Landscape

VISIT US ON THE WORLD WIDE WEB AT: www.landscapemanagement.net

Editorial staff

RON HALL / 440/891-2636 / rhall@advanstar.com **Editor-in-Chief** Associate Publisher / Executive Editor SUSAN PORTER / 440/891-2729 / sporter@advanstar.com **Managing Editor** JASON STAHL / 440/891-2623 / jstahl@advanstar.com **On-Line Content Editor** LYNNE BRAKEMAN / 440/891-2869 / Ibrakeman@advanstar.com **Senior Science Editor** KARL DANNEBERGER, PH.D. / danneberger1@osu.edu Group Editor VERNON HENRY / 440/826-2829 / vhenry@advanstar.com Art Director LISA LEHMAN / 440/891-2785 / llehman@advanstar.com Sr. Graphic Designer CARRIE PARKHILL / 440/891-3101 / cparkhill@advanstar.com

Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Smallwood Design Group / Smallwood Landscape / Naples, FL
BILL HOOPES	Scotts Lawn Service / Marysville, OH
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
GARY LASCALEA	GroGreen / Plano, TX
DR. DANIEL POTTER	University of Kentucky / Lexington, KY
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DAVID SNODGRASS	Dennis' 7 Dees Landscaping, Inc. / Portland, OR
DR. BARRY TROUTMAN	I Environmental Industries / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell MA

Business staff

 Group Publisher
 JOHN D. PAYNE / 440/891-2786 / jpayne@advanstar.com

 Admin. Coordinator
 MINDY MOCZULSKI / 440/891-2734 / mmoczulski@advanstar.com

 Production Manager
 JILL HOOD / 218/723-9129 / jhood@advanstar.com

 Production Director
 ROSY BRADLEY / 218/723-9720 / rbradley@advanstar.com

 Circulation Manager
 RONDA HUGHES / 218/723-9526 / rhughes@advanstar.com

 Green Book Coordinator
 CANDACE HAUSAUER / 218/723-9175 / chausaue@advanstar.com

Advertising staff

Eastern Manager	JOSEPH SOSNOWSKI / 610/687-2356 Fax: 610/687-1419 150 Strafford Ave., Ste. 210 Wayne, PA 19087 jsosnowski@advanstar.com
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Western Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 proberts@advanstar.com
Midwest Manager	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 kstoltman@advanstar.com
Account Manager Display / Directory	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 mharris@advanstar.com
Classified Showcase / Account Executive	TERESA MILAM / 440/891-2670; 800/225-4569 x2670 tmilam@advanstar.com

Marketing/magazine services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
TAMARA PHILLIPS	Circulation List Rental / 800/225-4569, ext. 773
CUSTOMER SERVICES	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 Fax: 218/723-9779 tillo@advanstar.com For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180

ADVANSTAR ROBERT L. KRAKOFF JAMES M. ALIC JOSEPH LOGGIA DAVID W. MONTGOMERY ALEXANDER S. DEBARR DANIEL M. PHILLIPS SCOTT E. PIERCE ERIC I. LISMAN ADELE D. HARTWICK RICK TREESE

Chairman and Chief Executive Officer Vice Chairman & CTO President & COO VP/Finance, CFO & Secretary Executive Vice Presidents

Executive Vice President-Corporate Development Vice President-Controller & Treasurer Vice President-& Chief Technology Officer



Cover story: Editors'

picks for '03 Ron Hall and Jason Stahl review some neat labor-saving equipment

Preparing sports fields for spring

CSFM Boyd Montgomery goes over the basics of spring sports field prep

Long-term contracts

The benefits of long-term landscape maintenace contracts, especially on commercial properties

Telemarketing

Lawn care pros speak on whether telemarketing is still a useful tool, plus reports on the latest telemarketing legislation

Army of aerators Curt Harler explores the world of aerators

Irrigation

The innovative new products we discovered at the Irrigation Show

Insect control

Adult Japanese beetle management: Fiction and fact

Mower Guide

A story on what's new with zero-turn mowers, ride-ons, walk-behinds, complete with product roundup

Plus: The latest news in Industry Almanac, "Ask the Expert," and "Best Practices."

www.landscapemanagement.net

WHAT'S NEW ON-LINE

- Take part in our monthly poll
- Look up stories from past issues

Sign up for our newsletter, LM Week in Review

- The complete State of the Industry report at your fingertips
- The latest Green Industry news
- Soon 2003 Green Book

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advanstar Communications, Inc., 131 W. First St., Duluth MN 55802-2065. Subscription rates: one year, \$46, two years \$67 in the United States & Possessions; \$76 for one year, \$113 for two years in Canada and Mexico; all other countries \$148 for one year, \$220 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues; if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30all other countries. Add \$6 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER**: Please send address changes to Landscape Management, P.O. Box (198, Duluth, MN 55806-6118. Canadian G.S.T. number: R-1242131387001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.

Copyright 02002 Advanstar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publicker. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications. For libraries and other uses registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax 978-750-4407; call for copyring beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law, For those not registered with the CCC, send permission request in writing to Permissions Dept. Advanstar Communications Inc., 7500 Old Oak BMd., Cleveland, OH 44130 or fax to 440-891-2740.

Candscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Landscape Management velocimes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Advanstar Communications provides certain customer otata (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relvant. products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call foil-free 888-527-7008 between the hours of 7.30 am and 5 pm CT and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-723-9477.