
Business mix: Primarily residential
Employees: 43 in peak season

Company profile: "Founded in 1974 in the Willamette Valley, we built our company with the excellent relationships we formed with our customers, our quality work, our technical expertise, great service and our community involvement. We are a full-service landscape operation from design to sales, with 55% of our business devoted to installation, 30% to maintenance and 12% to irrigation." The company has won regional and state



One of DeSantis's Chevy 3/4-ton pickups



awards, including a "best in all" award for its work at the Children's Garden. It also won a 2001 National Torch Award for Marketplace Ethics and a 2000 regional Business Integrity Award, both presented by the Better Business Bureau. The company was also named one of the best 100 companies to work for by *Oregon Business Magazine* in 2001.

Trucks: "We have four Isuzu 1 1/2-ton trucks (three diesel-powered, one gas), one Chevrolet one-ton with a dump bed, a Chevy one-ton with a four-door large cab, eight Chevy 3/4-ton pickups, one Chevy half-ton and two Toyota half-tons that we use for sales. We have a Chevy one-ton van for our irrigation specialist. We also have maintenance steel trailers, which have been custom designed and built to include an enclosed six-foot-deep box where we keep all our small tools and equipment. In back, the trailers have a spring-assisted open deck which opens easily."

Best features: "Most of our 3/4-ton pickups have an E-Z dump bed for loading and emptying, which has prevented a lot of back injuries. One of our Isuzu trucks has a dump with a three-foot stationary box with tools and doors on either side. The dump bed is something we couldn't live without. We also have a fleet mechanic on duty all the time, and every morning he does safety and maintenance checks on all of the vehicles."

Finance methods: "We buy our trucks. Generally, our trucks run on a 10-year cycle before we buy a new one. It also depends on how well the business is doing. We shop around, but we have a good relationship with a dealer who takes good care of us and has an excellent service department."

Dream truck: "The trucks we have are already great."

Anderson Landscape Construction, Inc.



Fred Anderson

Name: Fred Anderson
Title: President
Location: Lancaster, MA
Business mix: Mostly residential
Employees: 10
2001 gross revenue: \$1.3 million

Company profile: Anderson Landscape Construction is beginning its 20th year as a landscape construction company for high-end residential homes in the greater Boston area. The company generally runs three crews.

Trucks: Their truck fleet includes one 1996 Ford F350, two 1999 Ford F550s, one 1997 Ford Ranger pickup and one 1998 Ford Ranger pickup. This year they expect to buy a four-door Isuzu rackbody truck.

Best features: "They're diesels. The F350 can pull trailers and equipment. The F550s are great for plowing parking lots, and their 8x8 body allows for four pallets of material. The Rangers are great for gas mileage and long commutes, and the Isuzu will be perfect for crew transportation." When deciding to buy a truck, Anderson said serviceability of a particular make is an important consideration. "Fast turnaround for repairs is vital for our business to continue running smoothly. Price is usually not the prime motivator...it has to do with what options are offered and how they fit into our needs for landscape construction."

Finance method: "We like to buy new."

Dream truck: GMC Avalanche.

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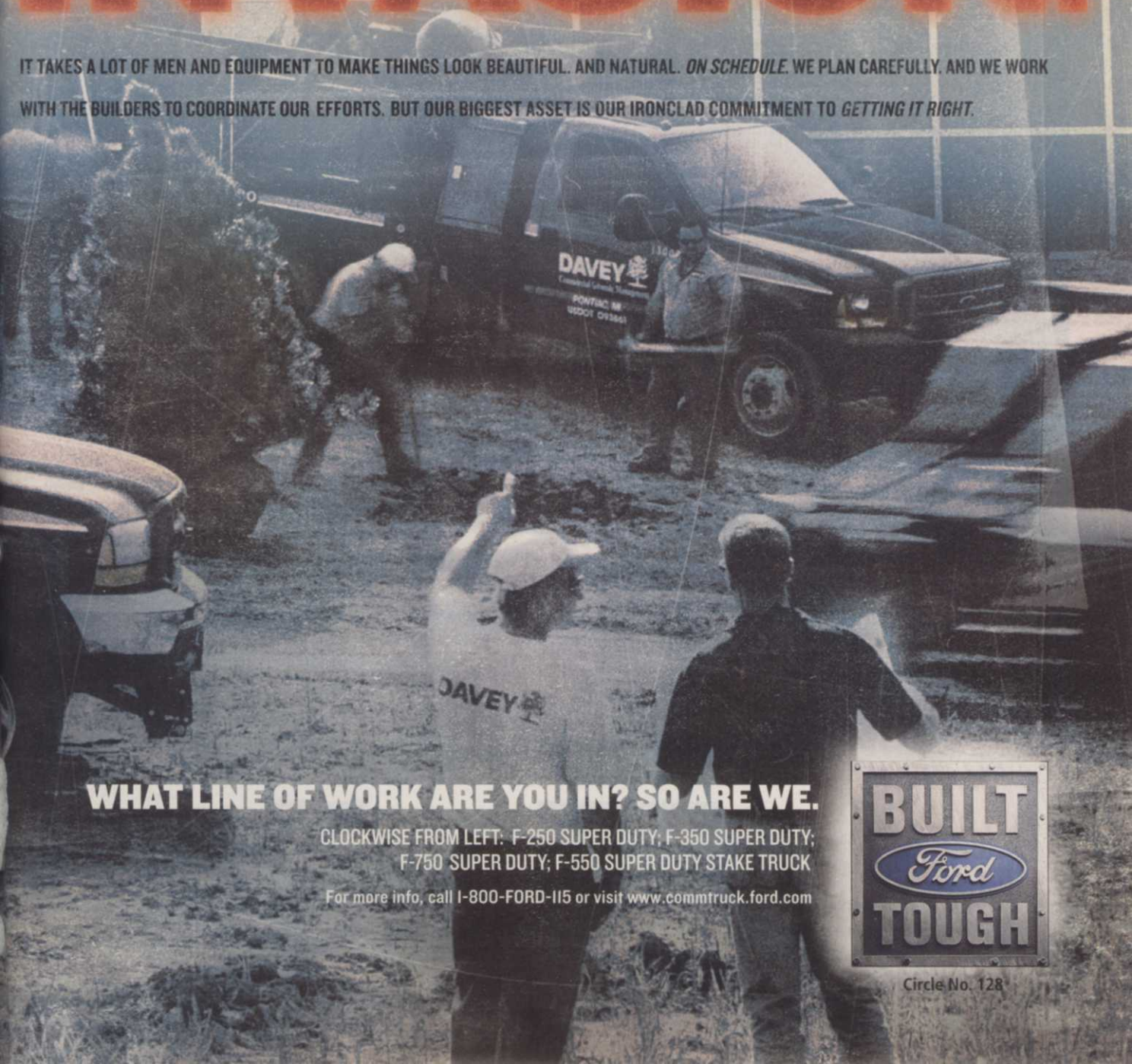
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BY VICKY POULSEN

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Drum roll please as we present to you, our readers, the finest that truck manufacturers have to offer in their lineups for 2002 and 2003. You'll notice several new model additions, as well as some of your old favorites with new features.

Chevrolet-GMC

2003 Chevrolet Kodiak/GMC TopKick medium duty trucks (Class 4 through 8)

Best features:

► GVWRs range from 16,000 lbs. for the C4500 and 19,000 lbs. for the C5500. For

6500, 7500, 8500 trucks, GVWR ranges from 19,501 to 61,000 lbs.

► Packages available to cover snowplow requirements

► Greater maneuverability and visibility

► Advanced chassis and braking system

► Improved ride and handling

2003 Chevrolet Silverado and 2003 GMC Sierra 1500 HD (available in either 2WD or 4WD crew cab short box models)

Best features:

► Variety of engine configurations available including the Vortec 6000 SFI V-8 engine which can be mated to the Allison 1000 Series five-speed automatic transmission

► Expanded availability of QuadraSteer four-wheel steering system on the Silverado and Sierra 1500 HD 2WD and 4WD short box pickups

► Extended cab model with the standard fourth door available in Base, LS and LT models

► Silverado Chassis Cab, available in regular, four-door, extended cab, crew cab, and LS and LT models

Dodge

2003 heavy duty Ram (2500/3500)

Best features:

► Delivers a segment-leading payload rating of 12,000 lbs. GVWR

continued on page 67



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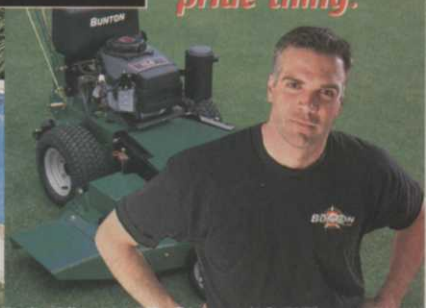


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Features					
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Seeding					•
Vertical aeration	•				
Rotary aeration		•	•	•	
Dethatching					•
Overseeding					•
Zero-turn radius	•				
Coring depth	2.5"	2.75"	2.75"	4"	
Productivity: sq. ft./hr.	24,000	21,000	29,300	65,340	NA

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Fixed: 36" or 48"	•	•
Engines		
15 hp gas	•	•
17 hp gas	•	•
21 hp gas	•	
Drive		
Hydrostatic	•	
Gear		•
Features		
Grass catcher	Optional	Optional
Mulching baffle kit	Optional	Optional
Zero-turn radius	•	
Anti-scalp rollers	•	•
EZ Touch™ dual lever controls	•	•
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- Full-floating decks
- Rollers prevent scalping

3-2-1 Warranty Against Manufacturing Defects

- 3-Year Structural No-Crack
- 2-Year No-Fail Cutter Spindle
- 1-Year On Power Unit

ZERO-TURN MOWER SPECIFICATIONS

	BZT-1250	BZT-2190	BZT-2200 D	BZT-2230	BZT-2230 LC	BZT-2250	BZT-2260 EFI	BZT-2180 ES	BZT-3310
Deck size									
48"	•	•							
52.5"		•	•	•	•			•	
61"			•	•	•	•			
72"							•		•
Engines									
18 hp air-cooled gas								•	
19 hp air-cooled gas		•							
20 hp liquid-cooled diesel			•						
23 hp air-cooled gas				•					
23 hp liquid-cooled gas					•				
25 hp air-cooled gas	•					•			
26 hp fuel-injected gas							•		
31 hp liquid-cooled gas									•
Features									
Zero-turn radius	•	•	•	•	•	•	•	•	•
Anti-scalp rollers	•	•	•	•	•	•	•	•	•
3-2-1 Warranty	•	•	•	•	•	•	•	•	•
Hydraulic oil cooler	•	•	•	•	•	•	•	•	•
Adjustable seat	•	•	•	•	•	•	•	•	•
Convenient controls	•	•	•	•	•	•	•	•	•

▲One-year commercial warranty for this model.



BZT-3310 Liquid-Cooled Riding Mower

- 31 hp liquid-cooled gas engine
- 72" side-discharge deck
- Mows up to 5 acres per hour
- Electric deck lift
- Bunton® 3-2-1 Warranty



BZT-2200 Diesel Riding Mower

- 20 hp liquid-cooled diesel engine
- 61" or 72" side-discharge deck
- Featuring:
 - InstaCut™ electric blade clutch
 - Hydraulic oil cooler
 - 12-gallon fuel tank
 - Electric deck lift
 - Bunton® 3-2-1 Warranty

BZT-2190/2230/2230 LC/2250 Gas Riding Mowers

- 19, 23 or 25 hp air-cooled gas engine
- 23 hp liquid-cooled gas engine (BZT-2230 LC)
- 48" or 52.5" side-discharge deck (BZT-2190)
- 52.5" or 61" side-discharge deck (BZT-2230, BZT-2230 LC)
- 61" side-discharge deck (BZT-2250)



BZT-1250 Riding Mower

- 25 hp air-cooled gas engine
- 42" or 48" rear-discharge deck
- Standard 7.4-bushel grass collection system
- Bunton 3-2-1 Warranty

BZT-2260 EFI Gas Riding Mower

- 26 hp electronic fuel-injected gas engine
- 61" or 72" side-discharge deck
- Featuring:
 - InstaCut™ electric blade clutch
 - Hydraulic oil cooler
 - 12-gallon fuel tank
 - Electric deck lift
 - Bunton 3-2-1 Warranty



BZT-2180 ES Estate Series Riding Mower

- 18 hp air-cooled gas engine
- 52.5" side-discharge deck
- Manual deck lift
- 1-year warranty



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now for details.

► The Ford F-150 SuperCab's V-6 engine produces 202 hp and 252 lb.-ft. of torque.

continued from page 58

- 2WD trucks feature a new rack and pinion-type steering system
- 4WD Dodge Ram heavy duty trucks feature a quicker steering ratio which is effective when turning sharp corners or maneuvering a trailer in tight quarters
- Available in two new transfer cases — 2500 and 3500 four-wheel drive models, a conventional manual shift and new electric shift

2002 Dakota quad-cab/four-door

Best features:

- Optional six-passenger seating capacity
- The 5'3" bed is the largest among four-door pickups and can handle up to 1,770 lbs. of payload. Quad Cab can tow up to 6,200 lbs.
- Four powerful Magnum engines designed to meet the varying needs of the compact buyer
- A 6,650-lb. maximum towing capacity and 2,160-lb. maximum payload capability

Ford

2002 F-150 series (Two-door regular cab, four-door SuperCab, four-door SuperCrew available in XLT and Lariat packaging)

Best features:

- Power adjustable accelerator and brake pedals, standard on the F-150 SuperCrew and all Lariat models, and optional on XL and XLT trucks
- Tie-down hooks are located in each corner of all F-150 cargo boxes to help secure cargo
- The rear step bumper provides easier access to the cargo area
- F-150 standard regular cab and SuperCab 4.2-liter OHV V-6 engine produces 202 hp and 252 lb.-ft. of torque
- The 4.6-liter SOHC Triton V-8, which is standard with F-150 SuperCrew and optional with regular cab and SuperCab models, delivers 231 hp and 293 lb.-ft. of torque



2002 F-250/F-350 series (Super duty)

Best features:

- Upgrade from standard five- to six-speed manual
- Improved performance and shift feel on 6.8-liter gas engine equipped models
- Six-way power passenger seat standard on Lariat crew cab models
- Improved lumbar support system, providing a greater range of adjustment
- Automatic transmission
- Available in a variety of engines including a 7.3-liter Power Stroke turbo diesel V-8

Hino

FB medium duty truck (Class 5)

Best features:

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

Isuzu

2002 NQR

Best features:

- A GVWR of 17,950 lbs. and a

body/payload range from 11,733 to 11,965 lbs.

- Body lengths range from 12 to 20 ft. with a choice of four different wheelbase lengths
- A straight channel ladder type frame with a section modulus of 7.2 cu. in. and a Resistance Bending Moment (RBM) of 316,800 lbs. for those demanding heavier body applications
- Equipped with front and rear semi-elliptical, multi-leaf springs and shock absorbers. A front stabilizer bar contributes to greater handling and steering capabilities
- Equipped with ABS
- 4.75-liter, 4HE1-TC, four-cylinder diesel engine
- It incorporates an overhead cam engine design and direct fuel injection. This 4HE1-TC is rated at 175 gross hp at 2,700 rpm and 347 ft.-lbs. gross torque at 2,000 rpm
- NQR offers a choice of transmissions

2002 low cab-forward crew cab

(NPR-HD and NQR)

Best features:

- Seats a crew of seven people comfortably — three across in front and four abreast in back
- Available in two wheelbase configurations — a 150-in. wheelbase accommodates 12-ft. bodies, and a 176-in. wheelbase handles 16-ft. bodies
- The crew cab's diesel engine, coupled with a four-speed overdrive automatic transmission, delivers 175 hp at 2,700 rpm

► Mitsubishi Fuso's 2002 FE-SP with crew cab hauls seven people plus a payload to a job.



- Visibility is enhanced with an oversized panoramic-view front windshield
- The NPR-HD crew cab is rated at 14,500 lbs. GVWR, while the NQR is rated at 17,950 lbs.
- NPR-HD crew cab features 4,500 lb. GVWR; 150- and 176-in. wheel bases; accommodates 12-ft. bodies
- NQR crew cab features 17,950 lbs. GVWR; 150- and 176-in. wheel base; accommodates 16-ft. bodies

2002 F-Series commercial trucks (Class 6-7)
Best features:

- Class 6 FSR, Class 6-7 FTR and Class

7 FVR are powered by an Isuzu 6HK1-TC diesel engine in two horsepower configurations

- The 7.8-liter overhead cam engine is turbocharged, intercooled and equipped with electronic fuel injection
- Installed in the FSR and FTR, the six-

cylinder diesel develops 200 hp at 2,400 rpm and 441 ft.-lbs. gross torque at 1,500 rpm. The version used in the higher payload FVR diesel engine develops 230 hp at 2,400 rpm and 506 ft.-lbs. gross torque at 1,500 rpm

- All F-Series models include as standard an Isuzu MLD6Q and six-speed manual overdrive transmission synchronized in gears two through six. The transmission has a standard PTO opening. Available as an option in the FSR and FTR is an Allison AT545, four-speed automatic transmission

Mitsubishi Fuso

2002 FE-SP with crew cab

Best features:

- Hauls seven people (plus a payload) to a job with its 175-hp turbocharged, fuel-injected diesel engine with four-speed automatic transmission
- Can handle any application with 14,500 lbs. GVWR and also features a 165.4-in. wheelbase to handle a range of body styles (including landscaping and dump bodies from 13 to 14 ft., lawn service bodies up to 16 ft., stake bodies and medium-sized car carrier platforms)
- All gauges and controls are easy to read and reach

Toyota

2002 Tundra

Best features:

- Available in a variety of configurations including 2WD or 4WD, two-door regular

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cab with an eight-ft. bed or four-door access cab with a 6'3" bed. Both V-8 and V-6 engines available with four-speed automatic transmission

- ▶ V-8 models can be equipped with a new limited slip differential for added traction
- ▶ Standard version offers a 3.4-liter, double-overhead cam, 24-valve V-6 engine that generates 190 hp and 220 lbs.-ft. of torque
- ▶ V-8 models deliver low-end torque, strong top-end acceleration, more than 2,000 lbs. of payload with the available style package, and up to 7,200 lbs. of towing capacity
- ▶ The Access Cab's 40/60 rear split-bench seat provides seating for three passengers

2002 Tacoma (compact)

Best features:

- ▶ Available in regular cab, Xtracab and double cab models in 4x2, PreRunner and 4x4 configurations, with four-cylinder or V-6 engines, and with a manual or automatic transmission
- ▶ StepSide bed is offered on regular and Xtracab models
- ▶ All 2WD Tacomas (excluding S-Runner and PreRunner) feature a standard 2.4-liter, 16-valve, twin-cam four-cylinder engine that produces 142 hp at 5,000 rpm and 160 lb./ft. of torque at 4,000 rpm
- ▶ Four-wheel-drive and PreRunner models feature a four-cylinder engine in the compact pickup segment with a standard 2.7-liter, 16-valve twin-cab producing 150 hp at 4,800 rpm and 177 lb./ft. of torque at 4,000 rpm
- ▶ The cargo bed features a double-wall design and, when properly equipped, is capable of towing up to 5,000 lbs. with the V-6 engine and 3,500 lbs. when powered by a four-cylinder with a payload range of 1,375 to 2,005 lbs.



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Cub Cadet

Big Country utility vehicle

Best features:

- ▶ Powered by a 20-hp Honda V-Twin OHV engine for extra hauling power
- ▶ Six-wheel fully-independent suspension system provides maximum traction, improved maneuverability and comfort over rough terrain
- ▶ 1,400-lb. payload capacity combined with a 13.3 cu. ft. bed capacity
- ▶ Standard four-wheel drive
- ▶ Fully welded steel frame — no-bolt construction

7254 compact tractor

Best features:

- ▶ 25-hp Kawasaki gasoline fully-enclosed engine and underhood muffler for a quieter ride
- ▶ SensiTrak on-demand four-wheel drive hydrostatic transmission is automatically directed when and where you need it most
- ▶ Cast-iron transmission
- ▶ Fully welded steel frame
- ▶ Hydrostatic power steering
- ▶ Rollover protection

John Deere

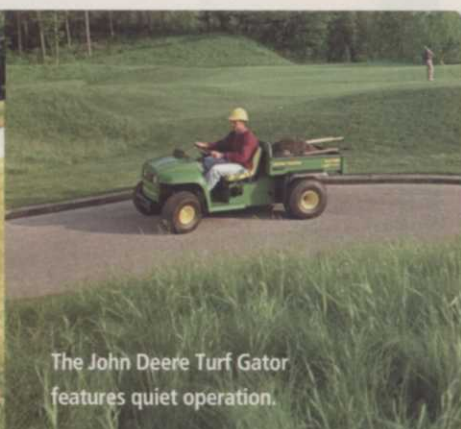
ProGator

Best features:

- ▶ Available in 23.5-hp diesel and 26-hp



The John Deere ProGator comes in two hp options.



The John Deere Turf Gator features quiet operation.

▶ On-demand four-wheel drive makes Polaris's Professional Series utility task vehicles more versatile.



gas versions, the vehicles have a five-speed, fully synchronized transmission that lets you keep going without stopping to change gears

- ▶ Hydrostatic steering provides for precision controls and a tight turning radius
- ▶ With a 2,650-lb. payload capacity and hydraulic lift, the ProGator can handle heavy loads. Extra strength comes in the form of a one-piece axle supporting the rear wheels, allowing for more capacity and stability

Turf Gator

Best features:

- ▶ Designed especially for golf course use
- ▶ Features quiet operation, a larger cargo bed and faster speeds
- ▶ Has a maximum speed of 18 mph and is equipped with a 44x49x9-in. cargo bed with a 500-lb. payload capacity
- ▶ Low ground pressure and low center of gravity prevent ruts and turf marks

Polaris

Professional Series 2x4, 4x4 and 6x6 utility task vehicles

Best features:

- ▶ Powerful four-valve, four-stroke, liquid-cooled Polaris 500 (4x4 and 6x6 engine) or

Polaris 425 (2x4 engine)

- ▶ On-demand four-wheel drive with dash-mounted on/off switch
- ▶ Long-travel dual-shock rear suspension
- ▶ Rustproof cargo box with molded plastic liner holds up to half a ton of cargo
- ▶ High towing capacity (1,500 lbs. for 6x6 and 4x4, 1,400 lbs. for 2x4)
- ▶ Electric dump box lift
- ▶ Available accessories include: full windshield, winch kit, turf tires, mud and EMT Run Flat tires, plowblade, roof, side and cargo box covers

E-Z-GO Textron

WorkHorse ST 480

Best features:

- ▶ An 800-lb. payload capacity and a 48-in. load bed
- ▶ 16-hp, four-cycle 480cc twin cylinder Vanguard V-twin engine — largest in the WorkHorse ST line and capable of reaching a maximum speed of 17 mph. Also features a locking rear differential for added versatility
- ▶ The ST 480 provides a heavy duty multiple leaf spring suspension with hydraulic shock absorbers and self-compensating single reduction rack and pinion steering for a comfortable ride
- ▶ Fits in the bed of a full-sized pickup truck
- ▶ Additional features include a welded high-strength tubular steel chassis, a flexible impact-resistant front cowl, a Magnetron Ignition with self-contained transistor module, individual bucket seats, dual rear-wheel self-adjusting hydraulic brakes with a hand-

continued on page 72

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Circle No. 131

► Reading Body's contractor body and equipment carrier in one



E-Z-Go's WorkHorse ST 480 has an 800-lb. payload capacity

continued from page 70

operated parking brake, power dump bed with removable sides and tailgate, six-gal. tank with fuel gauge, reverse warning indicator and halogen headlights

Omaha Standard

Omaha Standard Landscaper Body

Best features:

- Bodies available in lengths of 12'6," 14'6" and 16'6" with an outside body width of 96 in.
- Inside usable area is 90-in.-wide by 12, 14 or 16 ft. long, allowing loading of pallets side-by-side
- Side heights are available in 40 and 52 in. and are made of 10-gauge smooth steel with an optional front-mounted 48-in. side access door on the curbside or street side, making access to the front of the body easy
- The bulkhead is also made of 10-gauge steel



▲ Omaha Standard's Landscaper Truck Body



- A 36-in. cab shield or 12-in. weld-on tool tray with perforated base is available as an option
- The unitized rear doors are made of 10-gauge steel with top-punched skin sheets. The top full opening rear doors swing around and lock to the sides for loading. The double acting dump gate is hinged at the top for dumping/spreading, and the bottom is hinged for extension of the platform load area or dropping down for dock loading
- Platforms are available with wood, smooth steel or tread plate

Reading Body

Platform toolbox combination

Best features:

- A contractor body and equipment carrier in one. Tools and equipment are carried in lockable toolbox compartments. Bin dividers with a shelf are an option
- The open cargo area transports any loose or solid cargo on deckplate steel or wood floor
- Platforms are top coated with a two-component, high gloss black urethane paint. Reading platforms, like all Reading products, receive Lectro-Life immersion priming for rust and corrosion protection
- Backed by a three-year limited warranty

Super Lawn Truck

Equipment storage and transportation system

Best features:

- Equipped with a hydraulically-operated ramp that allows large commercial mowers



The Super Lawn Truck features a hydraulically-operated ramp.

to drive right into the back of the truck for easy transport

- The large box-type van is equipped with the hand and power tool storage system that neatly stores over 50 common lawn maintenance tools
- The on-board fuel station reduces fuel stops to one per week

SCI Products

Workman slide-out container for pickup trucks

Best features:

- Will slide off or on your truck fully-loaded
- Can be used as a job container or dump box
- It allows the operator to drive or load equipment or materials in it while it's on the ground. Materials slide on or off a truck in less than a minute **LMI**

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channel scanning, and a backlit LCD display with numeric and icon read-outs indicating programmed settings and radio performance.

For more information contact Kenwood Communications at 800/950-5005 or www.kenwood.net / circle no. 285



Keeping watch

FleetBoss Global Positioning Solutions' The Boss fleet management systems uses global positioning satellite (GPS) technology. FleetBoss AutoGraphics software analyzes and reports the data in easy-to-read graphic formats. The systems provide vehicle data such as start and stop times, number of stops by address per day, mileage, maximum speed, idle times, routes traveled and more. The systems can also be customized to monitor service equipment usage. The Boss systems use a small antenna on each vehicle that links it to the GPS system. The vehicle data is then easily downloaded into the user's master database, providing a perma-

nent history of the entire fleet operation.

For more information contact FleetBoss Global Positioning Solutions at 877/265-0365 or www.fleetboss.com / circle no. 286

Crunch numbers

Service Communication Software's Service Pro 2000 helps landscapers route, schedule, job cost, market, bill and collect. It creates more than 400 built-in reports, and allows users to make solid operating choices and project sales, growth and income. Mobile accessories include the Handheld and the Pocket Pro. Search for accounts using a customer's name, account number, or phone number; use multi-route view to edit a daily or weekly schedule for multiple routes. The "Best Fit" feature determines the most efficient date and time to schedule a new service, or retreat and scan bar codes to prove your identity and work completed.

For more information contact Service Communication Software at 614/873-6706 or www.picksos.com / circle no. 287

Go digital

Nextel Communications uses iDEN (integrated Digital Enhanced Network) technology developed by Motorola. It's a digital wireless system that combines digital cellular, Nextel Direct Connect, text/numeric messaging and wireless web services in a single phone. Popular for the construction trades where out-of-office communication is necessary. Data-capable phones allow Nextel customers to

access the Web. The company recently introduced the first Java-powered phone in North America. It offers numerous applications specifically for the business customer, including construction calculators, expense pads, voice activation, speakerphone, etc.

For more information contact Nextel Communications at 800/639-8359 or visit www.nextel.com / circle no. 288

Well-received

Vertex Standard's VX-1210 HF band transceiver is weather-resistant, lightweight and user-friendly. Field programming of up to 500 channels allows for continuous receiver coverage between .5 and 30 MHz and transceiver coverage between 1.6 and 30 MHz. The unit offers up to 20 watts of transmit output power. The VX-1210 features a backlit LCD display and alphanumeric labeling of memory channels. Selcall and Telcall are standard features, including a "kill system" to disable unauthorized use.

For more information e-mail Vertex Standard at sales@vxstdusa.com or visit www.vxstd.com / circle no. 289

Palm it

Palm, Inc.'s Palm i705 handheld delivers always-on "push" e-mail from up to eight e-mail accounts; secure, end-to-end, behind-the-firewall e-mail for corporate users; web browsing via Google search or URL entry. The classic Palm Personal Information Management (PIM) features a date and address book in a one-piece package. AOL's Instant Messenger service and other AOL services are also on the Palm i705 wireless handheld.

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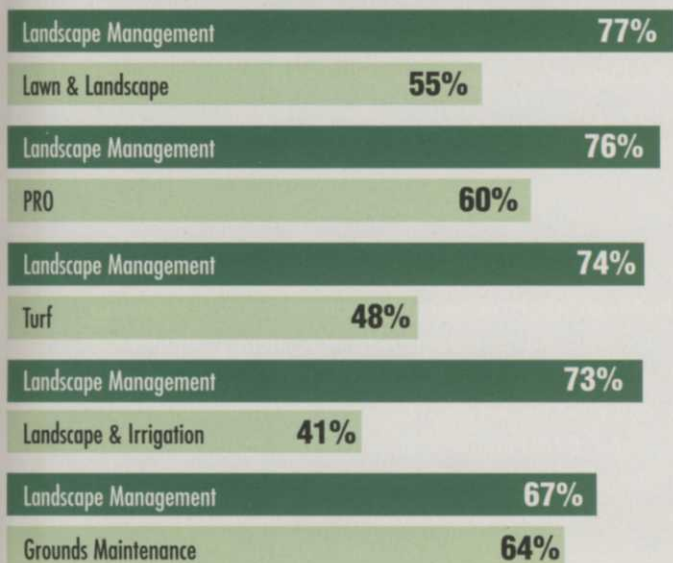
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Property at a glance

Location: Boulder, CO

Staff: Ned's Lawn & Tree Service, Inc.

Category: Small Site

Total budget: \$25,200

Year site built: 1975

Acres of turf: 3.5

Acres of woody ornamentals: 5

Acres of display beds: 1

Total paved area: 1.9 acres

Total man-hours/week: 25

Maintenance challenges

- ▶ Keeping bluegrass lush and green
- ▶ Aging irrigation system
- ▶ Responsible and efficient employees

Project checklist

Completed in last two years:

- ▶ Relandscaped problem areas with more appropriate plant selections.
- ▶ Updated irrigation system
- ▶ Developed IPM program

On the job

- ▶ 2 full-time staff, 3 seasonal employees

Roche of Colorado Corporation

2001 PGMS Grand Award Winner for Small Site

When Roche of Colorado Corporation, a pharmaceutical company located in Boulder, CO, hired Ned's Lawn & Tree Service to maintain its landscape, it had one simple demand: keep the Kentucky bluegrass lush and green.

This, however, was easier said than done. The company is located at the foot of the Rocky Mountains, where Ned's crew members have found plenty of large rocks and gravel to contend with just beneath the soil. A 25-year-old irrigation system which must be monitored bi-weekly doesn't help matters.

Mowing's no cinch either. Numerous berms around the site, as well as steep rolls in the terrain, make mowing an adventure.

Where bluegrass has had trouble surviving, Ned's crews have added flower beds with California poppies, snapdragons, Brazilian verbena, begonia, lobelia,



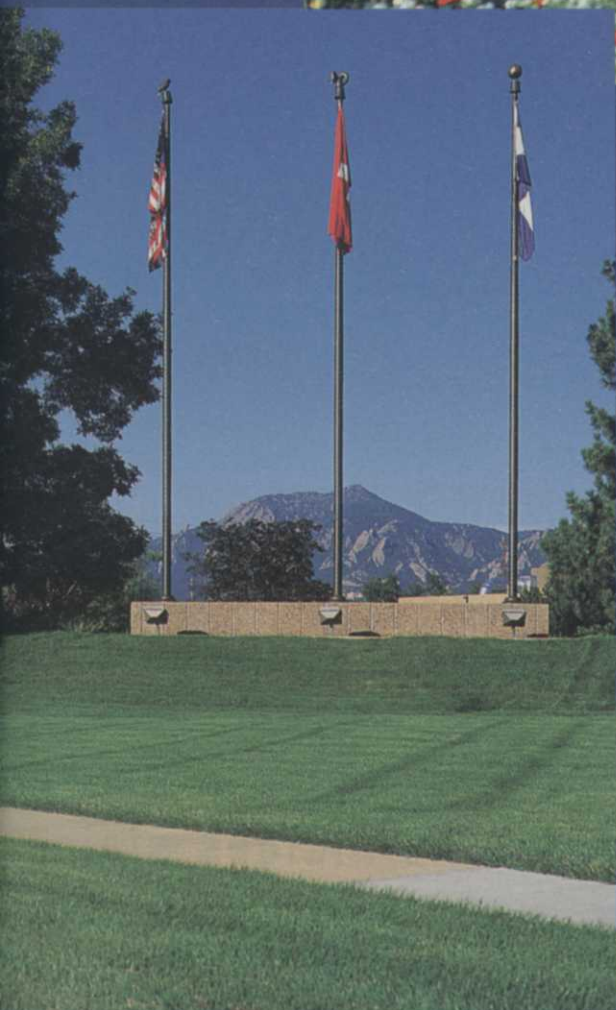
Flat ground is hard to find on Roche of Colorado Corporation's site, which is why most mowing is done with stand-on mowers.

blue salvia, and others. White Nancy has proven to be a great ground cover for the area. With 100% lush bluegrass being unrealistic for this site, Ned has been educating the client on appreciating the diversity within a bluegrass landscape and understanding the principles of site specific landscape design.

PGMS
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MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2002 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2001 Awards, contact PGMS at:

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Although there are some display beds on site, the 3.5 acres of Kentucky bluegrass demand the most attention from Ned's crew. Roche of Colorado Corporation issued this directive when hiring Ned's: keep the bluegrass lush and green.



Maybe it's good other preemergence herbicides stain.

Actually, choosing Dimension® specialty herbicide is a whole lot better for your bottom line. It is, after all, the only option that won't leave filthy, yellow stains on people, pets and equipment. And while Dimension never stains, it always delivers long-lasting prevention of crabgrass, goosegrass, *Poa annua* and




It helps applicators retrace their steps during callbacks.

several broadleaf weeds, including spurge and oxalis – all with an application window so wide, it even includes early postemergent crabgrass control. Only Dimension has the new technology to do all that. Which means there's really no reason to filthy-yellow-mess with anything else.

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Green Star Professional Grounds Management Awards 2002

**We're searching for the country's
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30th Annual Green Star Professional
Grounds Management Awards**

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

This annual program recognizes excellence in landscape management and complements other national programs for landscape design and construction. Grand and Honor Awards are offered in 13 categories of private, public, commercial and industrial landscapes. To qualify, a landscape must be at least four years old and under continuous maintenance for at least two years. See page 81 for details.

The awards will be presented during the Professional Grounds Management Society Annual Meeting, Nov. 13-17 in Nashville, TN. Several winners will be featured in *Landscape Management* and PGMS Forum.

Entry Categories

1. Small site (budget under \$80,000)
2. Residential landscape

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

Judging

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

This program aims to:

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

Eligibility

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

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

Grand Award winning projects cannot re-enter this program for two years (2001 Grand Award winning projects are ineligible until 2003).

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

How to enter

All entries must include:

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

Note: Put your best scenes on

the slides, which are critical to judging and awards display.

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

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

5. Include a brief description of the site.

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

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

Deadline

The deadline for entries is Aug. 4, 2002. All entries must be submitted to the Green Star Professional Grounds Management Awards, c/o Professional Grounds Management Society, 720 Light St., Baltimore, MD 21230.

Green Star Professional Grounds Management Awards 2002 Official Entry Form and Fact Sheet



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

Each entry must include this completed form and entry fee:

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

Make checks payable to the Professional Grounds Management Society.

SEND COMPLETE ENTRY AND FEE TO:

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

NAME OF SITE: _____
State: _____ Entry Category #: _____
Name of company or agency owning this landscape:

Address: _____
City: _____ State: _____ Zip: _____

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

WHO IS RESPONSIBLE FOR MAINTAINING THIS LANDSCAPE?
 In-house staff Outside contractor
Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone (____) _____

(IMPORTANT) Year site was built: _____
Years I have maintained this site: _____
Total acres maintained: _____
Acres of turf: _____
Acres of woody ornamentals: _____
Acres (or sq. ft.) of display beds: _____
Total paved area: _____

NUMBER OF EMPLOYEES: _____
Full time (year round): _____ Seasonal: _____
Other (please specify): _____
Licensed pesticide applicators: _____
Total man-hours per week: _____

ANNUAL EXPENDITURES:
Total budget for this site: (Including salaries) _____ \$
Equipment: _____ \$
Chemicals and fertilizers: _____ \$
Seed and plant material: _____ \$

SPECIAL MAINTENANCE CHALLENGES:
1. _____
2. _____
3. _____

SPECIAL PROJECTS COMPLETED IN THE LAST 2 YEARS:
1. _____
2. _____
3. _____

If selected a winner, I request the name on the award to be (check one or both):
 Name of entrant (name which will appear on plaque):
(please print) _____

 Name of organization or agency:
(please print) _____

IMPORTANT: Please provide the name of the person who will accept the award at the banquet:
(please print) _____

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

ENTRIES MUST BE RECEIVED BY AUGUST 4, 2002



John Deere's 1500 aerator pulls 30 cores per sq. ft.

Aerate to the core

BY CURT HARLER /
CONTRIBUTING EDITOR

Cores? Let 'em lay, is what the folks at DeSantis Landscapes, Salem, OR, tell their customers.

"We used to rake up plugs," says John O'Neil, maintenance supervisor.

"Now we tell the customer that it's better to let them lay for a week and dry up. Then we run over them with a mulching mower."

Either spring or fall is a good time to aerate lawns, O'Neil says. He leans toward spring despite the fact that it's a busier time of year.

DeSantis's customers have a wide mix of soils from heavy clays to really loose ground. "We'll do the heavier clay more often," O'Neil says.

Coring is generally done two-and-a-half

to three inches deep on two- to three-inch spacing. Because DeSantis's aeration jobs often come at the busiest season, the company will sometimes subcontract a job. Even when handling the jobs in-house, they typically rent their aerators. "We only use them seasonally, so it pays to rent," O'Neil explains.

When specifying equipment, they prefer to use a cam-operated machine as opposed to the roller type. "They seem to do a cleaner job since they pull the cores straight out," O'Neil says. He finds that the roller units often come back at an angle and tear the turf.

As long as landscape professionals explain the benefits of leaving the cores on the ground, homeowners seem to have no ob-

jection. The next mowing, done with a mulcher, recycles the cores and any organic matter to the lawn. That makes all parties — the customer, worker and lawn — happy.

Cutting corners

Tom Taylor, owner of Integrity Landscape and Design, Nashville, TN, hates to see his workers coming back at the end of the day exhausted from wrestling with aerators. There's no good way to cut corners with an aerator — but Taylor thinks there should be.

"I'm looking for something that doesn't jerk the operator around the corners so much, something with good controls up front," says Taylor. His crews frequently deal with heavier soils. "More than anything else, I look for ease of operator use."

Before you buy...

▶ Check a machine's productivity in square feet per hour. Remember, productivity varies depending on the gear used

▶ Know the machine's coring pattern

Ask:

▶ How many different tine sizes and styles can be used

▶ How deep will the machine dig?

▶ How clean does the core come out of the ground?

▶ What does the machine weigh?

▶ Do you want a machine that slits or cores?

▶ How convenient are the hand controls?

▶ Can you get it on/off a truck easily?

▶ Is the engine one you're used to working with and stock parts and supplies for?

Cornering is the first area where Taylor would make some design changes. He'd like a machine that makes tight turns at the end of a row like a zero-turn mower or a walk-behind, not the big sweeping turns required to keep things going on many machines.

"There should be a way to clutch the machine when coming around a turn, rather than having to make a direct stop or letting the machine pull you around the corner," he says.

That would allow his workers to cover the maximum amount of ground per day without getting beat up. "I know you have to make trade-offs," Taylor says, noting that acres per day is still important. But he thinks a unit with a third wheel — a pivot wheel — would allow tight turns without lifting the bar...which, in effect, means

lifting the whole machine.

Speaking of lifting, Taylor would also like to find a machine that's easier to lift off a pickup truck. "When all the dove-tails are being used for other jobs, we'll run the corners out on a pickup," he notes. "I'd want to tweak the machine for ease of getting it off and on trucks."

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80 on the 60-in.

■ 6x6 single tine pattern, 3x4.5 double-tined three models available

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- Cores to 6 in.

- 27-in. working width

- Powered by Honda 13-hp engine with electric start

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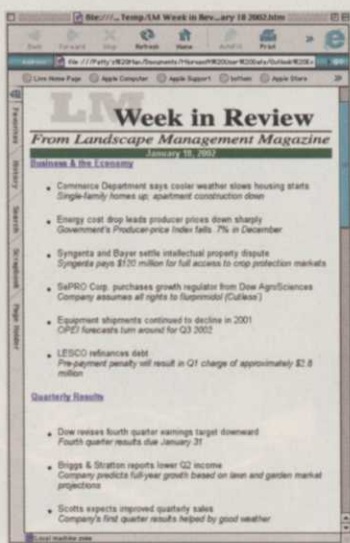
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Hire to grow

Learn how Bozzuto Landscape revamped its employee interviewing process to identify and hire the best candidates

BY JASON STAHL / MANAGING EDITOR

Hiring quality people fuels a company's growth. Nobody knows this better than Tom Davis, president of Bozzuto Landscaping Company, Laurel, MD. He was afraid his company's interviewing process had become ineffective and inefficient, and would soon slow the good growth his company had seen.

The problem: inefficient interviewing process

"We probably had 10 different people doing interviews, depending on which department was hiring, so we had 10 different styles of interviewing going on," Davis explains. "The interviews were taking too long, and too many interviewees were being bounced around to too many managers for second opinions."

Davis's biggest fear about the jumbled system was that it would eventually impede growth by allowing bad people to be hired and good people to slip through the cracks.

"Bringing the right people into a company is so key," Davis says. "You can only hire from your gut for so long; you can only get lucky so many times."

The solution: set up a system

Following the advice of some colleagues, Davis hired two professors from the University of Maryland, specialists in interviewing strategies, to help him create a reliable interviewing system. He spent five hours familiarizing the professors with his company. They, in turn, spent seven hours teaching the interviewers a new process. They suggested, and the company implemented, five changes:

A new phone questionnaire. Questions were developed to be asked over the phone to extract as much information about candidates as possible prior to them coming in. This would save time for the managers because it would limit the number of people coming in for interviews.

An on-site questionnaire. Questions were developed with the goal of getting interviewees to talk and think aloud during an on-site interview. This interview would have a start and stop time.

An on-site job fair questionnaire. "At job fairs, you have 15 minutes to meet with a candidate," Davis says. "We shrunk the questionnaire down to cater more to college students and identify things like eye contact, dress, speech, communication, etc."

Two-person sit-in and time limit. Two

Vitals

Company: Bozzuto Landscaping Company

President: Tom Davis

2001 gross revenue: \$7,500,000

Employees: 110

Services: Full-service landscape company

Customer mix: 100% commercial

managers would sit in on each interview, and the time limit for each interview would be 45 minutes. "If you ask the right questions and they can't figure them out in 30 to 45 minutes, there's a problem," Davis says.

This revamping of Bozzuto's interviewing process occurred last May, so, with a year gone by, Davis can now say it was well worth the \$1,500 it cost him.

"It's improved our interviewing process and loosened up our managers who were wasting time with bad candidates," Davis says. "It was a great investment because it will last us for years."

Davis says he initially had the interviewing process change directed at candidates for supervisor positions and higher, but now they use the process for crewmen as well.

"We have people who are now managers who started as laborers, and that's a huge success story for our company," Davis says.

"If you want to grow, hiring right is the first step. I don't think it's ever too late to start." **LM**

Homework overcomes objections

Grounds director prepared himself with research before making his big pitch

BY JEFFREY MCGINNIS

Paul Monahan, director of buildings and grounds for the Warren Township High School District (#121), Gurnee, IL, has lots of grounds and landscaping tasks to do every day. Like most public schools, however, he has to work with a limited budget.

He felt the most efficient way to accomplish all the maintenance chores he and his grounds crew faced was to replace an older, although still serviceable, tractor with a newer piece of equipment capable of performing many different maintenance tasks.

The problem: tight budget, old equipment

His big challenge was convincing the school board to spend money for the new type of tractor board members weren't familiar with, a Carraro SuperTrac unit.

In building his case, Monahan took a logical, business-like approach in making a presentation to the school board. He did a detailed comparison of various tractor models and their capabilities prior to submitting his request. He compared different features, then matched that up against the school district's grounds job requirements.

Because he researched his department's



Monahan can now plow snow and drop salt all in one pass with this new unit.

needs and several different models of tractors, he was able to present a convincing case for the particular model of tractor he desired. The board voted to buy the more expensive compact tractor model, mostly because of Monahan's claim that he could derive more use out of it, including the reversibility of driver controls.

The solution: buy a multi-task machine

"The old tractor we had wasn't powerful enough for us, and it was too big to use on our campus sidewalks for winter snow blowing and salt spreading," Monahan says. "For snow blowing, we would actually have to hook up the attachments and drive in reverse, craning our heads around to see where we were going. It wasn't easy."

Monahan's new reversible model eliminates that discomfort. Now, he puts the snow blower in front of the machine and the salt

spreader behind it, completing two functions in one pass. The tractor also adds options, including heating, air conditioning and a stereo for his workers who have to sit for long periods in the tractor. "My guys love it. Winter or summer, they basically fight each other for the chance to drive the tractor," he says.

But what moved the school board to approve the purchase, he believes, is the many different uses Monahan squeezes out of this one machine, with some functions being front-attached and others rear-attached, thanks to the unit's reversibility feature.

He uses the unit for snow removal, salt/sand spreading, mowing, athletic field overseeding, infield grooming, turf fertilization, aeration, rolling, moving dirt, and weed control by adding a 200-gal. spray attachment with a boom arm.

"It's excellent on sidewalks, like when you're doing the snow blowing work. When you turn a 90-degree corner, the articulating part of the tractor allows the rear attachments to track exactly to the path of the front tires. I don't hear any more complaints about scraping fire hydrants or parked cars, which is a relief." **LM**

— Jeffrey McGinnis is a partner with Gaul Advertising Inc., Wayne, PA.

Vitals

Institution name: Warren Township High School

No. schools in district: Two

No. grounds employees: 17

No. of acres maintained: 39 acres

Equipment used: Carraro Supertrac Tractor

Grounds maintenance budget: \$100,000

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New insecticide options

These new target-selective insecticides give turf managers new hope in pest management

BY DANIEL POTTER, PH.D.

In the past 10 years there has been radical change in the kinds of insecticides available to turf and landscape managers. Organophosphates (OPs) and carbamates that had previously been mainstays were restricted, and old standbys like diazinon, Mocap (ethoprop), Oftanol (isofenphos) and Turcam (bendiocarb) were lost. Passage of the EPA's controversial Food Quality Protection Act in 1996 had many Green Industry professionals concerned that they would be left without any effective tools for managing insect pests.

The 1990s also saw the advent of new kinds of insecticides that can be applied at low use rates, with reduced hazard to humans and the environment, and products that work selectively against pest insects (Table 1). Many of them are more versatile and effective than past ones.

We no longer depend on just two classes of chemistry. In fact, from the standpoint of insecticides, a person could argue that we're in a stronger, more diverse and more defensible position today than just a decade ago. Let's take a look at current trends in turf insecticides and what may be on the horizon.



Grubs and billbugs

From 1969 to 1994, short-residual OPs and carbamates were the only option for grub control (Table 1). Turf professionals used these materials curatively, targeting young grubs. If the timing was too early, the residues would degrade before the eggs hatched. If it was too late, the large grubs would have already caused damage and be hard to control. The insecticides required immediate watering-in, and their broad toxicity to humans, birds and other non-targets made them less than ideal to use. In addition to the aforementioned products, Crusade (fonofos) and Triumph

During the 1990s, management strategies for soil insects such as masked chafers (left), Japanese beetles (right), grubs and mole crickets shifted from curative to preventive control.

(isazafos), both OPs, were canceled for turf usage in the 1990s.

Registration of Merit (imidacloprid) and MACH2 (halofenozide) during the 1990s revolutionized grub control. These pesticides' residues persist in soil for several months, allowing flexibility in application timing. Both products, especially the granular formulations, are forgiving if not immediately watered in.

Merit, which belongs to a new class of insecticides called chloronicotynyls, selectively disrupts insects' nerves. MACH2 mimics the activity of the insect molting hormone, causing a premature, lethal molt. Both products are target-selective, which means they have low inherent toxicity, except to insects. Registration of Meridian (thiamethoxam), a new thianicotynyl with a control spectrum similar to Merit's, is expected within the next year.

Applied before egg hatch, Merit and MACH2 usually provide excellent (>90%) control. Throughout most of the cool-season and transition turfgrass zones, the optimal treatment window for controlling annual grub species (e.g. Japanese beetles, masked chafers) with either product is June 10 to July 21. That timing ensures that fresh residues are in the soil at egg hatch.

Applied before egg hatch, Merit and MACH2 usually provide excellent (>90%) control.

Preventive grub insecticides do have limitations. Neither Merit nor MACH2 works well against large grubs. MACH2 will control small- to mid-sized grubs (up to the second instar) for several weeks after egg hatch, but as a "rescue" treatment it works too slowly to discourage skunks and other predators from digging. Both insecticides work well against masked chafers, Japanese beetles and black turf atatenius grubs. MACH2 is less effective than Merit against European chafers and Asiatic garden beetles, but it's



Most of the newer insecticides are target-selective, providing reduced hazards and low environmental risk. Here, grubs were induced to undergo an abnormal, lethal molt following ingestion of MACH2, a molt-accelerating compound.

more active than Merit against cutworms and other caterpillars.

The downside of preventive grub control is that the decision to treat must be made before the extent of infestation is known. Turf managers who practice IPM, reserving preventive treatments for high-risk areas, often find they must spot-treat some areas in late summer. Fast-acting soil insecticides provide the safety net in such situations.

With last year's cancellation of Turcam (bendiocarb), Dylox (trichlorfon) and Sevin (carbaryl) are the only fast-acting products left for curative grub control. Carbaryl has the drawback of being toxic to earthworms, bees and beneficial parasitic wasps. Losing these products would leave few options other than blanket preventive control.

Good products for controlling billbugs still exist. Merit and MACH2 both have

systemic activity that will control young larvae within grass stems, as well as older ones that feed on roots in the soil. Either product applied at high label rate from mid-May to early June will preventively control billbugs, with residues persisting long enough to control white grubs later in summer. Alternatively, a pyrethroid can be applied in late April to mid-May to intercept female billbugs before they lay eggs in the stems. Consult entomologists at your state university for optimal timing in your area.

Surface-feeding pests

Cancellation or restriction of OPs and carbamates has had little impact on turf managers' ability to control surface-feeding pests. Some of the newer classes of insecticides work just as well, or better, than the old standbys.

Pyrethroids, including Talstar (bifenthrin), Tempo (cyfluthrin), DeltaGard

TABLE 1. INSECTICIDES THEN AND NOW

Note the greater diversity of today's products. Source: "Turfgrass Management for Golf Courses" by James B. Beard, 1st (1982) and 2nd (2001) editions¹

INSECTICIDES LABELED IN 1982			INSECTICIDES LABELED IN 2001		
Trade name	Chemical name	Chemical class	Trade name	Chemical name	Chemical class
Aspon	propyl thiopyrophosphate	OP	Amdro/Maxforce	hydramethylnon	bait
Diazinon	diazinon	OP	Award/Logic	fenoxy carb	bait
Dursban	chlorpyrifos	OP	Choice/TopChoice	fipronil	phenyl pyrazole
Dylox, Proxol	trichlorfon	OP	Conserve	spinosad	spinosyns
Dasanit	fensulfothion	OP	Deltagard	deltamethrin	pyrethroid
Malathion	malathion	OP	Dursban	chlorpyrifos	OP
Mocap	ethoprop	OP	Dylox	trichlorfon	OP
Oftanol	isofenphos	OP	MACH2	halofenozide	molt accelerator
Orthene	acephate	OP	Merit	imidacloprid	chloronicotynil
Sevin	carbaryl	carbamate	Orthene	acephate	OP
Turcam	bendiocarb	carbamate	Sevin	carbaryl	carbamate
			Talstar	bifenthrin	pyrethroid
			Tempo	cyfluthrin	pyrethroid

¹Note that not every product is labeled against all pests, and that some state restrictions may apply. Always read the label!

(deltamethrin), Scimitar (lambda-cyhalothrin) and Astro (permethrin) work great against cutworms, armyworms and sod webworms.

Pyrethroids are synthetic versions of pyrethrum, a natural botanical insecticide, but with enhanced properties. They provide rapid knockdown of pests at low rates. Remember this when comparing costs because the price per gallon seems high until you factor in cost per application. Although they have low inherent toxicity to mammals and birds, most are labeled as "restricted use" because they're toxic to fish. They also work well against chinch bugs, greenbugs and other sucking pests, and for targeting adult females of billbugs or black turfgrass ateniens before they lay eggs in spring. They aren't effective against grubs because they bind in thatch and don't reach the root zone.

Conserve (spinosad), a novel insecticide derived from fermentation of a naturally

occurring bacterium, is also highly effective against cutworms, sod webworms and armyworms. It has low-use rates and low toxicity to humans and wildlife. MACH2 (halofenozide), especially liquid applications, also works well for turf-feeding caterpillars. Applied for grub control, Merit has systemic activity against chinch bugs, greenbugs and other sucking pests.

Regarding older chemistry, Dursban (chlorpyrifos), Orthene (acephate) and Sevin (chlorpyrifos) are still labeled against cutworms and other surface-feeders on golf courses. Labeled rates for some products (e.g. Dursban) have been reduced. Orthene and Dursban are no longer labeled for home lawns. Turcam was canceled in 2001. Diazinon is no longer labeled for golf courses or sod farms; all other uses will be phased out by 2003.

Mole crickets and fire ants

Registration of Chipco Choice (fipronil)

during the 1990s provided a powerful new option for residual control of mole crickets on southern golf courses. First in a new class of insecticides called phenyl pyrazoles, fipronil is the active ingredient in some of the world's most effective insecticides including Frontline on-animal flea control, Combat for household pests, and Termidor, a new termite product.

Originally limited to custom slit (sub-surface) application, the label was expanded in 2001 to include other pests and sites. TopChoice, a new granular product, is registered in 13 southern states for control of fire ants, mole crickets and nuisance ants on golf courses, sports fields, commercial and home lawns, sod farms and other turf sites. A single broadcast treatment controls fire ants for up to a year, while also controlling mole crickets (four months) and mound-building nuisance ants (three months or more). Other options for mole crickets include preventive

control with Merit, or curative control with Orthene or pyrethroids.

Fipronil is also available as Firestar, a new bait formulation that can be used as a mound or broadcast treatment for fire ants. Abamectin (Affirm), fenoxycarb (Logic, Award) and hydramethylnon (Amdro) are other effective fire ant baits containing reduced-risk insecticides.

Nuisance ants

Small, mound-building ants (e.g. *Lasius neoniger*) are largely beneficial in lawns and golf course roughs because they prey on the eggs and small larvae of other pests. Ant predation is a key reason why such sites aren't normally inundated by sod webworms, cutworms and grubs. Ants can become a problem when their mounds smother turf, dull mower blades, and disrupt the smoothness and uniformity of putting greens and tees. Ant mounds are usually less noticeable in fairways, roughs and lawns.

Problems with nuisance ants seem to be increasing nationwide. One theory why is

that residues of chlordane and other highly persistent turf insecticides used in the 1960s and early 1970s have finally declined. Replacement of diazinon (which is highly active on ants) with the new, more target-selective grub insecticides may also have allowed ants to gain a foothold on golf courses.

Controlling nuisance ants is difficult because fast-acting insecticides usually kill only a portion of the workers foraging on the surface and fail to eliminate the queen in her underground nest. Golf superintendents who have traditionally used OPs (e.g. Dursban) for ant suppression will find that pyrethroids work about as well. At best, such treatments suppress mound building for a few weeks after application. Some entomologists feel that Merit suppresses ants, but it hasn't been effective for that purpose in my trials.

TopChoice containing fipronil is highly effective against nuisance ants, but it's only labeled for use in the South. Aventis is seeking to broaden the fipronil label so that granular products for nuisance ant

control on northern golf courses might be available soon. In the meantime, golf superintendents can spot-treat nuisance ants on putting greens with Maxforce Fine Granule Insect Bait containing hydramethylnon. My tests showed that sprinkling a small amount of bait around the mounds will knock out individual nests within a few days. Ants won't take wet bait, so withhold irrigation for 12 to 24 hours to allow time for the worker ants to collect the bait pellets.

Earthworms

Earthworms are beneficial in turf because they alleviate soil, increase air and water infiltration, and help break down thatch. Thatch is rarely a problem in lawns with healthy earthworm populations. Worms nonetheless can be a nuisance on golf courses when their castings occur on putting greens, dulling mower blades and creating a muddy mess.

Certain insecticides and fungicides restricted during the 1990s (e.g. Turcam, Mocap, Crusade, Benlate) were toxic to earthworms. Although not labeled for earthworms, some golf superintendents who used them probably were motivated by the "added value" of suppressing earthworms and castings on closely-mowed playing surfaces. Still-labeled pesticides that suppress earthworms as a side effect include Sevin and the fungicide thiofanate-methyl. Note, however, that neither product is labeled for that purpose. In fact, there are no registered pesticides for earthworm control in the United States.

— Daniel Potter is professor of turf and landscape entomology at the University of Kentucky. His book, "Destructive Turfgrass Insects: Biology, Diagnosis, and Control," is available from Ann Arbor Press (800/858-5299) or the PLCAA or GCSAA bookstores.



Several newer classes of insecticides effectively control cutworms and other surface-feeders.

products

TECH CENTER

Blow away the competition

Echo says its new PB-650 backpack blower is the most powerful in the industry with 210 mph and 650 cfm at the pipe. A 68 fl. oz. capacity fuel tank provides extra long run time and easy-to-see fuel level. Flexible, side-mounted throttle assembly offers superior control and increased comfort.

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

Fast clip

Kawasaki's KHS 1100A hedge clipper reaches hard-to-get areas with its single-sided 44-in. blade. Other features include a 17.2 oz. fuel tank, 22.5cc engine, and net weight of 13.1 lbs.

For more information contact Kawasaki at 616/954-3033 / circle no. 251

Edging with bite

Oly-Ola's new Bulldog-Edg is designed for tough paver restraint and landscape edging jobs. A unique "L" shape design and innovative stake holes make it easy to use and install. Its one-piece design flexes without snipping or cutting.

For more information contact Oly-Ola at 800/334-4647 or www.olyola.com / circle no. 252

Better blade

Grouser Products' new 1300 skid-steer dozer blade attachment comes available in widths from 6 to 9 ft. and features a 5/16-in. thick cast moldboard with a new skid shoe design that



Easy trimming

Maruyama's HT2300DR hedge trimmer features a 22.5cc Maruyama "LE" commercial engine, 24-in. chrome steel double blade, and new 5-position rotating blade that makes vertical and angled trimming faster and easier. It weighs just 10.9 lbs.

For more information contact Maruyama at 425/885-0811 or www.maruyama-us.com / circle no. 253



permits vertical and horizontal adjustment. It angles 30 degrees left and right, tilts 10 degrees, and works with all rubber-tired and tracked loaders up to 120 hp.

For more information contact Grouser Products at 800/747-6182 / circle no. 254

Even feeding

Lebanon Turf Products' ProScape homogenous fertilizer with Confront and Team prevents crabgrass and other annual grassy weeds from germinating while controlling established broadleaf weeds. Each granule contacts the same ratio of Confront and Team for uniform distribution and even feeding.

For more information contact Lebanon at 800/233-0628 or www.lebturf.com / circle no. 255

Mega spread

Barron & Brothers' MagnaSpread truck-mounted spreaders deliver fertilizer spread swaths up to 80 to 90 ft. and lime swaths of up to 50 to 60 ft. The company changed the fin design to control the directional characteristics of the spread patterns.

For more information contact BBI at 800/282-3570 / circle no. 256

See these saws

STIHL's new MS 191T chain saw has 11% more power than its predecessor, features 1.9 bhp and weighs a mere 8.8 lbs. The 200T model weighs only 7.9 lbs. and is more narrow for use in confined conditions. Both chain saws feature an anti-vibration system, automatic chain oiling and STIHL's ElastoStart shock-absorbing starter handle.

For more information contact Stihl at 800/467-8445 or www.stihlusa.com / circle no. 257

Clean sweep

Shindaiwa introduces three new types of aggressive nylon brushes for its PB270B Power-Broom. The new choices include the mixed nylon wire, carbine-impregnated nylon and crimped wire brushes, providing ranges of aggressiveness from medium to heavy duty.

For more information contact Shindaiwa at 503/692-3070 or www.shindaiwa.com / circle no. 258

How's the weather?

Meteorlogix's WeatherSentry is a subscription-based weather display system that allows businesses to benefit from a new generation of weather graphics with active storm tracking and weather alerting in an easy-to-use PC platform. A key function of the WeatherSentry system is the level of weather management specificity afforded by access to National Weather Service radar images updated every five minutes; plus local, regional, and national outlooks.

For more information contact Meteorlogix at 952/851-7279 / circle no. 259

To the max

RedMax's BC3400DL trimmer is powered by a 33.6cc two-cycle engine that drives a 6-in. commercial tap-and-go head. The ergonomically engineered unit weighs 15.1 lbs., and its handle can be positioned for comfort by the operator.

For more information contact RedMax at 800/291-8251 or www.redmax.com / circle no. 260

Plant food

PRO SOL's Chameleon is a plant food that contains iron with a combination of eight essential macro, secondary and micro nutrients formulated especially for turf. Chameleon is sized to 120 SGN.

For more information contact PRO SOL at 800/633-7685 or www.fritinc.com / circle no. 261

Scram, you big bad goose

Bird-X, Inc.'s new GooseChase is a food-grade taste aversion agent made from a bitter, smelly constituent of concord grapes that gets rid of geese by rendering their food sources inedible. One gallon of concentrate (per acre) is diluted, sprayed onto dry grass, allowed to dry, then reapplied every 7-14 days or after mowing.

For more information contact Bird-X at 800/662-5021 or www.bird-x.com / circle no. 262

On the bench

Supreme Corporation's new 3-person bench seat option to its Spartan service van enables contractors to transport crews of five to a job site in a single vehicle. Mounted on a cutaway chassis, the extended cab provides a full height bulkhead constructed of 5/8-in. FRP. The bench seat has three seatbelts and is consistent with all FMVSS regulations.

For more information contact Supreme at 219/642-4888 or www.supremeind.com / circle no. 263

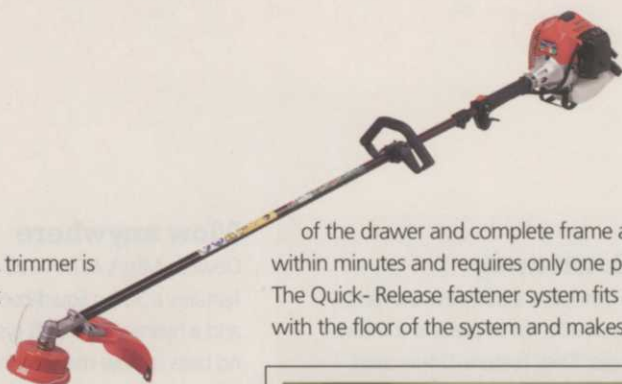
Bed protection

Durakon Industries' CargoPro pickup bed protection with a Quick Release Kit allows removal

of the drawer and complete frame assembly within minutes and requires only one person. The Quick-Release fastener system fits flush with the floor of the system and makes the

CargoPro user friendly.

For more information contact Durakon Industries at 800/933-4200 or www.durakon.com / circle no. 264



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Circle 135

products



Get blown away

The Toro Company's two new blowers, the 400 and 600, go anywhere the tow vehicle goes. They feature 1/4-in. steel frames and standard 180-degree directional blower spouts. The 600 features a 36-in. fan diameter that produces 9,324 cu. ft. per minute of airflow and 153-mph air velocity.

For more information contact Toro at 952/888-8801 or www.toro.com / circle no. 265

Tractor pull

Cub Cadet's 7360SS compact tractor is equipped with a 36-hp, four-cylinder, liquid-cooled diesel engine, fully synchronized shuttle shift transmission, hydrostatic power steering, full-floating ISO-mounted flat deck, fixed rollover protection and operator's station that features 3-position tilt steering wheel, adjustable high back seat and back-lit dash panel. It also comes with the option of ag, turf or industrial tires.

For more information contact Cub Cadet at www.cubcommercial.com / circle no. 266

Smaller swing

Caterpillar's 311C utility hydraulic excavator has a smaller tail swing radius than the 3118 excavator, making it ideal for use in space-restricted sites. It has net power of 79 hp produced by a Cat 3064 turbocharged, 4-cylinder diesel engine. The 3064T engine is designed for high torque rise at medium speeds, which helps make the engine fuel efficient and responsive in heavy-duty use. Operating weight is 26,410 lbs.

For more information write to Caterpillar at P.O. Box 10097, Peoria, IL 61612-0097 / circle no. 267

Open the jar

Hunter Industries' PGV Jar-Top Valve is a twist-on, twist-off "jar-top" that allows access to the valve's inner mechanisms during routine maintenance. No

tools are needed to remove the jar-top bonnet. The PGV Jar-Top is available as a one-in. plastic globe valve with optional flow control and features a fully-encapsulated solenoid for dependable operation. It's pressure-rated to 150 psi with a flow of 1 to 30 gpm.

For more information contact Hunter Industries at 800/733-2823 or www.hunterindustries.com / circle no. 268

Twistin' away

Using a swivel design, the Tongue Twister trailer enables users to easily pivot the trailer without unhitching it, allowing vehicles to be safely driven directly onto and off the trailer via straight-through front and rear ramp access. It comes in three styles of rotation actuation: electric, hydraulic and manual. All models have front and rear ramps.

For more information contact Tongue Twister at 877/925-8265 or www.tonguetwister.net / circle no. 269



Mow anywhere

DewEze Mfg.'s ATM-72LC all-terrain mower features a 30-hp liquid-cooled diesel engine and a hydraulic deck lift system that contains no belts for low maintenance. Hydrostatic propulsion and power steering gives it precise maneuvering.

For more information contact DewEze at 800/835-1042 or www.deweze.com / circle no. 270

Dig in

Kubota Tractor Corp.'s new KX91-3 compact excavator is equipped with Kubota's 3-cylinder, liquid-cooled, overhead valve, 27.9-hp E-TVCS diesel engine for high torque and power. The boom, arm and bucket function simultaneously through harmonized cylinder speeds. Bucket breakout force is 8,000 lbs., maximum digging depth 10 ft., 6 in., and maximum vertical digging depth 8 ft., 1 in.

For more information contact Kubota at 888/458-2682 / circle no. 271

Uplifting machine

Dutchman says its Tree Rex has the power and durability to lift root balls up to 50 in. in diameter and the flexibility to handle delicate pots without inflicting structural damage. The ergonomic pistol grip enables operator to load and unload trailers single-handedly.

For more information contact Dutchman at 905/683-8211 or www.dutchmasternurseries.com / circle no. 272

Big is better

Cub Cadet's Big Country is powered by a 20-hp Honda V-Twin OHV engine. It also features 6-wheel fully-independent suspension, large payload capacity, standard 4-wheel drive, fully welded steel frame, and a 5.7-gal. fuel tank. Extra features include two cup holders, a glove box, an under-the-seat toolbox, dash mounted 12 V-power outlet, halogen headlights and turf, knobby and heavy duty tire options.

For more information contact Cub Cadet at www.cubcadet.com / circle no. 273



Nice spread

Patented helical cone assures uniform, consistent spread pattern with the AccuPro 2000 from The Andersons. TurfSaver-2 pneumatic 13-in. wheels make for an easy push. Extended push handle has tuff-foam grips, front and rear lift handles.

For more information contact The Andersons at 800/543-0006 or www.andersonsinc.com / circle no. 274

On the platform

Gehl Company's Personnel Work Platform (PWP) system is a standard feature on the company's "DL Series" Dynalift telescopic handlers. This system uses an electronic module and a series of electrical sensors to monitor machine attitude, automatically controlling brake, hydraulic and transmission control systems during use with a personnel work platform. The PWP system is intended for use with ANSI/ASME-compliant work platforms.

For more information contact Gehl Company at 262/334-9461 or www.gehl.com / circle no. 275

Ants be gone

The InstAntKill Fire Ant Elimination System from BIO-TRAX, Inc. uses CO₂ injected into an ant mound to asphyxiate ants in no more than three minutes. The product eliminates red and black imported fire ants and other mound-building pests. Because it is harmless to the environment, the InstAnt KILL System can be used safely in all types of situations, including residences, schools, childcare centers, churches, golf courses, amusement parks and correctional institutions.

For more information contact BIO-TRAX, Inc. at 877/246-8729 or www.BIO-TRAX.com / circle no. 276

Small digger

Komatsu's diminutive PC03 excavator comes equipped with an 8.1 hp 2D68E diesel engine, standard 6.0 gpm auxiliary hydraulic piping, a back fill dozer blade and weighs 1,984 lbs. It can operate up to 7.5 hours without refueling thanks to its 3.4-gal. fuel tank. The dig depth for the PC03 is 4 ft. 11 in. and uses a 14-in. bucket. The one-piece boom design, articu-

lated boom swing design, miserly fuel consumption and outstanding power delivery make the PC03 the replacement to manual

labor on many job sites.

For more information contact Komatsu Utility Corp. at 847/573-3561 or www.komatsuutility.com / circle no. 277

With BlueBird Aerators You'll Put More Holes In Turf, Fewer In Your Wallet.

Rugged, dependable BlueBird Aerators have been proven under the heaviest use and abuse by rental and professional users for years. This remarkable reliability means you'll enjoy less downtime

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742 covers a 25 1/2" wide swath

TA10 Towable w/modular weight system

Pull uniform cones up to 3" in depth.

The new 530 features free-axleing outer tines for greater maneuverability.



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Circle 136

products

Load and unload in comfort

Coyote's C7 wheel loader features hydrostatic four-wheel drive and automatic differential locks on front and rear axles for ease of operation and serviceability. A Deutz diesel 40-hp engine with oil-over-air cooling offers dependable service. The loader also offers a hydraulic rapid changeover system and comfort cab with access from both sides.

For more information contact Coyote at 888/269-6830 / circle no. 278

Jump in a pond

Aquanetics' Submersible Pond Filters have a cylindrical shape and open weave design and, upon request, the filters can be supplied with crushed rock. Some key features of the filters: 1 non-toxic and non-corroding plastic and nylon material, all black construction so filters are nearly invisible, and no tools are needed for installation or maintenance. The pond filters are available in six different models for ponds up to 3,000 gallons.

For more information contact Aquanetics Systems Inc. at 619/291-8444 or www.aquanetics.com / circle no. 279

Dyne-amite

NMC-Wollard's VersaDyne is a compact wheel loader/tool carrier that features tool visibility, pilot control hydraulics, ergonomic operator's station, universal tool carrier, efficient 2-speed

Reduce the pressure

Rain Bird Corp.'s new two-in. pressure reducing valve (200PRV) is designed for point-of-connection applications and offers a more economical alternative to brass pressure reducing valves. It's rated at 200 psi inlet pressure, with adjustable outlet pressure of 25 to 85 psi and a maximum flow of 120 gpm. A built-in Schrader valve allows easy adjustment and measurement of outlet pressure.

For more information contact Rain Bird at 520/741-6100 or www.rain-bird.com / circle no. 280



auto shift drivetrain and more. It also has a 3,000 lb. lift capacity, hydro/mechanical drive with an 85-hp Cummins turbo diesel and an integrated rear axle/transfer case with 10 degree oscillation.

For more information contact NMC-Wollard at 800/656-6867 or www.nmc-wollard.com / circle no. 281

Quick change

Peco's Z trimmer can edge or trim from horizontal to vertical with one quick adjustment. This machine can be adapted to any mower deck and easily folds out of the way

for transportation.

For more information contact Peco at 800/438-5823 or www.lawnvac.com / circle no. 282

Traveling rain

Pioneer's Rain Train Traveling Sprinkler was made for maintenance departments that need to water their fields regularly. Water pressure powers the Rain Train down the field at travel lengths up to 200 ft. The Rain Train allows groundskeepers to apply light, moderate or heavy water applications in a single pass. The sprinkler turns off at the end of its run and it can cover widths between 75 and 90 ft.

For more information contact Pioneer at 800/877-1500 or www.pioneer-mfg.com / circle no. 283

Blast off

ClearWater's ScaleBlaster is a product that eliminates formation of limescale deposits in water pipes, faucets, sprinkler systems, and irrigation without the need of water softening equipment, salts, chemicals or maintenance. The product is non-invasive and adds nothing to water. The descaler has been tested and approved by leading EPA laboratories and universities.

For more information contact ClearWater at 800/756-7946 / circle no. 284



Landscape MANAGEMENT

April 2002

This card is void after June 15, 2002

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

CONTRACTORS/SERVICE COMPANIES

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

LANDSCAPING/GROUNDS CARE FACILITIES

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

SUPPLIERS AND CONSULTANTS

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

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

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

3. SERVICES PERFORMED (fill in ALL that apply)

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

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

- 58 Yes 59 No

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

- | | | |
|--|---|---|
| 32 <input type="radio"/> A Aerators | 39 <input type="radio"/> H Herbicides | 46 <input type="radio"/> O Sweepers |
| 33 <input type="radio"/> B Blowers | 40 <input type="radio"/> I Insecticides | 47 <input type="radio"/> P Tractors |
| 34 <input type="radio"/> C Chain Saws | 41 <input type="radio"/> J Line Trimmers | 48 <input type="radio"/> Q Truck Trailers/Attachments |
| 35 <input type="radio"/> D Chipper-Shredders | 42 <input type="radio"/> K Mowers | 49 <input type="radio"/> R Trucks |
| 36 <input type="radio"/> E De-icers | 43 <input type="radio"/> L Snow Removal Equipment | 50 <input type="radio"/> S Turfseed |
| 37 <input type="radio"/> F Fertilizers | 44 <input type="radio"/> M Sprayers | 51 <input type="radio"/> T Utility Vehicles |
| 38 <input type="radio"/> G Fungicides | 45 <input type="radio"/> N Spreaders | |

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

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

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

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

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MANAGEMENT**

April 2002

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I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT free each month:

Yes no

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

CONTRACTORS/SERVICE COMPANIES

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

LANDSCAPING/GROUNDS CARE FACILITIES

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

SUPPLIERS AND CONSULTANTS

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

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

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

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

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3. SERVICES PERFORMED (fill in ALL that apply)

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

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

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

- 32 A Aerators
- 33 B Blowers
- 34 C Chain Saws
- 35 D Chipper-Shredders
- 36 E De-icers
- 37 F Fertilizers
- 38 G Fungicides
- 39 H Herbicides
- 40 I Insecticides
- 41 J Line Trimmers
- 42 K Mowers
- 43 L Snow Removal Equipment
- 44 M Sprayers
- 45 N Spreaders
- 46 O Sweepers
- 47 P Tractors
- 48 Q Truck Trailers/Attachments
- 49 R Trucks
- 50 S Turfseed
- 51 T 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
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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
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events

WHAT, WHEN & WHERE

April

14-17 North American Snow Conference / Columbus, OH; 816/472-6100

May

3-7 ASIC National Conference / Tucson, AZ; 312/372-7090

4-6 TOCA Annual Meeting / San Antonio, TX; 952/758-6340; www.toca.org

5-7 Green Space Design Conference / Denver, CO; 877/473-7526; www.spacedesign.org

6-7 Southeastern Turfgrass Conference / Tifton, GA; 229/386-3416

June

19-23 GCA Retail Tour / Boston, MA; 202/789-2900; www.anla.org

July

11-14 ANLA Convention & Executive Learning Retreat / San Diego, CA; 202/789-2900; www.anla.org

13-17 Soil and Water Conservation Society Annual Conference / Indianapolis, IN; www.swcs.org

17-18 OPE Dealer Convention / Louisville, KY; 800/558-8767

17-19 Turfgrass Producers International Summer Convention and Field Day / Ft. Collins, CO; 800/405-8873; www.turf-grass sod.org

19-21 International Lawn, Garden & Power Equipment Expo / Louisville, KY; 800/558-8767

22-23 PLCAA's Legislative Day on the Hill & Arlington Renewal Project / Washington, D.C.; 800/458-3466; www.plcaa.org

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www.LandscapeManagement.net

The screenshot shows a web browser window displaying the Landscape Management website. The page layout includes a top navigation bar with links like 'Home Page', 'Apple Support', and 'Home'. The main content area is divided into several sections: 'Landscape Management News', 'Industry News', 'Special Sections', and 'TRENDS'. A prominent 'Week in Review' section for January 18, 2001, highlights a 'Comments Department' article about cooler weather slowing housing starts. Below this, there are featured articles and a 'Green Book 2002' cover story. The right sidebar contains a 'Subscribe' form and a 'Feedback' section. The overall design is professional and informative, typical of a trade publication's website.

Find out why thousands of landscape professionals log onto www.landscapemanagement.net every day.

For more information, contact John Payne, Group Publisher, at 800-225-4569; fax: 440-891-2675; e-mail: jpayne@advanstar.com.

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- **New Products:** new product announcements and updates on products to enhance your landscape business.
- **Industry Announcements:** the latest company and personnel announcements.
- **Events:** up-to-date calendar of conferences, seminars and other events in the landscape industry.

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College of the Redwoods, Eureka, CA

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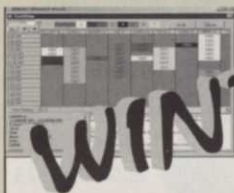
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best practices

GUIDELINES TO HELP AN INDUSTRY GROW

salaries

Payday for the owner

BY RON HALL /
EDITOR-IN-CHIEF

A few years ago a friend put his tight little lawn care company on auto pilot and treated himself to a brand-new Mercedes. This talented rascal looked the picture of entrepreneurial success cruising the tree-lined streets of his neighborhood in his big, black sedan.

He was paying himself fat and living large.

The next time we got together, maybe a season or two later, the Mercedes was gone, my friend's business was on the skids and his ego had taken a noticeable hit. On the plus side, he was looking tan and trim, being forced to do some of his firm's production again.

The way we see it, there are two issues here:

- ▶ The owner abandoned responsibility of the operation of his company without competent backup.
- ▶ The owner took too

much cash out of his company and there wasn't enough left at year's end to grow it.

What are you worth?

This leads us to the question: How much should an owner give himself/herself in salary?

Several of our editorial advisors, successful owners themselves, offered practical, if not particularly helpful, responses.

"As much as I can take out," said one, half seriously, it seemed.

"Whatever is left over," said another.

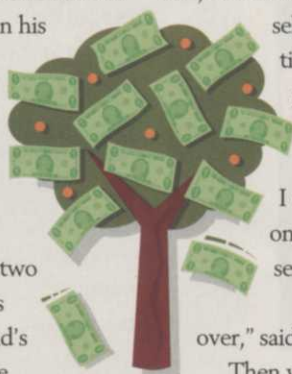
Then we recalled notes that we'd taken at industry consultant Kevin Kehoe's talk at the 2001 ALCA Conference. Kehoe said that a person running a \$1 million operation could reasonably pay himself/herself \$60,000 — about \$20 an hour for a 60-hour workweek (LM's '01 State of the Industry survey says that owners work, on average, 56 hours a week).

Jerry Gaeta, another respected consultant and landscape business owner, feels that an owner's salary and that of the office staff, sales or production person combined should fall between 8% to 12% of sales.

Obviously, the owner of a small company that's grossing, say, \$300,000 a year or less, is probably running the whole show — sales, management, perhaps even production — and can reasonably pay himself/herself what he/she would pay someone else to do these things. But, not more.

The company owner also strives to make his/her operation as efficient and profitable as possible, not only to build the company's value to clients but to return dividends (not necessarily a higher salary) to the owner at year's end.

"Some owners don't understand that they're supposed to have net profit at the end of the year," says Gaeta. "That's their money too."



Sound off

Did we miss a crucial point? Let us know. If we select your comments, we'll mail you a copy of the book, "Picture Perfect: Mowing Techniques for Lawns, Landscapes and Sports," by David Mellor, grounds supervisor for the Boston Red Sox. Send comments to: Best Practices, Landscape Management, 7500 Old Oak Blvd., Cleveland, OH 44130. Or e-mail your response to jstahl@advanstar.com.

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Figure 1: MERIT provides the best pre-damage control of the Big 5. The Big 5 includes the Japanese beetle, oriental beetle, european chafer, northern masked chafer and southern masked chafer.

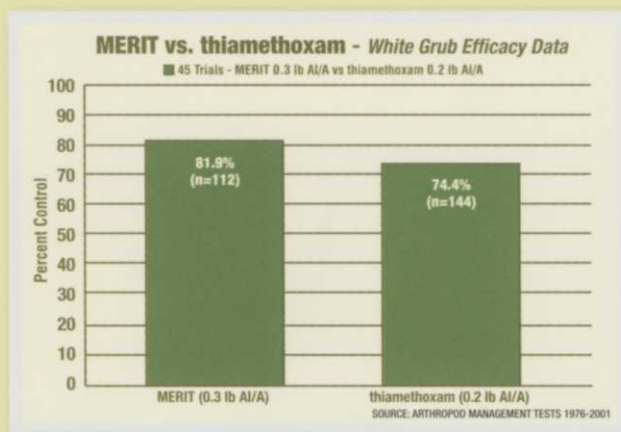
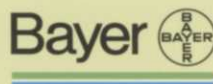


Figure 2: MERIT outperformed thiamethoxam in white grub efficacy tests.

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